



Research Article

A STUDY ON KISAN MOBILE ADVISORY IN REWA DISTRICT OF MADHYA PRADESH

SINGH KINJULCK C.^{1*}, SINGH CHANDRAJIIT², PANDEY A.K.³ AND MISHRA M.K.⁴

¹ICAR - Krishi Vigyan Kendra, Rewa, 486001, Jawaharlal Nehru Krishi Vishwa Vidyalaya, Adhartal, Jabalpur, 482004, Madhya Pradesh

*Corresponding Author: Email-kinsingh19@gmail.com

Received: March 16, 2018; Revised: March 19, 2018; Accepted: March 20, 2018; Published: March 30, 2018

Abstract- The present study focuses on identifying information needs of the agrarian community and other related enterprises so that the need could be catered through ICT via Kisan Mobile Sandesh programme run by Krishi Vigyan Kendra, Rewa. Data revealed that information on availability of seeds, insect pest management and low cost inputs are the major requirements although the need varied vastly, information on product planning was the least needed information reported by respondents. Majority of beneficiary reported Rs 1000-2500/- increase in Income due to availability of useful and clear information on right time from authentic source.

Key words- Information needs, farmers, information sources, reliability of information

Citation: Singh Kinjulck C., *et al.*, (2018) A Study on Kisan Mobile Advisory in Rewa District of Madhya Pradesh. International Journal of Agriculture Sciences, ISSN: 0975-3710 & E-ISSN: 0975-9107, Volume 10, Issue 6, pp.-5485-5487.

Copyright: Copyright©2018 Singh Kinjulck C., *et al.*, This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution and reproduction in any medium, provided the original author and source are credited.

Introduction

Information need is an individual or group's desire to locate and obtain information to satisfy a conscious or unconscious need. The 'information' and 'need' in 'information need' are inseparable interconnection. Needs and interests call forth information [6]. Information need plays a relay race with information utilization and give rise an improvement in information seeking behavior of beneficiary. Information is a multi-disciplinary concept. It is observed that the data processing manager might conceive it in terms of data, the records manager in terms of records and reports, the librarian or information scientists in terms of document or materials and the rural women in terms of message [2].

Information may be a message, signal or stimulus. Information is the resource, which allows us to change and improve the society we live in [4]. It unfolds man physically and spiritually. It is a resource for the acquisition of power. It can be used in making rational decisions by individuals, group of individual, organizations as well as getting the rural women informed and mobilizing them into actions. To establish the link between technology professional and farmers ICT tools are playing an important role.

In the recent past an intervention on technology transfer has been offered to overcome the slow communication of traditional information delivery system. To remove the barriers of traditional system of communication first phase was began with 200 beneficiaries including farmers, input dealers, NGO workers and grass root agricultural officers. The programme has increased its outreach of information dissemination in rural area through ICT covering almost 2200 villages of the district.

Keeping in view the factual position the present study was undertaken with the following specific objective:

1. To study the information needs of different categories of beneficiaries of Kisan Mobile advisory.
2. To analyze responses of farmers on Kisan Mobile advisory.
3. To analyze extent of change in Income.

