

Krishi Mahotsav, a new TOT tools in Gujarat for Extension Management

Dr. Nikulsinh M. Chauhan.

Associate Professor. College of Agriculture. Navsari Agricultural University
WAGHAI-394 730. Dist- Dang. Gujarat, India.

Abstract:-

The major segments of our population are being lived in pastoral areas. Hence, quick dissemination of technology information from the agricultural research system to the farmers in the field and reporting of farmer's feedback to the research system are the critical inputs in transfer of agriculture technology. To disseminate the required and recent agricultural information to the farmers in scattered villages at the variegated geographical situation in India is very difficult task. The Government of Gujarat celebrates the 'Krishi Mahotsav' Programme. The main aim was to boost up the agriculture and allied production. Under this programme, various extension activities carried out in all the villages of Gujarat state with the support of all line departments. Looking to the importance of Krishi Mahotsav the study was carried out to know the effectiveness of Krishi Mahotsav. The study was undertaken by Krishi Vigyan Kendra, Vadodara district under middle Gujarat.

The results revealed that the Majority of the farmers were from middle aged group, having education up to primary to secondary, small and marginal land holding size, big family size with nuclear type of family. Majority respondents haunted 3 to 4 milch animals, having membership in one or two organization and income level was up to Rs. 30,000/-.The results also indicates that the Neighbor, VLWs and magazines were the important resources of information about Krishi Mahotsav. The overall perception of farmers regarding Krishi Mahotsav was found medium to highly useful. The great majority of the farmers opined that time & duration of Krishi Mahotsav was appropriate and the same should be repeated in the coming year, too. Some farmers were opined that critical inputs like pesticide should be supplied during Krishi Mahotsav. The demonstration of the technology should be incorporated in the Programme. The majority of the farmers had opined that the information given during Krishi Mahotsav about Animal Husbandry and cropping methods of the cotton, Pigeon pea and maize were found useful. Even though much information regarding AH was found lacking such as vaccination, repeat breeding, lactation period, management of cowshed and hygienic precautions etc. The most important suggestions given by farmers to overcome the problems were kits should be distributed among all farmers as per requirement, regular visit of VLWs at village level, information about Krishi Mahotsav should be given in advance by VLWs and proper guidance should be given. It should be taken in to consideration for a grand success of the programme in Gujarat itself as well as in other states in the golden era of ICTs in agriculture for next phase of Green revolution on sustainable basis. The Krishi Mahotsav has contributed agricultural growth rate up to 12% in Gujarat State. It is the existent collision of the programme.

Introduction:

Transfer of technology to the level of farmers is not a onetime exercise because new farm technology is being relentlessly evolved. A continuous flow of technologies in an appropriate manner is vital to provide quick benefit of this development to the farmers, Patel (2008). There has been a technological explosion in the field of agriculture. This demands that the farmer has to know all aspects of technology prior to its adoption. In the context of globalization, the issue of rural livelihood of rural households and an inclusive growth call for effective and efficient extension strategies for overall agricultural development in the developing country like, our India. The Government of Gujarat celebrates the 'Krishi Mahotsav

Programme'. The main aim was to boost up the agriculture and allied production. Under this programme, various extension activities carried out in all the villages of Gujarat state with the support of all line departments. Looking to the importance of Krishi Mahotsav the study was carried out to know the effectiveness of Krishi Mahotsav.

The overall objective of the research study was to know the effectiveness of Krishi Mahotsav-2007. The specific objectives of study were:

1. To know the socio-economic characteristics of farmers.
2. To know the source of information about Krishi Mahotsav.
3. To know the overall perception of Krishi Mahotsav.
4. To know the opinion of farmers about time and duration of Krishi Mahotsav.
5. To know the facilities to be provided to farmers for next Krishi Mahotsav.
6. To know the opinion of farmers regarding information of Animal Husbandry given during Krishi Mahotsav.
7. To know the opinion of farmers regarding information of major crops given during Krishi Mahotsav.
8. To know the new knowledge gained 1st time by farmers during Krishi Mahotsav.
9. To find out the suggestions to overcome the problems faced by farmers.

