

“STUDY ABOUT OPINION OF FARMERS TOWARDS SERVICE OF KISAN CALL CENTRE”

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Abstract:

Background: KCC is a new dimension in agriculture extension management, which takes account of, and makes full use of on-going information and communication revolution, by optimally utilizing the communication bandwidth to serve the farming community in remotest areas of the country by connecting them to best of the agricultural scientific community. **Objectives of the Study:** “Opinion of Farmers towards *Kisan Call Centre* was conducted on the following objectives: 1. To study about the socio personal-agro-economic characteristics of farmers. 2. To study about the opinion of the farmers regarding *Kisan Call Centre*. 3. To find out the relationship of farmers and their opinion regarding *Kisan Call Centre*. **Materials & Methods:** The study was carried out in *Kanpur sadar* and *Bilhaur tehsils* of *Kanpur Nagar* district in Uttar Pradesh State. From these two *tehsils*, a sample of 120 respondent farmers was drawn with the help of random sampling method. Data were collected by personally interviewing the respondent farmers with the help of pretested structured schedule. **Results & Discussion:** The statistical tools used were percentage, mean score and coefficient by of correlation *etc.* It was found that education, extension contact, sources of information and social participation were established positive and highly significant relationship with the opinion of farmers towards *Kisan Call Centre*. The variables land holding and total annual income established significant relationship with the opinion of respondent farmers. **Summary & Conclusion:** It was found that, the caller farmers suggested that *Kisan Call Centre* should provide information promptly (80.00 per cent), followed by information should be given in regional language (70.00 per cent); answer of the questions should be given peacefully and satisfactorily (64.17 per cent); information should be given according to the local situation (40.00 per cent); Specialist of different subjects should be selected for advising to the farmers (32.50 per cent); made more phone lines (30.00 per cent). The research study will be useful in understanding the personal and socio-economic characteristics of the farmers, their attitude towards *Kisan Call Centre* and constraints faced by them, while use of KCC.

Key Words: Opinion, Farmers, Opinion of Farmers, Service, Service of *Kisan Call Centre*.

INTRODUCTION

Information and communication technology is playing a crucial role in the entire sector including agriculture. Now a day has massive telephone telecom network with the massive telephone subscribers. Telephone is being used for rapid communication of information from one to another place in least amount of time. The main theme of extension education is dissemination of agricultural technology. India is a country of agriculture, as the main occupation and majority of the population lives on agriculture. Ironically most of them reside in rural areas. According to the Economic Survey 2021-22 and official statistics, agriculture and allied sectors contributed 18.8 percent to India's Gross Value Added (GVA) in 2021-22, not 19.9 percent. While the contribution of agriculture and allied sectors was roughly 20.2% in 2020-21, it settled slightly lower at 18.8% in 2021-22, largely due to the recovery of

other sectors following the pandemic (**Press Information Bureau, GOI, 2020-2021**).

Indian agriculture is still being carried out based on traditional practices which are the main hindering factors of the development of the agriculture in country.

India telecommunication network is the second largest in the world with 1179.49 million subscribers as on 31 January 2021 (**Telecom Industry Overview in India 2020-2021**).

Communication is a basic need of all human beings and it is a continuing process throughout one's life. It is a natural demand of an individual and requirement for social existence. Independent farmers of past is dependent on many players today for information, input, marketing. With the increase in choices of farm inputs, pesticides, herbicides, high yielding varieties of seeds, a farmers today requires guidance of expert agriculturists more than anything else. Someone with whom they can share their crop related issues and learn preventive measures time of extension worker is spent for administrative work and travel.

The *Kisan Call Centre* (KCC) (TOLL FREE NO.1800-180-1551) represents a significant new dimension in agricultural extension management by leveraging Information and Communication Technology (ICT) to directly connect farmers with agricultural scientists and experts. Launched in 2004, it acts as a, "value multiplier" to traditional extension systems, enabling immediate, cost-effective, and multilingual advice for farmers, even in the most remote areas (**MANAGE, 2004**).

