

Dynamic Personality of Farmers and Their Attitude Towards Use of Kisan Call Centre

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ABSTRACT

The Kisan Call Centre scheme is functioning since 21st January 2004 with specific purpose to effective use for delivering knowledge and information to the farming community. The call centre for the State of Gujarat and U.T. of Dadra and Nagar Haveli has been started functioning effectively since 1st November 2004 at Ahmadabad. The study was carried out on the farmers of Anand District of Gujarat state having at least five years of experience of farming on their own land and made the contacts to Kisan call Centre of Ahmedabad with specific objectives to study the dynamic personality and the attitude of farmer towards use of Kisan Call Centre. The study revealed that majority (63.00 per cent) of the caller farmers belonged to middle age group, Less than half (40.00 per cent) of the respondent had primary level of education, 34.00 percent of the caller farmers had higher secondary level of education, Less than one third (32.00 per cent) of the caller farmers had medium level of land holding and 37.00 per cent of them had low annual income. Majority (76.00 per cent) of the caller farmers had medium level of extension contact with different extension agencies, while 70.00 per cent had medium exposure to mass media. It was found that less than two third per cent of them had medium level of economic motivation and scientific orientation. 74.00 per cent of the caller farmers had moderately favorable attitude towards the use of Kisan Call Centre. The study also shows that independents variables like, Extension contact, mass media exposure, economic motivation and scientific orientation had positive and highly significant correlation, whereas land holding had negative and highly significant correlation with attitude of farmers towards use of kisan call Centre.

Keywords: Dynamic personality, Attitude, Kisan call centre

INTRODUCTION

The Kisan Call Centers can be accessed by farmers all over the country on common Toll Free Number 1551 from land line telephone and 1800-180-1551 from any mobile phone. Since 10th June, 2004 the Call Centers service has been made available right from 6 a.m. to 10 p.m. except on Sundays and gazette holidays, beyond these hours the calls are attended in the Interactive Voice Response System (IVRS) mode. A call centre based extension service delivering knowledge and information exactly as per the requirements of the farming community has been started under the name of Kisan Call Centre. This system also helps to keep a record of what is being delivered to the farmers in terms of knowledge and information. The country today has an impressive telecom network both in the private and Government sector. Over 5 lakh villages have a public telephone in the country. It has been felt for long that this impressive telecom network

could be put to effective use for delivering knowledge and information to the farming community. With the decrease in the number of extension workers, there is a need to use the latest technologies for delivering extension services. This kisan call centre has an in-built system of monitoring and continuous evaluation for modifications and improvements. The services are also of a foundational nature. Many more exciting tiers will be built on this infrastructure. Kisan Call Centre is a new dimension in agriculture extension management, which takes account of, and makes full use of on-going information and communication revolution, by optimally utilizing the communication bandwidth to serve the farming community in remotest areas of the country by connecting them to best of the agricultural scientific community. This is an important value multiplier for the existing extension mechanisms, which finds it otherwise difficult (in terms of infrastructure and finances) to reach their desired clientele. Understanding

that the study regarding “Dynamic personality of farmers and their attitude towards Kisan Call Centre” was under taken with following specific objectives.

OBJECTIVES.

- (i) To study the Profile of the farmers of Anand district
- (ii) To measure the attitude of farmers towards use of Kisan Call Centre.
- (iii) To ascertain relationship between Profile of the farmers and their attitude towards use of Kisan Call Centre.

METHODOLOGY

A list of 190 farmers of Anand district, who had

contacted Kisan Call Centre, Ahmedabad through landline or mobile phone during May month was obtained from the Kisan Call Centre, Ahmedabad. Out of these 190 farmers, 100 caller farmers who had more than five year farming experience on their own land were selected by simple random method for the study. To know the various characteristics of caller farmer a structured schedule was developed. For measurement of attitude of farmers toward use of Kisan Call Centre scale was developed by Yadav P. C. (2012) were used with due modifications. The data were collected with the help of well-structured, pre-tested, Gujarati

Relationship between the Dynamic Personality of farmers and their attitude towards use of Kisan Call Centre

