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A study on practicality of the information received through information and communication technology tools

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Abstract

The study was conducted in Shivamogga and Chikkamagaluru districts of Karnataka state. The simple random sampling was employed. 120 ICT user farmers of the study area were selected for the study. The data was collected using pre-tested interview schedule. With respect to usage of ICT tools based on priority of farmers, the majority of the respondents opined that, Whats app was easy to operate (55.83%), e -Krushika app is effective (47.50%), KMAS saves time (34.17%) and KCC is need based (41.66%). In case of understand ability of information by the ICT tool user farmers, 42.50 per cent of the Whats app tool users and 37.50 per cent of the KMAS tool user farmers opined that it was very easy to understand the information provided. Further, 51.67 per cent of KCC tool user and 50.83 per cent of the e-Krushika app user farmers opined that information was easy and understandable respectively. Most of the Whats app users (42.50%), KMAS tool users (40.84%) and 55.84 per cent of the KCC tool user farmers opined that only some of the information received from these ICT tools are practical. Whereas, seventy per cent of the e-Krushika app user farmers opined that information received was practical.

Keywords: ICT tools, usage, understand ability, practicality

Introduction

In the realm of agriculture, where precision, efficiency, and timely decision-making are paramount, the integration of Information and Communication Technology (ICT) tools has emerged as a game-changer (Age, A. I., 2012) [1]. ICT helps farmers in several ways such as, farmers' advisory services through online phone based advisory services, internet supporting information-kiosks, web based online agro-advisory services, video conferencing, online agricultural video channels etc., (Kumar and Philip, 2019) [3].

With new possibilities offered by information and communications technology (ICT), an abundance of products and services has entered the market, with the promise of revitalizing agricultural extension and advisory services in developing countries. However, a growing body of evidence suggests that not all ICT-enabled extension approaches are equally effective in achieving desired outcomes such as increased knowledge among farmers, higher rates of technology adoption, better crop and livestock yields, increased agricultural incomes, or improvements in individual welfare. There is also increasing evidence that ICT-enabled extension approaches are not equally effective for all farmers. Hence, present study was carried out to study the priority, understandability, extent of utilization and practicality of the agricultural information provided by ICT tools.

Methodology

The study was conducted in Shivamogga and Chikkamagaluru districts of Karnataka State. These districts were selected purposively because a greater number of farmers were in the KSDA Whats app group in Shivamogga district and the agriculture app e-Krushika user farmers were more from Chikkamagaluru district. The farmers using the ICT tools in the Shivamogga and Chikkamagaluru districts were constituted as population of the study. From each taluk, sixty farmers were selected by using simple random sampling technique.

Thus 120 ICT user farmers were selected for the study. The data was collected using pre-tested interview schedule.

Results and Discussion

Usage of ICT tools based on priority of farmers

The data in the Table 1 figured that majority 55.83 per cent of Whats app users said it was easy to operate this may be due to the simple interface of the application which allows

even an illiterate can send text messages, photos, videos as it is a easiest mean to get connected with the people. While (47.50%) e-Krushika app users opined that their priority of usage was effective due to the information provided, this might be due to reason that the information furnish in the app was location specific which solve their day to day agricultural problems (Pujar S. S., 2021 and Vivek 2021)^[7, 9].

Table 1: Usage of ICT tools based on priority of farmers

Category	ICT Tool (n=120)							
	Whats app		e-Krushika app		KMAS		KCC	
	F	P	F	P	F	P	F	P
Saves time	05	4.17	10	08.33	41	34.17	14	11.67
Easy to operate	67	55.83	16	13.34	17	14.17	23	19.17
Effective	22	18.33	57	47.50	30	25.00	21	17.50
Need based	18	15.00	25	20.83	12	10.00	50	41.66
Convenient	08	6.67	12	10.00	20	16.66	12	10.00

