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Sathish HS
Assistant Professor (Agril.
Extension), Diploma (Agri.)
College, Kathalagere,
Karnataka, India

Chandargi DM
Dean (Agri.), College of
Agriculture, Raichur,
Karnataka, India

Farmers' perception of effectiveness of public extension organizations

Sathish HS and Chandargi DM

Abstract

The study on clientele perception of effectiveness of extension was conducted in Raichur, Gulbarga, Bidar, Yadgir, Koppal and Bellary districts of Hyderabad-Karnataka region of Karnataka state during 2013-14. Expost-facto research design was used in the present investigation. Krishi Vigyan Kendras (KVKs) and Raita Samparka Kendras (RSKs) were selected purposively for the study. From each organization, 40 clientele were selected randomly. The results of the study revealed that, majority of the clientele of both extension organizations were educated up to middle school and high school with medium farming experience and small land holdings and semi medium income. Majority of the clientele of both extension organizations belonged to medium mass media utilizations, scientific orientation and economic motivation. With regard to perceived effectiveness of extension organizations, Krishi Vigyan Kendras clientele expressed that creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank) and organizing field meeting with farmers (III rank). Whereas, clientele of Raita Samparka Kendras expressed that, creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank), farmer training programmes (III rank) and organizing field meeting with farmers (IV rank). Holding scheduled meetings with farmers, organization of audio-visual shows and organization of research/extension linkage workshops by both the extension organizations were considered to less effective by the clientele.

Keywords: Clientele, effectiveness, Expost-facto, Krishi Vigyan Kendras and Raita Samparka Kendras

Introduction

Worldwide, agricultural extension is the key instrument for the agricultural development process both in terms of technology transfer and human resource development. Agricultural extension was once considered as the application of scientific research and new knowledge to agricultural practices through farmers' education. But, today the field of agricultural extension encompasses wide range of activities organized for the benefit of farming community by group of professionals from various disciplines.

Agricultural extension involves offering advisory services, helping farmers to identify their problems and opportunities and sharing information with them. The role of extension is very important for sustainable development of agriculture which is moving from mere production oriented towards an export and commercial oriented one.

In India, various organizations are involved in providing agricultural extension services to farming community in India. Over the years, the number of organizations providing agricultural extension services is increasing and these organizations vary greatly in their activities and approaches depending on their goal, finance and manpower.

The effectiveness of an organization can be defined as how well it performs its activities to attain the pre determined objectives. In this present context of agriculture where public, private and collaborated public-private organization are working in India, it is necessary to study how effective they are in there respective goals (Mukherjee *et al.* 2011) [4]. Reaching large population of farmers scattered across the country is a difficultly task and extension system must be effective and efficient in transferring technologies to the farming community. Therefore, it is necessary to know the effectiveness of extension agencies involved in providing agricultural extension services in the country as perceived by the clientele of the extension organizations. Keeping above facts and figures in mind the present study was conducted to know the profile characteristics of clientele and their perceived effectiveness of extension organizations as perceived by the clientele.

Methodology

The present study was conducted in Raichur, Gulbarga, Bidar, Yadgir, Koppal and Bellary districts of Karnataka state during 2013-14. Clientele of Krishi Vigyan Kendras under University of Agricultural Sciences, Raichur and Raita Samparka Kendras under Karnataka

Correspondence

Sathish HS
Assistant Professor (Agril.
Extension), Diploma (Agri.)
College, Kathalagere,
Karnataka, India

State Department of Agriculture were selected purposively for the study. Forty clientele from Krishi Vigyan Kendras and 40 from Raita Samparka Kendras were selected using simple random sampling technique from the clientele list obtained from the organizations. Thus the total sample comprised of 80 clientele respondents. Responses from the clientele respondents were gathered by personally interviewing the respondents using standardized interview schedule developed for the study. The collected data was analyzed using appropriate statistical tools.

Results and discussion

Characteristics of clientele of public extension organizations Education

It is clear from table 1 that, considerable proportion (35.00 %) of clientele of *Krishi Vigyan Kendras* were illiterates, one fifth (20.00 %) of them were studied upto middle school (5 to

7th) and 17.50 per cent of them studied up to pre university and 15 per cent of them were educated upto high school (8 to 10th). In case of *Raita Samparka Kendras*, little less than one third (30.00 %) of the clientele studied up top middle school and one fifth (20.00 %) of them studied up to pre university Equal (17.50 %) per cent of them were illiterates and studied up to high school and 12.50 per cent of them were educated upto high school (8 to 10th).

