



Extension Advisory Services through KVKs in Technology Dissemination and Adoption

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INTRODUCTION

Large scale technology adoption is needed due to more changes in agriculture sector as well as in climatic condition. Various new technologies were coming in the way to increase the production to make it profitable enterprises and to combat the rapid change in present scenario. According to the NSSO, 2014 information source for farmers were Private commercial agencies (7.4 %), Progressive farmers (19.6%), media (20%), State departments, SAU and KVKs (11%) and remaining were not receiving any information. So there is a wide and extensive role of extension services come into existence in dissemination and adoption of new technologies at farmers field. Here the role of extension specialist came in the limelight to spread the technologies in horizontal manner ,i.e, **Lab to Land programe** so large group of farmers will get benefit of this. In this process the methodology includes knowledge and skill of a group, farmers organization, wide information and moreover motivation and self confidence. Due to change in weather condition large scale changes must be included in agriculture sector to minimize the losses due to aberrant weather condition.

❖ Role of KVKs in extension services are:-

- **Crop advisory services-** Time to time crop advisory services are circulated among the farmers group to conduct agriculture practices accordingly, through awareness camp, on farm trial, method demonstration at farmers field and time to time training is also conducted.



- **Weather advisory services-** All KVK having a DAMU project through which farmers are getting weather condition updates which in turn help to prepare crop calendar by farmer itself.
- **Soil and water testing advisory-** Aware farmers time to time about importance of soil and water testing through method demonstration to know soil status (micro and macro flora) at farmers field as well as KVKs. According to the nutrition status of soil, farmer able to use balance fertilizer in forthcoming crops. It directly or indirectly having positive impact on economic status of farmer same time soil health too. Soil Health card (SHC) are given to farmers and status of soil is mention along with suggestion given to them to work accordingly.
- **Training programme -** Krishi Vigyan Kendra also impart training to the farmers with all the activities and to resolve major issue of farmers field. There are also several training imparted to SC/ST candidate to increase the level of livelihood under the banner of skill training along with assistance to set up their small scale enterprises.



- **Group meeting/kisan goshthi / Farmer Scientist Intraction/ Campaign-** These activities were organized on routine basis to update the new intervention in agriculture, animal husbandry, weather updates , release of new varieties of upcoming crops, PMFBY, FPO, SHG through small meeting as well as intervention or campaign to resolve IPM. IDM, IWM along with various queries at farmers part.



- **On farm trial-** Any release of new varieties from any institution, on Farm Trial were conducted by the KVK to disseminate the technology from lab to land. Once the technology work in a particular environment then the technology were demonstrated at large scale at farmers field as cluster front line demonstration (CFLD) and feed back is also taken by the farmers for the scope of improvement.



Some are the other ways to disseminate extension services through information and communication technology (ICT). Area of ICT is growing very fast, starting from radio and now a days reach to artificial intelligence (AI). In the changing scenario computer based technology and telecommunication are growing fast, as a source of knowledge.

- **Mobile phone technology-** 90% of people using mobile with active internet services can access easily
- **Mobile Apps-** Best way to connect organizations and the user end to transfer information instantly
- **Social media-** 50-60% of world population were active on social media. People can easily connect to these social groups and it can be used for sharing

knowledge. Direct marketing help the farmers to fetch the prizes of their products

- **E- Choupal** - Connect the group of farmers from any corner of the world as medium of transit as it is source of knowledge
- **Multimedia-** PC, laptop, notebook, CD and DVD, digital video
- **Web portal and website-** It is the easy and provide two ways communication that bring information from diverse sources like e-mail , browsers, website, search engine, chat etc to the user end
- **Video conferencing-** Live and face to face distant communication way to connect large group at one time from different places.



- **Digital libraries, e-books & electronic publication:** Help to access all type of information at one click

- **Microsoft publishing:** News, letter, poster, brochure cover large group of different interest

- **Remote sensing and GIS based mapping:** Data reception by using sensors which in turn help in data representation of particular area manifested in term of shape, size, colour, tone, texture etc interpretation based on images of an object
- **Artificial intelligence (AI):** AI help farmers in monitoring the farming situation by analyzing soil, crop health, which detect nutrient status of soil and directly related to plant health. AI based prediction allow appropriate recommendation for insect, pest, disease management. It can play important role during the labour scarcity. But AI system required large amount of data to train machine to make accurate predictions. Various trial are going on at university level .
- **Kisan Sarathi portal:** It is a digital platform launched on 93rd foundation day celebration of Indian Council of Agriculture Research (ICAR) with the aim “**Right Information at Right Time**” by using this platform farmers can get advisories from the scientists of Krishi Vigyan Kendra (KVKs) in their desired language.
- **Community Radio Stations:** It is one of the powerful mode of communication and have significant contribution in promoting agriculture in the country. It broadcast programme on improved agriculture practices with latest technology, on animal husbandry, poultry farming, horticulture, fisheries, local events like kisan mela, FSI etc.