

## Original Research Article

# Assessing Impact of Krishi Vigyan Kendra on Employment Generation of Rural Youth

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## ABSTRACT

Krishi Vigyan Kendra is conducting vocational training programmes for rural youth with a view to equipping the technological skill and employment related to agriculture and allied sectors. Vocational training helps to correlate education with the source of living. It is an activity directed to identifying and developing human capabilities for a productive and satisfying working life. The study conducted in Shahdol district of Madhya Pradesh state to assess the impact of Krishi Vigyan Kendra (KVK) on employment generation of rural youth. The study was conducted with 120 respondents randomly selected in six villages of Shahdol district. The findings revealed that, rural youth were of middle age, education status, illiterate, belongs to OBC, medium social participation, small land holding, low annual income, low mass media exposure, low extension contact, low infrastructural facilities, 3 to 4 trainings attended, medium risk orientation, low economic motivation and medium innovative proneness. The employment generation of rural youth was medium.

### Keywords

Rural youth,  
Krishi Vigyan  
Kendra,  
Employment  
generation

## Introduction

Rural youth are the backbone of a country. It is golden rule to remobilize the youths for their constructive involvement in any programme aimed at developing the community through the optimum utilization of best available human resource. Rural youth are the potential, energetic & powerful force of a village, but unfortunately, in a majority of the cases, they are the most underutilized, misguided & disillusioned group. Appropriate counseling, motivation, training & encouragement would certainly prove to be successful in molding them as useful citizens, which would benefit the village enormously.

Rural youth account for 55 percent of the world youth population. In India, rural youth constitute over two-and-half times of the size of urban youth. They form a vital human resource. Rural youth therefore should be brought into the mainstream of the rural development process in general & agriculture in particular. Rural youth have significant contributions to the local and national economy by being participated in Income generating activities (IGA's) such as vegetable production, nursery establishment, crop production, mushroom cultivation, bee keeping, livestock, goatry and poultry rising, cottage industry and small business etc. Unfortunately, the rural youth community is

almost unknown to modern agricultural technology and has been left out from the main stream of economic development (Mondal, 2006).

Krishi Vigyan Kendra is an innovative science based institution which conducts On Farm Testing for technology assessment and refinement; undertakes vocational training of farmers, farm women and rural youths; and Front-line demonstrations to promptly demonstrate the latest agricultural technologies to the farmers as well as the extension workers. KVK's function in collaboration with scientists, subject matter experts, extension workers and farmers. (Rajan *et al.*, 2017). There are 642 Krishi Vigyan Kendra in India and 8 Zonal Project Directorate working under administrative control of Indian Council of Agriculture Research. In Madhya Pradesh state 47 KVK's are functioning under zone VII ZPD, out of which 6 KVK's are working in tribal districts. These KVK's are primarily focused on dissemination of location specific technologies access to information for upliftment and empowerment of tribals. There are 652 Krishi Vigyan Kendra in India and 11 Zonal Project Directorate working under administrative control of Indian Council of Agriculture Research. In Madhya Pradesh state 47 KVK's are functioning under zone XI ATARI. These KVK's are primarily focused on dissemination of location specific technologies access to information for upliftment and empowerment of rural community.

In view of the above fact vocational training has been marked as one of the most important mandate of Krishi Vigyan Kendra, which serves the rural people as an innovative institution. Vocational training helps to correlate education with the source of living. A general and internationally

accepted definition states that vocational training is an activity directed to identifying and developing human capabilities for a productive and satisfying working life. Therefore, keeping the above facts in mind, the present study is entitled as "Assessing Impact of Krishi Vigyan Kendra on employment generation of rural youth."

## Methodology

The study was entirely concerned with training conducted by Krishi Vigyan Kendra, Shahdol during the year 2007-08 to 2009-10 for rural youths. During these years' six villages namely: Bhamraha, Sinduri, Kathautiya, Kotama, Silpari & Kalyanpur, have been adopted by the KVK, Shahdol. A list of the rural youth was prepared from each village who had attended minimum three or more number of training courses during these years from KVK, Shahdol. The village wise list of rural youth trainees was prepared with the help of KVK, Shahdol. From each village the 20 trained rural youth who had attended the vocational training programme were selected randomly by using equal proportionate random sampling method. Thus the total sample was consisted of 120 trained rural youths.

The following statistic was used to measure the impact of KVK on employment generation of rural youths regarding selected technologies given by KVKs.

