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Socio-psycho-economic profile of the mobile phone using farmers of Mirzapur district of Uttar Pradesh

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Abstract
The present study attempts to view the socio-psycho and economic profile of mobile phone using farmers of Mirzapur District of Uttar Pradesh of India. The research was undertaken purposively in Mirzapur district of Uttar Pradesh as KVK Barkachha under the IAS- BHU is actively using mobile phone technology for dissemination of information. In Mirzapur district there are 8 community development blocks. Among those, two blocks were selected i.e. Madihon block and Rajgarh Block for the present study. The study showed more than half (53.50 %) of the respondents belongs to middle age group and 22.50 per cent of the respondents had high school level of education. 45.50 per cent of the respondents belonged to OBC caste. 52.50 per cent of the respondents had joint family. 64.50 per cent of the respondents had marginal landholding. 81.00 per cent of the respondents had farming as their occupation. 69.50 per cent of the respondents had income level between 62000 to 334000 rupees. 49.00 per cent of the respondents were member of at least one organisation. 78.50 per cent of the respondents had medium level of economic motivation. 63.50 per cent of the respondents had medium achievement motivation. 60.00 per cent of the respondents had medium value orientation.

Introduction
The challenge for the Indian government and policy makers is to regain the dynamism in agricultural sector as was evident in the 1970s during the era of green revolution. A major dilemma in the present situation – rising food prices and an ever growing population – is to strike a balance between policies for food security and policies to improve income levels of farmers. With agriculture being constrained by the availability of land, improving productivity remains a crucial factor for the future of India's food security (Mittal, 2012) [5].

To develop agriculture, it is necessary to reform agricultural extension system which is suffering from fund crisis, highly compartmentalized and has several inherent weaknesses. The use of various ICT tools can fill the gap of effective extension delivery mechanism. Among the ICT tools, mobile phone is widely recognized as a potentially transformative technology platform for the farming community of India.

Nowadays mobile phone technology has provided producers with information and knowledge on the correct market price, quantities, availability of a particular product and technical advice. Access to appropriate knowledge and information is an overriding factor for successful natural resource management (NRM) planning, implementation and evaluation processes and it is known to be one of the most important determinants of agricultural productivity (Khinchi *et al*.,2017) [4].

Mobile phones significantly have reduced communication and information costs for the rural people. This technology has provided new opportunities for rural farmers to obtain knowledge and information about agricultural issues, problems and its usage for the development of agriculture. Similarly, use of ICTs in agricultural extension services especially mobile phone services in the agricultural sector has provided information on market, weather, transport and agricultural techniques to contact with concern agencies and department (Aker, 2011) [2]. But there are many hindrances like lack of awareness of the utility of mobile phones for agricultural development, language problem, illiteracy, poor signal strength, high cost and unavailability of electric power are restricting the full fledge utilization of mobile phone technology by the farmers. So, it was required to know the socio-psycho-economic profile of the farmers who are using mobile phones for various farming related activities and how those are influencing the farmers in using mobile phone services.

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Materials and Methods

The research was undertaken purposively in Mirzapur district of Uttar Pradesh as KVK Barkachha under the IAS- BHU is actively using mobile phone technology for dissemination of information. In Mirzapur district there are 8 community development blocks. Among those, two blocks were selected i.e. Madihon block and Rajgarh Block for the present study. These blocks were selected purposively on the basis of highest agricultural area and production. From these two blocks 10 villages were selected randomly, i.e 5 villages from each block. From each village 20 respondents were selected randomly, thus total 200 respondents were considered as sampling unit for the present study. The data were collected personally with the help of pre-tested structured interview schedule and percentage analysis was used to study the constraints faced by the farmers.

