Original Research Article

ATTITUDE OF ~~THE~~ FARMERS TOWARDS THE AGRICULTURAL SERVICES DISSEMINATED ~~BY~~THROUGHMOBILE PHONE IN DINDIGULDISTRICT OFTAMIL NADU

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ABSTARCT

Mobile phone plays a vital role to share the various information related to agricultural activities. The method of communication is very easy and understandable for the farming community and helps them to ~~share~~ disseminate the information in timely manner and they directly keep in touch with the marketing agencies. Especially the mobile phone is used for to get aware about the marketing prices and weather forecast for agricultural operations. The research was conducted in Ce~~u~~ddalore district of Tamil Nadu. The respondents were 120 farmers selected by using the random sampling technique and collected information by using the interview schedule. The major findings of the study revealed that majority of the farmers 43.33 per cent had favourable attitude about agricultural services disseminated ~~by~~through mobile phone. And the relationship of profile ~~characterises~~characteristics with attitude revealed that out of ten characteristics, ~~revealed that the~~ five characteristics namely educational status, mass media exposure, extension agency contact economic motivation and Innovativeness were found to have positive and significantly correlated. ~~relationship~~ with the attitude of farmers towards the agricultural services disseminated ~~by~~ through mobile phone.

Key words: Mobile phone, Agricultural services, Attitude, Profile characteristics (at least 5 keywords should be included and arrange in alphabetical order)

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1. INTRODUCTION

~~ICT~~ expandadvancements can be used to provide farmers with accurate, timely, and relevant information and services, facilitating a more profitable agricultural environment. However, all the ICT initiatives are not uniform with disparities between regions in the level and quality of telecommunications, information and the effort of individuals, public and private organizations and differentiated nature of demand of the farmers in different areas (Pudke *et al.* 2020). Among the all ICT tools, m~~M~~obile phone plays a vital role in exchanging

and sharing the information, mMobile phone is becoming one of the basic necessities now a days for all types of rural and urban people. A mobile phone is an Information Communication Technology (ICT) tool used for two-way communication (Shankaraiah*et al*. 2012).

This rapid growth of mMobile telephony has emerged as a successful communication tool which has not only transformed the working style of many sectors but also created new professional dimensions in various businesses including agriculture (Asongu & Asongu, 2018).It was widely recognized as a potentially transformative technology platform for developing nations. Mobile phones are transforming the lives of many users in developing countries and are widely recognized as an important current and future technology platform for developing nations.

The Government of India spent nearly USD 60 million on public agricultural extension programs from 2009 to 2010. The Indian Council of Agricultural Research, state agricultural universities, and networks of public extension agents make up the government's extensive research and development infrastructure. However, fewer than 10% of farmers say they receive agricultural technology information from public extension agents. One potential alternative to costly individual extension agents going from village to village is to deliver agricultural information to farmers via low-cost information and communications technologies (ICT) like mobile phones (Cole, 2012). The study was taken up with following objectives.

- To Sstudy the profile characteristics of farmers using Mobile phones.
- To access the attitude of farmers about agricultural services disseminated by throughmobile phone.
- To sStudy the relationship between profile of the farmers and their attitude.

2. METHODOLOGY

The study was conducted in Dindigul district of TamilNadu, since the district had highest, production andproductivity. Hence, the study was conducted in Vedasandur taluk of Dindigul district. Snowball samplingprocedure was followed to select the respondents of thestudy. The study was an ex-post-facto survey research. Standardized data collection tools

were utilized to collect thedata from farmers. The responses were coded, tabulatedand subjected to descriptive statistical analysis comprisingpercentage analysis. Correlation coefficient was used to find out the relationshipbetween profile of the farmers and their attitude.

3. RESULTS AND DISCUSSIONS

3.1. Profile of Farmers using Mobile phone

Table 1. Profile of farmers using Mobile phone

Descriptive part should come first then table.

(n = 120)

S.No	Variables	~~c~~Categories	No of respondents	Percentage
1	**Age**	Young	10	~~0~~8.33
		Middle	70	58.33
		Old	40	33.33
2	**Educational status**	Primary	65	54.16
		Higher secondary	40	33.33
		College	15	12.50
3	**Occupation**	Agriculture	120	100.~~00~~
		Labour	0	00.00
4	**Farm size**	Small	64	53.33
		Marginal	25	20.83
		Big	31	25.83
5	**Farming Experience**	Low	30	25.00
		Medium	68	56.66
		High	22	18.33
6	**Mass media Exposure**	Low	30	25.00
		Medium	70	58.33
		High	20	16.66
7	**Extension agency**	Low	30	25.00

	contact	Medium	65	54.16
		High	25	20.83
8	**Economic Motivation**	Low	9	07.50
		Medium	82	68.33
		High	29	24.16
9	**Innovativeness**	Low	35	29.16
		Medium	65	54.16
		High	20	16.66
10	**Training Undergone**	One training	36	30.00
		Two training	64	53.33
		More than two training	20	16.66

3.1.1. Age

A number of profile characteristics were selected as independent variables to find out profile of the respondents of the study area.(this statement is not clear)

Majority (58.33 per cent%) of the respondents belonged to the middle age group followed by 33.33 per cent belonged to old age group and 08.34 per cent were found in young age group.This finding is in line with findings of Hashemi (2012).