Methodology:

The study was undertaken by Krishi Vigyan Kendra, Vadodara district under middle Gujarat. Total 10 villages were randomly selected in Sankheda taluka of Vadodara district namely Harehwar, Kasumbiya, Manjarol, Orwada, Bhuriyakuwa, Aritha, Aambapura, Sundarpura, Kathmandava and Ratanpur. From each village, 10 respondents were randomly selected for the study. Thus the total sample size of the respondents became 100. The data were collected through personal interview schedule and analyzed with simple statistics.

Results & Discussion:

Socio-economic characteristics of farmers.

Data revealed that majority of the respondents are belongs to middle aged group, educated up to primary and secondary school, nuclear type of the family, big size of the family, possessed membership in one organization, 1.00 to 2.00 ha of land holding, possessed 3-4 milch animals and obtained annual income of Rs.20001-40000/- ,respectively. The results paying attention on the facts that the awareness regarding family planning was poor in the region as well as agriculture along with animal husbandry was the main occupation with them for livelihood. The same was also reported by Chauhan et al (2004).

Table-1: Source of information about Krishi Mahotsav. n=100

Sr.No.	Source of information	No.	Percent
1	Neighbour	67	67
2	VLWS	41	41
3	Radio	07	07
4	Television	05	05
5	Leaflet	12	12
6	Poster	06	06
7	Newspaper	16	16
8	Krushigovidhya	24	24
9	Krushijivan	19	19
10	Other magazine	08	08
11	KVK	11	11

Data in Table-1 revealed that the main source of information is neighbors followed by VLWs, krushigovidya, krishi jivan magazines and so on accordingly.

Table-2: Overall perception of Krishi Mahotsav.

n=100			
Sr.No	Overall perception	No.	Percent
1	Highly useful	31	31
2	Medium useful	53	53
3	Less useful	16	16
4	No useful	00	00

The overall perception of the krishirath was found medium to highly useful (84.00%) as per the perception of the respondents, Table-2

Table-3: Opinion of farmers about time of Krishi Mahotsav.

n=100			
Sr.No.	Opinion	No.	Percent
A	Opinion about time of Krishi Mahotsav-2007		
1	Timely	97	97
2	Earlier than expected	00	00
3	Later than expected	03	03
B	Opinion about most appropriate time for next Krishi Mahotsav		
1	Timely	97	97
2	Earlier than expected	03	03
3	Later than expected	00	00

Nearly cent per cent of the respondents opinioned that the time of the Krishi Mahotsav was organized timely and the same should be repeated in the next krishirath also, Table3. The same was also reported by Patel (2008).

Table-4: Opinion of farmers about duration of Krishi Mahotsav.

n=100			
Sr.No.	Opinion	No.	Percent
A	Opinion about duration of Krishi Mahotsav-2007		
1	Reasonable	91	91
2	Too long	00	00
3	Too short	09	09
B	Opinion about appropriate duration for next Krishi Mahotsav		
1	30 days	91	91
2	45 days	05	05
3	60 days	04	04

Great majority the respondents opinioned that the duration of the krishirath was reasonable i.e.-30 days and same will be repeated in the next year, too. Table-4 clearly indicates the same.

Table-5: Facilities to be provided to farmers for next Krishi Mahotsav.

n=100			
Sr.No.	Facilities	No.	Percent

1	Demonstration	16	16
2	Distribution of inputs		
	1. Seeds	15	15
	2. Fertilizers	09	09
	3. Pesticides	19	19
	4. Plant protection equipments	11	11

The data in the Table- 5 clearly indicate that the facilities expected by the farmers at krishirath are demonstration and distribution of the seeds. it may be due to the principle of the extension education **seeing is believing** and **learning by doing** as well as availability of the good quality seeds by the authority has been understood by the farmers.

