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Analysis of profile on Kisan Mobile Sandesh (KMS) of adopted farmers in District Lakhimpur Kheri, (U.P.)

¹Lalla Ram, ³Virendra Pratap, ⁴Mothukuri Sai Vishal, ²Harish Chandra Singh and ⁵Raj Karan Sahu

¹Research Scholar, Department of Agricultural Extension, CSAUAT, Kanpur, Uttar Pradesh, India

²Professor, Department of Agricultural Extension, CSAUAT, Kanpur, Uttar Pradesh, India

³Assistant Professor, Faculty of Agriculture and Allied Sciences, United University, Jhalawa, Prayagraj, Uttar Pradesh, India

⁴Departments of Agricultural Extension, Mahatma Phule Krishi Vidyapeeth, Rahuri, Maharashtra, India

⁵ Research Scholar, Department of Agricultural Economics, CSJMU, Kanpur, Uttar Pradesh, India

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Corresponding Author: Lalla Ram

Abstract

The Kisan Mobile Sandesh (KMS) plays a crucial role in providing information to the farmers and analyses the effectiveness of parameters that are adopted by farmers. After the analysis profile of farmers on Kisan Mobile Sandesh, we found the effectiveness parameters that delivered the information about the condition of farmers and benefited farmers. The analysis of the 12th parameter after adopting Kisan Mobile Sandesh about farmers like Age, Education, Occupation, Landholding, Family Size, Income, Perception towards KMS, Cosmopolitaness, Economic Motivation, Information Seeking and Appropriateness of massages. We have found that Young age persons share 58.12 percent of among age group. In education, high school-engaged persons share 46.15 percent of among education group. In the Occupation group, farming communities shared 70.94 percent and farming + other 29.06 percent. The highest share of medium farmers with 49.57 percent in land holding group from among marginal and small land-holding farmers. 55.56 percent have shared by above 5 members in family groups. In the income group, 47.01 percent highest shared by high income group person in among all categorized income groups. In perception towards KMS, the highest shared by 45.30 percent by high category person from among category. The highest shared by medium cosmopolitaness person with 49.57 percent in among category. The highest percentage was shared by high economic motivation with 43.59 percent and high information seeking shared with 41.88 percent in its category. The inappropriate massage was highest shared by appropriate with 45.30 percent in its category.

Keywords: Economic, information, KMS, motivation, perception, cosmopolitaness

Introduction

Kisan Mobile Sandesh (KMS) started in 2008 with 74 members and currently has over 1000 members. All agricultural extension and farmer-outreach programmers face three major challenges viz., ensuring cost-effective outreach, designing solutions tailored to the needs of individual farmers and cultivating an image that is farmer-friendly. Large sections of the farming community, particularly the rural folk, do not have access to the huge knowledge base acquired by agricultural universities, extension centres and businesses. Recent developments in ICT have created new opportunities to ensure that farmers can get the information that they need. Mass media plays an important role in information distribution in the political market and public policy making. Information communication Technology can provide vital access to information, related to markets by connecting the rural poor and marginalizing them to the world's information resources and opportunities. However, everyone has no access to this information. The advantage of ICT is that information can also be upgraded at a minimum cost. There are different

platforms through which the farmers access information in India. This includes radio, TV, print face-to-face etc. However, today with the rapid growth in technology, Kisan Mobile Sandesh (KMS) is a program that provides agricultural information to farmers in a timely, low cost and effective manner. Today the technology has developed so much that there are first-generation (1G), second-generation (2G), third-generation (3G), fourth-generation (4G) and fifth-generation (5G) mobile phones and networks. Mobile phones have also been used in agriculture to empower people in rural areas. Many mobile-based ICT projects have been running successfully worldwide like the web Alliance for Re-greening in Africa (WARA), Google farmers' friend, IIFCO Kisan Sanchar Limited and many more. One of the mobile-based ICT projects that is highly successful in India is Kisan Mobile Sandesh. Kisan mobile Sandesh has been one among them by which short message services are being provided by the SMS of KVK's. U.P. has a population of about 6 crores, out of which 90 lakhs are mobile phone users This technology is adopted by all the ICAR Zones. Zonal Project Directorate VII Mean features of Kisan