KCC is a new dimension in agriculture extension management, which takes account of, and makes full use of on-going information and communication revolution, by optimally utilizing the communication bandwidth to serve the farming community in remotest areas of the country by connecting them to best of the agricultural scientific community. This is an important value multiplier for the existing extension mechanisms, which find it otherwise difficult (in terms of infrastructure and finance) to reach their desired clientele. This will enable establishment of close linkages and seamless communication mechanism among the key stakeholders in the extension system namely – agricultural scientists, extension functionaries, farmers and marketing agencies.

Under these circumstances, is it possible to serve all the farmers, all the time for all the problems? Now Telephone including mobile are of great help in disseminating information and providing timely advice to the farmers. Computers are the great discovery of 20th century but when all the fields are surging ahead to use information technology, agriculture extension is yet to device proper ways and means to use it to benefit the farmers.

Cyber extension over cyber space means “using the power of on- line networks, computer, communications and digital interactive multimedia to facilitate dissemination of agricultural technology; therefore there is a need to analyze the response and opinion of the farmers about the *Kisan Call Centre*.”

For the making call at *Kisan Call Centre* there must be positive Opinion of the farmers towards *Kisan Call Centre*. Keeping in view the problems in agriculture, an investigation on “Opinion of Farmers towards *Kisan Call Centre* was conducted on the following objectives:

- To study about the socio personal-agro-economic characteristics of farmers.
- To study about the opinion of the farmers regarding *Kisan Call Center*.
- To find out the relationship of farmers and their opinion regarding Kisan Call Center (KCC).

MATERIALS & METHODS

The study was carried out in *Kanpur sadar* and *Bilhaur tehsils* of *Kanpur Nagar* district in Uttar Pradesh State. From these two *tehsils*, a sample of 120 respondent farmers was drawn with the help of random sampling method. To know the education, extension contact, source of information, knowledge of farmers about KCC and farmers opinion towards KCC so that structured schedule was developed. A simple ranking technique was applied to measure the source of information. The data was collected with the help of well-structured, pre-tested, interview scheduled through personal contact and data were compiled, tabulated and analyzed to get answers of predefined objectives of the study, due to modification for measurement risk and scientific orientation. The statistical tools used were percentage, mean score and coefficient by of correlation etc.

RESULTS & DISCUSSION

This chapter presents the conclusions and inferences made regarding the particular goals of the study based on analysis using pertinent statistical techniques.

1. GENERAL INFORMATION

• **Socio-Economic & Communication Characteristics**

In this section, Age, Education, Farming Experience, Land holding, Annual Income, Extension Contact, Sources of Information and Social Participation *etc* and other socio economic and communication characteristics of the respondents were examined.

The results as obtained are detailed under each of the subheadings are displayed below in both frequency and percentage.

Table. 1. Distribution of the respondents according to Socio-Economic Characteristics Respondents (n=120)

SL. No.	Age	Frequency	Per Cent
1	Young (up to 35 years)	23	19.17
2	Middle (36 to 55 years)	64	53.33
3	Old (56 & above years)	33	27.50
	Total	120	100.00
SL. No.	Education	Frequency	Per Cent
1	Illiterate	10	8.33
2	Primary school	34	28.34
3	Secondary school	42	35.00
4	Higher secondary school	21	17.50
5	Graduation	12	10.00
6	Post graduation	1	0.83
	Total	120	100.00
SL. No.	Farming Experience	Frequency	Per Cent
1	Low (up to 9 years)	26	21.67
2	Medium (10 to 29 years)	67	55.83
3	High (30 years and above)	27	22.50
	Total	120	100.00
SL. No.	Land Holding	Frequency	Per Cent
1	Marginal (up to 1.00 ha)	28	23.33

2	Small (1.01 to 2.00 ha)	61	50.83
3	Semi-medium (2.01 to 4.00 ha)	23	19.17
4	Large (4.01 to 10.00 ha)	8	6.67
	Total	120	100.00
SL. No.	Annual Income (Rs.)	Frequency	Per Cent
1	Up to Rs. 50,000/-	40	33.33
2	Rs.50,000/- to 1,00,000/-	57	47.50
3	Rs.1,00,001/- to 1,50,000/-	09	7.50
4	Rs.1,50,001/- to 2,00,000/-	06	5.00
5	Above Rs. 2,00,001/-	08	6.67
	Total	120	100.00

