
Attitude of Respondents towards On-campus and Off-campus Training Programmes conducted by KVK Amritsar

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Abstract

This study was undertaken with a view to ascertain the attitude of the trainees towards training programmes conducted by Krishi Vigyan Kendra (KVK), Amritsar. The study was conducted on 300 respondents, selected by random sampling technique, from 10 villages covering 5 blocks of the district. The findings infer that the on-campus trainees have more favorable attitude than off-campus trainees. The data indicates that the exposure to KVK training programmes significantly changed the attitude of farmers in the desired direction. It is stated that policies and plans to improve the adoption of agricultural technologies in India should not overlook the importance of the need to change the incompatible outlook and views held by those farmers who are considered as traditional and conservative.

Keywords: Attitude, On-campus Training, Off-campus Training.

Human resource is the most precious resource for any country. It is, however, not the numerical but the qualitative strength of the people, which forges a country ahead towards progress and prosperity. It is basically the development of human resources that brings about socioeconomic or political-cultural transformation of any society. Today the farmers are responsive to new ideas and are willing to take up improved practices. Even then the total production of food and milk has always been far short of its requirement.

Experience with the Farmers Training Centers, showed that by and large, these had failed to have desired impact. These considerations make a case for reviewing existing training institutions. The appropriate training of practicing farmers has received the attention of various educational institutions in varying degrees. The Krishi Vigyan Kendra (KVK), an educational institution, offers an opportunity by organizing training to work closely with trainees in developing a more skilled and educated work force. The KVK organizes both on campus and off campus training. The training programme of KVK is a multipurpose one to cover not only the varied needs of a person but also the entire needs of a village

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and community. It covers agricultural technology, home crafts, childcare, family welfare, cooperation, animal rearing and management, fisheries, bee-keeping and mushroom production, depending upon the needs of the area and people. Krishi Vigyan Kendra, Amritsar was established in 2005 for imparting training and education with a view to raise the level of knowledge, attitudinal changes and testing and transferring of recommended improved farm technology so as to bridge the gap between production and productivity and also to increase self employment opportunities among the farming community. The training programmes (On and Off campus) of this KVK are being conducted over the last ten years for fulfilling the KVK mandate. In extension research, attitude of a person or group towards any programme is of paramount importance. The success or failure of many rural social reforms would mainly depend upon the client's attitude towards it. By and large the attitude of farmers forms an essential component for the better implementation and success of KVK training programmes. Keeping this in view, an attempt was made to ascertain the level of attitude of the trainees towards KVK training programmes.

Methodology

A sample of 10 villages covering 05 blocks viz. Ajnala, Chogawan, Majitha, Harsha Chinna and Verka were selected purposively as these villages have maximum number of trainees. For selection of respondents, 15 on-campus trainees were selected randomly from each village. From the same village 15 off-campus trainees with similar socioeconomic conditions were also selected randomly. Thus the total respondents were 300 in number, consisting of 150 on-campus trainees and 150 off-campus trainees. To determine the attitude of on-campus trainees and off-campus trainees, a set of 20 statements were used. Responses were recorded on a three point scale of 'agree', "somewhat agree", and 'disagree'. The scoring was 3 to 1 in case of positive statements and 1 to 3 in case of negative statements. The category of attitude was placed in three groups as below:

1. Low attitude score upto 20.
2. Medium attitude score above 20 upto 40.
3. High attitude score above 40.

Results and Discussion

The attitude of on- campus and off-campus trainees is presented in Table 1. In the case of on-campus trainees, all the respondents *i.e.* 100 per cent had high level of attitude, towards KVK training programmes while in case of off-campus trainees

86.67 per cent had high level of attitude followed by 13.33 per cent with medium level of attitude.

Table 1. Categories of the respondents according to their attitude towards KVK training programmes

Category	On-Campus		Off-Campus	
	Frequency	Percentage	Frequency	Percentage
Low (upto 20)	0	0	0	0
Medium (Above 20 upto 40)	0	0	20	13.33
High (Above 40)	150	100	130	86.67

This indicates that the on-campus trainee farmers had high level of attitude than the off-campus trainees. Thus serious attention is required to educate the off-campus trainees in order to develop a positive attitude towards KVK training programs.

Evaluation of Attitude of Respondents towards KVK Training Programmes

Based on all responses, total score and mean weighted score were computed for each statement. The mean weighted score was worked out by dividing the total score of each statement by number of respondents. The mean weighted score (MWS) for 20 statements was evaluated as per criterion prescribed in Table 2. The total score of each statement, corresponding mean weighted score and its evaluation has been given in Table 3. The results presented in evaluation of responses have been summarized for positive/favorable attitude; negative/ unfavorable attitude; by on-campus trainees and off campus trainees which have been presented and summarized briefly as given below.