Mobile Sandesh are multi-language support, long SMS facility and sending of 2SMS in a week i.e. on Friday and Tuesday, issued in various agriculture subjects like Agronomy, Plant Protection, Horticulture, etc. (besides some messages are also being sent by the KVKs as per the urgent needs). Hence, this first kind of investigation was planned and undertaken to learn about the “Impact Assessment of Kisan Mobile Sandesh (KMS) in the transfer of agricultural information in Lakhimpur Kheri district of Uttar Pradesh.

Research Methodology:

The study was conducted in the Lakhimpur Kheri district of Uttar Pradesh. Uttar Pradesh comprises 75 districts, Out of 75 districts Lakhimpur Kheri was selected purposively because of easy access by the researcher. Lakhimpur Kheri district consists of 15 blocks, Out of 15 blocks two blocks namely Palia Kalan and Nighasan were selected randomly for the study. The present research study adopted an ex-post-facto research design. A sample of 117 farmers was drawn by following a multistage random sampling method. An interview schedule was prepared to collect the information in line with the objective of the study. A personal interview technique was used for data collection.

Results and Discussion

1. Age: Based on the chronological age of the KMS beneficiaries were categorized into three groups.

Table 1: Distribution of the KMS beneficiaries based on their age.

S. No	Categories	Respondents	Percentage
1.	Young Age (Up to 30)	68	58.12
2.	Middle Age (31 to 50)	23	19.66
3.	Old Age (50&above)	26	22.22
	Total	117	100.00

Table 1 revealed that out of the 117 KMS beneficiaries, 68(58.12) per cent were young age followed by 26(22.22) belonging to the old age group and 23(19.66) per cent in were middle age group.

2. Education: Based on education, the KMS beneficiaries were categorized into three groups.

Table 2: Distribution of KMS beneficiaries based on their Education

S. No	Level of Education	Respondents	Percentage
1.	Up to primary school	17	14.53
2.	High School	54	46.15
3.	Graduation and above	46	39.32
	Total	117	100.00

Table 2 revealed that 46.15 percent of beneficiaries had educational qualifications at the high school level, followed by 39.32 percent of beneficiaries who had been educated at graduation and above while 14.53 percent of beneficiaries Up to the primary school level.

3. Occupation: Based on occupation, the KMS beneficiaries were classified into two groups.

Table 3: Distribution of KMS beneficiaries based on their Occupation.

S. No.	Categories	Respondents	Percentage
1.	Farming	83	70.94
2.	Farming+ other	34	29.06
	Total	117	100.00

Table 3 shows that 70.94 per cent of KMS beneficiaries, were dependent on Farming only followed by 29.06 per cent in farming and other. Similar findings were reported by Singh. S. K. and Singh A K. (2024) [24].

4. Land Holding: Based on land holding the KMS beneficiaries were categorized into four groups.

Table 4: Distribution of KMS beneficiaries bestowing to their Land Holding.

S. No	Categories	Respondents	Percentage
1.	Marginal (Less than 1 hectare)	34	29.06
2.	Small (1.01 to 2 hectare)	14	11.97
3.	Medium (2.01 to 5 hectare)	58	49.57
4.	Large (5 &Above)	11	9.40
	Total	117	100.00

Table 4 shows that 49.57 per cent of beneficiaries, had a medium size of land holding followed by 29.06 per cent of beneficiaries, who had marginal land holding, 11.97 per cent had a small, and 9.40 per cent of farmers had a large size of land holding. After concluding that was found that a higher percentage (49.57%) of beneficiaries had marginal land holding.

5. Family size: Based on family size, the KMS beneficiaries were categorized into two groups.

Table 5: Distribution of KMS beneficiaries based on their family size.

