



FARMER'S RESPONSE ON KISAN MOBILE ADVISORY : A CRITICAL EVALUATION

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Abstract

The study was carried out during 2013-14 at Krishi Vigyan Kendra, Sheopur to find out farmer's response on kisan mobile advisory with different objectives. Study consisted of 5000 mobile number of district farmer for sending the advanced technological message through kisan mobile advisory to target farmer group of 3 blocks as per need or minimum two messages per week on agriculture or allied sector. The response with respect to gender wise participation and the profile of the users were obtained from the selected farmers through survey with the help of a well structured and pre-tested interview schedule. Male farmers were follow maximum up to 43.60% KMA and minimum 17.39% followed the KMA by female farmer. Young age group farmers adopted the new technology or innovations easily in compare to middle and old age group farmers. It was found during survey that mobile users with education up to college level had the higher awareness (34.68%) about KMA. Maximum followed the recommendation of advisory up to 61.30% by big farm size holding farmers and minimum 10.30% by marginal farmers, whereas farmers had the higher social participation in community they had used maximum KMA up to 41.15% while minimum 20.87% KMA used by having low social participation in farmer community.

Key words : Kisan mobile advisory (KMA), technology, target beneficiary (farmer), recommendation, survey.

Introduction

Farmers get the information through various means such as famers & farm women training programme, group contacts, scientist visit of farmer field, field day, farmer fair and other mass communication methods under Agricultural Extension Services. Several emerging challenges confront Indian farmers so far. These include limited land and water availability, which is further exacerbated by degradation of natural recourses; climate change; change in demand and consumption pattern moving toward high value crop; increasing population pressure; and liberalization of trade (Lele *et al.*, 2010). Recent global food prize increase and high levels of inflation have provided an opportunity to increase farmer's profitability. However, to realize the benefit of higher prices, farmers need to access a wider range of information, related not only to production technologies but also to other aspects. The present technology dissemination system typically involves a top down approach. It is well known that radio, television, mobile phone, computer internet and print media are available anywhere in all remote area also. Mobile phones have been made available in small towns, village and also available in remote area of all over country. Mobile phone

is a easily available electronic device that farmers can immediately make use of it to address their advance technology and other farm related problems. Government launched a free of cost SMS facility for easily available advance technological information of agricultural and allied sector to target beneficiaries of our country.

Hence, the study was undertaken with the following objectives-

- (i) To know about followed technological recommendation by farmers under kisan mobile advisory.
- (ii) To understand the reach of the advisory towards its target beneficiaries.
- (iii) To access gender wise participation of the farmers and the profile of KMA users.

Materials and Methods

To implementation of this advisory programme through mobile user farmers of three block of Sheopur district of Madhya Pradesh (India) were selected by KVK and allied department collectively on the basic of interest and other aspect. At least two messages per week were sent to target beneficiaries. Farmers require information

Table 1 : Gender-wise participations of farmer in KMA.

(n= 5000)

S. no.	Sex	Followed the KMA by farmers and farm women	Percent (%)
1.	Male (Farmers)	2180	43.6
2.	Female (Farm women)	870	17.39

Table 2 : Profile of the kisan mobile advisory users.

(n= 75)

S. no.	Profile	Particulars	Recommendation of KMA used by farmers & farm women in %
1.	Age	(a) Young (18-35)	47.38
		(b) Middle (36-45)	29.75
		(c) Old (46-60)	22.87
2.	Education status	(a) Illiterate	00.00
		(b) Primary school	09.82
		(c) Middle school	16.66
		(d) High school	18.73
		(e) Higher secondary	20.11
		(f) Collegiate	34.68
3.	Farm size	(a) Marginal farmers	10.30
		(b) Small farmers	28.40
		(c) Big farmers	61.30
4.	Social participation	(a) Low	20.87
		(b) Medium	37.98
		(c) High	41.15

related to crop production, horticultural crops, changing farm system options, sustainable natural resource management and cropping with climate change.

A total of 5000 mobile number of farmers were made available to kisan mobile advisory. 30 sample were drawn randomly from the mobile number list of Sheopur block and similarly 25 sample from the mobile number list of Karhal block and 20 sample from the mobile number list of Vijaypur block were drawn randomly for study. The response with respect to gender -wise participation and the profile of the users were obtained from the selected respondents or farmers through mobile phone survey with the help of a well structured and pre tested interview schedule.

Results and Discussion

Participation of the farmers in KMA was evaluated, based of the implementation of KVK scientist recommendation and receiving positive feedback of targeted farmers of each block during 2013 to 2014.

The participation of farmers in the KMA scheme has been evaluated in two dimensions such as gender-

wise participation of farmers and profile of the users.

Gender wise participation of farmers in the KMA was an attempt to analyze which gender group had maximum involvement in availing the services of KMA. We can understand from table 1 that almost percent (43.6%) were followed the KMA by the farmers (male) and (17.39%) were followed the kisan mobile advisory by farm women (female).

The technological information need with regard to agriculture and allied fields were more for male groups because of the decision making power visited with them. Awareness, knowledge, exposure to the outside world and desire to utilize the new technologies might be followed by men.

A comprehensive understanding of the profile of the users of KMA aids in understanding the background of the people participation in the services of KMA. The data on the characteristics of users were pooled together and the findings are presented in table 2.

It can be seen from table 2 that young farmers of group had more followed up to 47.38% recommendation

of KMA, while mobile users with education up to college level had the higher awareness about the KMA and had followed the recommendation of technologies. Hence, education played an important role in improving awareness of the innovation and utilizing the same.

It could be inferred from the table 2 that more than half (61.30%) of the user of KMA were big farmers followed by small and marginal farmers.

It could be observed that 41.15% of the users of KMA had high level of social participation. It was found during survey that they have character of leadership and motivated the farmers to adoption of KMA recommendation.

Farmer participation or response in kisan call centre and roll of information technology have also been reported by several researchers (Kalam, 2005; Manhas *et al.*, 2005; Lavanya *et al.*, 2006 and Kokate *et al.*, 2009).

The results obtained from the study that male group had followed the higher recommendations of KMA. The assessment of the profile of the users revealed that, people with dependence on agriculture those living in villages and agriculture as the main occupation had utilized maximum recommendation of the KMA.

In general, the followed the recommendation of the farmers was not equal from both the gender group. The profile also showed wide inequalities. The KMA system aims at meeting the information needs of all categories of farmers without any bias. Hence, in order to improve the adoption KMA recommendation by the farmer and

farm women, more efforts are needed to spread awareness about the existence, objective and the function of the kisan mobile advisory. Hence, farmer and farm women need to be motivated through personal contact made by KVK Scientists the field extension workers of Farmer Welfare and Agriculture Development, Agriculture Technology Management Agency, Department of Horticulture, Department of Veterinary, Department of Fisheries and Wider publicity in local daily news papers of district.

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