Table-6: Opinion of farmers regarding information of Animal Husbandry given during Krishi Mahotsav. n=100

Sr. No.	Item	Not given (%)	1 st time known correct information (%)	Usefulness (%)	
				Useful (%)	Most useful (%)
1	Animal Breeds	32	68	60	40
2	Primary treatment of Animal diseases	88	12	83	17
3	How to increase milk productions in milch animals	10	90	00	100
4	Need of milk of calf	48	52	100	00
5	What to do if the respiration system is not working after birth of a calf	100	00	00	00
6	When to cut naval cord after the birth of a calf	100	00	00	00
7	Treatment to be given after cutting the naval cord	100	00	00	00
8	Time of colostrums to be given to a calf after birth	08	92	87	13
9	Reason of giving colostrums	43	57	89	11
10	What to do if your buffalo/cow feels difficulty in calving	100	00	00	00
11	Need of salt to be given to a new born calf	46	54	94	06
12	Important fodder crop	35	65	68	32
13	Age of a calf for consuming fodder	85	15	100	00
14	The dehorning to a calf	100	00	00	00
15	Balanced feed	12	88	00	100
16	Concentrated CP to be given to milch animal	43	57	84	16
17	Everyday Need of green fodder for a milch animal	25	75	23	77
18	How often fodder be given to a milch animal during a day?	25	75	20	80
19	Need of dry fodder to a milch animal during a day	30	70	21	79
20	Method of giving dry fodder	68	32	94	06
21	Imp. Of chopped green + any fodder in	20	80	75	25

	mixed form				
23	Need of concentrate to a advanced pregnant animal (after seven months pregnancy)	100	00	00	00
24	Need of mineral mixture to milking animal everyday	10	90	00	100
25	Need of mineral mixture to pregnant animal everyday	100	00	00	00
26	Need of water to be given to a milch animal everyday	10	90	00	100
27	Which agricultural produce is convenient/suitable for bed in the shed?	100	00	00	00
28	Importance to clean the udder before milking	23	77	09	91
29	Contagious diseases of animals	15	85	94	6
30	Vaccination schedule in buffalo/cow	30	70	14	86
31	Need to vaccinate	28	72	00	100
32	Age of calf to give foot and mouth vaccine	28	72	17	83
33	Name of medicine for dysentery disease for a calf	33	67	91	09
34	Name of month of the vaccine for foot and mouth disease.	28	72	74	26
35	Month the vaccine for HS disease	30	70	79	21
36	Month of the vaccine for BQ	100	00	00	00
37	Frequency to give vaccine for BQ disease	100	00	00	00
38	Frequency to give vaccine for Foot and Mouth and HS disease.	100	00	00	00
39	Symptoms of a buffalo/cow being in heat/estrus	55	45	100	00
40	Time for conceiving of buffalo/cow after heat	100	00	00	00
41	When should the buffalo/cow be served after calving?	58	42	95	05
42	Artificial insemination	48	52	52	48
43	Advantages of artificial insemination?	48	52	42	58
44	What to do if buffalo/cow is not conceived by more than 3 inseminations	100	00	00	00
45	No. of days buffalo/cow normally repeats heat cycle	100	00	00	00
46	Average period of gestation in buffalo/cow	100	00	00	00
47	Optimum dry period in a buffalo/cow	100	00	00	00
48	Period of a milch animal to give milk after parturition	100	00	00	00
49	When to examine for pregnancy diagnosis after service	57	43	65	35
50	Age of buffalo/cow/crossbred heifer for breeding	100	00	00	00
51	Milking process	50	50	100	00

52	Pace for milking a buffalo/cow?	45	55	100	00
53	Frequency to milk in a day for 10 to 15 liters of milk producing animal	49	51	100	00
54	Perfect time of milking	30	70	29	71
55	Best method of milking	25	75	00	100
56	Ideal space for a milking cow/buffalo?	100	00	00	00
57	Ideal roof material for animal shed	100	00	00	00
58	Light and air inside the shed	100	00	00	00
59	Ideal floor material for animal shed	100	00	00	00
60	Sources of contamination to milk	100	00	00	00
61	Infection in human of TB/Anthrax/Brucellosis/JD from animals	100	00	00	00
62	Concept of comfortable housing	100	00	00	00
63	Age of heifer to be calved	100	00	00	00

The majority of the farmers gained the new knowledge 1st time during Krishi Mahotsav were Animal Breeds, How to increase milk productions in milch animals, Time of colostrums to be given to a calf after birth as well as so many other animal husbandry practices (Table-6). The first time got information regarding agriculture was AAU activities, KVK activities and Kisan Credit Card in relation to agricultural enterprises (Table-7). The results are in the same line of Chauhan and Thakor (2005).

