



E-ISSN: 2278-4136
P-ISSN: 2349-8234
JPP 2018; 7(4): 718-720
Received: 25-05-2018
Accepted: 30-06-2018

Manmohan Singh
Department of Extension
Education, JNKVV, Jabalpur,
Madhya Pradesh, India

NK Khare
Department of Extension
Education, JNKVV, Jabalpur,
Jabalpur, Madhya Pradesh,
India

AK Pande
Department of Extension
Education, JNKVV, Jabalpur,
Madhya Pradesh, India

Impact of KRISHINET portal on farmers of Jabalpur district of Madhya Pradesh

Manmohan Singh, NK Khare and AK Pande

Abstract

The present study was conducted purposively in Panagar Block of Jabalpur district, Madhya Pradesh. The total sample consisted of 125 KRISHINET Portal users as respondents for the study. Most of the users (57.60%) perceived high knowledge from KRISHINET portal in seeking of agricultural information. The aim of this study to know the impact of KRISHINET portal on farmers. The data collection was done by the use of interview schedule through personal interview. Data were analyzed with help of suitable statistical tools. KRISHINET portal found effective between independent variables and dependent variable. Age, Caste, Education, Family type, Family size, Occupation, Size of land holding, Farm power, Annual income, Farm experience, Social participation, Communicability, Opinion toward KRISHINET portal. Majority of the respondents 78.40 per cent reported that Technical language used in agricultural information/lack of simple language used in agricultural information and found first rank among the other constraints.

Keywords: impact, KRISHINET, agricultural information, users, knowledge

Introduction

KRISHINET portal has played a significant role in bringing the new technology in agriculture to the door of farmers. In the year 2005, Department of Farmer Welfare and Agriculture Development started exploring the use of ICT in agriculture. Department realized that ICT provides a great opportunity in reaching the unreachable. Based on discussion within department, a project was conceptualized and looked forward for its funding. In consultation with Government of India, A project was submitted and Department of Agriculture and Co-operation, Government of India sanctioned Rs.780.61 lac under "AGRISNET" for promoting ICT in agriculture in M.P. Geographical spread of project implementation includes more than 750 departmental offices through the state. In 7 division, 48 districts and 313 block offices are included in the project and are provided computers, printers, and UPS with minimum one hour back up. BSNL is providing connectivity up to block level. More than 4000 staff members up to the grass root level have been trained to monitor and operate "KRISHINET" portal. It is entirely in Hindi language and accessible to more than 70 lac farming related families in M.P. through internet. "KRISHINET" portal is the only portal in M.P. operating twenty four hours and seven days a week. Considering an importance the present study was carried out with the following specific objectives to determine the impact of KRISHINET portal in terms of knowledge on users, to explore the relationship between the impact of KRISHINET portal in terms of knowledge on users & their profile.

Materials and Methods

The study was conducted purposively in Panagar Block of Jabalpur district Madhya Pradesh due to maximum number of KRISHINET users and it is a biggest block of the district during 2010-11. The selected block comprises of 200 villages. Out of which 5 villages were selected randomly. A village wise list of KRISHINET portal users who using the KRISHINET for seeking the agricultural information, were prepared from each village. KRISHINET portal users were selected by using simple random sampling method. Thus, the total sample consisted of 125 respondents for the study. Respondents were interviewed through personal interview. Prior to interview, respondents were taken in to confidence by revealing the actual purpose of the study and full care was taken in to consideration to develop good rapport with them. For the data collection well designed and pre-tested interview schedule were used. Independent variables i.e. age, caste, education, family type, family size, occupation, land holding, farm power, annual income, farm experience, social participation, communicability, opinion toward

Correspondence
Manmohan Singh
Department of Extension
Education, JNKVV, Jabalpur,
Madhya Pradesh, India

KRISHINET portal, were considered for the study. Collected data were analyzed by the help of various statistical tools i.e. frequency, percentage and correlation coefficient.

Results and Discussion

Impact of KRISHINET portal on farmers in terms of knowledge

The program was judged on various factors in terms of farmers' perceptions and detailed description is provided in this section. The study revealed that the majority of the users

were found KRISHINET portal effective in terms of knowledge, Communicability, Opinion toward portal. Majority of users belonged to young age group. The respondents were preponderantly young and belonged to OBC Caste. Most of the users had completed higher secondary school levels of education. Most of the users belonged to nuclear family and they were totally depends on cultivation. Most of the users having low farm power, medium annual income and low social participation. Majority of users having high level of knowledge of after use of KRISHINET portal.