3.1.2. Educational status

As regards with education, the majority (54.16per cent %) of the respondents had higher secondary school followed by primary school (33.33 per cent%) and collegiate (12.50per cent%). It may be inferred that majority of the respondents had completed the school education.

3.1.3. Occupational status

It is evident from the Table 1, that all the 120cent per cent of therespondents were following engaged inagriculture and optingas their mainoccupation for their livelihood. It is needless to say thatfarmers had aAgriculture as the major occupation since ages.This finding is in parallel with the findings of Priyanka and Jayasankar (2020).

3.1.4. Farm size

As regards with farm size, majority (53.33per cent%) of the respondents belonged to the category of marginalsmallfarmers followed by 25.83 per cent of the respondents were big farmers and 20.83 per cent of the respondents were small marginalfarmers.

3.1.5. Farming Experience

Majority On other facet (56.66 per cent) of the respondents had medium level of farming experience followed by 25.00 per cent of respondents belonged to low level of farming experience and 018.33 per cent exhibited to high level of farming experience

3.1.6. Mass media exposure

Major portion (58.33 per cent%) of respondents had medium level of mass media exposure followed by 25.00 per cent of the respondents with low level of mass media exposure and 16.66 per cent with low highlevel of exposure towards mass media.

3.1.7. Extension agency contact

As regards with extension agency contact, major portion (54.16 per cent%) of respondents had medium level of extension agency contact followed by low level (25.00 per cent%)of the respondents had low level of extension agency contact and 20.83 per cent had low highlevel of extension agency contact.This finding is in line with the findings of Priyanka and Jayasankar (2022).

3.1.8. Economic motivation

The results revealed from Table 1, that majority (68.33 per cent%) of the respondents were observed to have medium level of economic motivation followed by 24.16 per cent of the respondents spotted in high level of economic motivation and remaining 07.50 per cent of respondents had low level of economic motivation.

3.1.9. Innovativeness

From Table 1 the results concluded that, majority (54.16per cent%) of the respondents were attained to medium level of innovativeness whereas 29.16 per cent of respondents had low level of innovativeness and remaining 16.66 per cent of the respondents had high level of innovativeness.

3.1.10. Training Undergone

It is evident from the Table 1, that more majority (53.33 ~~per cent~~%) of the respondents have attended two trainings~~. F~~f~~f~~ollowed by 30~~.00~~ per cent of respondents ~~attended~~ undergone one training~~s~~ and 16.66 per cent of respondents had attended more than two trainings.

3.2. Attitude of farmers ~~about~~ towards~~s~~agricultural services disseminated ~~by~~ through~~s~~mobile phone

The results observed from Table 2 reveal that majority of the farmers 43.33 per cent had favourable attitude ~~about~~towards~~s~~agricultural services disseminated ~~by~~ through~~s~~mobile phone. However, 29.17 per cent of farmers had most favourable attitude followed by 27.50 per cent had least favourable attitude. This finding is accordance with the findings of Pudke *et al* (2018).

Table 2.Attitude of farmers ~~about~~ towards~~s~~agricultural services disseminated ~~by~~ through~~s~~mobile phone

(n = 120)

Sl. No.	Category	Frequency	Per cent
1.	Least Favourable	33	27.50
2.	Favourable	52	43.33
3.	Most Favourable	35	29.17
	Total	120	100.00

The reason may be the farmers are getting timely and accurate messages from mobile phone based on their needs and the scientists are also sending ~~the~~ correct messages to the ~~needy~~ farmers and obtaining feedback from them about efficiency of various applications used in mobile phone.

3.3. Relationship between profile of the farmers and their attitude

Table 3. Relationship between profile of the farmers and their attitude

(n = 120)

S.No	Independent	Correlation Coefficient

	Variable	r value
1	Age	-0.154NS
2	Educational Status	0.327**
3	Occupation	-0.075NS
4	Farm Size	0.052NS
5	Farming Experience	0.0137NS
6	Mass Media Exposure	0.255**
7	Extension Agency Contact	0.227**
8	Economic Motivation	0.253**
9	Innovativeness	0.031**
10	Training Undergone	0.081NS

Out of ten characteristics studied, five characteristics namely educational status, mass media exposure, extension agency contact, economic motivation and Innovativeness were found to have positive and significant relationship with the attitude of farmers towards the agricultural services disseminated by mobile phone . The remaining characteristics like Age, occupation, farm size, farming experience, innovativeness and training undergone were found to be non- significant. This finding is in line with the findings of Chauhan (2010) and Jaswanth Naik *et al* (2020).

4. CONCLUSION

The study concluded that majority of the farmers 43.33 per cent had favourable attitude about agricultural services disseminated by mobile phone. And the relationship of profile characterises revealed that out of ten characteristics studied, five characteristics namely educational status, mass media exposure, extension agency contact economic motivation and Innovativeness were found to have positive and significant relationship with the attitude of farmers towards the agricultural services disseminated by mobile phone. Thus the study concluded mobile phone had positive attitudeamong the farming community and in the field of agricultural extension. Mobile ICT devices and services are rapidly becoming available to rural agriculture communities worldwide, including the poorest and also providing easy timely and convenient access to customized content.

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