RESULTS AND DISCUSSION

Profile of the farmers

Table 1: Profile of farmers and their Attitudewise distribution of respondents

n= 100

Sr. No.	Independent Variables	Categories	Frequency	Per cent
1	Age	low (up to 31 years)	18	18.00
		Medium (32 to 52 years)	63	63.00
		High (> 52 years)	19	19.00
2	Education	Illiterate	18	18.00
		Primary Education (up to 8 th)	40	40.00
		Secondary Edu. (8 th to 10 th)	34	34.00
		Higher sec. & above	08	08.00
3	Social participation	No membership	05	05.00
		Membership in one organization	41	41.00
		Membership in more than one organization	35	35.00
		Holding position in organization	19	19.00
4	Land holding	Marginal (Up to 1.0 ha.)	08	08.00
		Small (1.0 to 2.0 ha.)	31	31.00
		Medium (2.01 to 4.0 ha.)	32	32.00
		Large (>4.0 ha.)	29	29.00
5	Annual income	Low (up to ₹ 1.0 lac)	37	37.00
		Medium ₹ 1.01 to ₹ 2.0 lac	35	35.00
		High (> ₹ 2.0 lac)	28	28.00
6	Extension contact	Low (< 10.33 score)	18	18.00
		Medium (10.33 to 13.35 score)	76	76.00
		High (> 13.35 score)	06	06.00
7	Mass media exposure	Low (<10.02 score)	22	22.00
		Medium (10.02 to 13.32 score)	70	70.00
		High (> 13.32 score)	08	08.00

Sr. No.	Independent Variables	Categories	Frequency	Per cent
8	Economic motivation	Low (< 22.66 score)	18	18.00
		Medium (22.66 to 29.54 score)	62	62.00
		High (> 29.54 score)	20	20.00
9	Scientific orientation	Low (< 23.75 score)	18	18.00
		Medium (23.75 to 36.85 score)	61	61.00
		High (> 36.85 score)	21	21.00
10	Attitude of farmer towards kisan call centre	Less favorable (< 30.98 score)	16	16.00
		Moderately favorable (30.98 to 43.46 score)	74	74.00
		Highly favorable (> 43.46 score)	10	10.00

Age : The distributional analysis pertaining to age of the respondents mentioned in Table 1 indicate that majority (63 per cent) of the respondents belonged to middle age group, followed by 19.00 per cent old age group and rest 18.00 per cent in young age group, respectively.

Education: The data in the Table 1 shows that slightly less than half (40.00 per cent) of the respondent had primary level of education, followed by 34.00 per cent, 18.00 per cent and 08.00 per cent of them had secondary education, illiterate and higher secondary and above education, respectively.

Social participation: It is evident from the data presented in Table 1 shows that less than half (41.00) per cent caller farmers had membership in one organization, Whereas 35.00 per cent of the respondent had membership in more than one organization while only 19.00 per cent and 05.00 per cent of the respondent had holding position in organization and no membership, respectively.

Land holding : The data presented in Table 1 shows that less than one third (32.00) per cent of the caller farmers had medium land holding, Whereas 31.00 per cent of the farmer had small, 29.00 per cent of the farmer had large and 08.00 per cent of the farmer had marginal size of land holding.

Annual income: Table 1 shows that more than one third (37.00) per cent of the caller farmers had low annual income, followed by 35.00 and 28.00 per cent with medium and high annual income, respectively.

Extension contact: It is observed from the Table 1 that majority (76.00 per cent) of the caller farmers had medium level of extension contact with different extension agencies, followed by 18.00 per cent and 06.00 per cent had low and high extension contact, respectively.

Mass media exposure : The data given in Table 1 indicated that majority (70.00) per cent of the farmers had

medium exposure to mass media followed by 22.00 per cent and 08.00 per cent had low and high exposure to mass media, respectively.

Economic motivation: The data given in Table 1 indicated that majority (62.00) per cent of the farmers had medium level of economic motivation, followed by 20.00 per cent and 18.00 per cent had high and low economic motivation, respectively.

Scientific orientation: The result in Table 1 indicated that majority (61.00 per cent) of the farmers had medium level of scientific orientation. About 21.00 per cent of respondents had high scientific orientation and rest 18.00 per cent had low scientific orientation.

Overall attitude of farmer: The data given in Table 1 indicates that majority (74.00) per cent of the farmers had moderately favorable attitude towards the use of Kisan Call Centre followed by 16.00 per cent and 10.00 per cent had less favorable and highly favorable attitude towards the use of Kisan Call Centre, respectively.

