

Empirical Analysis Communication Services of Knowledge and Level of Farmer's in Crops KVK Purnea (Bihar)

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INTRODUCTION

Krishi Vigyan Kendra, Jalalgarh, Purnea (Bihar) was established in Feb. 2004 at the premises of Regional Research Sub Station, Jalalgarh, Purnea (Bihar). From its starting period till 4th August 2010 it was under administrative control of Rajendra Agricultural University, Pusa (Samastipur), Bihar with the formation of Bihar Agricultural University, Sabour, (Bhagalpur) present. It is under administrative control of Bihar Agriculture University, Sabour, (Bhagalpur). from 5th August 2010. As per mandate of Indian Council of Agricultural Research, New Delhi. The center is dedicated for providing technical support to the farmers of the district through conducting farm trial for assessing, refining and documenting Agricultural technologies, Front line demonstration with improved technologies and by providing training facilities to farmers. The present world is based on online communication, Extension and communication method for increasing the effective tool. We noticed much change both with the dolente and with technology transfer in agricultural sector. The communication in India, is transforming in such fundamental way, may social scientist speak on the down of the Information age. Transfer of ideas is of vital importance in order to increase the agricultural production through transfer Technology programme.

Communication services of knowledge and level of the Farmers crop in KVK

1. Advisory service- Due to the growing use of ICT, KVK have implemented technologies to provide farmers I formation such as weather advisories or market pricing, through radio and mobile phone. In each of these activities, the KVK focuses on crops and method specific to the local climate and industry. Some factors which may impact this decision are soil type, crops grown, water availability, seasonal temperature and avid sectors such as dairy and aquaculture. In addition to addressing local factors, KVKs are also mandated to increased adoption of practices that align with remunerative agriculture. Climate smart agriculture and dietary diversification. Some KVKs also host social

activities to facilitate support between the institutions and the local community.

2. On - Farm Testing- Each KVK operates a small farm to test new technologies such as seed varieties or innovative farming methods, developed by ICAR institutes. This allows new technologies to be tested at the local level before being transferred to farmer,s .
3. Front - line Demonstration- Due to the KVK,s farm and its proximity to nearby villages, it organizes programs to show the efficiency of new technologies on farmer fields.
4. Capacity Building - In addition to demonstrating new technologies, the KVK also hosts capacity building exercises and workshops to discuss modern farming techniques with groups of farmers.
5. Multi- sector support- Offer support to various private and public initiatives through its local network and expertise. It is very common for government research institutes to leverage the network of KVKs when performing surveys with a wide range of farmers.

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