Methodology

The present study was conducted in Rewa district of Madhya Pradesh. The study was based on feedback obtained by beneficiaries of Kisan Mobile advisory. Kisan Mobile Advisory was started in the year 2008-09 with 200 farmers only, where as 225 and 260 beneficiaries were registered to Kisan Mobile Advisory on payment basis during year 2009-10 and 2010-2011 respectively. The number had increased to 5000 farmers in the year 2014-15 and in the year 2017-18 it had reached to more than 43000 farmers. The data on Information need was collocated at the time of registration and other feedbacks from the farmers were received at the time of their visit to KVK Rewa by using structured schedule employing personal interview technique. The collected data were analyzed, tabulated and interpreted in the light of objective of the study. The perusal of data presented in [Table-1] revealed the information needs of beneficiaries of KMA program. The information need was categorized into 5 groups. They were information on agricultural inputs, credits and loans, technological information, marketing and other information. It shows that all the beneficiaries of KMA require information on seed availability in their block, district and reputed agencies like KVK, SAUs, etc. As per their response it was observed that availability of quality seed is very limited at the peak time of sowing, therefore it is urgent to know about it. Secondly Insects and disease Control is a major challenge that farmers faces and extension officers and support agencies has to be proactive on that, that's the reason behind to become second rated information need of beneficiaries. The finding has conformity with the studies of [3]. Information regarding Low cost input was ranked third in all categories of information. Within six specified categories information on "seed availability" ranked first among "Agricultural Input" category, information on "subsidies" among "Credits and Loans" category, information on "Insect and Disease Control" under "Agricultural Technology" category. Information on "Complain and dispute settlement" ranked first within "Marketing category" whereas information on Weather forecasting ranked first within other information category. Data in [Table-2] presents the extent of information need of the beneficiaries of Kisan Mobile Advisory operated by Krishi Vigyan Kendra, Rewa. It shows that maximum beneficiaries (64.23 per cent) had medium information need followed by low information need (24.00 per cent). Only 11.17 per cent respondents had high-

information need. It was also observed that farmers were unable to classify their information needs. However, their responses were mainly focused on such

information which may leads them to higher income. The results are in conformity with the studies [1].

Table-1 Information needs of different categories of beneficiaries of Kisan Mobile advisory N=425

Item	Farmers	Extension officers	Input dealers	Total Score	Mean Score	Category Rank	Overall Rank
Agricultural Inputs							
Seed availability	335	60	30	850	2	I	I
Low cost input	312	36	06	708	1.66	II	III
Availability of fertilizers	293	31	18	684	1.61	III	IV
Suitable varieties	229	52	25	612	1.44	IV	VI
Alternative manures	62	22	05	178	0.41	V	XV
Credits and loans							
Subsidies	252	53	17	644	1.51	I	V
Rate of Interest	50	16	-	132	0.31	II	XVI
Loanable Amount	56	04	-	120	0.28	III	XVII
Mode of Repayment	04	-	-	08	0.018	IV	XXVI
Agricultural Technology							
Insects and disease Control	326	56	30	814	1.91	I	II
Information on training and major extension activities	208	16	20	686	1.61	II	IV
Weed Control	198	37	25	520	1.22	III	VII
Innovative Cultivation methods	182	56	03	482	1.134	IV	VIII
Diversification in agriculture (Dairy farming, Mixed farming, Fisheries and Income generation)	148	23	08	358	0.84	V	X
Post harvest processing	133	09	07	298	0.70	VI	XI
Storage	79	18	13	220	0.517	VII	XII
Hand operated tools	68	12	09	178	0.418	VIII	XIV
Improved methods of Fertilizer application	33	08	12	106	0.25	IX	XIX
Harvesting	26	09	06	82	0.22	X	XXI
Marketing							
Complain and dispute settlement	212	03	05	440	1.03	I	IX
Forecast of market trends	22	52	18	184	0.43	II	XIII
Information on group marketing	19	10	28	114	0.27	III	XVIII
Mandi rates	34	04	14	104	0.24	IV	XX
Improved marketing practices	16	04	25	90	0.21	V	XXII
Information on product planning	33	-	10	86	0.20	VI	XXIII
Information on sales timing	32	05	06	86	0.20	VI	XXIII
Other information							
Weather forecasting	310	36	06	708	1.66	I	III
Contingent plans	195	35	30	520	1.22	II	VII

Table-2 Distribution of KMA beneficiaries according to their extent of information need N=425

Extent of Information need	Frequency	percentage
Low (up to 8)	102	24.00
Medium (9-16)	273	64.23
High (17 and above)	50	11.77
Total	425	100.00

Table-3 Responses of Farmers on Messages sent through Kisan Mobile Advisory N=200

