

# Impact of Krushik Agricultural Exhibition on Technology Dissemination and Farmers

## Abstract:

Disseminating knowledge and information within the farming community in a short span of time is a difficult task in developing countries. In present era of social media may mislead the farming community resulting in heavy losses. So, agricultural exhibitions based on principles of 'Seeing is believing' & 'Learning by doing' must be planned to give a real site of state-of-the-art advance technologies developed by different agencies. So, the present study was conducted to analyze the impact of Live Agricultural Expo i.e. Krushik-2024 with the objective to get information regarding behavior and feedback of farmers visiting Exhibition. Study reveals that the interest of young generation agricultural students is increasing in agriculture sector. Moreover, live demonstration exhibitions/ farmer's fairs/ technological weeks like "Krushik" can play a crucial role in the development of the farming community. It has emerged as an excellent platform through which advance technologies from both public and private sector can effectively disseminate within a short period of time.

**Key words:** Krushik, Farmer Fair, Technological week, Agricultural exhibition, Kisan mela

## INTRODUCTION:

Since, 1991 Agricultural Development Trust's, Agricultural Science Center, Baramati which is locally known as Krishi Vigyan Kendra i.e. KVK, Baramati is mainly works for mandates designed by Indian Council of Agricultural Research, Government of India, New Delhi. Main objective of Krishi Vigyan Kendra is rapid dissemination of needed information to the farmers. In this context, KVK, Baramati is organizing farmer's fair/technological week at KVK Instructional Farm, since 2015 (Photo No.1&2). This farmer's fair/Technological week is known as "KRUSHIK-India's Biggest Live Demo and Agricultural Expo". Recently, 9<sup>th</sup> edition of KRUSHIK-2024 was held during 18<sup>th</sup> to 22<sup>nd</sup> January 2024. During this technological week different emerging technologies were demonstrated to the farmers like "Farm of the Future": which comprise of Artificial Intelligence and Agriculture Technologies, based on sensors, drones, robotics etc.; Live demonstration of important crops like Vegetables, Sugarcane & Maize, fertilizer & other agri. Inputs, Organic farming, Dryland farming, Animal husbandry, machinery and Processing Technology. Demonstrations of Vertical farming, Hydroponics, Aeroponics, NFT, Protected Cultivation Technology, Exotic Vegetable Production, Urban Farming & Terrace Gardening, Water Recycling, Climate Control, Pack house & Cold-Storage Unit, Export Guideline & Training, Novel Farming: Abiotic & biotic stress management, demonstration of improved seed & variety by use of improved crop production technology, use of low cost polyhouse, Use of Nano spray grade & Chloride-Sulphate free Israel, Germany, Netherlands imported fertilizer grade for crop production, Drought Management; Natural Farming; Use of Homeopathy for Crop residue free crop production, PROM Organic Manure, Crop residue Management, residue free crop production, Use of Bio-agent for crop production, Processing, Value addition & Interaction with Experts, Crop Diversification and Intercropping Technology. Also showcased the technologies like advanced Indo Dutch Center of Excellence for Genetic Improvement in Cattle; Automation in milking & Processing, Cutting edge livestock technology, Embryo transfer technology, Sensor base animal health monitoring system, Hydroponics feed production, Genomics,

Climate SMART animal management technology, value addition technology, balanced nutrition through TMR, SMART Housing and Advisory services. Also, planned the demo plots of Millets (Shree Dhanya) for Introduction of Positive Millets like Kodo, Foxtail, Barnyard, Little Millet; millet Production & Processing Technology. During Krushik-2024 the Interaction with Expert were also arranged; We have highlighted the technologies such as Aquaculture: Aquaponics, Hatchery, Cage Culture, Plastic lining fish farming, Biofloc, Ornamental fish farming, Integrated fish farming, Feed mill (Floating, non-floating) and Integrated Farming Systems *i.e.* Technology Demonstration on Agri-Horti-Dairy-Poultry-Fishery-Apiary-Sericulture Farming System Model. So, that new technologies and information can effectively reach to the farmers in short span of time. In present investigation a study was conducted to obtain information regarding behavior and feedback of farmers visiting farmers' Krushik-2024.