Table 2. Scale for evaluating positive and negative statements

Positive Statement	Evaluation Table	Negative Statement
Disagree (DA)	Upto 1.0	Agree (A)
Somewhat agree (SA)	Above 1.0 upto 2.0	Somewhat agree (SA)
Agree (A)	Above 2.0	Disagree (DA)

As may be seen in Table 3 MWS shows that on-campus trainees have had clear positive response towards KVK training programmes than the off-campus trainees. These findings are suggestive to KVKs and extension agencies for preparing a suitable strategy for implementation of training programmes for the farmers; to develop favorable attitude of the farmers towards KVK training programme in order to develop cognitive compartment of farmers with regard to improving

agricultural practices. In order to find out if there is any difference between trainees of on and off campus programmes regarding their attitude towards KVK training programme, the null hypothesis (H_0) was also tested. The calculated value of 'Z' was found to be 10.91, which was greater than the table value of Z (1.96) at 5 per cent level of significance. Hence, the null hypothesis (H_0) has been rejected and the alternate hypothesis was accepted. This shows that on-campus trainees have more favorable attitude towards KVK training programmes than the off-campus trainees. Thus, the exposure to KVK training programme significantly changed the attitude of farmers in the desired direction. It may be stated that policies and plans to improve the adoption of agricultural technologies in India should not overlook the importance of the need to change the incompatible outlook and views held by those farmers who are considered as traditional and conservative. The agencies concerned with agricultural extension should devote more attention to this respect in formulating and implementing their programmes. In fact, these measures should precede the formal introduction of the improved practices in the village communities. This finding is in agreement with the findings of Sindhu (1980); Babu and Singh (1986); Satyanarayan *et al.* (1994); Prabhukumar and Veerabhadraiah (1998) and Chhaya *et al.* (2001).

Table 3. Evaluation of attitude response of respondents towards KVK training programme

S. No.	Statement	On campus trainees			Off-campus trainees		
		Score	M.W.S	Evaluation	Score	M.W.S	Evaluation
1.	The majority of the farmers attending training programmes are not selected as per their needs.	367	2.44	DA	310	2.07	DA
2.	For the sake of convenience trainers spare sufficient time for discussion.	420	2.80	A	331	2.21	A
3.	The trainers talk about something which the farmers do not need.	268	1.79	SA	309	2.06	DA
4.	The course content in KVK programmes is well designed.	441	2.94	A	334	2.21	A
5.	The course content is not useful to the majority of the farmers.	438	2.92	DA	374	2.49	DA
6.	Because of the KVK training farmers have considerably increased their production.	379	2.53	A	365	2.43	A

S. No.	Statement	On campus trainees			Off-campus trainees		
		Score	M.W.S	Evaluation	Score	M.W.S	Evaluation
7.	The farmer will be not adversely affected if the KVK is closed.	436	2.91	DA	397	2.65	DA
8.	KVK provides unique opportunity to the farmers for undergoing need based skill oriented training.	363	2.42	A	348	2.32	A
9.	The training programmes of KVK are not planned according to season and time.	435	2.90	DA	382	2.55	DA
10.	It is strongly felt that more number of KVKs should be established.	384	2.56	A	319	2.13	A
11.	The training methods followed at KVK are not in accordance with the course content.	427	2.85	DA	392	2.61	DA
12.	The KVK plan for each session in general well in time.	380	2.53	A	302	2.01	A
13.	KVK training facilities are available only to the new selected farmers.	413	2.75	DA	361	2.41	DA
14.	KVK maintained poor coordination with the other organizations engaged in the farmers training.	299	1.99	SA	306	2.04	DA
15.	KVK conducts well attended training programme on campus and off campus for the farmers.	331	2.21	A	333	2.22	A
16.	The farmers get all sorts of technological help from the KVK in relation to agriculture matters.	442	2.95	A	399	2.66	A
17.	The training approach is not innovative but traditional.	438	2.92	DA	412	2.75	DA
18.	KVK has very much added to the farmers' knowledge about few improved methods of farming.	366	2.44	A	321	2.14	A
19.	The trainee farmers find answers to their questions.	448	2.99	A	406	2.71	A
20.	There is no adequate follow-up of the training programmes at KVK.	377	2.51	DA	307	2.05	DA

Conclusion

In case of on-campus trainees, all the respondents *i.e.* 100 per cent had high level of attitude towards KVK training programmes; while in case of off-campus trainees 86.67 per cent had high level of attitude followed by 13.33 per cent with medium level of attitude. This showed that on-campus trainees have more favorable attitude towards KVK training programmes than the off campus trainees. Thus, the exposure to KVK training programmes significantly changed the attitude of farmers in the desired direction.

However, to improve the attitude of off-campus trainees, hands on training programmes should be emphasized through proper assessment of their training needs. Much emphasis should be paid on planning and executing those off campus trainings which add to their income. The follow-up mechanism of the institute imparting trainings should also be strengthened.

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