ROLE OF PUBLIC AND PRIVATE ON-LINE COMMUNICATION SERVICE PROVIDERS FOR TRANSFER OF AGRICULTURAL TECHNOLOGY IN WESTERN UTTAR PRADESH

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ABSTRACT

The present study was planned to purposively select two types of organization, i.e. Public (ATIC, KCC & SIS) and Private (ITC, HKB & CIC) are running the on-line communication service providers in Western Uttar Pradesh. Both types of organization were identified and three centers each from both the types, organization were selected randomly. Thus, the total numbers (200) on-line user’s farmers selected randomly. The results revealed that the public on-line communication service providers play their major role in method and procedure of plant protection followed by information related to seed, technique of crop production, post harvest management and the least role plays for source of marketing, respectively whereas private on-line communication service providers played their major role in source of marketing followed by method and procedure of plant protection, information related to seed, technique of crop production and the least role played for technique of post harvest management, respectively transfer of agricultural technologies.

Key words: Role, on-line communication, transfer, agricultural technology.

There are also many information servers available in on-line communication services at grass root levels, some of them are effective in transfer of agricultural technology in on-line communication services. The telephone, computer and internet and other online communication services are more effective for the transfer of agricultural technologies. It is well known that all the persons in a community do not play equal role of transmitting information is usually from the more informed to the less informed, although the reverse may also occur. In agricultural extension work, it is very important to know the people in a community who are mostly sought as information sources. Such persons are known as key communicators. The key communicators are very helpful in transmitting information to the general farmers in relation to farm practices. The transfer of new idea is also important aspect in the agriculture sector. In this process a good source of information is needed in various aspect of farming. Farmers in general do not adopt an innovation just after hearing about it. The adoption process is a type of decision making where the farmers processed from hearing about an innovation to final adoption through different stages, various sources of information and through different channels are used by the farmers. Creative delivery of information and other reserves to farmers become vital. On-line communication aims to harness the potential of information and communication technology to enhance the disseminations of vital information on agriculture to the rural population. Various agencies including government, corporate and NGO’s have utilized ICT to implement innovative solutions and facilitation the access to knowledge. At present time various type of public as well as private sector companies engaged in the business of agriculture, marketing enterprises, hybrid plant, fertilizers industry, pesticide, seed, floriculture, medicinal plant industries, drug information technology, food processing industry etc, are always developing agriculture information technology division to earn higher income in future. So many private companies engaged in the widespread availability and convergence of information and communication technology in across the country like that Indian Tobacco Company (ITC), Hariyali Kissan Bazaar, Reliance Industries, Tata Consultancy Senication service, etc. Manservo Wipro. ITC is the biggest company in India which given better performance in the area of transfer of agricultural technology. ITC launched in June, 2000 the company has so for established 1200 e-chaupals across four states (Madhya Pradesh, Karnataka, Andhra Pradesh and Uttar Pradesh). ITC established e-chaupals which one village Kiosk that enable access to information on western market, price scientific farm practices and other information which asked by farmers. A local farmer selected from the village and provided with short training runs each Kiosk. Farmer sales his cereal on ITC Hub, in seasonal time at appropriate rate. Hariyali Kissan Bazaar a group of Rohtas Group Company, which has 195 centre at present time in India. Centre provides all type of agriculture product like as fertilizer, micronutrient, implement, insecticide, pesticide and as so as which demand by farmer. This centers given on-line communication facilities to farmers at 24 hr. The
Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India has launched “Kissan Call Centers” with a view to leverages the extension telecom infrastructure in the country to deliver extensive to the farming community. KCC consist of a complex of the telecommunication infrastructure computer support and human resources organized to manage effectively the queries raised by farmers instantly in local language. Mainly subject matter specialists are using telephone and computer internet with farmer to understand the problem and answer the queries at a call centre. ATIC it is a component of NATP to be implemented by Agricultural University and ICAR institute. ATIC was established by ICAR for providing such mechanism beyond individual unit of research institution for extension of the new technology generated effectively. This has been envisaged to serve as a single window system with an objective for helping the farmer and other stakeholders both for providing solution to their problems. Information and communication technologies (ICT) can play a significant role in different areas in the agriculture value chain particularly in areas of agricultural research, agriculture marketing and technology transfer to increase the growth rate in agriculture. ICT can act as a critical tool to connect small farmers to emerging market in order to promote their participation in the emerging high value agricultural subsector. The more critical impact of ICT’s has been enabling the reach of the financial institutions to every part of country including the interior rural areas. A concept to have an “integrated one stop shop catering to all the services required by the farmers in production, procurement, marketing and financing of agric-related produce” can be implemented on the principles of PPP (Public and Private Partnership). Thus a strategic framework should be in place which requires effective participation of the government and all stakeholders in developing sustainable projects in the agriculture sphere.