**Photo No.1 Farmers Visit to live demonstration plots**



**Photo No.2 Farmers Visit to live demonstration plots**



**MATERIAL METHOD:**

This farmer fair or technological week i.e. KRUSHIK is held on an area of 110 acres at Agricultural Development Trust's, Krishi Vigyan Kendra's farm in every January. More than 350+ International, National, state level exhibitors from public as well as private sector participate in this exhibition every year. 9<sup>th</sup> edition of KRUSHIK-2024 was held during 18<sup>th</sup> to 22<sup>nd</sup> January 2024. During this event more than 1.5 lakh farmers visited this event. In present investigation a team of Krishi Vigyan Kendra has randomly selected 320 feedbacks from visitors. For this a questionnaire was designed to conduct the survey and feedback form is created. Randomly selected 320 feedbacks from visitors were analyzed in this survey to study the impact analysis of Krushik exhibition in farming community.

## RESULT AND DISCUSSION:

During Krushik 2024, very interesting, encouraging and satisfying feedbacks were received from visitors. Following data reveals the feedback analysis of randomly selected & personally interviewed 320 respondents (Fig. 1 & Table 1). Among them, it was found that most of the visitors are highly impressed by animal show & followed by demonstrations arranged in exhibition. Most interestingly, 44.4% visitors from agriculture background has appreciated & interested in adopting future Artificial Intelligence technology in agriculture which is demonstrated during Krushik 2024 exhibition. It reveals that, mostly farmers i.e. 69.1% farmers were interested in live demonstrations rather than stalls type of exhibitions. Data also reveals that present-era farmers are very much interested in modern emerging technologies demonstrated on field by various agencies like Field visits (60.3%) followed by AI-Artificial Intelligence (44.4%). 47.8% of evaluated feedbacks suggest that it is the best place for farmer-farmer interactions from different regions.

