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Short Note

Farmers feedback about the agro-met advisory services (AAS) at Mahasamund district of Chhattisgarh

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Abstract
The complete avoidance of all farm losses due to weather factor is not possible but it can be minimized to some extent by making adjustments through timely and accurate information of weather forecast. Weather forecast and weather based agro advisories help in increasing the economic benefit to the farmers by suggesting them the suitable management practices according to the weather conditions. Present review study was conducted during in year of 2015-16. Main aim of review study to know effectiveness and usefulness of Agro Advisory Services (AAS) regarding Climate Change in selected Villages of AICRPAM-NICRA Project for Mahasamund district. Study concluded that, Agro Advisory Services (AAS) an effective communication media for transfer of technology regarding climate changes information. Agro Advisory Services (AAS) provides basic, timely and accurately pre-information of different climate and weather conditions of different crops. Agro Advisory Services (AAS) helpful to farmers for increase interest, knowledge, adoption and impact of climate changes on agricultural practices.

Keywords: Weather, agro-met advisory services, feedback, Source of information

Introduction
Agromet advisory services is a vital tool which provides the valuable information about all agricultural operations starting from land preparation, sowing to harvest based on weather forecasting. The main aim of Agromet-advisory services is to conserve the natural resources effectively and call for minimizing the weather hazards. The utility of weather forecast further depends upon their reliability and applicability at micro- level. The major objective of AAS is to help the farmers in capitalizing prevailing weather conditions in order to optimize the resource use and to minimize the loss due to harsh/aberrant weather conditions (Venkataraman, 2004). The main aim of Agromet-advisory services is to conserve the natural resources effectively and call for minimizing the weather hazards. It is a fact that AAS can be modified or may be the agricultural operations can be reoriented to the forth coming weeks (3-10 days forecast).

Micro-level Agromet-advisories
A major objective of AICRPAM-NICRA project is the customization of micro-level agromet-advisories and their effective dissemination through Information Communication Technologies (ICTs). Micro-regional advisories are prepared based on five day block level forecast provided by in IMD website www.imd.gov.in, feedback received from FIFs about current weather conditions. Text messaging are being issued to the farmers of Mahasamund district in collaboration with Agricultural department and KVK Mahasamund. ATMA project farmers and domain villages farmers of Malidih and Jhalkhamaria are covered in this NICRA project micro-level advisories dissemination. Farmers are gaining significantly by utilization of weather based agro-advisoies and saving weather sensitive inputs viz. fertilizers, pesticides etc.

Bulk messaging is being done through Kisan portal. About 124 farmers of Malidih and Jhalkhamaria villages are combinedly selected for dissemination.

Methodology
The study was undertaken in Mahasamund district of Chhatishgarh State. The data was collected personally with the help of this interview schedule. The collected data was processed through primary and secondary tables and the results of the study are presented below. The study of agro-advisory bulletins issues by Department of Agrometeorology IGKV Raipur, Selection of farmer and preparation of questionnaire has some progressive farmers.

Result and Discussion

The findings of the present study as well as relevant discussion have been presented under following heads:

Sources of weather information

An attempt has been made by questionnaire and enquiring from farmers about different coverage of farmers by weather information. For example 78 percent of farmers are covered by mobile phones and 59 percent are covered by newspapers also in AAS category. However it has been found that 74 percent of non-AAS farmers are having approach to TV and their main source of information is television followed by Newspapers (20 per cent). These farmers are also getting information through personal contacts between farmers.

Table 1: Sources of weather information (%)

Source	with AAS	without AAS
All India Radio	12.0	14.0
TV	45.0	74.0
Newspaper	59.2	32.0
Bulletin	6.1	4.0
Mobile phone	78.0	6.0
Internet	2.0	0.0
Friends	26.0	20.0
Total	228.3	150.0
Note: Total exceeds 100 due to multiple responses		

Collection and compilation of farmers' feedback on AAS

Documenting farmers' feedback on the effectiveness of AAS issued at selected villages is a way to assess the performance of the project which may also help to find the improvement in the areas. At both centers, farmers were asked to rate AAS issued by the project and the team in co-ordination with Field information Facilitators (FIFs) of NICRA domain villages collected feedbacks from them and the results of analysis and the feedback are presented in Table 2 Feedback was collected for two domain villages and presented below. The feedback indicated that at Malidih village, farmers are very satisfied with AAS related to plant protection, fertilizer application and timing of different field operations. But, advisories related to water management in field needs improvement. Similar trend was observed in Jhalkhamaria village also.

Table 2: Analysis of usefulness of AAS for various crop production activities at selected villages of NICRA district

S. No	Particulars	Malidih village		Jhalkhamaria village	
		No of Farmers	Percentage (%)	No of Farmers	Percentage (%)
1	Planning farm operation	34	68	36	72
2	Plant protection	45	90	42	84
3	Fertilizers application	42	84	35	70
	(Proper dose)				
4	Water management in	21	42	17	34
	field crops				
5	Sowing/transplanting/seed	41	82	44	88
	rate Manipulation				
6	Harvesting of crops at	33	66	39	78
	proper stage				

Farmers in villages of Malidih and Jhalkhamaria were interviewed and their ratings are shown in Table 3 As per farmers' feedback, 46 % of the farmers put the NICRA services in excellent category while 20 per cent farmers put this kind of Micro-level agro-advisory services dissemination (MAAS) in very good category. Even more 28 per cent farmers put the services in good and satisfactory category, the farmers who couldn't understand the objective and services rendered have put NICRA -AICRPAM advisory services in irrelevant category.

Table 3: Rating of AAS issued at NICRA village of Malidih and Jhalkhamaria

S. No	Parameters	Farmers responded	Rating (%)
1	Excellent	23	46
2	Very good	10	20
3	Good	7	14
4	Satisfactory	7	14
5	Irrelevant	3	6
	Total	50	100

Summary and Conclusion

The present study summarized and concluded that, Agromet Advisory Services (AAS) has effective communication media for transfer of technology for climate change as well as forecasted information through the AAB is economically useful to farmer for avoiding the losses of crop yield due to abnormal weather conditions.

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