Table 1: Impact of KRISHINET portal on farmers

Categories	Before		After		Change in %
	Frequency	Percentage	Frequency	Percentage	Percentage
Low(up to 6)	14	11.20	05	04.00	07.20
Medium(7 to 13)	44	35.20	48	38.40	+03.20
High(above 13)	67	53.60	72	57.60	+04.00
Total	125	100.00	125	100.00	

Table 1 shows the distribution of KRISHINET beneficiaries according to their knowledge level. In case of low knowledge level category the data revealed that before the use of KRISHINET portal the knowledge level was 11.20 per cent and after the use, it was found to be 4.00 per cent. The knowledge level of medium category was 35.20 per cent before the use of the portal, but after the use of the portal it was found to be 38.40 per cent. (Change in percentage 3.20%). In case of high knowledge level category 53.60 per cent respondents found before the use of the portal, but after the use of portal, the knowledge level was found to be 57.60 per cent. (Change in percentage 4.00%). The table that 57.60 per cent of users were in the high knowledge level group,

while 38.40 and 4.00 per cent users were observed in the medium and low level groups respectively.

Relationship between dependent and independent variables

The zero order correlation coefficient was determined the relationship between the independent variables age, cast, education, family type and size, occupation, land holding, farm power, annual income, farm experience, social participation, communicability opinion towards KRISHINET portal and dependent variables impact of KRISHINET portal on farmers in terms of knowledge.

Table 2: Relationship between dependent and independent variables

S. No	Variables	Knowledge
	Independent variables	'r' value
1.	Age	-0.21025*
2.	Caste	0.01947 ^{NS}
3.	Education	0.32844**
4.	Family type	0.12598 ^{NS}
5.	Family size	0.1092 ^{NS}
6.	Occupation	0.1334 ^{NS}
7.	Land holding	0.13421 ^{NS}
8.	Farm power	0.07594 ^{NS}
9.	Annual income	0.18096**
10.	Farm experience	-0.16627*
11.	Social participation	0.0101 ^{NS}
12.	Communicability	0.37997**
13.	Opinion of users toward KRISHINET portal	0.38361**

* Significant at the 0.05 level

** Significant at the 0.01 level

NS- Non significant

The Zero order correlation method was adopted to assess the relationship independent variable with knowledge level. From the Table 2, it is inferred that impact of KRISHINET portal on farmers in terms of knowledge had significantly correlated with age, farm experience (at 0.05 level of probability) and education, annual income, communicability, opinion toward KRISHINET portal (at 0.01 level of probability). It is found that impact of KRISHINET portal on farmers in terms of knowledge had non-significantly correlated with cast, Family type and size, occupation, land holding, farm power and social participation at 0.05 level of probability.

Conclusion

From the above research works it can be concluded that most of the users (57.60%) perceived high knowledge from KRISHINET portal in seeking of agricultural information followed by medium (38.40%) and low (4.00%) categories. Correlation coefficient (r) was applies to know the relationship between independents and dependent variable. It was found that impact of KRISHINET portal on farmers in terms of knowledge had significantly correlated with age, farm experience and education, annual income, communicability, opinion toward KRISHINET portal. It was

found that impact of KRISHINET portal on farmers in terms of knowledge had non-significantly correlated with cast, Family type and size, occupation, land holding, farm power and social participation.

References

1. Bhatnagar A. Role of information communication technology in agricultural development. *Indian Research Journal Extension Education*. 2002; 2(4):34-41.
2. Chauhan NM, Thakor RF. Expectations of the farmers towards Community Internet Centres at Village level. *Gujarat Journal Extension Education*. 2004; 15:55-59.
3. Patel S, Sayyed IU. Impact of Information Communication Technology in Agriculture sector. *International Journal of Food, Agriculture and Veterinary Science*. 2014; 4(2):17-22.
4. Saxena A, Tomar DS. Cyber Extension is an effective linkage between scientist and farmers. *Rajasthan Journal Extension Education*. 2011; 19(1):25-29.
5. Thakur D, Chander M. A scale to measure attitude of farmers towards social media use in agriculture. *Indian Research Journal Extension Education*. 2017; 17(3):42-49.
6. <http://www.kisan.com>
7. <http://www.mpkrishi.org>