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Problems faced by the beneficiaries of Kisan mobile advisory service of Raipur district, Chhattisgarh and suggestions given by them

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Abstract

The study assessed constraints to the use of Kisan Mobile Advisory Service by beneficiary farmers in Raipur district of Chhattisgarh. The population of the study comprises of 10 villages from two blocks viz. Arang and Abhanpur of Raipur (5 villages from each block). A total sample of 120 beneficiaries was selected using a random sampling procedure. The collection of data was done with the help of structured interview schedule and analyzed using appropriate statistical methods. Results of the study revealed that poor network connectivity was the top ranked constraint stated by maximum number of respondents (45.83%) followed by difficulty in operating mobiles (35.84%), difficulty in understanding of technical words (33.33%), risk in adoption of KMAS messages (25.84%), non relevant information is received (19.16%), clarification of the message is difficult if any doubt arises stated by 15.84 per cent respondents, lack of practical exposure regarding technology sent by KMAS (15%), KMAS SMSs were not timely (3.33%) and Unavailability of pesticides/ herbicides in the market(1.66%). The study recommends the need for considering constraints faced by beneficiaries as they influence the applicability of the messages delivered through KMAS. It was suggested by 62.5 per cent of the respondents that the message should be served in local language. Other important suggestions are; Pesticides/herbicides prescriptions should be given with trade name (50.83%), The message should be simple and understandable (46.66%), Local needs and preference for the message should be considered (22.5%), Message should be delivered regularly (17.5%), Voice message facility should be provided (9.16). This research report presents recommendations of how to improve the flow of information sharing and knowledge attainment in agricultural information transmission.

Keywords: KMAS, ICT, Problems in ICT, SMS

Introduction

ICT though has provided opportunities for improvement and innovation has also imposed constraints on its consumers. These problems can take numerous forms, and a researcher must keep them in mind when making recommendations for ICT strategy implementation. Many of the farmers suffer from lack of the latest, precise, suitable and timely information because of their isolated and remote location, or just due to lack of knowing how and where to get reliable information. For increasing production and productivity, it is important to improve farmer's decision making ability that will be acquired by providing customized information and knowledge about agriculture.

The use of the KMAS scheme in the KVK's main line extension system is a new ICT initiative aimed at meeting farmers' expectations. KMAS was founded by the Indian Council of Agricultural Research (ICAR) with the goal of providing free agricultural information to as many farmers as possible in their native language through SMS. It is run by KVKs across the country.

Methodology

The present study has been confined to two blocks viz. Arang and Abhanpur of Raipur district of Chhattisgarh. The blocks were selected on the basis of highest number registered users of Kisan Mobile Advisory Service. For the purpose of the study, five villages from each selected block were selected. Thus, total 10 villages were selected for the study. Separate listing of beneficiary farmers of KMAS run by KVK were prepared from the selected block with the assistance of KVK officials and 12 farmers from each of the selected villages were selected randomly. In this manner, a sample of 60 KMAS beneficiary farmers from each block was selected randomly, comprising a total of 120 KMAS beneficiary farmers who were selected.

Results and Discussion

The respondents were asked to express the constraints experienced by them in using KMAS. With respect to the major constraints experienced by the respondents have been given in table 1 with rank order. The respondents expressed their views on the basis of messages they received under KMAS. It can be clearly seen that poor network connectivity was the major constraint faced by the 45.83 per cent

respondents followed by difficulty in operating mobile (35.84%), difficulty in understanding technical words (33.33%), risk in adoption of KMAS messages (25.84%), non relevant information is received (19.16%), clarification of the message is difficult if any doubt arises (15.84%), lack of practical exposure regarding technology sent by KMAS (15%), KMAS messages not received timely (3.33%), unavailability of pesticides/ herbicides in the market(1.66%).

Table 1: Distribution of respondents according to the problems faced by them.

S.no.	Particulars	Frequency(f)	Percentage (%)	Rank
1	Clarification of the message is difficult if any doubt arises	19	15.84	VI
2	Difficult to understanding of technical words	40	33.33	III
3	Lack of practical exposure regarding technology sent by KMAS	18	15	VII
4	Risk in adoption of KMAS messages	31	25.84	IV
5	Poor network connectivity	55	45.83	I
6	Non relevant information is received	23	19.16	V
7	KMAS SMSs were not timely	4	3.33	VIII
8	Difficult to operate mobiles	43	35.84	II
9	Unavailability of pesticides/ herbicides in the market.	2	1.66	IX

The analysis of the suggestions from table 2 shows that 62.5 per cent respondents suggested that the messages should be in local language. Secondly, the suggestion which was given by almost half (50.83 %) of the respondent was that the pesticides and herbicides prescriptions should be given with

their respective trade names, the messages should be simple and understandable (46.66%), local needs and preference for the messages should be considered (22.5 %), messages should be delivered regularly (17.5%), and voice message facility should be provided (9.16%).

Table 2: Distribution of the respondents according to the suggestions given by them.

S. No.	Suggestions	Frequency(f)	Percentage (%)
1.	The message should be served in local language	75	62.5
2.	The message should be simple and understandable	56	46.66
3.	Message should be delivered regularly	21	17.5
4.	Local needs and preference for the message should be considered	27	22.5
5.	Pesticides/herbicides prescriptions should be given with trade name	61	50.83
6.	Voice message facility should be provided	11	9.16

Conclusion

It can be concluded from the study that the major constraints faced by the beneficiaries were the Poor network connectivity as the rural areas in India face the network issues at most, difficulty in operating mobiles, difficulty in understanding technical words, risk in adoption of KMAS messages, non relevant information is received, clarification of the message is difficult if any doubt arises, lack of practical exposure regarding technology sent by KMAS, KMAS messages not received timely, unavailability of pesticides/ herbicides in the market.

The respondents suggested that the messages should be in local language; the possible reason behind this might be the respondents are well versed in the Chhattisgarhi dialect, the pesticides and herbicides prescriptions should be given with their respective trade names, the messages should be simple and understandable, local needs and preference for the messages should be considered, messages should be delivered regularly and voice message facility should be provided.

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