S. No	Categories	Respondents	Percentage
1.	Up to 5 members	52	44.44
2.	Above 5 members	65	55.56
	Total	117	100.00

Table 5 Shows that 55.56 per cent of beneficiaries had more than 5 members in the family followed by 44.44 per cent of beneficiaries had up to 5 members in the family. It is concluded that the majority (55.56%) of beneficiaries had found above 5 members in the family. The results of the study agreed with those of another investigation by Singh, S. K., and Singh, A. K. (2023) [23].

6. Annual income: Based on annual income, the KMS beneficiaries were ordered into three categories.

Table 6: Distribution of the KMS beneficiaries bestowing to their annual income.

S. No	Categories	Respondents	Percentage
1.	High (less than 1 lakh)	38	32.48
2.	Medium (1.01 to 2 lakh)	55	47.01
3.	Low(2lakh& Above)	24	20.51
	Total	117	100.00

Table 6 shows that (32.48%) of KMS beneficiaries belonged to the high annual income group, followed by the low annual income group (20.51%) and medium annual income group (47.01%). The highest percentage (47.01%) of KMS beneficiaries belonged to the medium annual income group. The results of the study agreed with those of another investigation by (Singh *et al.*,2017) [22].

7. Perception towards KMS: Based on perception towards Kisan Mobile Sandesh (KMS) beneficiaries were ordered into three categories.

Table 7: Distribution of the KMS beneficiaries presenting their Perception towards Kisan Mobile Sandesh

S. No	Categories	Respondents	Percentage
1.	Low (1-3)	28	23.93
2.	Medium (4-6)	36	30.77
3.	High (7-10)	53	45.30
	Total	117	100.00

Table 7 shows that 45.30 percent of Kisan Mobile Sandesh beneficiaries, had a high perception of KMS, followed by 30.77 percent who had a medium-level perception of Kisan Mobile Sandesh and 23.93 per cent of Kisan Mobile Sandesh beneficiaries, had a low level of perception of KMS.

8. Cosmopolitaness: Based on cosmopolitaness, the KMS beneficiaries were grouped into three categories.

Table 8: Distribution of the KMS beneficiaries based on their cosmopolitans

S. No	Categories	Respondents	Percentage
1.	Low (less than 4)	30	25.64
2.	Medium (4 to 8)	58	49.57
3.	High (9 & above)	29	24.78
	Total	117	100.00

Table 8 Revealed that 49.57 percent of beneficiaries had medium cosmopolitaness followed by 25.64 percent low level of cosmopolitaness and 24.78 percent high level of cosmopolitaness. The highest percentage (49.57%) of the Kisan Mobile Sandesh beneficiaries was shared medium-

Table 11: Distribution of KMS beneficiaries based on their Appropriateness of message

S. No	Categories	Respondents	Percentage
1.	Less Appropriate (0-2)	26	22.22
2.	Appropriate (3-4)	53	45.30
3.	Most Appropriate(>5)	38	32.48
	Total	117	100.00

Table 11 shows that 45.30 percent of beneficiaries perceived the message as appropriate followed by 32.48 percent perceived the message as most appropriate while 22.22 percent of beneficiaries perceived the message as less appropriate. Thus, it can be concluded that a higher percentage (45.30%) of the Kisan Mobile Sandesh

level of cosmopolite in nature.

9. Economics Motivation: Based on Economic motivation, the KMS beneficiaries were categorized into three categories.

Table 9: Distribution of the KMS beneficiaries based on their Economic Motivation

S. No	Categories	Respondents	Percentage
1.	Low (Up to 18)	24	20.51
2.	Middle (19 to 30)	42	35.90
3.	High (31 & above)	51	43.59
	Total	117	100.00

Table 9 shows the percentage was observed that a higher percentage of 43.59 percent of beneficiaries possessed a higher level of economic motivation whereas 35.90 percent medium level and only 20.51 percent had low economic motivation. An inferred higher percentage (43.59%) of the Kisan Mobile Sandesh beneficiaries have a higher economic motivation.