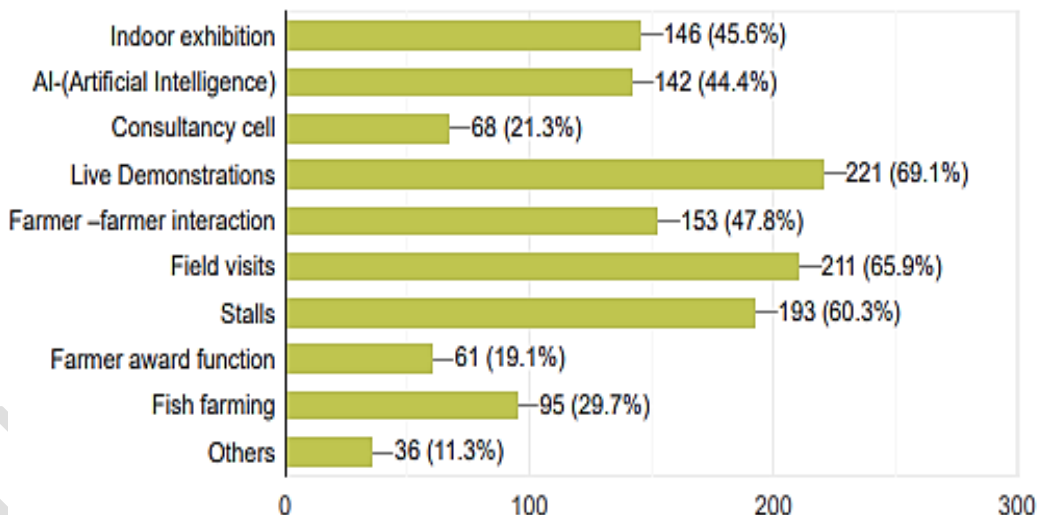


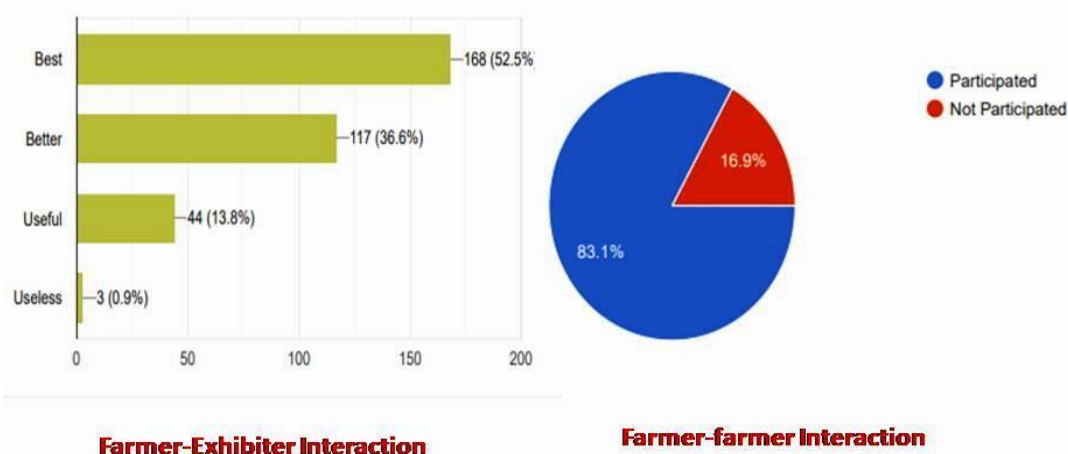
Figure 1 feedback analysis of randomly selected & personally interviewed visitors

Table 1 Analysis of most liked technologies in Krushik 2024

Sr. No.	Category	Frequency	Percentage
1	Live demonstration vegetable plots	149	46.56
2	Technology Stalls	116	36.25

3	Machinery and implements	123	38.44
4	Artificial intelligence technology demonstration	127	39.69
5	Animal exhibition	219	68.44
6	Floriculture	80	25.00
7	Poly house technology	74	23.13
8	Fish farming	19	5.94

From feedback it was also found that farmer-exhibiter interaction was best & farmer- farmer interaction was high (83.1%) due to Krushik exhibition, which had helped the farmers in cross learning, changing the boundaries of their imaginations & go for group farming (Fig.2).



**Figure 2: Farmer- farmer and farmer-exhibiter interaction**

**A. Interventions & Prospective :**

Overall perspective of the respondents was best & Farmer’s perception of usefulness of Krushik indicates that all 35 technological interventions displayed during Krushik was most useful & helpful (Table 2 & 3). Among them Dairy & Animal Husbandry, Information of fertilizers, Soil and water conservation, Agricultural Weather information, Biofertilizers, Honeybee rearing, Improved Sugarcane production technology, AI-Artificial Intelligence, Organic farming, Seed Storage & Processing and Agricultural implements & machine was appraised as a most useful. This indicates that in exhibition tremendous amount of visitors with varying range of interest visited the exhibition. Exhibition has created vast impact on diverse kind of visitors & it has capacity to boom the framing community.

Strategic management, facility will increase the impact of farmers also reported by Burgelman *et al.* (2008), Sattari *et al.* (2021) and Yadav & Kumar (2017).

**Table 2 Overall perspective of the respondents about Krushik 2024**

Sr. No.	Category	Percentage	Frequency
1	Best	172	53.75

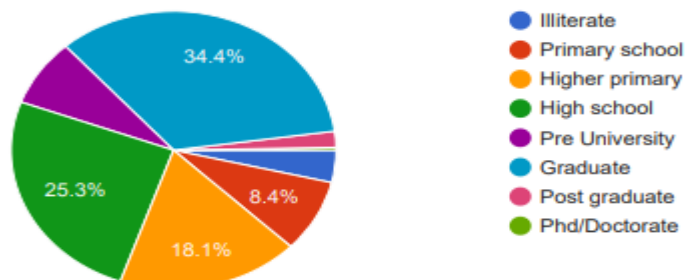
2	Better	116	36.25
3	Normal	30	9.375
4	Poor	2	0.625
	Total	320	100

