

Kisan Mobile Sandesh Reaches to Unreached

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Abstract

Kisan Mobile Sandesh which was started in the year 2008 with 74 members has presently 1000 members consisting of farmers, Agriculture based entrepreneurs, Field workers of Department of Agriculture, Horticulture Fisheries, NGOs and other organizations working in the field and Government administrative officers is now going to teach to approximate 2.5 lacks members of farming community. The major problem of our district Dindori is low efficiency of Existing Rural Information Delivery System and shortfall of Field Staff in Department of Agriculture. As a result overburden exists all time and performance was poor. In order to overcome the above mentioned problem ICT played a vital role in spreading the desired information to appropriate person, at proper time. The methodology to spread our technology during the starting year in 7 blocks i.e. Dindori, Samnapur, Bajag, Karanjia, Mehdwani, Shahpura and Amarpur was by selecting 7 Agricultural Officer and 15 Farmers from Each Block. In spite of these members 25 members were from Agricultural Input Dealers and NGO's. After successfully completing one year Assessment of KMS were done by questionnaire method the result obtain were categories in four different aspects i.e. understanding of the message- 78.23%, Need and time based message- 94.11%, applicability of the message- 81.17% and Impact of the Technology – 77.05%.

Keywords : Mobile, sandesh, agriculture

Introduction

Indian agriculture contributes 17.5 percent of our national GDP and around 55 percent people derive their livelihood from this sector. Today farmers want not only the two times bread for their families from their hard sweat, but also surplus food production, which can be sold in the market to get sufficient income to fulfill their daily needs. In the past few years the usefulness of Information and Communication Technologies (ICTs) especially Internet and cell phone to bridge the gap between scientific know how and field level do how is felt by developmental agencies throughout the world^[1]. Few technological revolutions have such a wide ranging transformation in our daily lives such as in the field of agriculture,

healthcare, education, defense and so on. The ICTs are beginning to transform the way agricultural extension is being implanted. The ICT mediated extension systems are acting as key agents for changing agrarian situation and farmers lives by improving access to information and sharing of knowledge. There is an urgent need to study such systems for sustainability, scalability and identification of best practices for rural transformation^[2, 3].

Dindori is still ranked in the backward districts of Madhya Pradesh with tribal population having poor literacy. Dissemination of need based Agricultural Information to mass at appropriate time and in short duration so that information should be beneficial to them.

Kisan Mobile Sandesh which was started in the year 2008 with 74 members has presently 1000 members consisting of farmers, Agriculture based entrepreneurs, Field workers of Department of Agriculture, Horticulture, Fisheries, NGOs and other organizations working in the field and Government administrative officers is now going to teach to approximate 2.5 lacks members of farming community. The major problem of our district Dindori is low efficiency of Existing Rural Information Delivery System and shortfall of field staff in Department of Agriculture. As a result overburden exists all time and performance was poor. In order to overcome the above mentioned problem ICT played a vital role in spreading the desired information to appropriate person, at proper time. The methodology to spread our technology during the starting year in 7 blocks i.e. Dindori, Samnapur, Bajag, Karanjia, Mehdwani, Shahpura and Amarpur was by selecting 7 Agricultural Officer and 15 Farmers from Each Block. In spite of these members 25 members were from Agricultural Input Dealers and NGO's.

Material and Methods:

(A) Basic Concept of Kisan Mobile Sandesh

KMS is based on the linear model of communication which involves four major components of communication process i.e. Sender, Message, Channel and Receiver as depicted in fig. 1.

(B) KMS Process

KMS involves all the major stake holders of the agriculture development i.e. Subject Matter Specialist, Farmers and extension Functionaries/NGO personnel. Following schematic diagram representing the flow of information in the KVK

(E) Method and Data Sources

The programme was conducted through out whole district which covered seven blocks i.e. Dindori, Samnapur, Bajag, Karanjia, Mehdwani, Shahpura and Amarpur along with 870 villages. After successfully completing one year Assessment of KMS were done by questionnaire method. In the second and third year inspite of questionnaire method we have also selected personal phone calls. Various techniques have been used for Questionnaire such as during training programmes, field visits, group discussion etc.

Result and Discussion

Table 1 Shows that the impact of KMS on farming community of last three years i.e. from 2008 to 2011. Understanding of the Messages gradually increases due to training, group discussion, mass campaign. As per their feed back and requirement need and time based messages were made available so that that can avail complete use of technology, Application of the messages also increased. Thus on the basis of above mentioned three parameters impact of the technology was increased from 77.05% to 88.00%.