10. Information-seeking behaviour: Based on the information-seeking behaviour of the KMS beneficiaries were categorised into three categories

Table 10: Distribution of the KMS beneficiaries according to their information-seeking behavior

S. No	Categories	Respondents	Percentage
1.	Low (up to 11)	23	19.66
2.	Medium (12 to 22)	45	38.46
3.	High (23 & avobe)	49	41.88
	Total	117	100.00

Table 10 shows that 41.88 percent of beneficiaries possessed a higher level of information-seeking behaviour followed by 38.46 percent at a medium level while 19.66 percent of beneficiaries had low information-seeking behaviour.

11. Appropriateness of message

The KMS beneficiaries were divided into three groups according to the message appropriateness.

beneficiaries perceived the message as appropriate.

12. Analysis of all efficiency of the profile of Kisan Mobile Sandesh (KMS) beneficiaries

Discussed and analyzed all attributes of KMS in one table which shows in percentage and number.

Table 12: All efficiency of the profile of Kisan Mobile Sandesh (KMS) beneficiaries

S. No.	Attributes	Categories	No. of respondents	Percentage
1.	Age	Young Age	68	58.12
		Middle Age	23	19.66
		Old Age	26	22.22
2.	Education	Up to primary school	17	14.53
		High School	54	46.15
		Graduation and above	46	39.32
3.	Occupation	Farming	83	70.94
		Farming+ other	34	29.06
4.	Land Holding	Marginal	34	29.06
		Small	14	11.97
		Medium	58	49.57
		Large	11	9.40
5.	Family Size	Up to 5 members	52	44.44
		Above 5 members	65	55.56
6.	Income	High	38	32.48
		Medium	55	47.01
		Low	24	20.51
7.	Perception Towards KMS	Low	28	23.93
		Medium	36	30.77
		High	53	45.30
8.	Cosmopolites	Low	30	25.64
		Medium	58	49.57
		High	29	24.78
9.	Economic Motivation	Low	24	20.51
		Middle	42	35.90
		High	51	43.59
10.	Information Seeking	Low	23	19.66
		Medium	45	38.46
		High	49	41.88
11.	Appropriateness of Message	Less Appropriate	26	22.22
		Appropriate	53	45.30
		Most Appropriate	38	32.48

Conclusion

The study concluded that the KMS (Kisan Mobile Sandesh) service is a very effective and beneficial tool to deliver the latest, useful agricultural information and technology among the farmers at the right time also this service plays a vital role in making agriculture extension service more potent and effective by reaching the farmer on large scale. The analysis of the 11th parameter after using Kisan Mobile Sandesh in Age with young age, middle age and old age categorization 58.12, 19.66 and 22.22 percentages respectively. The education is categorized as Up to primary school, High School, Graduation and above with 14.53, 46.15, and 39.32 percentages respectively. Occupation is categorized in farming and farming + other with 70.94 and 29.06 percentages respectively. The land holding is categorized into marginal, small, medium and large with 29.06, 11.97, 49.57 and 9.40 percentages respectively. The categorization of family size is Up to 5 members and Above 5 members with 44.44 and 55.56 percentages respectively. Income is categorized as high, medium and low with 32.48, 47.01 and 20.51 percentages respectively. Perception towards KMS is categorized as low, medium and high with 23.03, 30.77 and 45.30 percentages respectively. The cosmopolites are categorized as low, medium and high with 25.64, 49.57 and 24.78 percentages respectively. Economic motivation is also categorized as low, medium and high with 20.51, 35.90 and 43.59 percentages respectively. Information Seeking is categorized into low, medium and

high with 19.66, 38.46 and 41.88 percentages respectively. Appropriateness of message is categorized as less appropriate, appropriate and most appropriate with 22.22, 45.30 and 32.48 percentages respectively.

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