**Table 3 Farmer's perception of usefulness of Krushik 2024**

Sr. No.	Category	Most useful	Useful	Less useful
1	High Yielding Varieties of seed	171 (53.44)	138 (43.13)	14 (4.38)
2	Information of fertilizers	195 (60.94)	118 (36.88)	12 (3.75)
3	Information of pesticides	168 (52.50)	127 (39.69)	34 (10.63)
4	Agricultural implements & machine	182 (56.88)	127 (39.69)	18 (5.63)
5	Irrigation methods	173 (54.06)	136 (42.50)	14 (4.38)
6	Soil and water conservation	192 (60.00)	114 (35.63)	18 (5.63)
7	Information on high-tech horticulture	126 (39.38)	177 (55.31)	25 (7.81)
8	Information on Kitchen gardening	146 (45.63)	151 (47.19)	27 (8.44)
9	Information on IFS	123 (38.44)	152 (47.50)	48 (15.00)
10	Dairy & Animal Husbandry	210 (65.63)	94 (29.38)	19 (5.94)
11	Fisheries	143 (44.69)	163 (50.94)	19 (5.94)
12	Agro forestry	106 (33.13)	193 (60.31)	25 (7.81)
13	Ag. Weather information	199 (62.19)	100 (31.25)	26 (8.13)
14	Dry farming technology	123 (38.4)	184 (57.50)	16 (5.00)
15	Biofertilizers	195 (60.94)	113 (35.31)	14 (4.38)
16	Mushroom Cultivation	122 (38.13)	185 (57.81)	15 (4.69)
17	Honeybee rearing	209 (65.31)	99 (30.94)	17 (5.31)
18	Vermicomposting	180 (56.25)	139 (43.44)	8 (2.50)
19	Organic farming	183 (57.19)	128 (40.00)	17 (5.31)
20	Medicinal & herbal planting	134 (41.88)	169 (52.81)	18 (5.63)
21	Improved Sugarcane production	221	95	17

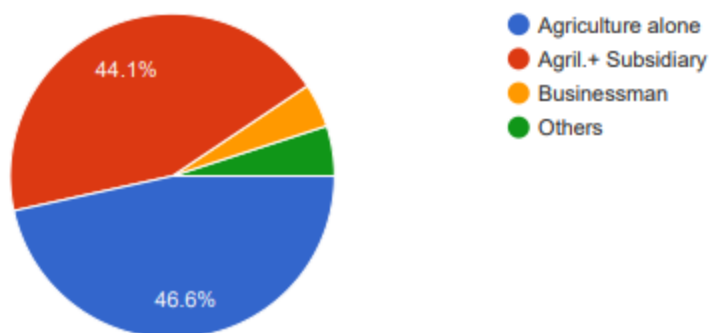
	technology	(69.06)	(29.69)	(5.31)
22	Contingency Crop planning	140 (43.75)	166 (51.88)	16 (5.00)
23	Seed Storage & Processing	183 (57.19)	124 (38.75)	19 (5.94)
24	Models/Charts/Poster	137 (42.81)	162 (50.63)	24 (7.50)
25	Hydroponics	157 (49.06)	137 (42.81)	31 (9.69)
26	Aeroponics	130 (40.63)	157 (49.06)	37 (11.56)
27	AI-Artificial Intelligence	175 (54.69)	127 (39.69)	25 (7.81)
28	Natural Farming	149 (46.56)	151 (47.19)	23 (7.19)
29	Mushroom production technology	156 (48.75)	148 (46.25)	24 (7.50)
31	Bio-flock	126 (39.38)	145 (45.31)	51 (15.94)
32	Floriculture	173 (54.06)	132 (41.25)	18 (5.63)
33	Poly house technology	166 (51.88)	134 (41.88)	24 (7.50)
34	Exotic and new fruit crops	172 (53.75)	124 (38.75)	27 (8.44)
35	Any other	146 (45.63)	142 (44.38)	39 (12.19)

### B. Impact study:



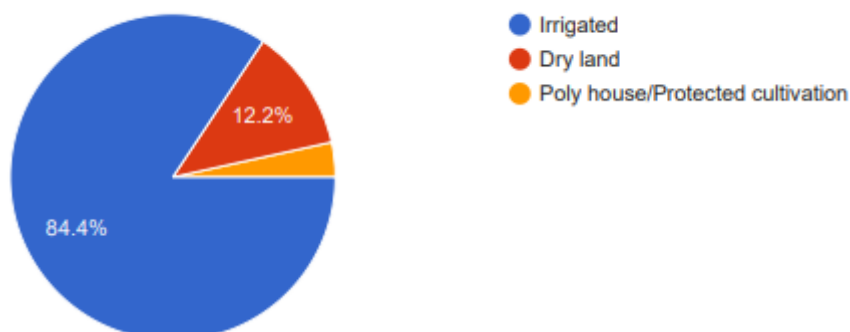
**Figure 3 Pie chart showing educational status**

Analysis of Krushik-2024 data reveals that frequency of graduate Youth visitors are high as it satisfies their appetite for emerging information and modern agriculture technologies, Followed by High school students. It reflects the changing perception & changing mind set of young youth towards agriculture sector. In this context Exhibitions like "Krushik" play important role as a knowledge & information hub center and play crucial role in nation building.



