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RELATIONSHIP BETWEEN FARMERS' PROFILES WITH THEIR ATTITUDE TOWARDS USE OF KISAN CALL CENTRE

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ABSTRACT

The challenges before Indian agriculture are immense. This sector needs to grow at a faster rate than in the past to allow foe higher per capita income and consumption. The limitation in Transfer of Technology(TOT) model continues to remain a challenge for the public and private extension systems. With the availability of telephone and internet, it is now possible to bridge this gap to quite a large extent by using an appropriate mix of technologies. The Department of Agriculture and Co-operation, Ministry of Agriculture, Govt. of India has launched KCC scheme on 21st January, 2004 with a view to leverage the extensive telecom infrastructure in the country to deliver extension services to the farming community. The purpose of these call centre is to respond to issues raised by the farmer, instantly in the local language. Ex –post – facto research design was used in this investigation. The study was conducted in Odisha. Odisha state was purposively selected and Odisha state is having 30 districts, the Cuttack district was selected purposively, Out of 15 revenue blocks in Cuttack district, two blocks namely Salepur and Nischintakoili were selected purposively Selection of villages was made on the basis of number of farmers using the services of KCC regularly. 4 villages and 120 respondents were selected randomly. The study revealed that education, land holding, annual income, innovativeness, social participation, source of information, scientific orientation and risk orientation were highly influencing the attitude of respondents towards the use of Kisan Call Centre and extension contact influenced the attitude of respondents towards the use of Kisan Call Centre. It also revealed that more aged farmers developed negative attitude towards use of Kisan Call Centre and occupation and family size are not influencing the attitude of the respondents.

Keywords*: attitude, kisan call centre, transfer of technology*

INTRODUCTION

In India agriculture is the main occupation of the people and India holds first rank globally with highest net cropped area followed by US and China, but still having 7th rank in largest agricultural product exporter. It is due to traditional methods of cultivation by our farmers as well as communication gap among the research agency, extension agency and farming community with respect to knowledge about latest technology and lack of appropriate awareness. Availability of appropriate information and its communication at right time is one of the most important factors to increase agricultural production. Farmers need a bundle of information in agriculture at every stage ranging from improved crop cultivation practices to weather forecast; availability of seeds, inputs for cultivation; pest attack, insect pest and disease management; storage facility and price of agricultural produce.

Kisan Call Centre

The Department of Agriculture & Cooperation (DAC), Ministry of Agriculture, Govt. of India launched Kisan Call Centre on Jan-21, 2004 across the country to deliver extension services to the farming community. The purpose of these call canters is to respond to the issues raised by farmers, instantly in their local language. There are call centres for every state which are expected to handle traffic from any part of the country. Queries related to agriculture and allied sectors are being addressed through these call canters.

A farmer from any part of the State can contact the Kisan Call Centre by dialling the toll free Telephone No. 1551 or 1800-180-1551 and present their problems / queries related to farming and allied sectors. The operator at Kisan

Call Centre will attempt to address to the problems / queries immediately. In case the operator at the Call Centre is unable to meet the farmer's query immediately, the call will be forwarded to identified subject matter specialists.

Objectives of Kisan Call Centre

- To harness the knowledge in the area of agriculture and related vocations and to disseminate those amongst the farming community as well as to solve the day to day problems of the farmers in their own language and context at the grass root level.
- To provide an opportunity to scholars and agriculture scientists to play a dynamic role in transforming Indian agriculture to a sustainable one.
- To establish a network relationship among the scientists / experts, policy makers, extension workers, farmers and other stakeholders.
- To trap the traditional knowledge system available with the farming community to enrich the knowledge bank in agricultural sector and their application in the farmers' field.

Operational mechanism of Kisan Call Centre

The Kisan Call Centre, consists of three levels namely Level-I (the basic Call Centre interface, with high quality bandwidth and local language proficient Agriculture Graduate), Level-II (Subject Matter Specialists on concerned important crops and enterprises, connected through good bandwidth telecom and computer connectivity) and Level-III (the Management Group to ensure ultimate answering and resolution of all the farmers queries which are not resolved at Level-II, connected on off line mode).

Level - I: The call coming to the call Centre is picked up by a Farm tele advisor (level I functionary) who after a short welcome message takes down the basic information and the query of the caller and feeds the details into a computer.

The first level operators are preferably agricultural graduates from rural background knowing the local language. They should also possess good communication skills. They should be in a position to answer majority of the questions likely to be asked by the farmers.

Level-II: The level -II consists of Subject Matter Specialists (SMS) who are located at their respective places of work (Research Stations, ATICs, KVKs, Agricultural colleges etc.). In case the first level operator is unable to answer the question, he forwards (in call sharing mode) the call to the concerned Subject Matter Specialist.

***Level - III*:** The level - III consists of a dedicated cell located at the Nodal Office. This would receive the questions that have not been answered at the first and the second levels. Appropriate replies to these questions would be then framed in consultation with the concerned specialists available within or outside the State, by the nodal cell. The replies would be sent to the farmers promptly by post/e-mail/fax/ telephone etc. within 72 hours of receipt of the question.

