



E-ISSN: 2278-4136
P-ISSN: 2349-8234
JPP 2019; 8(5): 2182-2184
Received: 22-07-2019
Accepted: 25-08-2019

Giridhar KA

Department of Agricultural
Extension Education, College of
Agriculture, Dharwad University
of Agricultural Sciences,
Dharwad, Karnataka, India

Devendrappa S

Department of Agricultural
Extension Education, College of
Agriculture, Dharwad University
of Agricultural Sciences,
Dharwad, Karnataka, India

MP Potdar

Department of Agronomy,
College of Agriculture, Dharwad,
University of Agricultural
Sciences, Dharwad, Karnataka,
India

Constraints faced by the farmer in availing mobile phone services and suggestions for future development

Giridhar KA, Devendrappa S and MP Potdar

Abstract

The study assessed the constraints faced by the farmer in availing mobile phone services and suggestions for future development. The study was conducted in Dharwad district of Karnataka. Simple random sampling technique was employed to select 120 respondents among the registered farmers to mobile service of KVK, Dharwad, APMC, Hubli and weather based mobile services of UAS, Dharwad. A pre-tested and structured schedule was used to collect the data. Descriptive analyses of data were carried out using frequency counts, percentages, means and tables. The study revealed that majority (91.66%) of the farmers expressed that they are unable to understand the message received from mobile services followed by lack of practical exposure in availing mobile phone services (70.00%). The next major constraints were lack of reliable and useful content online (38.33%), network availability due to poor signals in village (17.50%), lack of proper training to use mobile (16.66%). The study also revealed that majority (70.83%) suggested to connect farmers and Agri experts through mobile followed by 64.16 per cent suggested that mobile services should link all the stakeholders like farmers, input dealers, agri-universities, private companies and marketing agencies. Further 43.33 per cent of respondents expressed that mobile phone services should be timely and 40.00 per cent of them expressed that mobile phone services should concentrate on updating relevant content. While 22.50 per cent suggested that training and adequate knowledge should be provided to farmers for operating mobile phones and 10.00 per cent suggested to reduce the cost of internet or SMS services or call charges.

Keywords: Constraints, mobile phone services, suggestions

Introduction

For development of agriculture it is necessary to reform agricultural extension system that is under-funded, highly compartmentalized and has several inherent weaknesses. The use of ICT is the only way to bypass several stages and sequences in the process of agricultural development. Mobile phone that is a tool of ICT is widely recognized as a potentially transformative technology platform for developing nations. Mobile phone technology has much less requirement on the infrastructure and hence wider applicability especially in mountainous areas. Mobile phones enable both audio and video functions which can meet most of the basic needs of the poor. It also has greater affordability for the farmers than internet. It has provided producers with information and knowledge on the correct market price, quantities, availability of a particular product and technical advice. In many developing countries more than 80 per cent of the population has access to mobile phones. Jensen (2007) [3] demonstrated that the ICT helped fishers along the coastline in Kerala, India learn about prices at different locations and decide where to sell their products profitably. As a result, price volatility and variation dropped; producer prices rose and at the same time consumer prices dropped. Aker (2008) [1] studied the impact of the mobile phone rollout on grain markets in Niger and show that mobile phone service has reduced grain price dispersion across markets by a minimum of 6.4 percent and reduced intra-annual price variation by 10 per cent. But there are many factors like lack of awareness of the utility of communication technologies for agriculture development, language, illiteracy, poor signal, high cost and unavailability of electric power were the major constraints, poor ICT infrastructure development, high cost of broadcast equipment, high cost of access / interconnectivity and electricity power problems, fluctuating telecommunication services, inadequate access to mobile services, etc. are acting as major constraint to use mobile phone services by farmers and hindering them to utilise the potential of mobile phone technology for agricultural purpose (Akpabio *et al.*, 2007, Shenoy and Banerjee, 2004) [2, 5]. With this back ground the objective of the study was to find out the constraints faced by the farmers availing mobile phone services and suggestions made by them for future development by interviewing the sample respondents in the study area.

Corresponding Author:**Giridhar KA**

Department of Agricultural
Extension Education, College of
Agriculture, Dharwad University
of Agricultural Sciences,
Dharwad, Karnataka, India

The standardized structure schedule was used to collect the data through personal interview technique.

2. Methodology

2.1 Study area: The study was conducted in Dharwad district which was purposively selected as it comes under the jurisdiction of UAS, Dharwad and from the point of researcher convenience.

2.2 Selection of respondents: Registered farmers to mobile service of KVK, Dharwad, APMC, Hubli and weather based mobile services of UAS, Dharwad were selected for the study. List of farmers from KVK, APMC and UASD were collected for the purpose. From the list, 120 farmers were selected randomly. Thus the total sample size constituted 120 respondents for the study.

The required information was obtained from sample respondents by personal interview method with the help of structured interview schedule. The tabular analysis was made to document the awareness of farmers about agriculture information provided through mobile phone service by computing averages and percentages.