**Figure 4 Pie chart showing subsidiary business status**

It is observed that most of visitors are involved are from Agriculture (46.06%) or agricultural allied subsidiary business (44.06%) Fig.4. Moreover, analysis of visitor's interest shows that farmer-farmer, farmer-exhibitor interaction really helping them to expand their business. Exhibitions like Krushik area plat forms for them to shear and acquire recent advances in agriculture sector.



**Figure 5 Pie chart showing agriculture status**

Maximum number of visitors i.e. 84.39% are involved in irrigated types of agriculture out of which mostly fruit crop growers (55%) followed by agronomical crop growers, vegetable growers and floriculturists Fig.5.

**Table 4 Useful and innovative technology/information as perceived by the respondents in Krushik 2024**

Sr. No.	Category	Frequency	Percentage
1	Technical information	206	64.38
2	Machineries and implements	165	51.56
3	Solar machineries	94	29.38
4	Demonstration	221	69.06
5	Livestock	189	59.06
6	Future Agriculture	151	47.19
7	Agri. allied technology	143	44.69

They are highly satisfied with the way of technology demonstrated (69.06%) and technology received through Krushik exhibition i.e. (64.38%) visitors followed by other categories of units. Table-4.

All the above data indicate that information & knowledge received from Krushik is the key to establish new subsidiary allied agribusiness. While Table5 reflects the impact of Krushik Exhibition that the 87.5 % of respondent farmers are willing to adopt the technologies demonstrated in Krushik-2024.

**Table 5 Opinion about adoption of technology received in Krushik 2024**

Sr. No.	Category	Frequency	Percentage
1	Adopt	280	87.5
2	Will not adopt/ not decided	40	12.5
	<b>Total</b>	320	100

**Table. 6 Motivation of Respondents to others to participate in Krushik 2024**

Sr. No.	Category	Frequency	Percentage
1	Motivated	316	98.75
2	Not Motivated	4	1.25
	<b>Total</b>	320	100

**Table. 7 Planning for next year's Krushik-2025 visit**

Sr. No.	Category	Frequency	Percentage
1	Yes	314	98.13
2	No	6	1.88
	<b>Total</b>	320	100.00

Data also reveals that percent of motivated respondents was 98.75% & Visitors are satisfied by all kind of demonstrations and units arrangements made during exhibition. 98.13 % of visitors are willing to visit next year's Krushik-2025 exhibition in search of new technologies & information (Table7).

This indicates that Krushik-2024 exhibition is highly successful in arrangement, Demonstration and technology dissemination on large scale among the visitor farmers of varying categories. Similar results were also observed by Jambagi (2020), Sharma (2019), Jiyawan *et. al.* (2012), Sharma and Hasan (2012) and Rathore(2013).

## **CONCLUSION:**

Study reveals that the interest of young generation agricultural students is increasing in agriculture sector. Moreover, live demonstration exhibitions/ farmers fairs/ technological weeks like "Krushik" can play the crucial role in development of farming community in a country. These are the platforms through which advanced technologies from both public and private sector can effectively disseminate within a short period of time. Even complex high-tech technologies like AI, IOT, Machine Learning, sensor technologies can effectively reach to end farmer within short period of time. It is a right place to combination of individual, group and mass contact methods to share their experiences and knowledge.

Agricultural exhibition like Krushik is an effective method for creating awareness on different technologies for the farmers, scientists, officers from agriculture and allied sectors, NGOs, public & private agencies etc. As it works on

both the principles of 'Seeing is believing' & 'Learning by doing' it has the capacity to accomplish the goal of doubling the farmers yield through reaching the unreached.

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