Original Research Article

Level of Satisfaction among Farmers in (Towards?)University's*KisanMela*

ABSTRACT

The importance of KisanMela as a tool for extension education and raising farmer awareness has long been established. It aids them in expanding their knowledge of various cultural customs, cutting-edge concepts, newly created technologies, and government policy initiatives. The objective of the present study was to determine respondents' levels of satisfaction and investigate the constraints perceived by the visitors of the KisanMela at Birsa Agricultural University, Ranchi. Information's were collected through a pre-tested, semi-structured interview schedule from 120 randomly selected respondents. The three-point continuum method was used to calculate the level of satisfaction, with the most satisfied, satisfied, and not satisfied categories receiving scores of 3, 2, and 1, respectively. Ranking was done using the total weighted mean score (TWMS). Respondents were asked to share their opinions on various aspects of the constraints listed in order to analyze them. It was found that majority of respondents were most satisfied with location of venue, timing of events, orientation of different stalls and behaviour of different *KisanMela* organizing persons. However, overall the farmers were satisfied with *KisanMela*. About twenty 51.47% *KisanMela* visitors said that they were not faced any difficulty during *KisanMela*. The measure constraints perceived by the visitors were lack of drinking water facility (24.17%), high price of products/seeds (17.5%), non-availability of desire quality of seeds (10.0%) and routine work of agriculture is disturb (9.17%). Hence it was suggested that drinking water facility should be there in *KisanMela*, seeds/products should be available at low price and the presence of some food stalls in the *KisanMela*.

Key words: KisanMela, Level of satisfaction, Constraint, Jharkhand (why is this a key word?, it is not found anywhere in the text).Jharkhand (not found in the text, keywords are to be used in search to find the paper in the internet, It should be a dominant word)

Please pay attention on the reading signs (colon, semi colon, comma etc.) place them within the text when appropriate.

1. INTRODUCTION

Majority of Indian farmers live in villages and their main occupation is agriculture and allied activities viz., veterinary, poultry, dairy and fisheries. In our country agriculture is considered as backbone and according to Ministry of Statistics and Programme Implementation Government of India 2020-21 report, it (agriculture, forestry and fisheries) contributes about 20.19% in total GDP with gross value added (GVA) Rs. 3,616,523 Crores. While fish and fish products alone contributed 7.28% to the agriculture gross value added (GVA) and 1.24% to the national GVA at current prices of the country during 2018-19 [1].

The research organization, different institutions and government are always trying and putting their efforts to enhance the production from agriculture and also from the allied sectors by incorporation of innovative ideas, developing the new technologies and other means which not only boost the income of the farmers but also uplift their living standards. Agricultural information (AI) plays a vital role in the development of agricultural sector and also helps in improving the livelihoods of farmers. AI is very dynamic in nature, due to increased awareness of farmers of their needs. According to their requirement most of the farmers uses both formal and informal sources of information to gather their agricultural based information [2]. Getting a reliable, timely and relevant agricultural information can helps significantly to the farmers in several ways to reduce their risk and uncertainty, while taking a good decisions. The term “Technology” can be defined as the combination of theoretical and practical knowledge, skills, and artefacts which can be used to develop products and services along with their production and delivery systems. Diffusion of agricultural information, ideas, improved and innovative technology by using latest communication technology can play a crucial role in agricultural development [3]. Technology can be epitomized in people, various material, thought and physical processes, plant/firm, equipment and tools [4].

Birsa Agricultural University (BAU), Ranchi has three main mandates these are Teaching, Research and Extension education. “*AgrotechKisanMela*” is one of the most important extension education activities of the university for transfer of technology to the farmers or potential users. Organizing a *KisanMela* or KisanGoshthis (it is discussion type of interaction between farmer and scientist/expert group in which farmers problems are listen by scientist or expert group and possible solution suggested to the farmers) is a method of mass communication. Ithave been key activities of

agriculture research institutes to spread awareness about the new technologies among farmers and to address their problems [5]. It also acts as a platform for the farming community for awareness creation and adoption of innovative agro-techniques. *KisanMela* provide an opportunity to the industrial firms dealing with agriculture and allied sectors to display their products which spread awareness among the visiting farmers about the utility of these products. It is an organized educational activity for involving and educating farmers, extension workers, input agencies, developmental departments and non- Governmental agencies [6], also the different stakeholders. Similar statement is given by Tanusha and Chander [7], reported that this type of farmers' fair attract large number of farmers/potential users, experts or scientists, students, and extension personnel from the several KVKs and the agriculture and allied departments. Sattari et al. [8] stated that famers' fair is an important tool in transferring latest technologies to farmers is gaining momentum over the years. Gangil et al. [9] concluded in their study on perception of farmers regarding utility of KisanMela and stated that KisanMela is playing an effective role in information dissemination but must be updated every year to attract more attention of farmers.