3. Results

3.1 Constraints faced by the farmers in availing mobile phone services

The Table 1 showed that majority (91.66%) of the farmers expressed that they are unable to understand the message received from mobile services followed by lack of practical exposure in availing mobile phone services (70.00%). The next major constraints were lack of reliable and useful content online (38.33%), network availability due to poor signals in village (17.50%), lack of proper training to use mobile (16.66%) and meager percentage of the respondents expressed cost involved is more while using internet (10.00%), lack of awareness about different applications of mobile phones (8.33%) and least (3.33%) expressed lack of adequate skill to use mobile as some of the constraints in availing mobile phone services. The farmers want to know more about new technologies and also want to clarify their doubts whenever arises. They want to practically know the things than over the

phone. They faced problem in understanding the technical words as well. Even Most of the websites give blanket recommendations to general problems, but the farmers expect more regional specific and regularly updated information, which will be more reliable. The mobile phone services should concentrate on regularly updating the online content according to the needs of farmers. Also mobile phone needs minimum skills to operate, to which rural farmers were not well acquainted. Hence, there is need to improve it by conducting training session at village level through cooperatives, panchayats and other local bodies. These findings were in line with research findings of Subhashsingh *et al.* (2010) [6] and Vishwatej (2013) [7].

3.2 Suggestions given by farmers for future development of agriculture

It is noticed from table 2 that majority (70.83%) suggested to connect farmers and Agri experts through mobile followed by 64.16 per cent suggested that mobile services should link all the stakeholders like farmers, input dealers, Agri-universities, private companies and marketing agencies. Further 43.33 per cent of respondents expressed that mobile phone services should be timely and 40.00 per cent of them expressed that mobile phone services should concentrate on updating relevant content. While 22.50 per cent suggested that training and adequate knowledge should be provided to farmers for operating mobile phones and 10.00 per cent suggested to reduce the cost of internet or SMS services or call charges. The probable reason might be that connecting farmers and Agri expert will be helping them in clearing their doubts and queries related to farming and link all the stakeholders like farmers, input dealers, Agri-universities, private companies and marketing agencies helps in their effective utilization by all the stakeholders. Mobile services should also concentrate on updating relevant content in their respective areas and should be timely to be effective. Training should be provided for them in operating mobile phones, through which they can develop skills in getting required information from internet through different websites. These findings were in line with research findings of Kailash (2016) [4].

Table 1: Constraints faced by the farmers in availing mobile phone services (n = 120)

Sl. No.	Constraints	Frequency	Percentage
1	Unable to understand the messages received from mobile services	110	91.66
2	Lack of practical exposure in availing mobile phone services	84	70.00
3	Lack of reliable & useful content online	46	38.33
4	Network availability due to poor signals in the village	21	17.50
5	Lack of proper training to use mobile services	20	16.66
6	Cost involvement is more while using internet	12	10.00
7	Lack of awareness about different applications of mobile phones	10	8.33

Table 2: Distribution of respondents based on their suggestions (n = 120)

Sl. No.	Suggestions	Frequency	Percentage
1	Connecting farmers and Agri-experts through mobile	85	70.83
2	Mobile services should link all stakeholders like farmers, input dealers, Agri Universities, private companies and marketing agencies.	77	64.16
3	Mobile services should be timely	52	43.33
4	Mobile services should concentrate on updating relevant content.	48	40.00
5	Training and adequate knowledge should be provided to farmers for operating mobile phones	27	22.50
6	Reduce the cost of internet or SMS services or call charges	12	10.00

4. Conclusion

The agriculture information is vast, interdisciplinary and specific to different agro climatic zones and needs a proper

information dissemination system for its effective use. So the agriculture information resources need to be organized and processed to disseminate right information to the right person

at the right time. To offer more effective location specific advice to farmers, a combination of both personal and ICT approach is suggested. Participatory rural appraisals may be carried out periodically to ascertain what information the farmers need. In the process, the farmers' faith in the information services provided will be enhanced. It is further recommended that the farmers be instructed through various extensions efforts on how to get the best possible use out of the services provided and their suggestions should be considered.

5. References

1. Aker JC. Does Digital Divide or Provide? The Impact of Mobile Phones on Grain Markets in Niger. BREAD Working Paper, 2008, 177.
2. Akpabio IA, Okon DP, Inyang EB. Constraints affecting ICT utilization by agricultural extension officers in the Niger Delta, Nigeri. *The Journal of Agricultural Education and Extension*. 2007; 13:263-272.
3. Jensen R. The Digital Provide: Information (Technology) Market Performance and Welfare in the South Indian Fisheries Sector. *The Quarterly Journal of Economics*. 2007; 122(3):879-924.
4. Kailash. A study on use of mobile technology (smart phone) by farmers of Nagour District in Rajasthan. M. Sc. (Agri.) Thesis, Banaras Hindu University, Varanasi, Uttar Pradesh (India), 2016.
5. Shenoy NS, Banerjee P. Knowledge Networking in Information and Communication Technologies for Women in Agriculture and Rural Development, *MANAGE Extension Review*. 2004; 2(1):85-102.
6. Subhashsingh P, Bharat M, Rai DP. Sustainable models of Information Technology for agriculture and rural development. *Indian Res. J Ext. Edun*. 2010; 10(1):20-23.
7. Vishwatej R. Awareness, accessibility and utilisation pattern of Information and communication technology (ICT) Projects by farmers of Belgaum district. M. Sc. (Agri.) Thesis, Univ. Agric. Sci., Dharwad, Karnataka (India), 2013.