



ISSN (E): 2277- 7695

ISSN (P): 2349-8242

NAAS Rating: 5.03

TPI 2019; 8(9): 241-243

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www.thepharmajournal.com

Received: 13-07-2019

Accepted: 15-08-2019

Jitendra Pratap

Assistant Professor, Department of Veterinary & Animal Husbandry Extension Education, College of Veterinary and Animal Science (COVAS), SVPUAT, Meerut, Uttar Pradesh, India

Mohd. Ameer Khan

Associate Professor, Department of Veterinary & Animal Husbandry Extension Education, COVAS, SVPUAT, Meerut, Uttar Pradesh, India

Vijay Singh

Professor & Head, Department of Gynecology and Obstetrics, COVAS, SVPUAT, Meerut, Uttar Pradesh, India

VP Singh

Associate Professor, Department of Livestock Products Technology, COVAS, SVPUAT, Meerut, Uttar Pradesh, India

Rajesh Mandil

Associate Professor, Department of Veterinary pharmacology and Toxicology COVAS, SVPUAT, Meerut, Uttar Pradesh, India

Correspondence

Jitendra Pratap

Assistant Professor, Department of Veterinary & Animal Husbandry Extension Education, College of Veterinary and Animal Science (COVAS), SVPUAT, Meerut, Uttar Pradesh, India

Farmers' perception about constraints during Kisan Mela

Jitendra Pratap, Mohd. Ameer Khan, Vijay Singh, VP Singh and Rajesh Mandil

Abstract

Kisan Melas are in subsistence for a long time. The main purpose of organising such Kisan Mela is to create awareness among Kisan Mela visitors about new technologies developed by researchers primarily from the government sector, agricultural and allied research centres and state agricultural universities. Kisan Mela also helps farmers in enhancing their knowledge on new schemes or programs. The present study was purposively conducted in Kisan Mela organized by Sardar Vallabhbhai Patel University of Agriculture and Technology (SVPUA&T), Meerut (U.P.) to examine the constraints perceived by the visitors and their suggestions were taken for corrective measures in future Kisan Mela. The data for the above study was collected through pre-tested, structured interview schedule. About twenty nine per cent Kisan Mela visitors said that they were not faced any difficulty during *Kisan Mela*. The measure constraints perceived by the visitors were non availability of desire quality of seeds (25.83%), expenses of money (23.33%), routine work of agriculture is disturb (21.67%), lack of food arrangement (20.83%) and family obligation 15.83 per cent. For the improvement in the arrangement of Kisan Mela, respondents gave certain suggestions such as transport facility from highway to *Mela* ground should be provided, arrangement of food shop at Kisan Mela ground should be proper and improve entertainment facility in the evening at Kisan Mela ground.

Keywords: Kisan –Mela, visitors, constraints, suggestion

Introduction

Kisan Melas or farmers fair are in subsistence for a long time and treated as one of the most technology dissemination tool for the farmers. Despite various ICT tools for information dissemination, melas continue to be a significant mode of transfer of technology owing to many advantages (Shirur *et al.* 2011)^[3]. The main purpose of organising such Kisan Mela is to create awareness among Kisan Mela visitors about new technologies developed by researchers primarily from the government sector, agricultural and allied research centres and state agricultural universities. Also, the Kisan Mela helps farmers in enhancing their knowledge on new schemes or programs. Such Kisan Mela often attracts number of farmers, scientists, students, and extension personnel from the KVKs and the agriculture and allied sectors. Private sector, especially the input companies are also participating in these fairs (Tanush and Chander, 2019)^[4]. The visitors in Kisan Mela held at Sardar Vallabhbhai Patel University of Agriculture and Technology (SVPUA&T), Meerut (U.P.) came from various areas such as (Livestock sector, Potato, Soyabean, Rice, Mushroom, Wheat, Pea, Sugarcane etc). Mela had various stalls on hybrid seeds, fertilizers, tractors, Banking sector, Mineral Mixture, Medicine, different utensils used in dairying *etc.* People from almost all part of North India came to visit the *mela* and some even came to participate as in animal exhibition. The Kisan Mela emphasized on the need of increasing agriculture and allied sector productivity. In the Kisan Mela the scientist gave information about quality seed, good agriculture practices model, use of chemical fertilizer, information about soil health, animal diseases, identification of quality dairy animal, different livestock products technology, discuss problems related to animal reproduction, management of different livestock, different pathological condition of animal and use of organic manures. Information was also provided on insect/pest and disease control management of crops. The highlights of the fair were technological displays' made by faculty of the university and other institutions working in the field of agriculture and allied sectors. In the *mela* number of private agencies and firms engaged in agricultural inputs, livestock sector implement machinery, seed, fertilizer, insecticides participated and put up stalls for exhibition. Organizing of Kisan Mela demand alot of investments and time.