Considering its importance an exploratory study was carried out with the objective to understand the level of satisfaction among farmers and to identify constraints perceived by the farmers visiting *KisanMela*.

2. MATERIAL AND METHODS

Birsa Agricultural University, Kanke, Ranchi organize 3 days *KisanMela* every year in February month. The present study was carried out in the year 2022. A simple random sampling maethod was used to select the respondents. The respondents were mostly farmers who visited *KisanMela.* The respondents were personally interviewed to know the satisfaction level of *KisanMela,* their response (visitors) about different component of the event, with the help of pre-tested, semi- structured interview schedule. A total of 120 respondents were interviewed in successive three day duration of *KisanMela*i.e, 40 respondents interviewed in each day. For assessing satisfaction level of farmers' data was collected in three point scale i.e., most satisfied (MS), satisfied (S) and not satisfied (NS) and the scoring system followed 3, 2, and 1 respectively. The total weighted mean score was calculated and then ranking was done on the basis of total weighted mean score. Further, total weighted mean scores were calculated for each aspect by adding up frequencies and multiplied with

respective scores and divided by maximum possible score obtained by that aspect assigned by all respondents. Total weighted mean score (TWMS) was calculated with the help of following formula-

TWMS = freq of MSx3+freq of Sx2+freq of NSx1Maximum possible score given by all respondents to a particular indicator

Where,

Freq = Frequency, MS= Most satisfied, S= Satisfied, NS= Not satisfied

To analyze the constraint perceived by the farmer's they were asked to mention their perception on different aspect of the constraints indicated in the list. Then the collected data was statistically analyzed with the help of frequency and percentage.

3. RESULTS AND DISCUSSION

3.1 Profile of respondents

- It was found that majority (51.67%) of the respondents belongs to middle age group (36-50 years) followed by young (28.33%) and advance (age category?)? (19.17%) and only 0.83 percent belongs to old age group (> 65 years). Ansari and Paswan (2018) also reported that majority of the respondents belongs to the middle age group and very low per cent belongs to old age group. As regards to education qualification 45.83% educated up to matriculation followed by graduation and above (25.83%), intermediate (15.83%) and primary level (12.50%). Similar findings reported by Ansari and Paswan [6] in their study on perception of farmers about usefulness of university KisanMela. None of the respondent found to be illiterate. Education pattern of respondents showed that well educated persons were also involved in agriculture and allied sector. Education is the major tool to improve the production system and also helpful to disseminate technologies at faster rate among educated farmers [10].

Agriculture is the main occupation for majority (65.0%) of respondents. About 10.0% respondents were engaged in agriculture as well as animal husbandry for their earning, 9.17% respondents involved in business for their livelihood. Only 2.5% respondents engaged in agriculture, animal husbandry as well as in fisheries. 7.5% respondents reported about other activities as occupation such as daily wages work. The study indicated that modern rural society persons were involved in

diversified work related to agriculture and allied sectors. Similar findings reported about Pratap et al. [10]. Table 1 further showed that the majority (46.67%) of the respondents were visited *KisanMela*for the first time, while number of visit by the respondents varied from 1 to more than 10 times. This result is similar to the findings of Pratap et al. [10]. Only 6.67% respondents visited *KisanMela* more than ten times which indicates *KisanMela* provide useful platform to gather large number of information.

Table 1 revealed that the purpose of *KisanMela* visit varies from person to person. Most of the respondents visited *KisanMela* for seeing new technology (23.33%) followed by purchase of good quality seed (20.00%) and for the sake of entertainment (17.55%), to participate in animal's exhibition (15.00%). *KisanMela* is a better platform for the farmers to select different crop seeds on the basis of seed characteristics like yield, irrigation-need, fertilizer-need, crop duration and taste of produce [11]. It indicates although there is huge investment in terms of money, man power and time in organisation of a *KisanMela,* yet it is capable to fulfil number of needs of farmers involved in agriculture and allied sector. Table 1 further indicated that respondents weregot information in various area such as improved agriculture and allied technology (50.83%) followed by improved seed variety and others 25.83% on nursery plants and different categories of animal's exhibition. Very few (5.00%) reported about getting information on disease control.

The study also revealed that majority of the respondents belongs to scheduled caste or scheduled tribe (53%) and came from Ranchi district (39.17%). It was observed that male respondents were more (88.33%) as compared to female (11.67%).

