

Farmers Attitude Mapping Towards *Kisan* Mobile Advisory Services

Sarvesh Kumar¹, SRK Singh² and R. C. Sharma³

ABSTRACT

The *Kisan* Mobile Advisory service (KMA) was initiated by Krishi Vigyan Kendra Harda to deliver messages twice a week to the registered farmers for better utilization of need based information technology in agricultural field and to transfer the innovations and recommended technologies up to grassroot level. The farmers' attitude towards this programme was reported as favorable. A sample of 200 farmers receiving the KMA services were selected covering three blocks namely Harda, Khirkiya and Timarani using random sampling method. The majority of the respondent (65.5%) had favorable attitude and 22.5 per cent of the farmers had most favorable attitude towards KMA services and remaining 12 per cent respondents reported unfavorable attitude towards KMA services. Farmers were satisfied and benefited with the working of KMA services. Information received by farmers under KMA services was found to be need based; understandable and applicable. The farmer's attitude towards KMA services was positively and significantly associated with age, occupation, education, socio-economic status, knowledge and social-participation, participation in extension activities and size of land holding.

Key words: Attitude, bulk message, ICT, *kisan* mobile advisory

INTRODUCTION

We are living in the new era of information technology. Rapid changes in the scenario poses many challenges before the agricultural extension system and extension personnel. Different modes of transfer of technology have been used on the past few years to accelerate the utility and reach of information up to ultimate users. (Kamlesh and Deshpandey, 1991). The success of agricultural development programmes in country like India largely depends on the nature and extents of effective use of mass media to mobilize people and to disseminate newly evolved agricultural technologies. (Birkenholtz and Maricle, 1991). SMS based agro advisory services are the recent addition in the innovative extension approach. It has gained momentum with the diffusion of mobile phone technology in villages. Realizing the Importance of this new system of transfer of technology an effort to measure attitude of farmers towards KMA services was made along with the association between selected independent variables and attitude factors.

METHODOLOGY

This study was conducted in Harda district of Madhya Pradesh. Three blocks namely Harda, Khirkiya and Timarani were selected for study. A sample of 200 farmers receiving the KMA services was selected from list of registered farmers by using random sampling method. The modified attitude scale developed by

Chauhan (1994) was administered for the present study. The schedule consisted 10 statements for knowing attitude of farmers towards KMA services. The collected data were tabulated and analyzed by using mean, standard deviation, rank and correlation as major statistical tools.

RESULTS AND DISCUSSION

Distribution of respondents according to degree of attitude towards KMA services:

The scale was administered to work out mean score of all the 200 respondents and the mean score ranged varied from 3.1 to 10. The overall mean score of the respondents was found to be 6.67. Standard deviation (2.13) was also computed on the basis of mean score of the respondents. The respondents were grouped in three attitude categories based on the overall mean score and standard deviation.

Table 1: Distribution of farmers under different degree of attitude towards KMA services.

Mean score	Degree of attitude	KMA Farmers		
		No.	Percent	Rank
Upto 4.64	Un-favourable	24	12.00	III
4.65 - 8.0	Favourable	131	65.50	I
More than 8.01	Most-favourable	45	22.50	II
	Total	200	100.00	

Overall mean score=6.67

¹SMS (Agril. Extn.) ³Programme Coordinator, JNKVV, Krishi Vigyan Kendra Harda (MP) ²Sr. Scientist (Agril. Extn.), Zonal Project Directorate, Zone VII, Jabalpur (MP)-482 004

It is evident from table 1 that more than half of the respondents *i.e.* 65.5 per cent had favourable attitude and 22.5 per cent farmers had most favourable attitude towards *Kisan* Mobile Advisory services. It shows that farmers generally were happy with KMA services. It was also observed by many scientists that the attitude of farmers towards an organization or programme put significant influence on acceptance and rejection. (Sharma *et al.*, 2012). The findings of present study are in line as reported by Chauhan (1994) that majority of the farmers had favourable attitude towards KMA services. Kumar *et al.* (2006) have also reported that majority of respondents showed favourable attitude towards various activities of *Krishi Vigyan Kendras*. Similar kind of finding was also reported by Sharma *et al.* (2011) that most of the beneficiary respondents had their attitude in positive direction towards frontline demonstrations and *Kendra* also helps to solve the urgent problems of farmers regarding insect and pest control *etc.*