Table 1: Impact Assessment of KMS on farming community

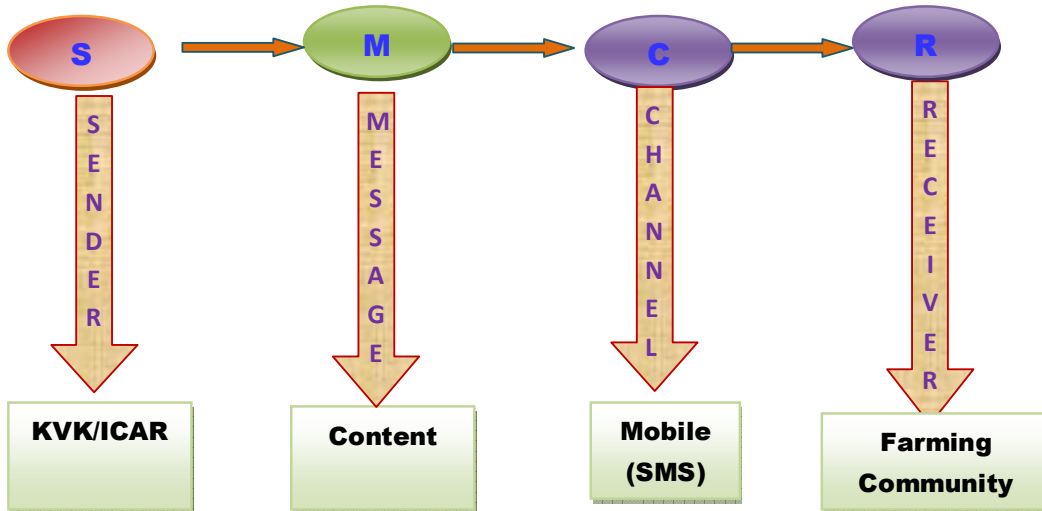
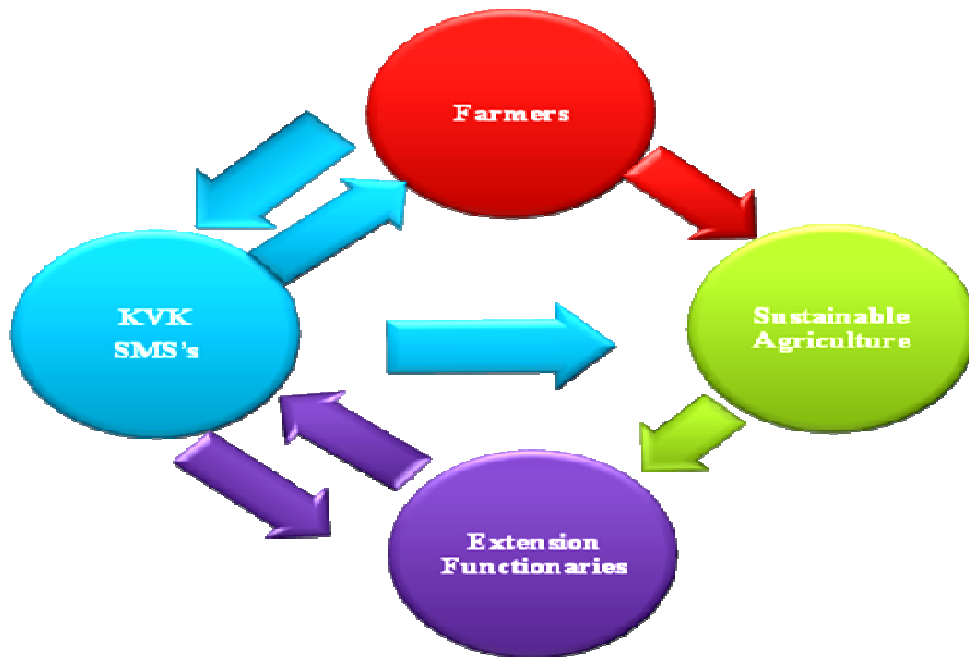


Fig 1: SMCR Model



Systematic diagram of KMS

S. No.	Parameters	2008-09		2009-10		2010-11		Average
		No.	%	No.	%	No.	%	
1.	Understanding of the Messages	133	78.23	164	82.00	211	84.40	81.54
2.	Need and Time based	160	94.11	179	95.50	225	97.00	95.53
3.	Application of the Message	138	81.17	188	94.00	237	94.80	89.99
4.	Impact of the Technology	131	77.05	170	85.00	220	88.00	83.35
	Sample Size N =	170		200		250		