Table 1: Profile of respondents

Level	Frequency	Percentage
Age		
Young (up to 35 years)	34	28.33
Middle (36-50 years)	62	51.67
Advanced (51-65 years)	23	19.17
Old (>65 years)	1	0.83
Education of Respondents		
Primary	15	12.50
Matriculation	55	45.83

Intermediate	19	15.83
Graduate and above	31	25.83
	Occupation	
Agriculture	67	55.83
Animal Husbandry (AH)	6	5.00
Fisheries	4	3.33
Service	7	5.83
Business	11	9.17
Other	9	7.50
Agriculture & AH	13	10.83
Agriculture, AH & Fisheries	3	2.50
	No of *KisanMela* attended	
1	56	46.67
2	14	11.67
3	21	17.50
4	3	2.50
5	8	6.67
6	2	1.67
7	2	1.67
8	1	0.83
9	1	0.83
10	4	3.33
>10	8	6.67
	Purpose	
Purchase of seed	24	20.00
Purchase of animal breed	16	13.33
Purchase of machinery	10	8.33
See new technology	28	23.33
Entertainment	21	17.50
Participation in exhibition	18	15.00
Other	16	13.33
	Type of information obtained	
Improved seed variety	42	35.00
Agriculture & allied technology	61	50.83

Disease control	6	5.00
Other	31	25.83
	Category	
SC/ST	61	50.83
OBC	34	28.34
Gen	25	20.83
	Gender	
Male	106	88.33
Female	14	11.67

3.2 Level of satisfaction

Evaluation of farmers' satisfaction is very important for number of reasons such as the farmers is the ultimate beneficiaries of the farmers fair so they are the right persons to judge its performance, their personal experience about the *Mela*and their satisfaction level tells the future plan to continue the above type of activity [10]. Table 2 represent the satisfaction level of farmers attending *KisanMela* at Birsa Agricultural University, Ranchi. It was found that majority (62.5%) of respondents were most satisfied with venue of *KisanMela* whereas 34.17% satisfied and 3.33% respondents shows un-satisfaction. On the basis of total weighed mean score, venue of *KisanMela* got 1st rank in overall satisfaction criteria. In *KisanMela* participants came from different places of state, so they consider various factors in regards of venue. The table 2 revealed that 60.83% respondents were most satisfied and 3.33% not satisfied with timing of events. The programmes of *KisanMela*scheduled from 9:00 AM to 5:00 PM. Even afterwards there is cultural events for entertainment of participants. It ranks 2nd on total weighed mean score. The table further revealed that 50.83% respondents were most satisfied and 1.67% not satisfied with orientation of different stall in *KisanMela* ground. In the *KisanMela*available space is utilized in best possible manner so that more number of stalls or maximum variety can be displayed for the farmers and ranked 3rd on total weighed mean score. Availability of products variety were displayed in different respective stalls. The 32.5% respondents were most satisfied, 63.33% were satisfied and 4.17% were dissatisfied with it. It ranks 8th in overall satisfaction level.

The results further revealed that 33.33% of the respondents were most satisfied, 63.83% satisfied and 5.83% respondents were not satisfied with availability of quality seeds in *KisanMela* which comes

under 9th rank in overall satisfaction level.The above satisfaction pattern might be due to diversified need of the farmers about quality and variety of seeds. The animal exhibition is an important event of *KisanMela* for its success [10]. The results also showed that 20.0% of the respondents were most satisfied, 64.17% satisfied and 15.8% not satisfied with arrangement of animal's exhibition. It ranks 12th in overall satisfaction level.

It may be better to calculate statistics in terms of t test (for example) to see significant different among parameters measured in Table 1. The statistical calculation will improve the performance of the paper (more sophisticated and provide strong basis for a judgement – base on significant different), even though, the frequency and percentage may provide a similar judgment.

Table 2: Level of satisfaction among visitors of *KisanMela*

Sl. No.	Area of Satisfaction	Most Satisfied	Satisfied	Not Satisfied	Total Score	Weighted Mean Score	Rank
1.	Location of venue	75 (62.50%)	41 (34.17%)	4 (3.33%)	311	2.59	I
2.	Timing of events	73 (60.83%)	43 (35.83%)	4 (3.33%)	309	2.58	II
3.	Orientation of different stalls	61 (50.83%)	57 (47.50%)	2 (1.67%)	299	2.49	III
4.	Availability of products variety	39 (32.50%)	76 (63.33%)	5 (4.17%)	274	2.28	VIII
5.	Availability of quality seeds	40 (33.33%)	73 (60.83%)	7 (5.83%)	273	2.28	IX
6.	Arrangement of animals for exhibition	24 (20.00%)	77 (64.17%)	19 (15.83%)	245	2.04	XII
7.	Information regarding new strains of crops/animal	33 (27.50%)	78 (65.00%)	9 (7.50%)	264	2.20	XI
8.	Arrangement of green fodder for animal	33 (27.50%)	79 (65.83%)	8 (6.67%)	265	2.21	X
9.	Information provided in KisanGosti	49 (40.83%)	61 (50.83%)	10 (8.33%)	279	2.33	VII
10.	Information regarding new technology development in agriculture and allied	50 (41.67%)	64 (53.33%)	6 (5.00%)	284	2.37	VI
11	Behaviour of different *Mela*organizing persons	61 (50.83%)	56 (46.67%)	3 (2.50%)	298	2.48	IV
12	Overall effect of	56	62	2	294	2.45	V