Results and Discussion

Table 4.1.1 Distribution of respondents according to their age (N=200)

S. No.	Category	Frequency	Percentage
1	Below 35	68	34.00
2	35-50	107	53.50
3	Above 50	25	12.50
	Total	200	100

The Table 4.1.1 indicates that majority of the respondents (53.50) fall in middle age group (35 to 50 years). 34 per cent of respondents belonged to lower age group (up to 34 years) while (12.50) per cent respondents were in old age group (above 50 years).
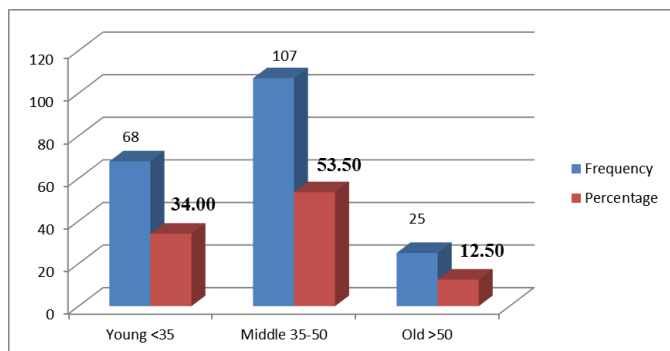

Fig. 4.1.1: Distribution of respondents according to their education

Table 4.1.2: Distribution of respondents according to their education (N=200)

S. No.	Categories	Respondents	
		Frequency	Percentage
	Illiterate	13	6.50
	Primary	24	12.00
	Middle (Junior High School)	39	19.50
	High School	51	25.50
	Inter mediate	47	23.50
	Graduation	17	8.50
	Post-Graduation	9	4.50
	Total	200	100

Table No. 4.2. reveals that the majority of the farmers (25.50 %) attained upto High School level of education, followed by Intermediate level (23.50%), Graduation (8.50%), post-graduation (4.50) per ent Primary level (12%) and Junior High School (19.50%).However there were 3 per cent

respondents who were illiterates. It can be concluded that variation in educational qualification among farmers might be due to the selected place for the study.

Table 4.1.3: Distribution of respondents according to their Caste Category (N= 200)

S. No.	Categories	Frequency	Percentage
1	General	77	38.50
2	OBC	89	44.50
3	SC	34	17.00
	Total	200	100

Table 4.1.3 depicts that majority of (44.50) per cent respondents belonged to OBC Category, followed by General category (38%) while SC category (17 %).
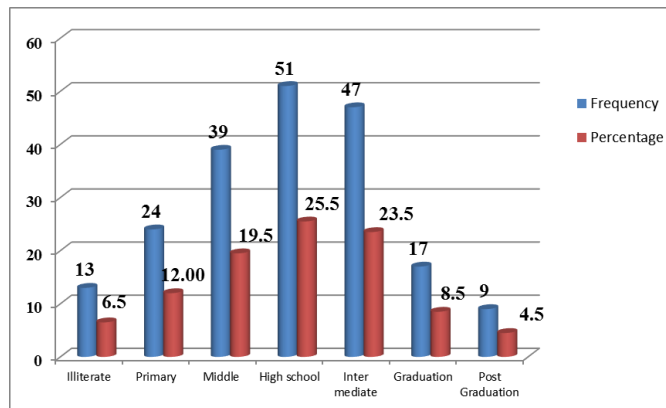

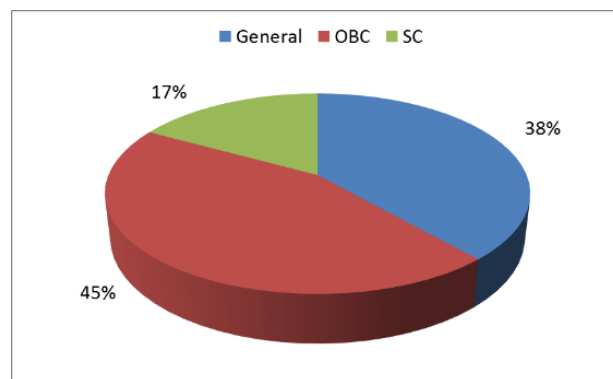**Fig. 4.1.2:** Distribution of respondents according to their education

Fig. 4.1.3: Distribution of respondents according to their Caste Category

Table 4.1.4: Distribution of respondents according to their type of family (N= 200)

S. No.	Categories	Frequency	Percentage
1	Nuclear Family	95	47.50
2	Joint Family	105	52.50
	Total	200	100

Data in Table 4.1.4 reveals that the joint family system is still prominent in study area. The percentage of farmers in joint family system was (52.50) and the nuclear family system was (47.50).