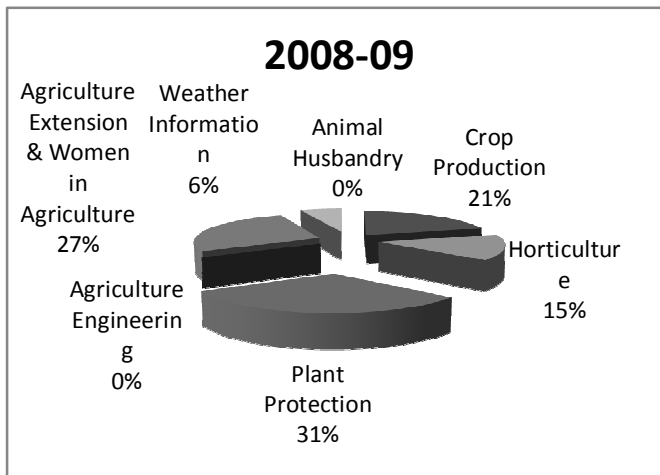
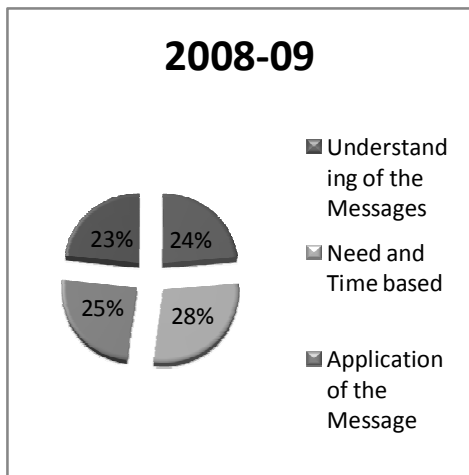


Table 2:- Various aspects of agricultural messages delivered

Discipline	2008-09 (Nos)	2009-10 (Nos)	2010-11 (Nos)
Crop Production	14	16	13
Horticulture	10	17	15
Plant Protection	21	29	27
Agriculture Engineering	00	08	09
Agriculture Extension & Women in Agriculture	18	20	19
Weather Information	04	04	05
Animal Husbandry	00	04	06
Total	67	98	94

Table 2 Shows that the various aspects of agricultural messages have been delivered as per feedback and requirement of farming community.

Table 3:- Economics of KMS

S.No.	Year	Number of SMS	Cost per SMS in Paisa	Total Cost (Rs.)
1.	2008-2009	25,000	46.00	11500
2.	2009-2010	55,000	18.00	9900
3.	2010-2011	1,00,000	10.00	10000

Table 3 Shows that as number of messages increases the cost per sms decreased, also

message were made available in Hindi and English languages both.

Table 4:- KMS Member Details

S.No.	Member Details	2008-09 (Nos)	2009-10 (Nos)	2010-11 (Nos)
1.	Farmers & Farm Women	100	309	500
2.	Extension Personnel	50	90	465
3.	NGO's and Input Dealers	20	25	35
	Total	170	424	1000

Table 4 Shows that as awareness of KMS increased beneficiaries also increased tremendously i.e. in the year 2008-09 total 170 beneficiaries was registered which became 1000 in the end of the year 2010-11.

Summary and Conclusion

Summary:- As Dindori district ranked in the backward districts of Madhya Pradesh with tribal population having poor literacy. Dissemination of Need based Agricultural Information to mass at appropriate time and in short duration so that information should be beneficial to them. Kisan Mobile Sandesh which was started in the year 2008. The major problem of our district

Dindori is low efficiency of Existing Rural Information Delivery System and shortfall of field staff in Department of Agriculture. As a result overburden exists all time and performance was poor. In order to overcome the above mentioned problem ICT played a vital role in spreading the desired information to appropriate person, at proper time. After successfully completion of three years KMS assessment was done, the average result from 2008-09 to 2010-11 obtained were categories in four different aspects i.e. understanding of the message- 81.54%, Need and time based message- 91.20%, Applicability of the Message- 89.99% and Impact of the Technology – 83.35%. As per feedback and requirement of farming

Community flexibility adopted in messages. In the year 2008-09 messages were only delivered in English, later on messages were delivered in both languages i.e. Hindi and English according to compatibility of cell phone.