KisanMela	(46.67%)	(51.67%)	(1.67%)

About 65.0% of the respondents showed satisfaction level in the area of information regarding new strains of crops/animal and only 7.5% of the respondents were not satisfied. Similar trends were reported by Pratap et al. [10] in their study on level of satisfaction among farmers attending *KisanMela* organised at SardarVallabhbhai Patel University of Agriculture and Technology (SVPUAT), Meerut district of Uttar Pradesh. It ranks 11th in overall satisfaction level.

Most of the respondents were satisfied with arrangement of green fodder for animal. It ranks 10th in overall satisfaction level. Table 2 further revealed that 50.83% respondents showed satisfaction level regarding information provided in *KisanMela* at BAU followed by most satisfied (40.83%) and 8.33% were not satisfied. It ranks 7th in overall satisfaction level. Nearly 53.33% respondents were satisfied with information regarding new technology development in agriculture and allied sector. Only 41.67% respondents were most satisfied with information regarding new technology developed in agriculture and allied sector whereas 5% respondents not satisfied. Majority of the (50.83%) respondents were most satisfied with behaviour of different *Mela* organizing persons towards them, followed by satisfied (46.67%) and 2.5% respondents unsatisfied with behaviour of organizing persons. Majority of the respondents (51.67%) were satisfied with overall effect of *KisanMela,* whereas very few persons (1.67%) unsatisfied with overall effect of *KisanMela.* Evaluation of client satisfaction level can address the reliability and responsiveness of services or the willingness of providers to meet clients' needs [12].

The respondents visited *KisanMela* with different purposes which fulfilled on the same platform. These fairs cater the needs of young, adult and old, women, men or youth. Interactive sessions among scientist and farmers helped both in understanding the conditions on the field and test the applicability of the knowledge. These fairs also help farmers in enhancing their knowledge on new schemes or programs. Such fairs often attract an umpteen number of farmers, scientists, students and extension personnel from the KVKs and the agriculture and allied departments [7].

3.3 Constraint perceived by *KisanMela* Visitors

Farmers visited *KisanMela* reported no constraints (54.17%). It revealed that the *KisanMela* is well organised and meets all visitors needs. The 10% visitors felt that the exhibition did not have desired

quality of seeds. 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. The 17.5% *KisanMela* visitors perceived that visit to farmers fare is expensive due to high price of products/seeds. This is a typical restraint since farmers were served natural and organic products, which were more expensive than hybrid varieties. Pattnaik et al. [13] also revealed about the high travel cost as a major constraints felt by the participants. About 24.17% visitors were complained for poor drinking water facility. Sattari et al. [8] and Bhawana [14] also reported about lack of drinking water as constraints in their study. The provision of drinking water was enough, but it could be upgraded for the upcoming KisanMela because it's possible that visitors won't know where the water arrangement is? Poor sanitation facility and lack of time as a constraint reported by 1.67% visitors. Setting up of portable toilets on the *KisanMela* ground can improve sanitation facility. Other constraints such as unavailability of waste disposal, lack of food arrangements, less stall space etc. were reported by 8.33% visitors. Similar finding were also reported by Pratap et al. [15].

Table 3: Constraints perceived by *KisanMela* visitors

Sl. No.	Constraints	Frequency	Percentage
1.	No constraints	65	54.17
2.	Non availability of desire quality seeds	12	10.00
3.	High price of products/ seeds etc.	21	17.50
4.	Lack of drinking water facility	29	24.17
5.	Sanitation facility	2	1.67
6.	Routine work of Agriculture is disturb	11	9.17
7.	Lack of time	2	1.67
8.	Other	5	4.17

4. CONCLUSION

The organizers put lots of effort for effectively implementation of these *KisanMela*. They were under pressure to ensure presence of large number of farmers. The result of the study will help them to understand farmer's perspective in regard to satisfaction level as well as constraints faced by them (this paragraph may be placed in the discussion not in conclusion).

Conclusions should consist of the main findings and short discussions when necessary. Critics and suggestions may also be included as given by the author below

Although the events of *KisanMela* were organized successfully there is a need to look into the arrangements of foods for farmers, sanitation facility and drinking water facility in future. The proper arrangements of all these will help to increase satisfaction level of the farmers and thus attract large number of visitors.

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