Table 4.1.5: Distribution of respondents according to their size o family (N= 200)

S. No.	Categories	Frequency	Percentage
1	Small Family (up to 5members)	90	45.00
2	Large Family (More than 5 members)	110	55.00
	Total	200	100

Table 4.1.15 shows that majority of farmers (74%) had large family size, having more than 5 members, while 245 per cent farmers belonged to small family size. The more number of members in the families might be due to dominancy of joint family system in the area.
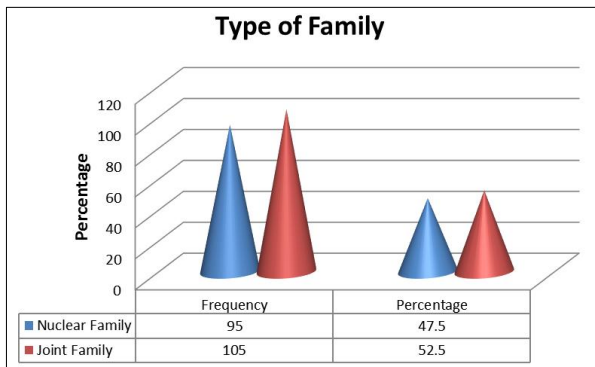

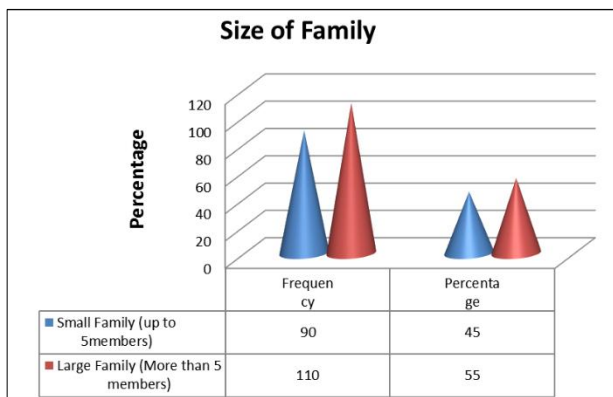**Fig. 4.1.4:** Distribution of respondents according to their type of family

Fig. 4.1.5: Distribution of respondents according to their size of family

Table 4.1.6: Distribution of respondents according to their land holding (N= 200)

S. No.	Categories	Frequency	Percentage
1	Marginal (below1 ha.)	129	64.50
2	Small (1.1-2 ha.)	48	24.00
3	Medium (2.1-4 ha.)	18	9.00
4	Large (4.1-10 ha.)	5	2.50
	Total	200	100.00

Mean ($\bar{x}$) = 1.024 S.D.= 0.9195 Min= .10 ha Max. =4.70 ha.

Table 4.1.6 reveals that majority of farmers (64.50%) were holding less than 1hectare of land, thus belonged to marginal farmers category. Respondents belonged to small and medium categories were 24 per cent and 9 per cent, respectively. Data also shows that only 5 per cent of respondents were having large land holding. The reason may be the fragmentation of the holdings due to nuclear family system.

4.1.7 Occupation

Table 4.1.7: Distribution of farmers according to their occupation (N=200)

S. No.	Categories	Frequency	Percent
1.	Farming	162	81.0
2.	Farming+Service	22	11.0
3.	Farming+Business	16	8.0
	Total	200	100

Table 4.1.7 reveals that Occupation is one of the most important components of socio-economic status that largely affects the economic and social status of the family. The above table indicates that out of 200 farmers, 162(81%) were dependent upon farming for their livelihood, while 22 (11%) farmers had farming and service as their occupation, while only 16(08%) farmers reported business with farming. It may be said that farming as a sole profession was the main category to which majority of farmers belonged.
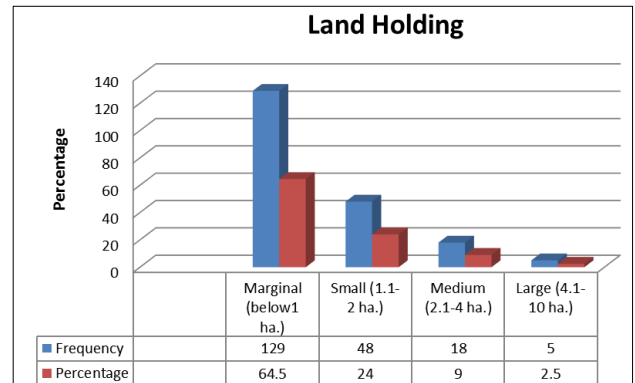