Varied educational status was observed in case of clientele of both public extension organizations. Majority of the clientele studied up to primary school and middle school. This might be due to, awareness of parents about the importance of education in one's life and also availability of educational facilities in rural areas. Study conducted by Sharma and Singh (2011) [9] revealed that, majority of beneficiaries and non beneficiaries of *Krishi Vigyan Kendras* belonged to medium educational status.

Table 1: Profile characteristics of clientele of public extension organizations (n= 80)

Sl. no.	Particulars	<i>Krishi Vigyan Kendras</i> clientele (n ₁ =40)		<i>Raita Samparka Kendras</i> clientele (n ₂ =40)	
		Frequency	Percentage	Frequency	Percentage
1	Education				
	Illiterate	14	35.00	7	17.50
	Primary school (1 to 4th)	3	7.50	5	12.50
	Middle school (5 to 7th)	8	20.00	12	30.00
	High school (8 to 10th)	6	15.00	7	17.50
	Pre-university (11 and 12th)	7	17.50	8	20.00
	Graduate (above 12th)	2	5.00	1	2.50
2	Farming experience				
	Low (Mean - 0.425*SD)	13	32.50	13	32.50
	Medium (Mean ± 0.425*SD)	12	30.00	15	37.50
	High (Mean + 0.425*SD)	15	37.50	12	30.00
	Mean	23.10		22.03	
	SD	10.11		8.89	
3	Land holding (Acres)				
	Marginal (up to 2.50)	7	17.50	8	20.00
	Small (2.51 to 5.00)	20	50.00	17	42.50
	Medium (5.01 to 10.00)	10	25.00	15	37.50
	Big (Above 10.00)	3	7.50	0	0.00
4	Annual income (Rs.)				
	Low (Below 17,000)	3	7.50	3	7.50
	Semi medium (17,001 to 34,000)	19	47.50	12	30.00
	Medium (34,001 to 51,000)	5	12.50	13	32.50
	High income (Above 51,000)	13	32.50	12	30.00
5	Mass media utilization				
	Low (Mean - 0.425*SD)	9	22.50	13	32.50
	Medium (Mean ± 0.425*SD)	16	40.00	15	37.50
	High (Mean + 0.425*SD)	15	37.50	12	30.00
	Mean	5.87		6.03	
	SD	2.11		1.63	
6	Scientific orientation				
	Low (Mean - 0.425*SD)	6	15.00	1	2.50
	Medium (Mean ± 0.425*SD)	25	62.50	29	72.50
	High (Mean + 0.425*SD)	9	22.50	10	25.00
	Mean	7.60		8.33	
	SD	1.48		2.95	
7	Innovativeness				
	Low (Mean - 0.425*SD)	11	27.50	13	32.50
	Medium (Mean ± 0.425*SD)	15	37.50	8	20.00
	High (Mean + 0.425*SD)	14	35.00	19	47.50
	Mean	11.30		11.43	
	SD	2.26		2.45	
8	Economic motivation				
	Low (Mean - 0.425*SD)	12	30.00	9	22.50
	Medium (Mean ± 0.425*SD)	15	37.50	16	40.00
	High (Mean + 0.425*SD)	13	32.50	15	37.50
	Mean	23.57		23.57	

	SD	3.65	5.88
9	Risk orientation		
	Low (Mean - 0.425*SD)	13	32.50
	Medium (Mean + 0.425*SD)	10	25.00
	High (Mean + 0.425*SD)	17	42.50
	Mean	23.53	24.07
	SD	3.67	2.79

Farming experience

With regard to farming experience, well over one third (37.50 %) of clientele of *Krishi Vigyan Kendras* belonged to high farming experience category followed by low (32.50 %) and medium (30.00 %) farming experience categories, respectively. Whereas, considerable proportion (37.50 %) of the clientele of *Raita Samparka Kendras* belonged to medium farming experience category followed by low (32.50 %) and high (30.00 %) farming experience categories, respectively.