F = Frequency, P = Percentage

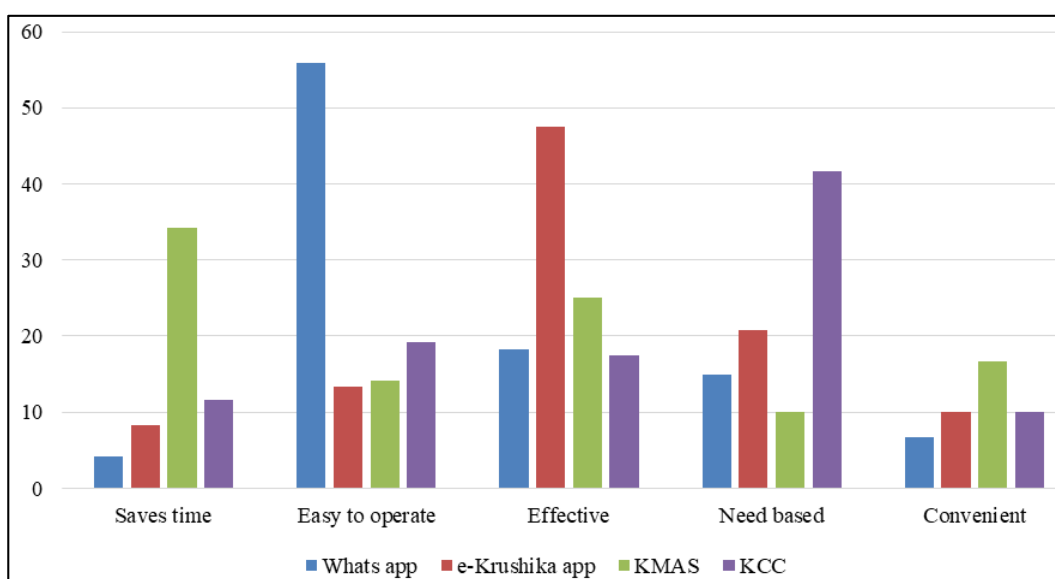


Fig 1: Usage of ICT tools based on priority of farmers

Understandability of information by the ICT tool user farmers

The data in Table 2 depicts the extent of understanding of information in ICT tools. 42.50 per cent of the Whats app tool users and 37.50 per cent of the KMAS tool user farmers opined that it was very easy to understand. The probable reason was that the Whats app provides information through text message, photos, and videos. The users of this tool had better opportunity to learn new things, while the KVK provide information through mobile in local language, the

information provided from this source is very crisp, pertinent and understandable. Further, half (50.83%) of the e-Krushika app user farmers opined that information was understandable this might be due the information given in this app was latest one and tried by the progressive farmers. Whereas, 51.67 per cent of the KCC tool users said that the information was easy to understand this may be the reason that the required information was given based on the requirements of the farmers. Hence, information provided in KCC was found easy (Murty 2012)^[4].

Table 2: Understandability of information by the ICT tool user farmers

Category	ICT Tool (n=120)							
	Whats app		e-Krushika app		KMAS		KCC	
	F	P	F	P	F	P	F	P
Very easy	51	42.50	08	06.67	45	37.50	16	13.33
Easy	23	19.16	15	12.50	35	29.17	62	51.67
Understandable	27	22.50	61	50.83	27	22.50	23	19.16
Difficult	12	10.00	24	20.00	09	07.50	12	10.00
Very difficult	07	05.84	12	10.00	04	03.33	07	05.84

F = Frequency, P = Percentage

Extent of agricultural information used by the ICT tool user farmers

Table 3 gives the information about extent of agricultural information used by the different ICT tool user farmers. Majority 67.50 per cent of Whats app tool users opined that information was used partially. The reason could be that the information here shared in huge text messages where farmers may not have sufficient time to read entire text. So farmers might use partial information. Whereas, 53.34 per cent of the KMAS tool user farmers inferred that they used partial information from this tool, the reason might be that

the information given through SMS services might had used based to the needs of the farmers, even information provided through this service varies from farmers to farmers (Bansal V., 2022) [2]. Hence partial information was used by KMAS users. With respect to e-Krushika app (55.00%) and (67.50%) of KCC user farmers said that they had used specific information from these tools. This might be due to the reason that the farmers of these groups used information after clarification obtained from the reliable sources. Hence, they might had used specific information from these tools (Pavithra S., 2018) [6].

