The Pharma Innovation Journal 2023; SP-12(8): 1646-1649

www.ThePharmaJournal.com

The Pharma Innovation

ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(8): 1646-1649

www.thepharmajournal.com
Received: 03-05-2023
Accepted: 13-07-2023

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A study on extent of adoption of ICT by the farmer of district Chhatarpur (M.P.)

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Abstract
Study was conducted in Chhatarpur district (M.P.) to investigate the knowledge and adoption of ICT by the farmers of chhatarpur dist. (M.P.). there are eight blocks in chhatarpur dist. out of these two block namely Rajnagar and Bijawar block were selected for the study and two village from each block total. Four villages were selected through simple random sampling. 30 respondents were selected through random sampling method form each of the selected village. Thus total 120 respondents will be selected for the investigation. The primary data were collected with the help of interview schedule and personal interview by the researchers. The collected and analyzed and interpreted by statically tools, like frequency, percentage, mean, etc. were applied according to the nature and demand of data.

Keywords: ICT, respondent, adoption, modern communication, education

Introduction
ICT (Information and communication technology) being a source of information and entertainment can play a vital role on transform attitude and interest. The use of new media seems in evitable to accomplish the task of agriculture in this era of information revolution. ICT has a great role as decision support system to the farmers. Through ICT, farmers can be updated with the recent information about agriculture, weather, new varieties of crops and new ways to increase production and quality control. Information and communication technologies can broadcast the precise and authentic information at right time to the farmers so that they can utilize it and get benefits. The decision support system through ICT facilitates farmers for planning type of crops, practicing good agricultural practices for cultivating, harvesting, post harvesting and marketing their produce to get better results. As reported by many Researchers "question and answer service" was perceived as the best facility by majority of the farmers get personalized solutions to their specific agricultural problems. ICT technologies can help for strengthening farming communities through wide networking and collaborations with various institutes, NGO sand private sectors. Further, farmers may enhance their own capacities through updated information and wide exposure to scientific, farming and trade community. And Types of ICT Tools in Agriculture are Wireless technologies, Global Positioning System (GPS), Geographic information systems, Computer-controlled devices (automated systems), Smartphone mobile apps in agriculture, RFID for Animal identification.

Materials and Methods
The Chhatarpur district eight blocks but present investigation was carried out in four villages selected purposively because as the local of the study of ICT (electronic media) user. 30 respondents were selected through random sampling method form each of the selected village. Thus total 120 respondents will be selected for the study. The data were recorded; classified, tabulated and appropriate statistical tools like frequency, percentage, mean, etc. were applied according to the nature and demand of data.

Results and Discussion

Table 1: Extent of Adoption of ICT tools by farmers

S. No.	Statement	No	Partial	Complete	Mean Score	Rank
A	**Adoption of the respondents about using TELEVISION**					
	weather news program broadcast on Krishi darshan	95 (79.17)	22 (18.33)	03 (2.50)	1.23	VII
	mandi khabar program broadcast on Krishi darshan	71 (59.17)	37 (30.83)	12 (10.00)	1.50	VI
	hello kishan program broadcast on Krishi darshan	37 (30.83)	35 (29.17)	48 (40.00)	2.09	III
	Khet Khalihan program broadcast from DD Kisan	52 (43.33)	24 (20.00)	44 (36.67)	1.93	V
	Kisan Samachar program broadcast from DD Kisan	17 (14.17)	42 (35.00)	61 (50.83)	2.36	I
	Prakarti Ki orprogram broadcast from DD Kisan	40 (33.33)	42 (35.00)	38 (31.67)	1.98	IV
	Desh Ki Shaan Kisan program broadcast from DD Kisan	26 (21.67)	51 (42.50)	43 (35.83)	2.14	II