Table-7: Opinion of farmers regarding Cotton crop information

n=100

Sr. No.	Item	Not given (%)	1 st time known correct information (%)	Usefulness (%)	
				Useful (%)	Most useful (%)
Agricultural information					
A	Nursery management				
1	Sources of seed	09	91	34	66
2	Suitable high yielding variety for the area	11	89	13	87
3	Rate of seeds	100	00	00	00
4	Land preparation	63	37	100	00
5	Soil treatment methods	88	12	100	00
6	Place of availability of soil treatment inputs	91	09	100	00
7	Seed rate	19	81	79	21
8	Price of soil treatment inputs	100	00	00	00
B	Post nursery phase				
9	Sowing time	40	60	80	20
10	Depth of sowing	38	62	83	17
11	Method of sowing	38	62	50	50
12	Spacing	12	88	78	22
13	Seed treatment inputs	19	81	74	26
14	Gap filling	22	78	79	21
15	Price of fertilizers	100	00	00	00
16	Place of availability of fertilizers	100	00	00	00
17	Name of advantageous chemical fertilizers	45	55	100	00

18	Method and time of fertilizer application	28	72	20	80
19	Nutrient requirements of crop	31	69	72	28
20	Calculating the doze of chemical fertilizer	73	27	85	15
21	Deficiency symptoms of major plant nutrients	87	13	100	00
22	Bio-fertilizers	10	90	10	90
23	Making organic matter from farm waste	79	21	76	24
24	Organic manures	14	86	93	07
25	Chemical weed control	50	50	58	42
26	Price of weedicides	100	00	00	00
27	Place of availability of weedicides	55	45	88	12
28	Trade name of weedicides	60	40	100	00
29	Hand weeding	35	65	93	07
30	Schedule for irrigation	30	70	64	36
31	Critical stages of irrigation	32	68	83	17
32	How to save crop during shortage of water	52	48	68	32
33	Fertilizer management during irrigation	46	54	81	19
34	Method of irrigation	40	60	63	37
35	Insect management	25	75	25	75
36	Diseases management	25	75	20	80
37	Price of insecticides and pesticides	100	00	00	00
38	Integrated pest management	29	71	16	84
39	Biological control of pests	77	23	56	44
40	Useful insects	70	30	26	74
41	Method of preparing solution of insecticides/pesticides	25	75	33	67
42	Trade name of insecticides/pesticides	59	41	100	00
43	Place of availability of insecticides and pesticides	50	50	40	60
44	Proper time of harvest	27	73	23	77
45	How to store production	90	10	100	00
46	Care after harvesting at farm level	91	09	100	00
47	Care during harvesting	82	18	100	00
C	Marketing of the products				
48	Market price	100	00	00	00
49	Quality parameters that affects price	100	00	00	00
50	Time of market inflow	100	00	00	00
51	Place of marketing	57	43	51	49
52	Marketing procedure	89	11	100	00
53	Facilities available at market	90	10	100	00
54	Value addition	60	40	100	00
55	Export marketing	93	07	00	100
D	Related information				
56	Weather forecast	55	45	100	00
57	Crop related government policies	100	00	00	00
58	Credit/loan facilities for crop cultivation	100	0	00	00
59	Insurance of crop	65	35	42	58
60	Subsidies for crop cultivation	100	00	00	00

As per the opinion of the framers they got much useful information regarding cotton cultivation during kishirath in the Vadodara district, (Table-7).It is well understood fact that the cotton is the main crop of the region and farmers are more enthusiastic to get the information regarding cotton cultivation. The same was also observed in case of the pigeon pea cultivation also (Table-8).The main problem of the farmers regarding both of the crops are related to the market and expected prices of the same. The main problems of the respondents regarding maize cultivation is also related to the pricing policies ,as the maize crop cultivation is increasing day by day in the Narmada command areas of the district (Table-9). Chauhan and Thakor, (2005) and Chauhan and Chauhan (2006), has also reported the same results. The world is shifting very rapidly .The technologies of today becomes outdated for tomorrow and agriculture is not an exception of the same. Farmers are anxious and become more desirous regarding the world scenario of the agriculture for acquainting with continuous changing world. This may be the probable reasons for this opinion of the farmers. Chauhan (2007) and (2014) has also reported the same output.