It is evident from the above results that, majority of the clientele of public extension organizations belonged to high and medium farming experience categories. This might be due to the fact that, farming experience depends on age of the farmers. Majority of the clientele of both public extension organizations belonged to middle to old age categories and they might have started farming in their early age only. The results are in line with the results obtained by Bennur (2011) [3].

Land holding

It could be seen from table 1 that, half (50.00 %) of the clientele of *Krishi Vigyan Kendras* were small land holders and one fourth (25.00 %) of them were medium land holders, marginal and big land holders accounted for 17.50 and 7.50 per cent respectively. In case of *Raita Samparka Kendras*, higher proportion (42.50 %) of clientele belonged to small land holders category and 37.50 per cent of them were medium land holders. One fifth of them were marginal land holders.

Majority of the clientele of both public extension organizations belonged to small to medium land holders category. This might be due to, continuous fragmentation of ancestral land from generation to generation between the family members and also that those who had other occupation might have less acres of land. The results are in conformity with the results obtained by Patil (2005) [5].

Annual income

With regard to annual income, higher proportion (47.50 %) of clientele of *Krishi Vigyan Kendras* belonged to semi medium income categories followed by high (32.50 %), medium (12.50 %) and low (7.50 %) income categories respectively. Whereas, 32.50 per cent of the *Raita Samparka Kendras* clientele belonged to medium income category and equal (30.00 %) per cent of them were in semi medium and high income categories followed by low (7.50 %) income category. Possession of small to medium land holdings by majority of the farmers and also non adoption of subsidiary occupations by majority of the respondents might be the reasons for majority of the respondents belonging to semi medium to medium income categories. Similar results were also reported by Saravanan and Veerabhadraiah (2005) [8].

Mass media utilization

With respect to mass media utilization, two fifth (40.00 %) of clientele of *Krishi Vigyan Kendras* belonged to medium category followed by high (37.50 %) and low (22.50 %) categories respectively. In case of *Raita Samparka Kendras*,

well over one third (37.50 %) of the clientele belonged to medium mass media utilization category followed by low (32.50 %) and high (30.00 %) categories respectively.

Medium mass media utilization might be due the fact that, farmers are preoccupied in day to day agricultural activities from morning to evening and they don't find time to access the information from mass medias. The results are in contradiction with the results obtained by Raghuprasad *et al.* (2012) [6] *i.e.*, two fifth of respondents belonged to low mass media usage category.

Innovativeness

As indicated in table 1, over one third (37.50 %) of clientele of *Krishi Vigyan Kendras* belonged to medium innovativeness category. Proportion of clientele in high innovativeness category was found to be 35.00 per cent followed by low (27.50 %). In case of *Raita Samparka Kendras*, considerably higher proportion (47.50 %) of clientele belonged to high innovativeness category followed by low (32.50 %) and medium (20.00 %) categories respectively.

The probable reasons for majority of the clientele belonging to medium innovativeness category might be due to medium to small land holdings and also majority of the respondents were educated up to primary and middle school. The results are in conformity with the results obtained by Archana and Natikar (2014) [2] who reported that majority of the commercial seed growers belonged to medium innovativeness category.

Economic motivation

With respect to economic motivation, well over one third (37.50 %) of *Krishi Vigyan Kendras* clientele belonged to medium economic motivation category followed by high (32.50 %) and low (30.00 %) categories. In case of *Raita Samparka Kendras*, two fifth (40.00 %) of the clientele were found in medium economic motivation category followed by high (37.50 %) and low (22.50 %) categories respectively.

The probable reasons that majority of respondents had medium economic motivation because they have better exposure to the various extension organizations and close interaction with extension personnel. Other reason may be due to surrounding environment like neighbors, relatives, friends were having medium standard of living their income responsible for moderate economic motivation. Rathod *et al.* (2012) [7] also reported that majority of the farmers belonged to medium economic motivation category.

Risk orientation

As depicted in table 1, a considerable percentage (42.50 %) of clientele of *Krishi Vigyan Kendras* belonged to high risk orientation category followed by low (32.50 %) and medium (25.00 %) categories. In case of *Raita Samparka Kendras*, well over one third (37.50 %) of the clientele belonged to high category of risk orientation followed by medium (32.50 %) and low (30.00 %) categories respectively.