Regarding extent of adoption of ICT tools about Adoption of the respondents about using TELEVISION majority of the respondents had no adoption of weather news program broadcast on Krishi darshan while 18.33 percent of them had partial and 2.50 percent had complete adoption with mean score 1.23 got rank VII. Majority of the respondents i.e. 59.17 percent had no extent of adoption about the Mandi Khabar program broadcast on Krishi darshan whereas 30.83 percent of them had partial and 10.00 percent had complete adoption with mean score 1.50 got rank VI. A higher percentage of respondents showed complete adoption about hello kishan program broadcast on Krishi darshan followed by 30.83 and 29.17 percent respondents no and partial adoption respectively with mean score 2.09 got rank III. Highest numbers of respondents were no in extent of adoption of ICT tools about the Khet Khalihan program broadcast from DD Kisan while 36.67 percent were complete and 20.00 percent were partial adopters with mean score 1.93 got rank V. Maximum of the respondents seeking information about the Kisan Samachar program broadcast from DD Kisan has complete extent of adoption of ICT tools followed by 35.00 and 14.17 percent respondents who seeking this information partial and no respectively with mean score 2.36 got rank I. About 35.00 percent respondents had partial extent of adoption of ICT tools about Prakarti Ki or program broadcast from DD Kisan followed by 33.33 percent respondents had no and 31.67 percent had complete extent of ICT tools with mean score 1.98 got rank IV. Highest of respondents i.e. 42.50 percent had partial extent of adoption of ICT tools about Desh Ki Shaan Kisan program broadcast from DD Kisan methods while 35.83 percent had complete effect and 21.67 percent had no extent of adoption of ICT tools with mean score 2.14 got rank II.

Table 2: Adoption using electronic media

S. No.	Statement	No	Partial	Complete	Mean Score	Rank
B	**Adoption using electronic media**					
	Information given by kisan call center through mobile?	43 (35.84)	55 (45.83)	22 (18.33)	1.87	III
	Crops disease related information through kisan call center?	60 (50.00)	42 (35.00)	18 (15.00)	1.65	VII
	Market related information through kisan call center?	48 (40.00)	40 (33.33)	32 (26.67)	1.86	IV
	Pest control in crops related information through kisan call center?	27 (22.50)	54 (45.00)	39 (32.50)	2.10	II
	E-Choupal service through mobile phone?	47 (39.16)	44 (36.67)	29 (24.17)	1.85	V
	AGRISNET (Agricultural Informatics and Communication Network) Service through mobile phone?	50 (41.67)	48 (40.00)	22 (18.33)	1.76	VI
	AGMARKNET (agricultural marketing information system network) service through mobile phone?	37 (30.83)	29 (24.17)	54 (45.00)	2.14	I

In case of Adoption using electronic media the information given by kisan call center through mobile. the maximum of the respondents had partial extent of adoption of ICT tools followed by 35.84 percent had no and 18.33 percent had complete extent of adoption of ICT tools with mean score 1.87 got rank III. Majority of the respondents were no in extent of adoption of ICT tools about crops disease related information through Kisan call center. followed by 35.00 and 15.00 percent had partial and complete extent of adoption of ICT tools respectively with mean score 1.65 got rank VII. A higher percentage of respondents had no extent of adoption of ICT tools about market related information through Kisan call center. While 33.33 percent and 26.67 percent had partial and complete extent of adoption of ICT tools respectively with mean score 1.86 got rank IV. A higher percentage of respondents had partial adoption of pest control in crop related information by Kisan call center. Followed by 32.50 and 22.50 percent had complete and no adoption respectively with mean score 2.10 got rank II. Most of respondents had no extent of ICT tools on adoption about AGRISNET (Agricultural Informatics and Communication Network) Service through mobile phone. Followed by 40.00 percent had partial and 18.33 percent had complete extent of adoption of ICT tools with mean score 1.76 got rank VI. Regarding AGMARKNET (Agricultural Marketing Information System Network) Service through mobile phone. 45.00 percent respondents had no extent of adoption of ICT tools whereas 30.83 percent of them had partial and 24.17 percent had complete adoption with mean score 2.14 got rank I.