Table-8: Opinion of farmers regarding Pigeon pea crop information

n=100

Sr. No.	Item	Not given (%)	1 st time known correct information (%)	Usefulness (%)	
				Useful (%)	Most useful (%)
	Agricultural information				
A	Nursery management				
1	Sources of seed	13	87	24	76
2	Suitable high yielding variety for the area	13	87	10	90
3	Rate of seeds	100	00	00	00
4	Seed rate	32	68	76	24
B	Post nursery phase				
5	Sowing time	39	61	83	17
6	Depth of sowing	100	00	00	00
7	Method of sowing	39	61	77	23
8	Spacing	18	82	89	11
9	Seed treatment inputs	37	63	68	32
10	Gap filling	42	58	94	06
11	Price of fertilizers	100	00	00	00
12	Place of availability of fertilizers	83	17	100	00
13	Name of advantageous chemical fertilizers	68	32	100	00
14	Method and time of fertilizer application	25	75	70	30
15	Nutrient requirements of crop	29	71	92	08
16	Calculating the doze of chemical fertilizer	100	00	00	00
17	Deficiency symptoms of major plant nutrients	93	07	100	00
18	Bio-fertilizers	12	88	17	83
19	Making organic matter from farm waste	100	00	00	00
20	Organic manures	18	82	84	16
21	Chemical weed control	60	40	100	00
22	Price of weedicides	100	00	00	00
23	Place of availability of weedicides	60	40	68	32
24	Trade name of weedicides	69	31	100	00

25	Hand weeding	35	65	87	13
26	Schedule for irrigation	37	63	100	00
27	Critical stages of irrigation	45	55	100	00
28	How to save crop during shortage of water	100	00	00	00
29	Fertilizer management during irrigation	54	46	100	00
30	Method of irrigation	58	42	80	20
31	Insect management	27	73	67	33
32	Diseases management	25	75	64	36
33	Price of insecticides and pesticides	100	00	00	00
34	Integrated pest management	33	67	47	53
35	Biological control of pests	79	21	100	00
36	Useful insects	84	16	100	00
37	Method of preparing solution of insecticides/pesticides	41	59	81	19
38	Trade name of insecticides/pesticides	60	40	87	13
39	Place of availability of insecticides and pesticides	63	37	78	22
40	Proper time of harvest	47	53	100	00
41	How to store production	78	22	100	00
42	Care after harvesting at farm level	83	17	100	00
43	Care during harvesting	83	17	100	00
C	Marketing of the products				
44	Market price	100	00	00	00
45	Quality parameters that affects price	100	00	00	00
46	Time of market inflow	100	00	00	00
47	Place of marketing	86	14	100	00
48	Marketing procedure	100	00	00	00
49	Facilities available at market	100	00	00	00
50	Value addition	87	13	100	00
51	Export marketing	100	00	00	00
D	Related information				
52	Weather forecast	73	27	100	00
53	Crop related government policies	100	00	00	00
54	Credit/loan facilities for crop cultivation	100	00	00	00
55	Insurance of crop	80	20	70	30
56	Subsidies for crop cultivation	100	00	00	00

Table-9: Opinion of farmers regarding Maize crop information

n=100

Sr. No.	Item	Not given (%)	1 st time known correct information (%)	Usefulness (%)	
				Useful (%)	Most useful (%)
	Agricultural information				
A	Nursery management				
1	Sources of seed	11	89	13	87
2	Suitable high yielding variety for the area	15	85	07	93
3	Rate of seeds	100	00	00	00