The distribution of respondents according to socio-economic characteristics has been presented in following Table 1. The distributional analysis pertaining to age of the respondent mentioned in Table 1 indicate that more than half (53.33 per cent) of the respondents belonged to middle age group. To the extent of 27.50 per cent of the respondents were observed in old age category and 19.17 per cent appeared in young age category. It could be stated from the above findings that majority of the respondents were found in middle and old aged group. The above findings are similar to the findings reported by **Thakare (2002) and Gangurde (2003)** that, more than half of the (50.00 per cent) respondents were observed in middle age group.

It was assumed that education plays an important role in possession of knowledge about *Kisan Call Centre* and hence it has been considered in the present study. Findings revealed that 35.00 per cent of the respondents had completed secondary school level of education, followed by 28.34 per cent of them educated up to primary education school levels. Higher secondary school level was availed by 17.50 per cent of the followed by graduation level (10.00 per cent); 8.83 per cent respondent were found illiterate and only one (0.83 per cent) respondent was post graduate. It was inferred that majority of the respondents were educated up to secondary school level.

The data from the Table 1 indicated that, more than half (55.83 per cent) of the respondents had medium farming experience followed by 22.50 per cent of respondents had high farming experience and while only 21.67 per cent of the respondents had low farming experience. Thus, it can be inferred that majority of the respondents had medium farming experience.

It was revealed that half of the respondents (50.83 per cent) possessed small size land holding, followed by 23.33 per cent of the respondent having marginal size category of land holding, the respondent found in semi-medium and large size category of land holding were 19.17 per cent and 6.67 per cent respectively. Thus, it was concluded that majority of the respondents possessed small size of land holding.

It is observed from Table 1 that almost half (47.50 per cent) of the respondents had their annual income in between Rs. 50,001/- to 1,00,000/- followed by 33.33 per cent respondents had total annual income less than 50,000 whereas, 7.50 per cent of the respondents had an annual income between Rs. 1,00,001/- to 1,50,000/- followed by 6.67 per cent and 5.00 per cent respondents possessed annual income above 2,00,001/- and between Rs. 1,50,001/- to 2,00,000/- respectively.

Therefore, it was concluded that majority of the respondents earned total annual income in between Rs. 50,001/- to 1,00,000/-.

Table 2. Distribution of the Respondents by their particulars of Extension Contact Respondents (n=120)

SL. No.	Extension Contact	Frequency	Per Cent
1.	<i>Gramsevak</i>	77	64.17
2.	Agriculture Technical Assistance	90	75.00
3.	Agriculture Extension Officer	36	32.50
4.	Village Development Officer	56	46.67
5.	Sub-divisional officer	34	28.33
6.	Krishi Vigyan Kendra	55	45.33
7.	Other	25	20.83

Table 2 reveals that three fourth (75.00 per cent) of the respondents sought information from Agriculture Technical Assistant for the extension contact followed by 64.17 per cent of the respondents sought information from the *Gramsevak*. Almost equal i.e. 46.67 per cent and 45.33 per cent of the respondents sought information from Village Development Officer and KVK as extension contact. It is observed that 32.50 per cent of the respondents had extension contact with Extension Officer followed by Sub-divisional officer (28.33 per cent) and others (20.83 per cent).

Table 3. Distribution of the Respondents by their particulars of Sources of Information Respondents (n=120)

SL. No.	Sources of Information	Frequency	Per Cent
A	Individual contact		
1	<i>Gramsevak</i>	77	64.17
2	Agriculture Extension officer	32	26.67
3	Block Development Officer	01	0.83
4	Progressive farmer	79	65.83
5	Local leader	12	10.00
6	Relative/ Friend/ Neighbour	32	26.67
7	Other	08	6.67
B	Group contact		
1	Demonstrations	36	30.00
2	Group discussion	55	45.83
3	Education trip	29	24.17
4	Meetings	63	52.50
5	Others	03	2.50
C	Mass contact		
1	Agril. Magazines / Newspapers	79	65.83
2	Radio	29	24.17
3	T.V.	78	65.00