Fig. 4.1.6: Distribution of respondents according to their land holding
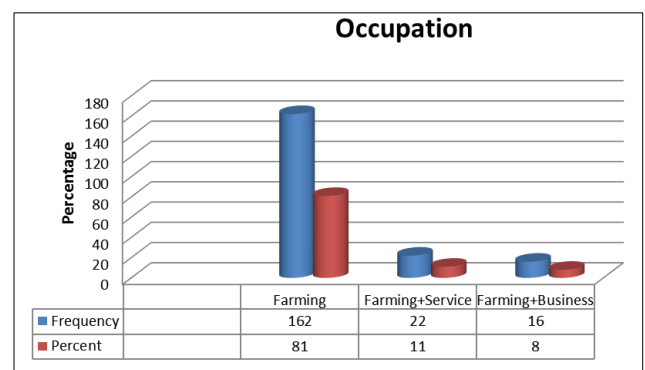

Fig. 4.1.7: Distribution of farmers according to their occupation

Table 4.1.8: Distribution of respondents according to their annual income (N= 200)

S. No.	Categories	Frequency	Percentage
1	Below 62000 in rupees	33	16.50
2	62000 to 334000 in rupees	139	69.50
3	Above 334000 in rupees	28	14.00
	Total	200	100

Mean= 198497.5 SD=136119.23

Table 4.1.8 reveals that the annual income of majority of the trained farmers (69.50%) was found in the medium category of ₹62,000 to ₹ 3,34,000 followed by 33 per cent farmers in low income category (upto 62,000 ₹) and (16.50) per cent farmers in high income category (more than ₹334000).

4.1.9 Social Participation

Table 4.1.19: Distribution of farmers according to their social participation (N=200)

S. No.	Categories	Frequency	Percent
1.	Member of One Organization	98	49
2.	Member of More than one organization	88	44
3.	Office holder in such an organization	12	06
4.	Wider public leader	02	01
	Total	200	100

Table 4.1.9 reveals that Social participation refers to the extent of involvement of farmers in various social institutions such as panchayat, co-operative society, youth club, NGOs, Mahilamandals and others. The table shows that the 49 per cent of the farmers were the member of one organization, while 44% were the member of more than one organization. In this way, 93% of farmers were associated with the organizations like panchayats, cooperatives, youth-club, religious and political organization. It can also be concluded that only 6% of farmers were holding office in one or more organization. Only 1 per cent of farmers were found as wider public leader.
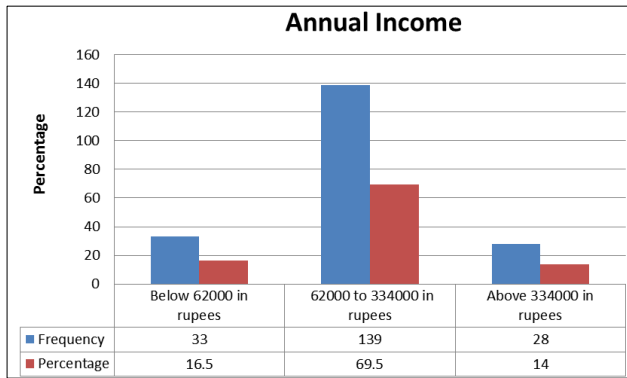

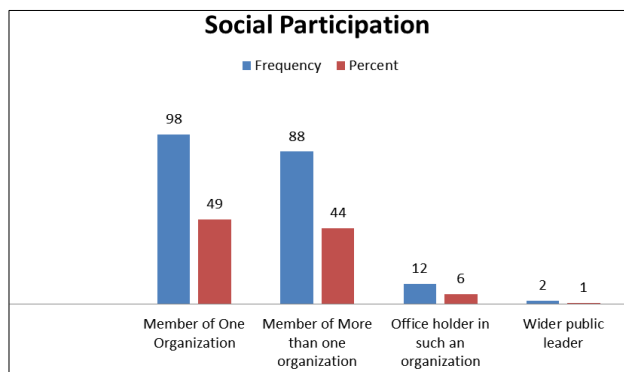**Fig. 4.1.8:** Distribution of respondents according to their annual income