RESEARCH METHODOLOGY

In the present study, two types of organization i.e. public and private are providing on-line communication services in the districts of Western Uttar Pradesh. Three centers from each type of organization were selected purposefully. Thus the I.V.R.I. Izatnagar Help line (ATIC), Kissan Call Centre (KCC) and Sugarcane Information System (SIS) were selected from public organization purposively and a list of private companies providing helpline services was prepared and three centers were selected purposively i.e. Chaupal Sagar (ITC), Hariyali Kissan Bazar (HKB), Computer and Internet Centre (CIC) from private organizations. District Bareilly and Rampur were purposively selected as these districts are directly benefited by helpline services. Two blocks in each district selected in randomly and five villages in each blocks selected in randomly. Out of 20 villages, 10 farmers in each village selected randomly. Thus, the total 200 on-line user’s farmers from all the selected villages were chosen for study, which were using different helpline services. Pilot study and pretesting of schedule were conducted prior to final collection of data, with the help of structured schedule.

Percentage

Simple comparisons were made on the basis of percentage. To calculate the percentage, the frequency of a particular cell was multiplied by 100 and divided by the total number of farmers in that particular category. The percentage was worked out in the following manner.

\[
\text{Percentage} = \frac{\text{Number of respondents belonging to particular category}}{\text{Total number of respondents}} \times 100
\]

It is evident from above table 2 that majority 66.84 per cent farmers got information from public on-line communication service providers namely Kissan Call Centre regarding method and procedure of plant protection followed by information related to seed 58.82 per cent, technique of crop production 54.01 per cent, technique of post harvest management 44.38 per cent, source of marketing 39.57 per cent and another evident from table number 28 that IVRI helpline farmers got information regarding method and procedure of plant protection 70.71 per cent followed by information related to seed 68.69 per cent, technique of crop production 53.54 per cent, technique of post harvest management 42.43 per cent, source of marketing 28.29 per cent. Likewise farmers got mostly information from Sugarcane Information System regarding method and procedure of plant protection 77.18 per cent followed by information related to seed 75.16 per cent, technique of crop production 72.48 per cent, source of marketing 14.09 per cent and technique of post harvest management 64.42 per cent.

It is clear from above table-2 that public on-line communication service providers play their major role in method and procedure of plant protection followed by information related to seed, technique of crop production, post harvest management and the least role plays for source of marketing.

<table>
<thead>
<tr>
<th>On-line communication services</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kissan Call Centre (KCC)</td>
<td>187</td>
</tr>
<tr>
<td>IVRI helpline (ATIC)</td>
<td>99</td>
</tr>
<tr>
<td>Sugarcane Information System (SIS)</td>
<td>149</td>
</tr>
<tr>
<td>Chaupal Sagar (ITC)</td>
<td>122</td>
</tr>
<tr>
<td>Hariyali Kissan Bazaar (HKB)</td>
<td>112</td>
</tr>
<tr>
<td>Computer and Internet Centre (CIC)</td>
<td>49</td>
</tr>
</tbody>
</table>

Table-1: Availability of on-line communication user’s services.  

N = 200
It has been observed from table 3 farmers mostly got information from private on-line communication service providers, namely Computer and Internet Centre regarding source of marketing 81.63 per cent followed by method and procedure of plant protection 77.55 per cent, information related to seed 55.10 per cent, technique of post harvest management 44.89 per cent. Likewise farmers got mostly information from Chaupal Sagar (ITC) regarding source of marketing 90.16 per cent followed by method and procedure of plant protection 81.14 per cent, information related to seed 68.03 per cent, technique of crop production 54.91 per cent, technique of post harvest management 47.54 per cent, something farmers mostly get information from Hariyali Kissan Bazaar regarding source of marketing 87.50 per cent, method and procedure of plant protection 76.78 per cent, information related to seed 70.53 per cent, technique of crop production 62.50 per cent and technique of post harvest management 58.03 per cent.

It is revealed from the table-3 that private on-line communication service providers play their major role in source of marketing followed by method and procedure of plant protection, information related to seed, technique of crop production and the least role plays for technique of post harvest management.

CONCLUSION

Based on the findings of the study, it can be concluded that public on-line communication service providers played their major role in method and procedure of plant protection followed by information related to seed, technique of crop production, technique of post harvest management and least role played for source of marketing, respectively. Whereas private on-line communication service providers played their major role in source of marketing followed by method and procedure of plant protection, information related to seed, technique of crop production and the least role played for technique of post harvest management, respectively transfer of agricultural technologies. Because of their frequent interface, farmers aware of users on-line communication services and consequently, by the vision of the advantages on on-line communication services in transfer of agricultural technologies farming, farmers with scientific orientation utilized different on-line communication service providers in future.

REFERENCES