Relationship between the Dynamic Personality of farmers and their attitude towards use of Kisan Call Centre

The action of individual farmer is governed by socio-personal, economic, communicational and psychological factors involved in situation. Farmers shows different attitude towards new agricultural technology because of the difference in their personal characteristics. It could be seen from Fig.1 that amongst Out of nine independents variables selected for the study, The independent variables like, Extension contact and mass media exposure, economic motivation and scientific orientation had positive and highly significant correlation, whereas land holding had negative and highly significant correlation with attitude of farmers towards use of kisan Call Centre and the rest variables are failed to show any significant influence on attitude of farmers towards use of Kisan Call Centre.

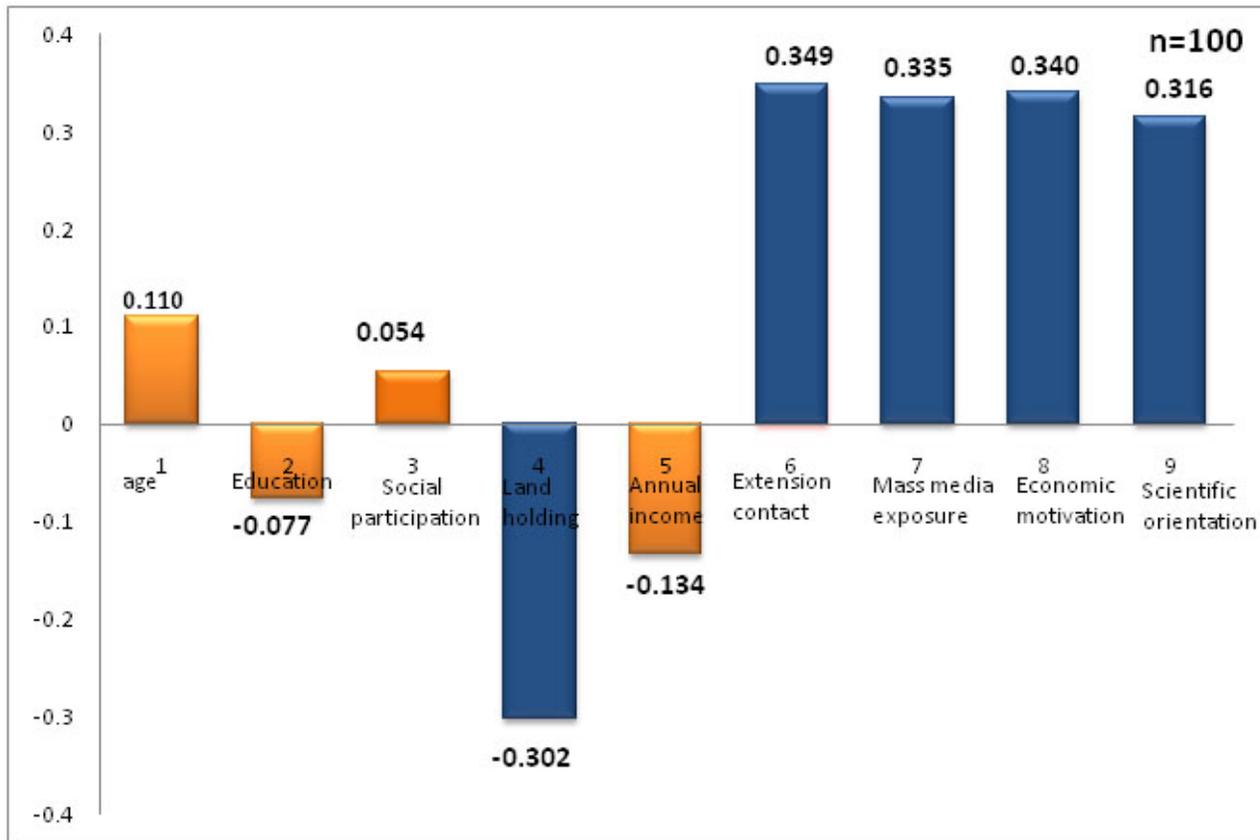


Fig. 1 Relationship between the dynamic personality of farmers and their attitude

CONCLUSION

To epitomize the results it can be said that majority of the respondents belonged to middle age group and higher secondary education. They had less membership in organization, medium land holding and low annual income. Majority of the respondents had medium level of extension contact with different extension agencies and exposure to mass media. Farmers had medium level of scientific orientation and economic motivation. Majority of the farmers had moderately favorable attitude towards the use of Kisan Call Centre. Out of nine independent variables extension contact, mass media exposure, economic motivation and scientific motivation had positive and highly significant correlation, whereas land holding had negative and highly significant correlation with attitude of caller farmer toward use of Kisan Call Centre.

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