Fig. 4.1.9: Distribution of farmers according to their social participation

Table 4.1.10: Distribution of respondents according to economic motivation (N=200)

S. No.	Categories	Frequency	Percentage
1.	Low (up to 18)	19	9.50
2.	Medium (18 to 24)	157	78.50
3.	High (24 & above)	24	12
	Total	200	100.00

Mean= 21.47, S.D. = 3.004, Min. =14, Max. =30

Table 4.1.10 reveals that the majority of the respondents belong to the meadium level (78.50) per cent followed by high level 12 per cent while (9.50) per cent belong to low level of economic motivation.

Table 4.1.11: Distribution of respondents according to achievement motivation (N=200)

S. No.	Categories	Frequency	Percentage
1.	Low (up to 10)	35	17.50
2.	Medium (10 to 15)	127	63.50
3.	High (15 & above)	36	18.00
	Total	200	100.00

Mean= 13.045, S.D. = 2.534, Min. =7, Max. =18

Table 4.1.11 reveals that majority of respondents belong to meadium level (63.50) per cent followed by high level (18.0) per cent while (17.50)per cent belong to low level of achievement motivation.
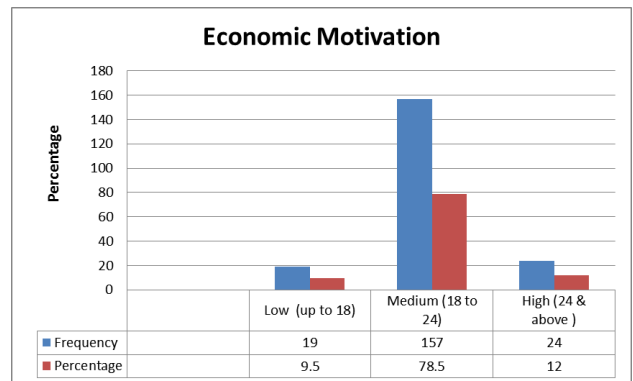

Fig. 4.1.10: Distribution of respondents according to economic motivation

Table 4.1.12: Distribution of respondents according to value orientation (N=200)

S. No.	Categories	Frequency	Percentage
1.	Low (up to 36)	42	21.00
2.	Medium (37-43)	120	60.00
3.	High 44 & above)	38	19.00
	Total	200	100.00

Table 4.1.12 reveals that majority of respondents belong to meadium level (60.0) per cent followed by low level (21.0) percent while (19.0) per cent high level of value orientation.
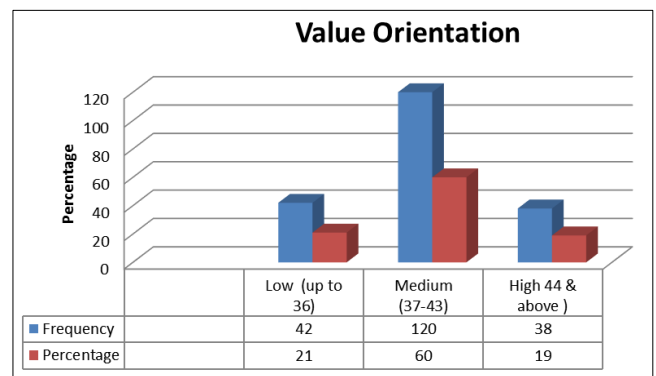

Fig. 4.1.12 Distribution of respondents according to value orientation

Conclusion
The study showed more than half (53.50 %) of the respondents belongs to middle age group and 22.50 per cent of the respondents had high school level of education. 45.50 per cent of the respondents belonged to OBC caste. 52.50 per cent of the respondents had joint family. 64.50 per cent of the respondents had marginal landholding. 81.00 per cent of the respondents had farming as their occupation. 69.50 per cent of the respondents had income level between 62000 to 334000 rupees. 49.00 per cent of the respondents were member of at least one organisation. 78.50 per cent of the respondents had medium level of economic motivation. 63.50 per cent of the respondents had medium achievement motivation. 60.00 per cent of the respondents had medium value orientation.

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