Majority of the clientele of both public extension organizations belonged to high risk orientation category. The risk bearing capacity of individuals depend upon the personal,

psychological, socio-economic characteristics. The individual with better resources and better contact with extension personnel might increase the confidence of the respondents regarding latest agricultural technologies and may motivate them to take up risk by adopting new technologies. The results are in line with the results obtained by Bennur (2011).

Scientific orientation

It could be seen from table 1 that, majority (62.50 %) of the clientele of *Krishi Vigyan Kendras* belonged to medium scientific orientation category followed by high (22.50 %) and low (15.00 %) categories, respectively. In case of *Raita Samparka Kendras*, majority (72.50 %) of the clientele were found in medium scientific orientation category and one fourth (25.00 %) of them were in high category followed by low (2.50 %) category.

Majority of the clientele of public extension organizations belonged to medium scientific orientation category. Scientific orientation is the orientation of farmers to adopt new technologies in a scientific way. To get sustained yield in farming farmers need to adopt new technologies. This might have prompted the farmers to adopt new technologies. The results are inline with the results obtained by Rathod *et al.* (2012).

Clientele perceived effectiveness of public extension organizations

It was clear from table 2 that, *Krishi Vigyan Kendras* clientele

expressed that creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank) and organizing field meeting with farmers (III rank), farmer training programmes (III rank), distribution of pamphlets, leaflets, etc (III rank), Organization of field days (VI rank), Organization of method demonstrations (VII rank) and Organization or result demonstrations (VIII rank). Whereas, clientele of *Raita Samparka Kendras* expressed that, creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank), farmer training programmes (III rank), organizing field meeting with farmers (IV rank), Distribution of pamphlets, leaflets, etc (IV rank), Holding scheduled meetings with farmers (VI rank), Organization of field days (VII rank) and Organization of audio-visual shows (VIII rank).

In both extension organizations, the clientele perceived that, creating awareness of extension service by both the organizations is very effective followed by visiting farmers, conducting demonstrations and farmer training programmes. The extension organizations are working for the benefit of farming community and involved in transfer of technology. Farmers often don't know whom to contact when problem occurs. Hence, extension organizations create awareness among the farmers towards the extension service. Extension personnel visit the farmers, distribute relevant literature for the benefit of farmers. The results are in conformity with the results obtained by Agbarevo and Machiadikwe (2013) [1].

Table 2: Clientele perceived effectiveness of public extension organizations (n=80)

Sl. No.	Effectiveness indicators	Public			
		UAS- KVK (n ₁ =40)		KSDA-RSK (n ₂ =40)	
		Index	Rank	Index	Rank
1	Creating awareness of extension service	76.67	I	73.33	I
2	Visiting farmers	73.33	II	71.67	II
3	Organizing field meeting with farmers	63.33	III	61.67	IV
4	Holding scheduled meetings with farmers	46.67	VIII	51.67	VI
5	Organization of field days	58.33	VI	48.33	VII
6	Organization of method demonstrations	56.67	VII	43.33	IX
7	Organization or result demonstrations	46.67	VIII	40	XI
8	Organization of research/extension linkage workshops	30	XII	28.33	XII
9	Farmer training programmes	63.33	III	70	III
10	Participation of farmers in on farm adaptive trials	45	X	43.33	IX
11	Distribution of pamphlets, leaflets, etc	63.33	III	61.67	IV
12	Organization of audio-visual shows	40	XI	45	VIII

Interrelationship between different characteristics of *Krishi Vigyan Kendras* clientele with perceived effectiveness

It is clear from the results presented in table 3 that, farming experience of the clientele and their perception of service quality of extension organization exhibited positive and significant relationship with the perceived effectiveness at 5 and 1 percent level of significance respectively. This might be

due to the fact that, better land holding and farming experience encourages the farmers to try new technologies recommended by the extension personnel and if adopted technologies succeed the farmers will get satisfied with the extension services and also encourages the farmers to acquire relevant and quality information from the extension organization.