Table 3: Extent of agricultural information used by the ICT tool user farmers

(n=120)

Category	ICT Tool							
	Whats app		e-Krushika app		KMAS		KCC	
	F	P	F	P	F	P	F	P
Complete	25	20.83	10	8.33	16	13.33	13	10.83
Partial	81	67.50	44	36.67	64	53.34	26	21.67
Specific information	14	11.67	66	55.00	40	33.33	81	67.50

F = Frequency, P = Percentage

Opinion of the farmers about practicality of information received in different ICT tools

The data from Table 4 indicated opinion of the farmers about practicality of information received in different ICT tools. Most of the Whats app users (42.50%), KMAS tool users (40.84%) and 55.84 per cent of the KCC tool user farmers opined some are practical. The probable reason may

be that though information in KMAS and KCC were practical, based on the requirements and resources owned by the farmer's only required information was selected which are practical to their situation. Hence, these farmers opined the information received from these tools was some are practical.

Table 4: Opinion of the farmers about practicality of information received in different ICT tools

(n=120)

Category	ICT Tool							
	Whats app		e-Krushika app		KMAS		KCC	
	F	P	F	P	F	P	F	P
Practical	43	35.83	84	70.00	25	20.83	40	33.33
Some are practical	51	42.50	32	26.67	49	40.84	67	55.84
Not practical	26	21.67	04	3.33	46	38.33	13	10.83

F = Frequency, P = Percentage

Hence, these farmers opined the information received from these tools was some are practical. Majority seventy per cent of the e-Krushika app user farmers opined that information received was practical. The reason may be that the e-Krushika app users might had tested technologies in their

own situation and conditions. The farmers of this group were plantation growers who shared the information on their experience, Thus the other farmers were also pursued this information is practical in e-Krushika app.

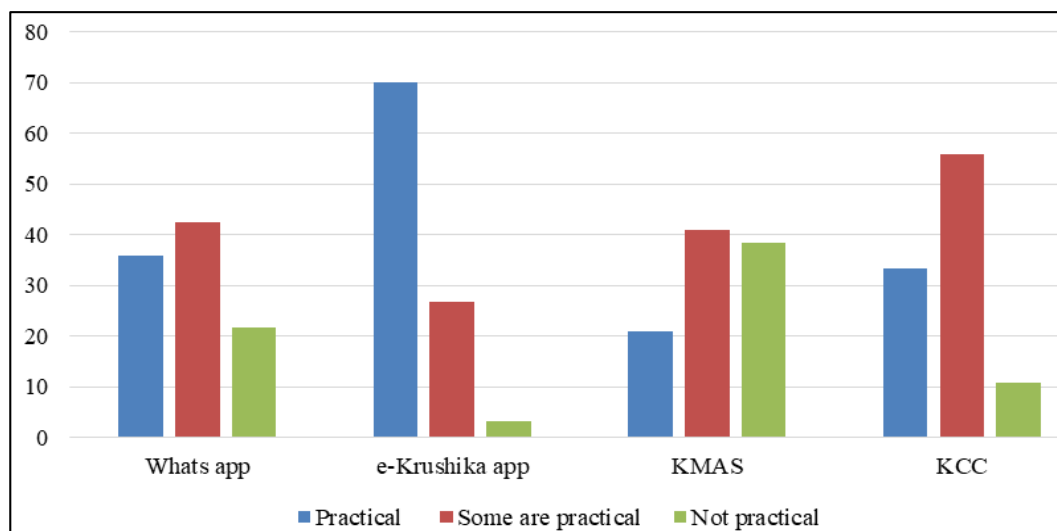


Fig 2: Opinion of the farmers about practicality of information received in different ICT tools

Conclusion

The findings of the study highlights that most of the Information furnished in ICT tools are partially utilized and few of them are not practical. Hence, the information providers need to take into consideration of suitability and practicality of the technologies. So that the ICT tools can be used for its fullest in the agriculture sector and serve the purpose.

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