Authorities, scientists, other staff and development professionals need to spend several weeks to organize such events (Tanush and Chander, 2019) [4]. But the visitors of the Kisan Mela always perceived some constraints during the visit of *Mela*. The study was conducted to know the constraints perceived by the visitors and take their suggestions for the further improvement of Kisan Melas.

Material Method

The study was conducted during Kisan Mela at SVPUAT, Meerut district of Uttar Pradesh. A simple random sampling technique was used in the selection of respondents from those who visited Kisan Mela. The respondents were personally interviewed for the collection of data related to constraints perceived and suggestions to improve the Kisan Mela with the help of pre-tested, structured interview schedule. There were 40 respondents were interviewed each day so that, total 120 Kisan Mela visitors were interviewed in successive three days of Kisan Mela. The collected data was statistically analyzed with the help of frequency and percentage.

Results and Discussion

Constraints perceived by Kisan Mela visitors

Table 1 revealed that 29.17 per cent Kisan Mela visitors perceived that there are no constraints during their visit. It showed that *Kesan Mela* is well organised and fulfil all the requirement of visitors. 25.83 per cent visitors considered that desired quality of seeds were not available in *Krishidham* Expo (exhibition). This is because of diversified agriculture pattern prevailing in the region where *Mela* organized. Farmers fare is a good platform for buying and selling variety of seeds of different crops and vegetable which was not sufficient for all the visitors. Kisan Mela visitor's expectation might be fulfilled by inviting more enterprise involved in production of quality seeds of different crops and vegetable. 6.67 per cent Kisan Mela visitors complained for less shady area at Kisan Mela ground, because of this they face direct sun shine during Kisan Mela visit. This constraint may be removed in future Kisan Melas by oragnizing such events at shady places where the visitors will take rest during sunny days. 23.33 per cent Kisan Mela visitors perceived that visit to farmers fare is expensive one in terms of money and it was also time consuming. This is a most common constraint because of the high transportation cost and person performed number of task at a time. This constraint might be removed by providing improved variety of seeds at the farmers doorstep developed by different research institute. Kisan Mela is a place where number of improved variety of seeds and new technologies are demonstrated to create awareness among farmers. Yadav and Kumar (2018) [5] reported that more than half of the farmers visited the farmers' fair for 'purchase of HYV seeds'. Pattnaik *et al.*, (2012) [1] revealed that most of the participants feel that even if they are interested to visit the *Krishi Mela* but the high travel cost was one of the major constraint which hinder their visit. About 3 per cent visitors were complained for poor drinking water facility at Kisan Mela ground. Arrangement of drinking water was sufficient but the visitors might be confused about the place of the water arrangement which need to be improved in coming Kisan Melas. 15.00 per cent visitors said that they face problem to reach *Mela* ground from main road which is about one kilometre from the main highway with low public transport facility. Visitors suggested that university should provide more vehicle so that visitors reach the *Mela* ground with

comfort. 20.83 per cent respondents perceived that there was less number of food shops in Kisan Mela. Food is an essential element of any event for its success, so that more efforts are needed to invite food shop in Kisan Mela Ground. This happened by providing stall them with lesser rent, for the sake of grand success of farmer's fare. 10 per cent livestock owners' who came for animal exhibition perceived that availability of green fodder for their elite animals was not proper at *Mela* ground. Animal exhibition is an integral part of Farmers' fare, so that proper arrangement of green fodder is necessary for them. Although dry fodder arrangement was in sufficient amount and their is scope to improve the supply of green fodder for their animals. Very few respondents perceived constraint regarding human doctors at night. The arrangement of ambulance, health camp, dressing equipment and some live saving drugs were available at *Mela* Ground round the clock. 15.83 Per cent respondents perceived family obligation as major constraints in attending Kisan Mela. This is because of scenario related to Indian social system is changing from joint family to nuclear family system. 21.67 per cent respondents said that routine work of agriculture is disturbed. Majority of the respondents come to attend Kisan Mela from Meerut and adjoining districts of western Uttar Pradesh, where more intensive agriculture work is done. 10.83 per cent Kisan Mela visitors said lack of time is one of the constraint in attending Kisan Mela.