Table 3: Interrelationship between different characteristics of *Krishi Vigyan Kendras* clientele (n= 40)

	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂
X ₁	1											
X ₂	-.160	1										
X ₃	.030	.544**	1									
X ₄	.101	.413*	.923**	1								
X ₅	.165	.351	.237	.115	1							
X ₆	-.017	.414*	.136	.055	.226	1						
X ₇	.001	-.216	-.294	-.404*	.153	.430*	1					
X ₈	.204	-.134	-.166	-.096	.131	-.091	-.017	1				
X ₉	.150	-.005	-.198	-.207	.138	.193	.163	.535**	1			

X ₁₀	-.307	.253	.373*	.176	.046	.221	.162	.071	.036	1		
X ₁₁	-.061	.418*	.355	.225	.050	.108	-.359	-.009	-.275	.457*	1	
X ₁₂	-.471**	.082	.300	.135	-.202	-.019	.013	-.320	-.388*	.539**	.470**	1

X ₁ – Education X ₂ – Farming experience X ₃ – Land holding X ₄ – Annual income	X ₅ – Mass media utilization X ₆ – Scientific orientation X ₇ – Innovativeness X ₈ – Economic motivation	X ₉ – Risk orientation X ₁₀ – Perceived satisfaction of services X ₁₁ – Perceived effectiveness X ₁₂ – Perceived service quality
** Correlation is significant at the 0.01 level * Correlation is significant at the 0.05 level		

Interrelationship between different characteristics of Raita Samparka kendras clientele with perceived effectiveness

It is evident from the results presented in table 4 that, farming experience of the clientele and their perception of satisfaction of extension services exhibited positive and significant relationship with the perceived effectiveness at 1 and 5 per cent level of significance respectively.

This might be due the fact that, better land holding and farming experience with substantiate annual income encourages the farmers to acquire relevant and quality information from the extension organization. If the information acquired by the extension organization is suitable to the farming situation of the clientele and is relevant, the clientele becomes satisfied with the services of extension organization, which inturn enhances the perceived effectiveness of the extension organization.

Table 4: Interrelationship between different characteristics of raita samparka kendras clientele (n= 40)

	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	X ₁₁	X ₁₂
X ₁	1											
X ₂	-.387*	1										
X ₃	-.166	.434*	1									
X ₄	-.196	.328	.925**	1								
X ₅	.208	-.014	.145	.241	1							
X ₆	-.044	.369*	.495**	.370*	-.069	1						
X ₇	.075	-.110	.375*	.455*	.343	.285	1					
X ₈	.711**	-.426*	-.212	-.180	.387*	-.136	.275	1				
X ₉	.298	-.093	.087	.031	.197	-.006	.071	.319	1			
X ₁₀	-.293	.464**	.560**	.514**	.375*	.351	.195	-.235	.134	1		
X ₁₁	-.141	.754**	.339	.266	.219	.171	-.035	-.101	.120	.415*	1	
X ₁₂	-.080	.132	.311	.220	-.184	.248	-.070	-.364*	-.490**	.204	-.057	1

X ₁ – Education X ₂ – Farming experience X ₃ – Land holding X ₄ – Annual income	X ₅ – Mass media utilization X ₆ – Scientific orientation X ₇ – Innovativeness X ₈ – Economic motivation	X ₉ – Risk orientation X ₁₀ – Perceived satisfaction of services X ₁₁ – Perceived effectiveness X ₁₂ – Perceived service quality
** Correlation is significant at the 0.01 level * Correlation is significant at the 0.05 level		

Conclusion

It can be concluded from the results of the study that, majority of the clientele of both extension organizations were educated up to middle school and high school with medium farming experience and small land holdings and semi medium income. Majority of the clientele of both extension organizations belonged to medium mass media utilizations, scientific orientation and economic motivation. With regard to perceived effectiveness of extension organizations, Krishi Vigyan Kendras clientele expressed that creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank) and organizing field meeting with farmers (III rank). Whereas, clientele of Raita Samparka Kendras expressed that, creating awareness of extension service (I rank) was very effective followed by visiting farmers (II rank), farmer training programmes (III rank) and organizing field meeting with farmers (IV rank). Holding scheduled meetings with farmers, organization of audio-visual shows and organization of research/extension linkage workshops by both the extension organizations were considered to less effective by the clientele. So administrators, policy makers and extension personnel of the extension organizations should concentrate on these aspects while designing and developing extension educational activities for the benefit of the farming community. Extension organizations should organize more audio visual shows and

hold timely meetings with farmers for the benefit of farming community.

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