Table 3: Adoption of internet by the respondents for agriculture development

S. No.	Statement	No	Partial	Complete	Mean Score	Rank
C	**Adoption of internet by the respondents for agriculture development**					
	Internet for weather information.	36 (30.00)	44 (36.67)	40 (33.33)	1.39	VIII
	Internet for crop production.	44 (36.00)	26 (21.69)	50 (41.67)	2.05	III
	internet for plant protection (Insect, pest and disease control)	52 (43.33)	24 (22.00)	44 (36.67)	1.93	IV
	Internet for nutrient management.	18 (14.17)	42 (35.00)	60 (50.83)	2.35	I
	Internet for animal husbandry milk production purpose.	53 (42.50)	26 (21.67)	41 (35.83)	1.90	V
	Internet for the grain storage purpose.	43 (35.84)	55 (45.83)	22 (18.33)	1.72	VI
	Internet for the irrigation pattern purpose in field crops.	60 (50.00)	42 (35.00)	18 (15.00)	1.65	VII
	Internet for rural development programmes, *viz*. Mnrega, Jandhan yojana, Bridha Pension Yojana etc.	25 (21.66)	50 (41.67)	43 (36.67)	2.11	II

In case of Adoption of internet by the respondents for agriculture development adoption of internet for weather information most of the respondents had partial adoption of ICT tools followed by 33.33 percent respondents had complete and 30.00 percent had no adoption with mean score 1.39 got rank VIII. About 41.67 percent respondents had complete extent of adoption of ICT tools about internet for crop production whereas 36.00 had no and 21.69 percent had no extent of ICT tools on adoption with mean score 2.05 got rank III. In respect of internet for plant protection (Insect, pest and disease control), 43.33 percent respondents had complete extent of adoption of ICT tools followed by 36.67 percent had no and 22.00 percent had partial extent of adoption of ICT tools with mean score 1.93 got rank IV. About 50.83 percent respondents had complete extent of adoption of ICT tools internet for nutrient management whereas 36.67 had no and 21.66 percent had partial extent of ICT tools on adoption with mean score 2.35 got rank I. In respect of internet for animal husbandry & milk production purpose, 42.50 percent respondents had no extent of adoption of ICT tools followed by 35.83 percent had complete and 21.67 percent had partial extent of adoption of ICT tools with mean score 1.90 got rank V. About 45.83 percent respondents had partial extent of adoption of ICT tools internet for the grain storage purpose whereas 35.84 had no and 18.33 percent had complete extent of ICT tools on adoption with mean score 1.72 got rank VI. In case of internet for the irrigation pattern purpose in field crops., 50.00 percent respondents had no extent of adoption of ICT tools followed by 35.00 percent had partial and 15.00 percent had complete extent of adoption of ICT tools with mean score 1.65 got rank VII. In case of internet for rural development programmes, *viz*. Mnrega, Jandhanyojana, Bridha Pension Yojana etc. 41.67 percent respondents had partial extent of adoption of ICT tools followed by 36.67 percent had complete and 21.66 percent had no extent of adoption of ICT tools with mean score 2.14 got rank I.

Table 4: Overall extents of adoption of ICT tools by farmer

S. No.	Extent of adoption of ICT tools	No. of respondents	Percentage
1	Low	36	30.00
2	Medium	50	41.66
3	High	34	28.34
	Total	120	100

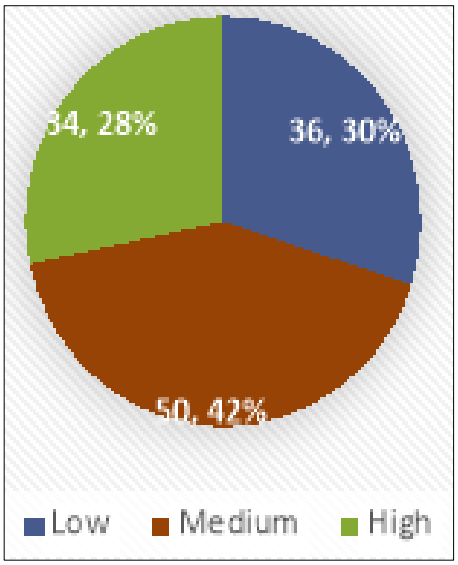

Fig 1: Adoption of ICT tools

The data compiled in Table 4 shows that the higher percentage (41.66%) of the farmers had medium extent of adoption of ICT tools followed by 30.00 percent farmers had high extent of adoption of ICT tools and 20.34 percent had low extent of adoption of ICT tools by the farmers.

Conclusions

The conclusions of the present study are presented on the basis of adoption of ICT tools by the Farmer. The higher percentage (41.66%) of the farmers had medium extent of adoption of ICT tools followed by 30.00 percent farmers had high extent of adoption of ICT tools and 20.34 percent had low extent of adoption of ICT tools by the farmers

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