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SK BadodiyaProfessor, RVSKVV, KVK,
Barwani, Madhya Pradesh,
India**US Awasya**Technical Officer, RVSKVV,
KVK, Barwani, Madhya
Pradesh, India**RS Sikarwar**Research Associate, RVSKVV,
KVK, Barwani, Madhya
Pradesh, India**DK Jain**Scientist, RVSKVV, KVK,
Barwani, Madhya Pradesh, India

Efficacy of farm advisory in seeking of agricultural information for doubling the income of farmers in Barwani district Madhya Pradesh

SK Badodiya, US Awasya, RS Sikarwar and DK Jain

Abstract

Introduction of ICT in the field of Agriculture has brought countless changes in conventional methods of extension. It enables the diffusion of required information at the right time to the right people. Farm advisory services is one such initiative of ICT which provide location specific and crop specific advisory services and facilitates to the farming community for seeking agricultural information timely. The present study was conducted in Barwani district of Madhya Pradesh. The total sample consisted of 120 farmers as respondents for the study. Most of the respondents (55.84%) were perceived high effectiveness of farm advisory category in seeking of agricultural information. The zero order correlation coefficient was determined between independent variables and dependent variable. Education, social participation, size of land holding, annual income, credit orientation, mass media exposure, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast were found significant relationship with effectiveness of farm advisory. Majority of the respondents opined that messages should be on latest technologies on agriculture and allied sector reported by 65.00 percent farmers.

Keywords: effectiveness, farm advisory, agricultural information, mobile, viewing and farmers

Introduction

ICT has played a significant role in bringing the new technology in agriculture to the door of farmers. The information and communication technologies like Mobile, Radio, T.V., Newspapers and Magazines are playing a major role in sustainable agricultural development since, early decade and now the modern information communication technologies (ICTs) as mobiles and computers have created a revolution. ICT is a medium for the viewers, this medium is cosmopolite in approach and is suitable for communication to millions of people widely dispersed and situated in remote areas. Availability of low mobile set has helped to penetrate deep into the rural life. Effective communication of scientific finding and allied field to millions of the farmers is a necessity and key to economic progress of the nation. This is more so in developing country like India, where the gap between intellectuals and common man is very wide. The gap can be reduced through effective use of different communication media. Among the mass media available in India, Mobile has an edge over other in a sense that even the illiterate people can listen and watch to the programme without bothering about unfriendly conditions at their home. Mobile is a good source of communication of ideas to the rural people. It carries news bulletins and special programme for rural people, house wives and children. This is a good source of dissemination of agricultural information to the farmers. Mobile has a great promise to satisfy the information needs of the farmers. Very few attempts have been made in the past to know how far these media are effective as perceived by their users and the determinants of perceived effectiveness of different components of various mass media and ways to improve them.

A farm advisory service is one such initiative of ICT which provide location specific and crop specific farm advisory services and facilities to the farming community in a given area. The KMA services through messages have been provided to the respondent with consultation of expert of different field to improve farmer's agricultural technical knowledge with decision making ability, so that they may enable to increase their production and productivity to fulfill market demands with securing better quality life and income in present competitive agrarian economy. Farm advisory had been one among those and worked successfully in disseminating the latest information in the district to the ultimate users. Considering an importance the present study was carried out with the following specific objectives-

- To determine the perceived effectiveness of farm advisory in seeking of agricultural information by viewers in different areas/subject.

Corresponding Author:**SK Badodiya**Professor, RVSKVV, KVK,
Barwani, Madhya Pradesh,
India

- To explore the relationship between perceived effectiveness of farm advisory in seeking of agricultural information by viewers & their profile.
- To study the opinion about farm advisory service users in making services more effective.

Material and Methods

The study was conducted purposively in Barwani and Niwali Blocks of Barwani district MP due maximum numbers of Farm Advisory viewing farmers. The selected block comprises of 97 villages. Out of which 10 villages were selected randomly (five in each block). A village wise list of Farm Advisory viewing farmers for seeking the agricultural information, were prepared and from each village twelve Farm Advisory viewing farmers were selected by using simple random sampling method. Thus, the total sample consisted of 120 respondents for the study. Independent variables i.e. age, education, caste, social participation, size of land holding, annual income, credit orientation, mass media exposure, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast and dependent variable- effectiveness of farm broadcast were considered for the study.