4	Land preparation	69	31	100	00
5	Soil treatment methods	100	00	00	00
6	Place of availability of soil treatment inputs	100	00	00	00
7	Seed rate	28	72	82	18
8	Price of soil treatment inputs	100	00	00	00
B	Post nursery phase				
9	Sowing time	41	59	71	29
10	Depth of sowing	39	61	91	09
11	Method of sowing	39	61	67	33
12	Spacing	18	82	69	31
13	Seed treatment inputs	25	75	38	62
14	Gap filling	30	70	74	26
15	Price of fertilizers	100	00	00	00
16	Place of availability of fertilizers	78	22	81	19
17	Name of advantageous chemical fertilizers	65	35	100	00
18	Method and time of fertilizer application	21	79	46	54
19	Nutrient requirements of crop	27	73	84	16
20	Calculating the doze of chemical fertilizer	100	00	00	00
21	Deficiency symptoms of major plant nutrients	89	11	100	00
22	Bio-fertilizers	12	88	19	81
23	Making organic matter from farm waste	82	18	88	12
24	Organic manures	16	84	84	16
25	Chemical weed control	59	41	78	22
26	Price of weedicides	100	00	00	00
27	Place of availability of weedicides	60	40	75	25
28	Trade name of weedicides	68	32	100	00
29	Hand weeding	35	65	84	16
30	Schedule for irrigation	34	66	65	35
31	Critical stages of irrigation	41	59	71	29
32	How to save crop during shortage of water	63	37	67	33
33	Fertilizer management during irrigation	48	52	92	08
34	Method of irrigation	61	39	100	00
35	Insect management	30	70	37	63
36	Diseases management	28	72	33	67
37	Price of insecticides and pesticides	100	00	00	00
38	Integrated pest management	32	68	72	28
39	Biological control of pests	82	18	100	00
40	Useful insects	86	14	100	00
41	Method of preparing solution of insecticides/pesticides	39	61	90	10
42	Trade name of insecticides/pesticides	62	38	100	00
43	Place of availability of insecticides and pesticides	61	39	92	08
44	Proper time of harvest	30	70	80	20
45	Ideal thrasher for thrashings	48	52	100	00
46	How to store production	74	26	84	16

47	Care after harvesting at farm level	100	00	00	00
48	Care during harvesting	81	19	100	00
C	Marketing of the products				
49	Market price	100	00	00	00
50	Quality parameters that affects price	86	14	57	43
51	Time of market inflow	100	00	00	00
52	Place of marketing	89	11	18	82
53	Marketing procedure	100	00	00	00
54	Facilities available at market	100	00	00	00
55	Value addition	18	82	54	46
56	Export marketing	100	00	00	00
D	Related information				
57	Weather forecast	67	33	100	00
58	Crop related government policies	100	00	00	00
59	Credit/loan facilities for crop cultivation	100	00	00	00
60	Insurance of crop	70	30	56	44
61	Subsidies for crop cultivation	100	00	00	00

Table-10: New knowledge gained 1st time by farmers during Krishi Mahotsav.

n=100

Sr. No	Item	Not given (%)	1 st time known correct information (%)	Usefulness (%)	
				Useful (%)	Most useful (%)
1	Research stations of crop	64	36	81	19
2	Soil health card	79	21	24	76
3	AAU activities	17	83	82	18
4	KVK activities	43	57	63	37
5	Possibilities of introducing new crops in the area	100	-	-	-
6	WTO perspectives	100	-	-	-
7	Kisan credit card	51	49	43	57
8	Drip irrigation	56	44	100	-
9	Sprinkler irrigation	100	-	-	-
10	Low cost/high cost implements	80	20	80	20
11	Home management	83	17	100	-

The majority of the farmers gained the new knowledge first time during Krishi Mahotsav were AAU activities, KVK activities and Kisan Credit Card. The probable reason for that may be the district contains 12 blocks and it is quiet difficult for all line departments for reaching the unreached all the time (Table-10). The ratio of the **VLW: FARMERS** is 1:1000 and in some pockets it is more than that, too.