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The statements given in table 2 revealed that the statement information sent under KMA services needful for the farmers were ranked first. "Information sent under KMA services were understandable" ranked second and "information sent under KMA services were fully applicable" ranked third and so on. Overall attitude of farmers was found favorable towards the statements asked to draw the result of this study.

Table 2: Attitude of farmers towards *kisan* mobile advisory services

Statements Under Schedule	MPS	Rank
Information sent under KMA services were needful for the farmers	8.51	I
Information sent under KMA services were timely received	7.6	IV
Information sent under KMA services were needful & not timely	7.01	X
Information sent under KMA services were understandable	7.67	II
Information sent under KMA services were fully applicable	7.61	III
Generally the KMA farmers do not communicate the message advice with other non-KMA farmers	7.12	VIII
The KMA farmers invite to other farmers to visit the practices adopted by them	7.07	IX
KMA helps to solve the urgent problems of farmers regarding crop cultivation	7.53	V
The subject matter information given by KMA was adequate.	7.43	VI
The KMA increases confidence among farmers in their technical knowledge.	7.19	VII

MPS=Mean Percent Score

Correlates of farmers attitude toward *kisan* mobile advisor services

The data in table 3 reflects the nature and extent of relation between different independent variables along with the dependent variables. The highest correlation value 0.8262** and 0.8228** were found for age and

occupation. Hence, the age and occupation of farmers were positively and significantly associated with the attitude of the farmers towards KMA services. The next associated variables were education (0.8182**), socio-economic status (0.8092**), knowledge (0.8089**) and Social-participation (0.8078**) which revealed the main areas of association with the dependent variables, respectively. Related results were found by Sharma and Bairathi (1999) and Mandal *et al.* (2010) who reported that knowledge was significantly associated with attitude of farmers.

Table 3: Correlation co-efficient (r) between independent and dependent variables relating to attitude of farmers towards KMA services

Independent variable	Zero order correlation 'r' values
Age (X ₁)	0.8262**
Education (X ₂)	0.8182**
Knowledge (X ₃)	0.8089**
Participation in Extension activities (X ₄)	0.7495**
Social-participation (X ₅)	0.8078**
Size of land holding (X ₆)	0.7314**
Socio-economic status (X ₇)	0.8092**
Occupation (X ₈)	0.8228**

**Significant at 0.01% level of probability.

Participation in extension activities was also significantly associated with the attitude of farmers indicated by r value (0.7495**). The results of participation of farmers in different extension activities like farmer fair, farmers meeting, field days, training camps, exhibitions, field visits, *kisan sangosthi*, informal group discussion, *etc.* get increased, ultimately they became aware about the KMA services. Singh (1999) reported that the attitude of farmers were positively and significantly associated with their participation in activities of extension wings also supports the findings of present study.

Size of land holding with calculated r value (0.7314**) was also positively and significantly associated with the attitude of farmers. Reason for this might be that the extension activities were easily conducted at farmers field who had large size of land holding and irrigation facilities. The results are in line with the findings of Chauhan (1994) and Singh (1999) who reported attitude of respondents was positively and significantly associated with their size of land holding and socio-economic status.

CONCLUSION

The present study concluded that a majority (65.5 %) farmers had favourable attitude and 22.5 per cent farmers had most-favourable attitude towards *Kisan* Mobile Advisory services provided by Krishi Vigyan Kendra. Information received by farmers under KMA services was need based; understandable and applicable. The farmer's attitude towards KMA services was positively and significantly associated with age, occupation, education, socio-economic status, knowledge and social-participation, participation in extension activities and size of land holding.

Paper received on : April 21, 2015
Accepted on : June 4, 2015

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