



## **KMA- Extension Services Bridging the Gap**

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### **ABSTRACT**

*Recent development in ICT has created new opportunity to ensure that farmer can get information they need. Mass media play an important role in information distribution & in political market & public policy making. Mass media are effective in awareness & even to the extent of leading an individual to involvement at intellectual level. Awareness creates curiosity about new idea in the farmer's mind leading them to seek more info about it. The present study was conducted in Jabalpur district of M.P. and total of 161 KMS beneficiaries was selected for the study, statistical method like mean, correlation, chi-square was use for the study. The profile analysis indicated there socio-psychological, economical and communicational characteristics. When we discuss about perception of beneficiaries towards KMS we found higher percentage of beneficiaries perceived message as appropriate and they feel this Type of extension tool facilitate to gain information on time. There is different platform through which farmer access information in India. ICT are creating new opportunity to bridge the gap between information have and have not. The cost factor in face to face information dissemination at right time and difficulties in reaching the target has also created the urgency to popularize the ICT. It is the advantage of ICT that information can also be upgraded at minimum cost.*

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### **INTRODUCTION**

All agricultural extension and farmer-outreach programmes face three major challenges viz. ensuring cost-effective outreach, designing solutions tailored to 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. However, internet and mobile networks have the potential to provide agro-information services that are affordable, relevant to needs (timely and customized), searchable and up to date.

Recent development in ICT has created new opportunity to ensure that farmers can get the information that they need. Mass media plays an important role in information distribution and in political market and public policy making. Mass media are effective in awareness and even to the extent of leading an individual to involvement at intellectual level. Awareness creates curiosity about new idea in the farmer's mind leading them to seek more information about it.

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, not everyone has access to this information. The inequality in opportunities presented by ICT is widest between urban and rural groups, rich and poor, men and women and the educated and uneducated. Despite this, use of ICT in rural areas is increasing, such as the internet and cell phones. Also, the individual, community and national benefits they bring by making information available at the fingertips are forever emerging.

### **MATERIAL AND METHODS**

The present study was conducted in Jabalpur district of M.P because the Agriculture University headquarter and KVK are situated and responsible for dissemination of agricultural information. Out of

the 7 blocks in Jabalpur district, 2 blocks were selected. viz. Panagar and Sehora, as 161 farmers were registered under Kisan Mobile Sandesh.

The study was conducted involving 70 per cent of the farmers of Panagar and Sehora block. Thus, a total of 117 respondents were considered for the study. The study was focused to know the impact of KMS beneficiaries and variables was age, education, occupation, land holding family size, annual income, perception towards KMS, cosmopolitaness, economic motivation information seeking behaviour and appropriateness of message were selected as independent variables, while impact of KMS as dependent variable. Objective of this paper is to study about the profile of the beneficiaries and their perception towards KMS.

The data were obtained through pre-tested structured schedule with the help of interview. The collected data were quantified, classified, tabulated and presented on the basis of frequencies and percentages. In order to find out relationship between independent and dependent variables, the chi-square test was applied.

## RESULTS

### Profile of KMS Beneficiaries

Table 1 inferred that higher percentage of the KMS beneficiaries (57.26 %) belonged to young age group, followed by 23.94 per cent who were in old age group. The present finding is supported by Sharma [7], Singh [10], Paigwar [4] and Shaik [6].

In case of education table 1 shows 47.00 percent beneficiaries had higher secondary education followed by 40.18 percent beneficiaries who had college level education. The finding is supported by Sharma [11], Sharma [9] and Shaik [6].

Majority of KMS beneficiaries (70.08%) were dependent solely on farming, followed by 29.92 per cent in farming and other. The finding is supported by Patel (1999) and Shaik [6].

It is evident from the study that nearly half of KMS beneficiaries. 50.42 per cent had medium size of land holding followed by 28.20 per cent had marginal size of land holding.

The finding regarding family members revealed that majority (52.99%) of beneficiaries had above 5 members in the family and 41.09 had up to 5 members in the family. The finding is supported by Siraj [12] and Oluwatayo [3].

The study inferred that the majority of the KMS beneficiaries 46.16 per cent belong to medium annual income group and 34.18 per cent beneficiaries belong to the low annual income group. The finding is supported by Singh [10] and Shaik [6].

The study depicted that nearly half 50.43 per cent had medium knowledge of Kisan Mobile Sandesh followed by 26.64 per cent high who had medium knowledge of KMS. The finding is supported by Wakle *et al.* [13].

The finding regarding adoption through KMS revealed that higher percentage 41.03 per cent of Kisan Mobile Sandesh beneficiaries were having medium adoption through KMS and 37.67 per cent were having low adoption through KMS.