Table-11: Suggestions received from the farmers to overcome the problems

n=100

Sr.No.	Problems	Suggestions	No.	Percent
1	Inadequate visit of VLWs	-Regular visit of VLWs at village level.	26	26
2	Distribution of kits	-Kits should be distributed among all farmers.	40	40
		-Kits should be given as per requirement of farmers.	26	26

		-Good quality of kit should be given.	12	12
3	Lack of awareness regarding information about Krishi Mahotsav in advance	-Information about Krishi Mahotsav should be given in advance by VLWs.	32	32
		- Information about Krishi Mahotsav should be given in advance by Sarpanch/Talati etc.	10	10
		-Information about Krishi Mahotsav should be given in advance by newspaper.	13	13
4	Lack of time for discussion	-Sufficient time should be given for discussion	08	08
		-Minimum 3 hrs should be spared for discussion in each village.	04	04
5	Lack of proper guidance	-Proper guidance should be given.	29	29
6	Lack of practical knowledge	-Demonstration should be arranged for practical knowledge.	16	16
7	Lack of electricity power for agriculture	-Electricity power should be supplied at proper time.	11	11
8	Low market price of Agro products	-Proper price of Agro products should be provided.	19	19

The main problems faced by the farmers were Distribution of kits, Inadequate visit of VLWs, Lack of awareness regarding information about Krishi Mahotsav in advance and Lack of proper guidance were the most important problems faced by the farmers. The most important suggestions given by farmers to overcome the problems were kits should be distributed among all farmers as per requirement, regular visit of VLWs at village level, information about Krishi Mahotsav should be given in advance by VLWs and proper guidance regarding the same should be given well in advance for its effective and efficient utilization by the farmers (Table-11).

Conclusion:

Majority of the farmers had middle age, educated up to primary & secondary, belongs to small and marginal group, lived in nuclear type of family, had big family size, possessed 3 to 4 milch animals, bearing membership in one organization and income up to Rs. 30,000/- per year. Neighbor, VLWs and magazines were found the important sources of information about Krishi Mahotsav. The overall perception of farmers regarding Krishi Mahotsav was medium to highly useful for the further improvement in their agriculture. The great majority of the farmers opined that time & duration of Krishi Mahotsav was appropriate in effective transfer of technologies in agriculture at village level. The majority of the farmers had opined that the information given in Krishi Mahotsav about Animal Husbandry and major crops of the region were useful. The majority of the farmers gained the new knowledge 1st time during Krishi Mahotsav were AAU activities, KVK activities and Kisan Credit Card. Distribution of kits, Inadequate visit of VLWs, Lack of awareness regarding information about Krishi Mahotsav in advance and Lack of proper guidance were the most important problems faced by the farmers. It is the real feedback from the farmers for further improvement of the same in future. The most important suggestions given by farmers to overcome the problems were kits should be distributed among all farmers as per requirement, regular visit of VLWs at village level, information about Krishi Mahotsav should be given in advance by VLWs and proper guidance should be given. It should be taken in to consideration for a grand success of the programme in Gujarat itself as well as in other states in the golden era of ICTs in agriculture for next phase of Green revolution on sustainable basis.

References:-

- Chauhan, N.M. and Thakor, R.F (2005).Information Seeking Behaviour of Rice Growers. *Gujarat journal of Extension Education (GJEE)*. Volume-XV December-2004.pp-25-28.
- Chauhan,N.M. and Chauhan, N.B (2006).Farmer’s Opinion about use of Internet Technology in Agriculture at village level. Paper presented in **National Seminar on Information &**

Communication Technology: Opportunities and Challenges for Revitalizing Extension System ,December 27-29, 2006 at Navsari Agricultural University, Navsari, Gujarat, held by Indian Society of Extension Education.

Chauhan, N.M. (2007).Information needs of the Rice growers for sustainable agricultural development. **Paper presented** at Seminar on **Extension Strategies for Agricultural Development**, Organized by Society of extension Education, Gujarat, at NAU, Navsari on 25th February-2007.

Chauhan, Nikulsinh, (2014).Management Effectiveness of Poultry Owners. *International Journal of Innovative Science, Engineering & Technology*, **Vol. 1 Issue 10**, December 2014.PP:539-548.

Patel, R.B (2008). Gujarat Krishi Mahotsav-A demand driven Extension approach for poverty eradication of Gujarat State, paper presented in International seminar on Strategies for improving Livelihood security of Rural poor, at Goa during 24-27 September, 2008.PP-123.