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Abstract: Mobile has emerged as important communication media in agricultural extension. A number of initiatives have been undertaken by government and non-government organizations. In Jharkhand the services of Kisan Call Centre and voice mail of IIFCO-Kisan Sanchar Nigam Limited are already going on. Birsa Agricultural University has developed guided SMS. Hence, it was thought prudent to conduct a study on "Access of agricultural information through mobile in Jharkhand" with the specific objectives viz. to study the use of different mobile applications by the farmers, to assess farmers' preference about different types of media-text, audio, image and video, to assess the quality of receptivity and applicability of different types of information received through different types of mobile applications, to ascertain association of mobile use, access of agricultural information through mobile, information application and level of satisfaction in getting agricultural information through mobile with socio-personal and economic characteristics of respondents and to study the constraints associated with application of mobile in agricultural extension. The research design was ex-post facto. To make the study representative, Dumka, Palamu and E. Singhbhum districts were selected from agro climatic zone IV, V & VI respectively. One block each from these districts were selected on the criteria of number of IKSL service user and general agricultural development. Twelve respondents each from IKSL and non-IKSL category were selected. Thus sample size became 90. Fifteen independent variables viz. age, family education, social participation, extension contact, mass media and IT exposure, innovation proneness, attitude towards mobile, annual agricultural income, information needs, knowledge about mobile feature, level of aspiration about mobile, and monthly expenditure on mobile service and four dependant variables viz. mobile use, access of agricultural information through mobile, information application and level of satisfaction in getting agricultural information through mobile were selected which were measured through scales and indices already available or were developed under the study. The data were collected through pre-tested schedules. The collected data were analysed and interpreted through statistical tests like frequency, percentage, mean, correlation and regression. Result indicates that there was no significant difference between IKSL and non-IKSL categories of respondents as far as independent variables are concerned. All the respondents had knowledge and skill about call receiving feature. Nokia 1616 and Nokia 1800 were the predominant mobile sets with the respondents. Mobile use and information application were calculated to be 0.84 and 0.69 respectively. Video was the most preferred media. Most sought after, understood and applied information was disease control. Minimum loss from reception to application was reported in varieties. The selected variables could explain the variability to the extent of 25.5%, 63.0%, 41.6% and 47.4% in mobile use, access of agricultural information through mobile, information application and level of satisfaction in getting agricultural information through mobile respectively. Non-availability of mobile number of source emerged to be the most important constraint. Based on the findings of the study it could be concluded that mobile has the potential to transform the landscape of agricultural extension.

Description: ACCESS OF AGRICULTURAL INFORMATION THROUGH MOBILE IN JHARKHAND

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DEPARTMENT OF AGRICULTURAL
EXTENSION EDUCATION


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