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## A study of AICT Awareness among the participants of training programme of reproductive biology research unit, AAU, Anand

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### Abstract

Present research study emphasizes on awareness of Agricultural Information Communication Technology among the participants of various training programme conducted by Reproductive Biology Research Unit (RBRU) of Anand Agricultural University (AAU), Anand, Gujarat. Now a days Internet is very beneficial for gathering the various information. In current times, the government, various government departments, SAUs, companies and Non-Government Organizations have introduced smartphone based mobile applications for farmers that provide information related to agricultural related activities. An increasing number of startups and tech initiatives are teaming up with the government to introduce mobile apps for farmers in India. Against the environment of the ongoing ICT flourishing, this paper makes an effort towards study of AICT application awareness among the participants of training programmes conducted by RBRU, AAU, Anand.

**Keywords:** Smartphones, ICT, AICT, mobile apps

### Introduction

An increasing number of startups and tech enterprises are teaming up with the government to introduce mobile apps for farmers in India. Given the vital role played by agriculture in the country's economy with over 58% of rural households depending on agriculture as their principal means of livelihood, this trend will help farmers make informed decisions and help increase agricultural produce. Smartphones have become a beneficial tool in agricultural because its mobility matches the nature of farming, the cost of the device is highly accessible, and their computing power allows a variety of practical applications to be created.

The operational area of Anand Agricultural University, Anand is middle of Gujarat. We have identified 5 different baking applications available on smartphone for the analysis. Total 100 respondents were selected for the study from Anand district during the year 2017-18 and were having smartphones. Necessary data was collected from the respondents by using interview schedule with the respondents. The data analysis was done for making interpretations

### Objectives

1. To study the profile of participants of training programme of RBRU, AAU, Anand
2. To study the awareness of various AICT application among participants of training programme of RBRU, AAU, Anand
3. To know the AICT application usage pattern of the participants of training programme of RBRU, AAU, Anand

### Research Methodology

Based on previous two years trend, in year 2019-2020. There were around 25 training programmes were organized in RBRU, AAU, Anand and each batch will have around 25 participants ( $25 \times 25 = 625$  participants). Approximately 15% of total participants will be selected as respondents. (i.e. 15% of 625 = 93 respondents ( $n=100$ )). Data was collected by interview schedule using online Google form.

### Result & Discussion

During the research following observations were recorded regarding their demographic profile of the respondents.

**1) Demographic profile of the respondents**

**Table 1:** Profile of the respondents (n= 100)

Sr. No.	Profile of dairy farmers	No. (%) of participants
<b>1</b>	<b>Sex</b>	
i	Male	000 (00.00)
ii	Female	100 (00.00)
<b>2</b>	<b>Education</b>	
i	Illiterate	09 (9.00)
ii	Primary education (1st to 7th std)	20(20.00)
iii	Secondary education (8th to 10th std)	35 (35.00)
iv	Higher secondary education (11 <sup>th</sup> and 12th)	14 (14.00)
v	Graduation and above	22 (22.00)
<b>3</b>	<b>Annual income</b>	
i	Up to ₹ 50000	13 (13.00)
ii	₹ 50001 to ₹ 100000	30 (30.00)
iii	₹ 100001 to ₹ 150000	13 (13.00)
iv	₹ 150001 to ₹ 200000	09(09.00)
v	Above ₹ 200000	35(35.00)
<b>4</b>	<b>Family type</b>	
i	Nuclear family	35 (35.00)
ii	Joint family	65 (65.00)
<b>5</b>	<b>Herd owned by respondents</b>	
i	Small (up to 2 milch animals)	39 (39.00)
ii	Medium (3– 8 milch animals)	43 (43.00)
iii	Large (More than 8 milch animals)	18 (18.00)
<b>6</b>	<b>Land holding by respondents</b>	
i	Landless	05 (05.00)
ii	Up to 1.00 ha (Marginal farmer)	36 (36.00)
iii	1.01 to 2.00 ha (Small farmer)	20 (20.00)
iv	2.01 to 4.00 ha (Medium farmer)	29 (29.00)
v	Above 4.00ha (Large farmer)	10(10.00)

**2) Gadgets (Basic phone, Smartphone) owned by respondents**

**Table 2:** Gadgets (Basic phone / Smartphone) owned by respondents

Gadgets	Basic phone		Smartphone		Basic phone and Smartphone	
	No	%	No	%	No	%
Numbers of Phones	62	62	33	33	05	5

**3) Time period since basic phone and / or smartphones owned by respondents**

**Table 3:** Time period since basic phone and / or smartphones owned by respondents

Gadgets / Time Periods	Basic Phone	Smart Phone	Basic Phone, Smartphone
< 6 Months	16	05	01
6-12 Month	06	02	00
1-2 Year	19	07	03
>2 Year	21	19	01

**4) Internet access by Respondents**

**Table 4:** Internet access by the respondents

Users	Yes		No		Total	
Internet access by the respondents	35	35%	65	65%	100	100%

**5) Awareness about the availability of agricultural applications on smartphones**

**Table 5:** Awareness about the AICT Application (n=100)

Respondents	Yes		No		Total	
Awareness about the availability of AICT applications	02	2%	98	98%	100	100%

**6) Awareness of agricultural applications among respondents**

**Table 6:** Awareness of agricultural applications among respondents

Sr Number	Name of AICT Applications	Number of respondents aware
1	Kisan Suvidha	0
2	Kisan Mitra	1
3	mKisan	0
4	Kisan Call Center	0
5	e-NAM	0
6	i- Khedut Portal	1
7	NDDDB	0
8	Soil Health Card	0

Data presented in the table 6 indicated that:

- a) Out of 100 respondents only 2 respondents were aware of any of the above AICT application.
- b) Out of 2 respondents 1 respondent was aware of Kisan

Mitra and 1 respondent was aware of i– Khedut Portal application.