Results and Discussion

Farm Advisory Service (Kisan Mobile sandesh) was started with the aim of passing the agriculture information to maximum numbers of farmers in shortest, cheapest way and also timely advice without any distortion of the message. Initially, SMS were sent in local language font (Hindi). Total number 60 messages were sent pertaining to different discipline related with agriculture in 2020-21. Maximum 33.33 percent messages were sent in the field of plant protection followed by horticulture 21.67 percent. Agronomy (Crop Production) and weather related messages (both 20.00 percent) were sent. Rest of 15.00 percent messages were includes information on Animal Husbandry, Agril. Extension & Input Advisory.

Table 1: No of messages sent pertaining to different discipline

SN	Area of Messages	No. of Messages	Percent of Messages
1	Agronomy	12	20.00
2	Plant protection	14	23.33
3	Horticulture	13	21.67
4	Weather	12	20.00
5	Animal husbandry & Poultry	05	08.33
6	Agril. Extension & Input Advisory	04	06.67
	Total no. of Messages	60	100.00

Perceived effectiveness of farm broadcast in seeking of agricultural information for increasing/doubling the income

The program was judged on various factors in terms of farmers' perceptions and detailed description is provided in this section.

The results presented in Table-1 indicated that higher percentage (48.33%) of the respondents are viewing farm advisory irregularly while 26.67 percent viewing occasionally and 25.00 percent viewing regularly. The higher percentage (47.50) of the respondents viewed farm advisory with partial attention followed by little attention (28.33%) and Full attention (24.17%). By the time, farmers reach their home it would be around 6.00 and 6.30 PM. As they reach home with tiredness after farm and house work, they might have not paid

full attention. The audio quality was rated on three point continuum viz good, average and poor. The findings in Table-1 indicate that majority (61.25%) of the respondents rated the audio quality of program was average, followed by Good (30.00%) and Poor (16.67%).

Regarding visual quality it is noticed that majority (50.83%) of the respondents reported the visuals used in program and Agril. News as clear, simple for understanding and relevant to the subject matter presented, followed by very clear (31.67%) and poor (17.50%). Most of the respondents (80.83%) felt that the messages given in farm advisory were 'Timely'.

Table 2: Effectiveness of farm advisory in seeking of agricultural information

S. N.	Attributes	Categories	No. of respondents	Percentage
1	Frequency of watching	Regularly	30	25.00
		Irregularly	58	48.33
		Occasionally	32	26.67
2	Consideration of Message	Fully consideration	29	24.17
		Partial consideration	57	47.50
		Little consideration	34	28.33
3	Visual quality	Very clear	38	31.67
		Clear	61.	50.83
		Poor	21	17.50
4	Timeliness of messages	Timely	97	80.83
		Untimely	23	19.17
5	Relevancy of messages	Relevant	95	79.17
		Not relevant	25	47.50
6	Adequacy of information	Very good	32	26.67
		adequate	65	54.16
		Inadequate	23	19.17
7	Lucidity of messages	Very clear	30	25.00
		Clear	62	50.67
		Confusing	28	23.33
8	Practicability of messages	Practicable	70	58.33
		Some are practicable	34	28.33
		Not practicable	16	13.34
9	Utility of information	Very use full	46	38.33
		Use full	64	53.33
		Not use full	10	08.34
10	Useful for increasing the production	Agree	88	73.33
		Disagree	22	18.33
		Undecided	10	08.34
	Useful for increasing the income	Agree	87	72.50
		Disagree	20	16.67
		Undecided	13	10.83

It is vivid from the Table-2 that the great majority (79.17%) of the respondents perceived that the messages were 'Relevant'. Majority, 54.16 percent of the viewers opined the adequacy of information in farm advisory was adequate/satisfactory followed by very good/fully satisfactory (26.67%), and Inadequate (19.17%). Regarding clarity of messages majority (50.67%) of the respondents perceived the messages as 'Clear' followed by very clear (25.00%) and confusing (23.33%). With regards to practicability of messages more than half (58.33%) of the viewers spelt out 'Practicable' followed by 28.33 percent of the viewers are reported 'Some are practicable'.

It is further clear that 53.33 percent respondents reported that farm information, which was farm advisory, was use full, followed by 38.33 percent respondents in very use full category and rest of them (08.34%) could not utilize the practices.

Regarding useful for increasing the production that majority 73.33 percent respondents were agreed for farm advisory play

the role in increasing the productivity and production followed by 18.33 percent respondents were disagree and only 08.34 percent respondents were undecided in category. With regards to useful for increasing the income that majority 72.50 percent respondents were agreed for farm advisory play the role in increasing the income followed by 16.67 percent respondents were disagree and only 10.83 percent respondents were undecided and confused for farm advisory was responsible for increasing their income.

