Knowledge Transfer at Grass Root Level
(A Case study of Agriculture Extension Work at G B Pant University of Agriculture & Technology, India)

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Summary

The agriculture university was established in 1960 with a motive to train the farmers and adopt to the modern agriculture practices. It played an important role during green revolution 1968-78, transforming starved nation to the exporter of food grain. The agriculture extension work was based on the educating the farmers and demonstrating the new practice at their place/village in their own language. After understanding and clear identification of need of the farmers, the university has successfully transferred the knowledge to farmers through Krishi Vigyan Kendra(KVK), Krishi Gyan Kendra(KGK) and annual Kisan Mela(Farmer fair). It was the only state owed agriculture university in the northern state called Uttar Pradesh catering to the need of the farmers in approx 50 districts.

Roughly, each district was covered by a KVK/KGK, each serving hundreds of villages. Periodically, the KVK kept adopting some villages and turning them in to ideal agricultural village by providing technical logistics depending on their suitability to specific crop. The KVK’s were equipped with staff, equipment and information resource to provide on site help and advice to farmers in that region. This model is still very successful and many other agriculture universities in other state have adopted to this model.

It may be argued if the same model is still viable to transfer knowledge, providing education and awareness to the masses especially in ICT skills, Health and Environment in the developing countries.

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