Chi-Square: Test to determine whether two attributes are independent by comparison of observed frequencies related to expected frequencies.

$$\text{Formula: } \chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \text{ with d.f.} = (r-1)(c-1)$$

**Table.1** Distribution of the respondents according to their socio -economic and psychological characteristics

S. N.	Attributes	Categories	Respondents N = 120	
			Frequency	present age
1	Age	Up to 24	33	27.50
		25 - 30	58	48.33
		Above 30	29	24.17
2.	Education	Illiterate	41	34.17
		Up to primary	31	25.83
		Up to Middle	26	21.67
		High School & above	22	18.33
3.	Cast	Schedule caste	24	20.00
		Schedule tribe	31	25.83
		OBC	39	39.50
		General	26	21.67
4.	Social Participation	Low	42	35.00
		Medium	47	39.17
		High	31	25.83
5	Size of land holding	Small	56	46.67
		Medium	37	30.83
		Large	27	22.50
6.	Annual income	Low	52	43.33
		Medium	39	33.50
		High	29	24.17
7.	Mass media exposure	Low	48	40.00
		Medium	43	35.83
		High	29	24.17
8.	Level of Extension contact	Low	53	41.17
		Medium	41	34.17
		High	26	21.67
9.	Level of infrastructural facilities	Low	55	45.83
		Medium	37	30.83
		High	28	23.33
10.	Number of trainings attended	Up to 2	41	34.17
		3 - 4	52	43.33
		Above 4	27	22.50
11.	Level of risk orientation	Low	42	35.00
		Medium	52	43.33
		High	27	22.50
12.	Level of economic motivation	Low	54	45.00
		Medium	37	30.83
		High	29	24.16
13.	Level of innovation proneness	Low	43	35.83
		Medium	50	41.67
		High	27	22.50

**Table.2** Distribution of respondents according to Employment generation

S. No.	Employment generation	Number of respondents	Percentage
1.	Low	42	35.00
2.	Medium	55	45.83
3.	High	23	19.17
<b>Total</b>		<b>120</b>	<b>100</b>

**Table.3** Association between socio-economic and psychological characteristics with employment generation of the rural youth

S. No.	Characteristics	Employment Generation
		$\chi^2$ Value
1.	Age	2.42 NS
2.	Education	11.45 *
3.	Caste	2.30 NS
4.	Social participation	19.78 *
5.	Size of land holding	11.72 *
6.	Annual income	18.87 *
7.	Mass media exposure	31.19 *
8.	Extension contact	14.45 *
9.	Infrastructural facilities	19.28 *
10.	No. Of training attended	16.83 *
11.	Risk Orientation	26.42 *
12.	Economic Motivation	16.83 *
13.	Innovation proneness	29.62 *
14	Income generation	20.39*

\* Significant at 5% level of significance with 4 d.f

Table 1 shows that most of the rural youth trainees i.e. 48.33 percent were from 25-30 years age group, 34.17 percent were illiterate, 39.50 percent belonged to OBC category, 39.17 percent had medium social participation category, 46.67 percent had small size of land holding, 43.33 percent had low annual income, 40.00 percent had low mass media exposure, 41.17 percent had low extension contact, 45.83 percent had low infrastructural facility, 43.33 percent had medium number of training attended, 43.33 percent had medium risk orientation, 45.00 percent had low economic motivation, 41.67 percent had medium innovation proneness. The data in the table 2 indicates that out of the total respondents highest percentage i.e.,

45.83 percent was found in medium category, whereas 35 per cent in low and 19.17 per cent in high employment generation category. Thus it can be concluded that the highest percentage of respondents had medium level of employment generation.

The data in the table 3 shows that, age, and caste, of rural youth have no significant association with employment generation activities and remaining attributes viz, education, social participation, size of land holding, annual income, mass media exposure, extension contact, infrastructural facilities, number of training attended, risk orientation, economic motivation and

innovation proneness found to be significantly associated with employment generation activities of rural youths.

Regarding employment generation of rural youth highest percentage 45.83 percent of rural youth had medium employment generation followed by low 35 per cent and 19.17 per cent in high.

Association between independent variables with their employment generation, revealed that education level, social participation, land holding, annual income, mass media exposure, extension contact, infrastructural facilities, no. of training attended, risk orientation, economic motivation and innovative proneness of respondents have significant positive association with the employment generation. But age and Caste have no significant association with the employment generation. (Choudhary, 2011) and (Shrivastava *et al.*, 2012).

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