This clearly shows the effectiveness of farm advisory in creating awareness on low cost and on farm inputs for sustainable and comparative & competitive agriculture. Farmers could also utilize the timely, relevant and practicable messages and information through farm advisory. These findings were nearby to finding reported by Shradha et al (2018) [4] and Kumar et al (2012) [6]

Overall Effectiveness of farm advisory in seeking of agricultural information

The Table-3 shows that the most of the respondents 55.84 percent were perceived high category of effectiveness of farm advisory in transfer of agricultural technology and farm advisory can be responsible for increasing/doubling the income followed by 28.33 percent of the respondents were perceived medium category of effectiveness of farm advisory

and 15.83 percent respondents were perceived low effectiveness of farm advisory category in seeking of agricultural information. Thus, it can be concluded that most of the respondents were perceived medium effectiveness of farm broadcast category in seeking of agricultural information for doubling the income of farmers. This finding was similar to finding reported by Kansana and Singh, (2015) [4], Patel et al. (2015) [3].

Table 3: Distribution of the respondents according to perceived effectiveness of farm advisory in seeking of agricultural information for doubling the income of farmers

S. No.	Categories	Respondents (n=120)	
		Frequency	Percentage
1.	Low	19	15.83
2.	Medium	34	28.33
3.	High	67	55.84
Total		120	100

The correlation coefficient between independent variables and dependent variable

The zero order correlation coefficient was determined between independent variables and dependent variable.

Table 4: Relationship between the profile of farmers and effectiveness of farm advisory services

S. No.	Characteristics	Correlation coefficient (r)	Computed 't' value
1	Age (X ₁)	0.085 ^{NS}	0.94
2	Education (X ₂)	0.474**	5.47
3	Caste (X ₃)	0.113 ^{NS}	1.285
4	Social participation (X ₄)	0.337*	3.87
5	Size of land holding (X ₅)	0.307*	3.50
6	Annual income (X ₆)	0.367*	4.59
7	Credit orientation (X ₇)	0.296*	3.36
8	Mass media exposure (X ₈)	0.384**	4.13
9	Innovativeness (X ₉)	0.393**	4.08
10	Extension Participation (X ₁₀)	0.309*	3.52
11	Information seeking behaviour (X ₁₁)	0.305*	3.43
12	Attitude towards farm advisory (X ₁₂)	0.363**	4.21

* Significant at 1% level of probability ** Significant at 5% level of probability

Independent variables i.e. age, education, caste, social participation, size of land holding, annual income, credit orientation, Mass media exposure, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast and dependent variable- effectiveness of farm advisory services were considered for the study.

All the independent variables were found significant relationship with dependent variable except age and caste. Similar findings were also reported by Badodiya et al. (2010) [1] and Badodiya and Chaudhary (2011) [2].

Opinion about farm advisory service users in making services more effective

Table 5: Opinion of KMA service users in making the KMA service more effective

SN	Opinion	Frequency	%	Rank
1	The message should be uncomplicated and understandable	48	40.00	V
2	Messages should be on latest technologies on agriculture and allied sector	78	65.00	I
3	The message should be supply in local language	68	56.67	II
4	Message should be suitable to the farming situation	40	33.33	VII
5	Along with the name of the insecticides, pesticides etc, approximate market prices should also be communicated	44	36.67	VI
6	Voice message facility should be provided	56	46.67	III
7	Market related up to date information should be given	52	43.33	IV

Opinion of KMA service users in making services more effective as far as opinion of KMA service users in making services more effective is concerned, the results revealed that majority of the respondents opinioned that messages should be on latest technologies on agriculture and allied sector reported by 65.00 percent farmers followed by messages

should be served in local language was accounted 56.67 percent with 2nd ranked. In next order, providing voice messages was articulated by 46.67 percent of the farmers. Another constraint was market related up to date information was explicated by 43.33 percent farmers. Simple language should be used was expressed by 40.00 percent farmers.

Along with names of insecticides, pesticides etc. approximate market prices of the same should be communicated were manifested by 36.67 percent. Message should be appropriate to their farming situations reported by 33.33 percent farmers.

Conclusion

The study indicate that a farm advisory service is one of the most useful tool for dissemination of agriculture information to farmer and also can play a greater role in enhancing efficiency of extension service by reaching large number of peoples. Most of the respondents (55.84%) were perceived high effectiveness of farm advisory category in seeking of agricultural information. The zero order correlation coefficient was determined between independent variables and dependent variable. Education, social participation, size of land holding, annual income, credit orientation, Mass media exposure, innovativeness, extension participation, information seeking behaviour, attitude towards farm broadcast were found significant relationship with effectiveness of farm advisory. Majority of the respondents opinioned that messages should be on latest technologies on agriculture and allied sector reported by 65.00 percent farmers.

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