**Awareness of features of Kisan Mitra**

**Table 7:** Awareness of Kisan Mitra features

Sr No	Feature of Kisan Mitra application	Number of respondents who gave correct answer for this feature
1	Who has developed Kisan Mitra application?	0
2	Which of the following information is not included in Kisan Mitra?	0
3	Are you aware that Agriculture, Horticulture and Veterinary services are separately provided in Kisan Mitra application?	0

- a) Out of 1 respondent no respondent was aware about the question who has developed Kisan Mitra application (i.e. Navsari Agricultural University)
- b) Out of 1 respondent no respondent was aware about information is not included in Kisan Mitra application from given options.

- c) Out of 1 respondent no respondent was aware about Agriculture, Horticulture and Veterinary services are separately provided in Kisan Mitra application.

#### Awareness of features of i- Khedut Portal

**Table 8:** Awareness of i-Khedut features

Sr No	Feature of i-Khedut portal application	Number of respondents who gave correct answer for this feature
1	Do you know i-Khedut portal support entrepreneurship many schemes are available in the state?	0
2	Is Pradhan Mantri Fasal Bima Yojana (PMFBY) part of i-Khedut portal?	0
3	Which of the following service is not available on i-Khedut portal?	0

- a) Out of 1 respondent no respondent was aware about the question: i-Khedut portal support entrepreneurship many schemes are available in the state.
- b) Out of 1 respondent no respondent was aware about Pradhan Mantri Fasal Bima Yojana (PMFBY) part of i-Khedut portal or not?
- c) Out of 1 respondent no respondent aware about the question: Which of the following service is not available on i-Khedut portal?

#### Summary of Result and Interpretation

##### Based on demographic profile we can analyze that

- All the respondents were from participants of training programme conducted by Reproductive Biology Research Unit (RBRU), AAU, Anand for Women under *Mahila Pashupalan Talim Yojna* with the financial support by GCMMF. Based on previous two years trend, in year 2018-19 around 25 training programmes *were* organized in RBRU, AAU, Anands and there were around 25 training programmes were organized in RBRU, AAU, Anand and each batch were around 25 participants (25 x 25 = 625 participants). Hence, approximately 15% of total participants were selected as respondents. (i.e. 15% of 625 = 93 respondents (n=100)).
- Gender wise profile: All the respondents were female i.e. (n=100).
- Education wise respondents: 9% were having no education (Illiterate), 20% were having primary education (1<sup>st</sup> to 7<sup>th</sup> Standard), 35% respondents were having secondary education (8<sup>th</sup> to 10<sup>th</sup> standard), 14% were having higher secondary education (11<sup>th</sup> and 12<sup>th</sup> standard) and 22% were having graduate or above education.
- Annual income wise: around 13% respondents belonged to income bracket of less than ₹ 50000, 30% belonged to income bracket ₹ 50,001 to ₹ 1,00,000, 13% belonged to income bracket ₹ 1,00,001 to ₹ 1,50,000; 9% belonged to income bracket ₹ 1,50,001 to ₹ 2,00,000 and 35% fall in income bracket of ₹ 2,00,000 and above.
- Land holding details: around 5% respondents were have no land (landless), around 36% respondents were marginal farmers (land up to 1.00 ha), around 20% respondents were having land between 1.01 to 2 hectare (small farmers) and 29% respondents were having land between 2.01 to 4 hectare (medium farmer) and 10% responds were holding more than 4 hectare (large farmers) of land.
- Herd size owned by respondents: around 39% were having small size (up to 2 milch animal), 43% were fall in medium size (3 to 8 milch animals) and 18% were

holding large size herd group.

- Number of Gadgets owned by respondents: 62% respondents were having basic phone. 33% were having smartphone and 5% respondents have both basic and smartphone.
- Internet access by respondents: 35% respondents were using internet on their gadgets while 65% respondents were not using internet on their smartphones.
- Awareness about the availability of agricultural applications on smartphones:

Only 2 respondents were aware about the availability of AICT applications on gadgets.

#### Conclusion

35% respondents were using internet on their gadgets while 65% respondents were not using internet on their smartphones. Only 2 respondents were aware about the availability of AICT applications on gadgets.

#### Implications

- Looking at the present situation of information explosion and competency it is essential to provide training to the dairy farmers regarding agricultural applications, digital technology and other AICT applications available on different gadgets for enhancing scientific animal husbandry.
- In order to achieve dream of *Digital India*, participants of different training programmes for female farmers requires training related to agricultural applications and other AICT applications available for them.

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