S.N.	Response	Poor	Moderate	Excellent/High
1	Objectivity of messages	09 (4.5%)	11 (05.50%)	180 (90.00 %)
2	Clarity of Message	00	13 (06.50%)	187 (93.50%)
3	Timeliness	00	16 (08.00 %)	174 (87.00 %)
4	Applicability	00	17 (08.50%)	183 (91.50%)
5	Shareability of message	00	31 (15.50%)	169 (84.50%)
6	Technical Adoption	00	70 (35.00 %)	130 (65.00 %)

Data in [Table-3] presents Responses of farmers on Messages sent through Kisan Mobile Advisory collected on various parameters from 200 beneficiaries. It was observed that out of 200 beneficiaries 90 per cent of farmers found high objectivity

in the messages sent. About 93.50 per cent of the farmers found excellent clarity of messages. On timeliness of messages, 87 per cent beneficiaries found them on time. Majority of the beneficiaries (91.5 per cent) found messages highly applicable whereas 84.50 per cent of them shares the messages among their neighbors, friends and relatives. A higher percentage (65 per cent) of farmers adopted the recommendation on their farms.

Table-4 Extent of increase in income due to information N=200

Extent of increase in income per ha	Frequency	Percent
Low (Rs. 1000- Rs.2500)	126	63.00
Medium (Rs. 2501- Rs.5000)	43	22.50
High (Rs. 5001 and above)	17	08.50
No change	14	07.00
Total	200	100

Data presented in [Table-4] shows extent of change in income due to information due to messages received on per ha basis. Maximum number of beneficiaries (63 per cent) reported low increase in their (Rs.1000-2500) followed by medium increase (22.50 per cent) and high increase (8.50 per cent) in income respectively. Least per cent (7.00 per cent) of respondents reported no change/increase in Income due to information.

Conclusion

In the present era of communication, the information flow is rapid and vivid. The information is flushing from all direction and every possible channel. The information seeker is over burdened by the flow. It has become very important for farmers to identify the right source of information. Moreover, it is the responsibility of the authentic extension agencies to identify and cater the information need of the farmers. This will not only lend a hand to the peasant for gathering the right information from credible source but also help the extension agencies to fulfill the needs with a wide range of suitable aids. This is performed by the Krishi Vigyan Kendra Rewa in a well-organized and planned way.

Application of research: The efforts should be intensified in order to address a larger mass in targeted mode for the information users of different categories and background. As we all know "Information is capable of provoking actions and inaction in the recipient."

Research Category: Information needs, Kisan mobile advisory

Abbreviations:

NGO: Non Government Organization

Acknowledgement / Funding: Author thankful to ICAR - Krishi Vigyan Kendra, Rewa, 486001, Jawaharlal Nehru Krishi Vishwa Vidyalyaya, Adhartal, Jabalpur, 482004

***Research Guide or Chairperson of research: Dr Kinjulck C Singh**

University: Jawaharlal Nehru Krishi Vishwa Vidyalyaya, Adhartal, Jabalpur, 482004

Research project name or number: Nil

Author Contributions: All author equally contributed

Author statement: All authors read, reviewed, agree and approved the final manuscript

Conflict of Interest: None declared

Ethical approval: This article does not contain any studies with human participants or animals performed by any of the authors.

References

- [1] Suresh Chandra Babu, Claire J. Glendenning, Kwadwo Asenso Okyere and Senthil Kumar Govindarajan (2012) *Farmers' Information Needs and Search Behaviors: Case Study in Tamil Nadu, India. 2012 Conference, August 18-24, 2012, Foz do Iguacu, Brazil 126226, International Association of Agricultural Economists.*
- [2] Eliss D. (1986) *International J. Info. Manage*, 6, 2.
- [3] Saravanan R., Raja P. and Sheela Tayeng (2009) *Indian J. Ext. Edu.*, 45, 51-54.
- [4] Shera J.H. (1972) *The foundations of education for librarianship*. New York: Becker & Hayes, 20.
- [5] Singh Kinjulck C., Singh C.J. and Pandey A.K. (2011) *Kisan Mobile Sandesh: A Multistage Innovative Program for Technology Dissemination. Abstract: National Seminar on Innovative Extension Approaches for enhancing rural household income held at JNKVV Jabalpur from Sept. 27-29, 2011.*