Table 1: Constraints Perceived by Kisan Mela Visitors (N=120)

Sl. No.	Constraints	Frequency	Percentage
1	No constraints	35	29.17
2	Non availability of desire quality seeds	31	25.83
3	Lack of shady area	8	6.67
4	Expenses of money	28	23.33
5	Drinking water facility	4	3.33
6	Difficulty to reach Kisan Mela ground from Highway	18	15.00
7	Lack of food arrangement	25	20.83
8	Poor arrangement of green fodder for animal	12	10.00
9	Lack of human doctor	2	1.67
10	Family obligation	19	15.83
11	Routine work of Agriculture is disturb	26	21.67
12	Lack of time	13	10.83

Suggestions given by Kisan Mela visitors for improvement of Kisan Mela

The suggestions of the visitors regarding various components of *Krishidham EXPO* at SVPUAT Meerut was also undertaken to improve the quality of organization for future Kisan Mela. The farmers find these fairs not much attractive enough to foot the bill on travelling charges and other expenses. Moreover, the growing use of communication methods such as social media and other ICT tools in the current era of digital media has opened the doors to avail any information at just one click instead of travelling to these events (Tanush and Chander, 2019) [4]. The good quality seeds for the coming season should be made available at reasonable prices on these stalls. Farmers may also be given required information regarding sowing/planting of these varieties of seeds through leaflets and folders. The experts should deliberate and share solutions of the queries raised by farmers. The experts speaking on these events should base their talks on the problems of farmers rather than merely speaking about

the government schemes. The animal shows include the selection of best animal based on the pre-determined criteria and prizes distributed to the owners in different categories may inculcate the good habit and interest among farmers for raising good quality animals (Tanush and Chander, 2019) [4]. Different breeds of animals and highly prolific animals at these fairs inspired visiting farmers. Kisan Mela should have

provision for the check-up of the animals and also have facilities for vaccination. Shandilya *et al.* (2016) [2] reported that about 60 per cent of the respondents suggested that extension activities *i.e.* Kisan Mela, demonstration, exhibition, training and visits etc. should be conducted at block and village level at proper time.

Table 2: Suggestions given by visitors for improvement of Kisan Mela (N=120)

Sl. No	Suggestions	Frequency	Percentage
1	All arrangements of Kisan Mela are very good	43	35.83
2	Proper arrangement of green fodder and drinking water for animal	21	17.50
3	More facility should be provided to animal come from different places	18	15.00
4	Consolation prize given to all animal owner who are participating in animal exhibition	26	21.67
5	Tent facility for livestock owner should be up to mark	15	12.50
6	Shady area at Kisan Mela ground should be improved	16	13.33
7	Transport facility from highway to Mela ground should be provided	32	26.67
8	Sitting arrangement should be better	39	32.50
9	Improve entertainment facility in the evening at Kisan Mela ground	28	23.33
10	Arrangement of Food shop at Kisan Mela ground should be proper	42	35.00

Conclusion

The organizers of these Kisan Mela are often under pressure to ensure presence of a large number of visitors. It is high time that we reflect on the current status of Kisan Melas and take necessary measures to upgrade these events (Tanush and Chander, 2019) [4]. The constraints perceived by Kisan Mela visitors are very important tools to understand the problems faced by visitors during Kisan Mela visit. With the help of obtaining suggestion from visitors, Kisan Mela organiser might be in a situation to eradicate all the constraints and make Kisan Mela more fruitful to visitors. Farmers have a lot of queries and problems so there should be a customer care centre is highly needed in these events. Facilities for the visitors such as boarding/lodging and other civic amenities is the most neglected segment of any Farmers' fair so, these arrangements should be addressed properly.

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