OBJECTIVE

To analyse the relationship between caller farmers' profiles with their attitude towards use of kisan call centre

METHODOLOGY

Ex –post – facto research design was used in the present investigation.The study was conducted in Odisha. Odisha state was purposively selected as the researcher belongs to this state so that it will be convenient to collect data and make further study within limited time and transport available for single researcher. Besides, it will be very easy to communicate in local language which will help in establishing good rapport. Odisha state having 30 districts, the Cuttack district was selected purposively. Out of 15 revenue blocks in Cuttack district, two blocks namely Salepur and Nischintakoili were purposively selected. 4 villages and 120 respondents were selected randomly. The appropriate empirical measuring techniques were not available and thus well-structured interview schedule was developed after confirmation with subject matter expert to measure the sample. A blue print of the Questionnaire was prepared on the basis of consideration of above variables and pre-tested with 10% of farmers in the selected villages. On testing its validity and reliability, suitable modifications were done by way of addition and deletion of some statements. Finally, a well-structured interview schedule was developed and used to measure the attitude of famers towards the use of Kisan Call Centre in Salepur and Nischintakoili blocks of Cuttack.

RESULTS AND DISCUSSION

Attitude of farmers towards overall functioning of Kisan Call Centre

The data regarding caller farmers' attitude towards Kisan Call Centre is presented in Table 1.

Table 1: Distribution of respondents according to their attitude towards KCC (n=120)

Sr. No.	Level of attitude	Frequency	Percentage
1	Strongly unfavourable	01	0.83
2	Unfavourable	24	20.00
3	Favourable	68	56.67
4	Moderately favourable	22	18.33
5	Strongly favourable	05	04.17

Relationship between the Caller farmers' profile with their attitude towards use of Kisan Call Centre

It was decided to find out the correlation between caller farmers' profile with their attitude towards use of Kisan Call Centre. The finding is presented in Table 2.

Table 2: Relationship between the Caller farmers' profile with their attitude towards use of Kisan Call Centre (n=120)

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
X_1	Age	-0.1610*
X_2	Education	0.2296**
X_3	Family size	-0.1162^{NS}
X_4	Land holding	0.2664**
X_5	Occupation	0.0739^{NS}
X_6	Annual income	0.3515**
X_7	Innovativeness	0.2009**
X_8	Extension contact	0.1660*
X_9	Social participation	0.3329**
X_{10}	Source of information	0.3540**
X_{11}	Scientific orientation	0.3221**
X_{12}	Risk orientation	0.3815**

*Significant at 0.05 level, **Significant at 0.01 level, NS - Non significant

The data presented in Table 1. Clearly reveals that education (0.2296**), land holding (0.2664**), annual income (0.3515**), innovativeness (0.2009**), social participation (0.3329**), source of information (0.3540**), scientific orientation (0.3221**) and risk orientation (0.3815*) were positively and significantly correlated at 0.01 level of probability with the attitude of caller farmers towards of Kisan Call Centre.

Extension contact (0.1660*) was found significantly correlated at 0.05 level of probability with the attitude of respondents.

Only age (-0.1610*) was found negatively and significantly correlated with the attitude of respondents towards use of Kisan Call Centre.

Whereas, occupation (0.0739^{NS}) had positive but non-significant contribution; family size (-0.1162^{NS}) had negative non-significant contribution towards the attitude of use of KCC by the caller farmers.

The probable reason for developing positive attitude towards use of KCC might be higher educational level, innovativeness, good extension contact, land holding, scientific orientation, risk orientation and social participation of respondents.

These findings had certain amount of similarity to those reported by Sharnagat (2008), Goswami (2012), Lal (2012), Sharma *et al.* (2012), Vinaya et al. (2018) and Patel et al. (2018).

CONCLUSION

it can be concluded that education, land holding, annual income, innovativeness, social participation, source of information, scientific orientation and risk orientation were highly influencing the attitude of respondents towards the use of Kisan Call Centre and extension contact influenced the attitude of respondents towards the use of Kisan Call Centre. It is also revealed that more aged farmers developed negative attitude towards use of Kisan Call Centre and occupation and family size are not influencing the attitude of the respondents. The probable reason for developing positive attitude towards use of KCC might be higher educational level, innovativeness, good extension contact, land holding, scientific orientation, risk orientation and social participation of respondents

IMPLICATION

Based on the findings of the study one can safely recommend following action implication.

The study facilitate in knowing the characteristic of the farmers and it would help to serve as guideline for policy makers, planners and extension workers to implement such type of study.

The findings of this study reveal that majority of the respondents were of middle age and graduate to higher secondary education that had vital role in knowledge and attitude towards use Of Kisan Call Centre. Hence, such type of respondents should be approached in use of services of Kisan Call Centre.

The farmers' background factors that influence knowledge and attitude of respondents towards the use of Kisan Call Centre must be reckoned with in any programme of rural communication. The finding indicated that education and annual income were the prominent variable influencing knowledge and attitude towards use of Kisan Call Centre.

Therefore, extension workers should concentrate to increase the level of education and annual income for increasing knowledge and attitude of the farmers towards the use of Kisan call Centre.

CONFLICT OF INTEREST

This is to declare that there is "No conflict of interest" among researcher.

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