Conclusion

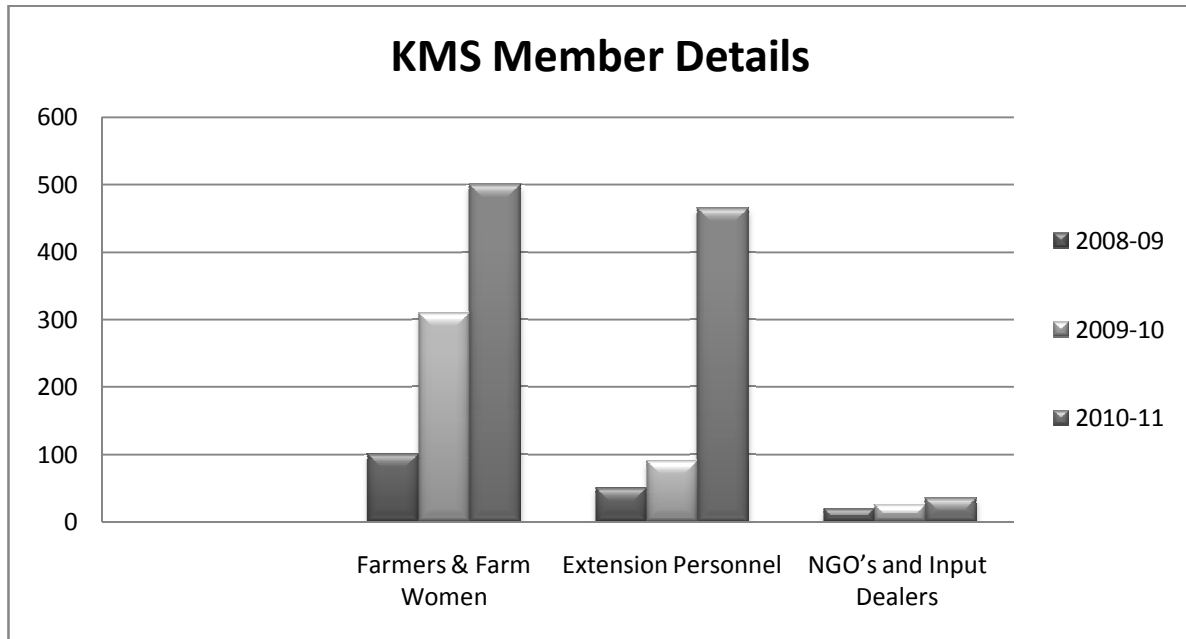
Information Technology constitutes one of the most effective available ways of meeting basic human needs and fulfilling fundamental human rights. Enhancing livelihoods through ICTs is not as straightforward as merely installing the technology, but it is not conceptually complex either. Provided a few relatively simple principles can be followed, it seems likely that widespread agricultural revolution and improving livelihoods of farmers can be achieved with ICTs. The main challenges are not actually in the technology, they lie in the coordination of a disparate set of local and national factors, each of which can spoil efforts if not taken into account. If all the points can be integrated in a holistic manner then it will result in a very efficient model for the overall development of agriculture and progressive extension through ICTs.

Implication including recommendations

Until the last decade the transfer of Agriculture technology was done only by way of direct capacity building programmes, Radio, TV which had some limitations. The main things were that

these were normally general recommendations and were available to a Scientific Group. By the end of the last decade an innovative approach of technology diffusion Kisan Mobile Sandesh was designed it is still popular but it also had some limitation as restriction of availability to mobile holders another problem as display in English Language. The District Dindori planned an innovative approach of display of these sandesh at villages with mobile connectivity on 4' x 5' Notice Boards simply painted on walls at a community place. The responsibility for editing , writing KMS was given to the Gram Doot in that area in the Existing local language.

Looking to the popularity of the programme innovative approach of Display of the KMS through LED (Digital Display Boards) at the Block Levels was planned . The approach is definitely promising but the problem with it is the editing of the messages which needs a technical person. The problem gave an idea of application of G.S.M. 3G technology for display of information on the remote notice boards in this it is not required to go and edit the LED boards but using the technology a computer professional at a remote centre can edit the other LED Notice Board at the remote location it will have option that a common message can be sent as well as



Separate messages can be passed to different boards depending on the micro-level situation. The remote boards are connected with a modem, the message sent as SMS, Updates in the remote digital board, Latest hibread LCD modules are used in this system.

Reference

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