The study depicted that majority (44.44%) of beneficiaries had higher perception of Kisan Mobile Sandesh and 29.92 per cent had medium perception of Kisan Mobile Sandesh. The finding is supported by Muhammad *et al.* [2] and Lal *et al.* [1].

The study revealed that higher percentages (47.86%) of the Kisan Mobile Sandesh beneficiaries were medium cosmopolite in nature, followed by 28.20 per cent who had low level of cosmopolitaness in nature. The finding is supported by Sharma [7].

Majority of the Kisan Mobile Sandesh beneficiaries 42.74 per cent were having higher economic motivation followed by 34.18 per cent who had medium level of economic motivation.

In case of information seeking behaviour, higher percentage (41.02%) of the Kisan Mobile Sandesh beneficiaries were having high Information seeking behaviour followed by 37.60 per cent who had medium level of information seeking behaviour. The finding is supported by Singh [12].

Majority of the Kisan Mobile Sandesh beneficiaries 44.44 per cent beneficiaries perceived the message as Appropriate whereas 31.63 per cent perceived the message of most appropriate. The finding is supported by Singh [12].

### Differential perception of the beneficiaries towards appropriateness of Information of Kisan Mobile Sandesh:

Table 2 revealed that the higher percentage of beneficiaries (48.10%) perceived message as appropriate followed by 46.40 per cent beneficiaries and 45.90 per cent beneficiaries who perceived message as less appropriate and most appropriate respectively. This finding is supported by Shaik [6].

**CONCLUSION**

The higher percentage of beneficiaries perceived message as appropriate. Agriculture is the most important sector of Indian economy. In the last five decades, there has been steady and spectacular transformation of India agriculture from the food deficit to food to food sufficient status. Diffusion and adoption of modern technologies, high yielding varieties, dedicated efforts of farmers, extension personnel and scientists and also programmatic support of central and state governments have all contributed significantly to achieve this status. In this context KMS work as bridge.

**Table1 Indicate Profile of Kisan Mobile Sandesh beneficiaries**

S.No.	Categories	Frequency	Percentage
<b>Age</b>			
1.	Young age (Up to 35)	67	57.26
2.	Middle age (36 - 50)	22	18.80
3.	Old age (above 50)	28	23.94
<b>Education</b>			
1	Up to primary school	15	12.82
2	H.S school	55	47.00
3	Graduate and above	47	40.18
<b>Occupation</b>			
1.	Farming	82	70.08
2.	Farming + other	35	29.92
<b>Land Holding</b>			
1.	Marginal (Up to 1 hectare)	33	28.20
2.	Small (1.01 - 2 hectare)	15	12.83
3.	Medium (2.02 - 5 hectare)	59	50.42
4.	Large (Above 5)	10	8.55
<b>Family Size</b>			
1.	Up to 5 member	55	47.01
2.	above 5 member	62	52.99
<b>Land Holding</b>			
1.	Low (Up to 1 lakh)	40	34.18
2.	Medium(1.01 lakh - 2 lakh)	54	46.16
3.	High (Above 2 lakh)	23	19.66
<b>Knowledge of Kisan Mobile Sandesh</b>			
1.	Low (7 - 12)	28	23.93
2.	Medium (13 - 17)	59	50.43
3.	High (18 - 2)	30	26.64
<b>Adoption through KMS</b>			
1.	Low (1 - 2)	44	37.61
2.	Medium (3 - 4)	48	41.03
3.	High (5 - 6)	25	21.36
<b>Cosmopoliteness</b>			
1.	Low(0 - 4)	33	28.21
2.	Medium(4 - 8)	56	47.86
3.	High (9 - 12)	28	23.93
<b>Economic motivation</b>			
1.	Low(6 - 18)	27	23.08
2.	Medium (19 - 30)	40	34.18
3.	High (31 - 42)	50	42.74
<b>Information seeking behaviour</b>			
1.	Low (1 - 11)	25	21.36
2.	Medium(12 - 22)	44	37.60
3.	High (23 - 32)	48	41.02
<b>Appropriateness of message</b>			
1.	Less Appropriate(0 - 2)	28	23.93
2.	Appropriate(3 - 4)	52	44.44
3.	Most Appropriate (5)	37	31.63

**Table 2. Differential perception of the beneficiaries towards Appropriateness of information of Kisan Mobile Sandeshs**

Appropriateness of message	Perception			Total
	Low	Medium	High	
Less appropriate	7 (25.00)	8 (28.60)	13 (46.40)	28 (100)
Appropriate	10 (19.20)	17 (32.70)	25 (48.10)	52 (100)
Most appropriate	8 (21.60)	12 (32.50)	17 (45.90)	37 (100)
Total	26	30	44	117

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