4	Agril. Exhibition	91	75.83
5	<i>Krishi mela</i>	51	42.50
6	Other	05	4.17

Note - (Figures in parenthesis indicates per cent)

Findings reveal that majority (65.83 per cent) of the respondents used progressive farmer as their individual sources of information. It is observed that 52.50 per cent respondents used meetings as a source of information from group contact sources of information. It is observed that majority (75.83 per cent) of the respondents used Agricultural exhibition as source of information followed by 65.83 per cent of the respondents who collected information from Agril. Magazines and Newspapers and 65.00 per cent of the respondents who collected information from T.V. It is observed that 42.50 per cent respondents used *Krishi mela* as source of information.

Table 4. Distribution of the Respondents by their particulars of Social Participation Respondents (n=120)

SL. No.	Social Participation	Frequency	Per Cent
1	<i>Gram panchayat</i>	32	26.67
2	<i>Panchayt Samiti</i>	06	5.00
3	Credit Society	45	37.50
4	Co-operative dairy society	08	6.67
5	Co-operative poultry society	03	2.50
6	Co-operative Bank	17	14.17
7	Youth Club	24	20.00
8	Self Help Group	29	24.17
9	Others	28	23.33

Note - (Figures in parenthesis indicates per cent)

Table 4 depicted that 37.50 per cent of the respondents had participation in Credit Society. Almost equal per cent of respondents had participation in *Gram panchayat* (26.67 per cent); Self Help Group (24.17 per cent); others (23.33 per cent) and Youth Club (20.00 per cent). Only 14.17 per cent of the respondents had participated in Co-operative bank . Almost equal per cent of the respondents had participated in Co-operative dairy society (6.67 per cent) and *Panchayat Samiti* (5.00 per cent). Further, 2.50 per cent of the respondents had participated in Co-operative Poultry Society. . None of the respondents had participated in *Zilla parishad*.

2. SPECIFIC INFORMATION

• Opinion of Farmers towards *Kisan Call Centre*

Farmers generally hold a positive to moderately favorable opinion of the *Kisan Call Centre* (KCC), valuing it as a convenient source for expert agricultural advice in local languages, which helps improve crop yields and reduce costs. While many express satisfaction with the technical expertise and prompt service, some farmers express concerns regarding the need for better, more detailed advice and, in some cases, limited, non-practical solutions.

The frequency of opinion of farmers towards *Kisan Call Centre* was ascertained and the findings are given in Table 5.

Table 5. Distribution of the Respondents according to their statement wise opinion regarding Kisan Call Centre Respondents (n= 120)

SL. No.	Opinion	Frequency			
		Highly favourable	Moderately favourable	Less favourable	Total
1.	Through <i>Kisan Call Centre</i> farmers receive immediate information.	108 (90.00)	7 (5.83)	5 (4.17)	100 (100.00)
2.	<i>Kisan Call Centre</i> toll free number is not connecting timely.	38 (31.67)	12 (10.00)	70 (58.33)	100 (100.00)
3.	This scheme for farmers makes them helps to strengthen for farming.	67 (55.83)	38 (31.67)	15 (12.50)	100 (100.00)
4.	Farmers get help in sudden agriculture problems through <i>Kisan Call Centre</i> .	78 (65.00)	09 (7.50)	33 (27.50)	100 (100.00)
5.	Scientific information of KCC operators is not updated.	34 (28.33)	29 (24.17)	57 (47.50)	100 (100.00)
6.	This scheme is specially for small farmers.	17 (14.17)	06 (5.00)	97 (80.83)	100 (100.00)
7.	For the development of small farmers the concept of the <i>Kisan Call Centre</i> is a good thing and worthwhile.	102 (85.00)	18 (15.00)	0 (0.00)	100 (100.00)
8.	KCC operators are not willing to solve the problems of farmers.	23 (19.17)	7 (5.83)	90 (75.00)	100 (100.00)
9.	This scheme minimizes the problems of farmers.	38 (31.67)	56 (46.67)	26 (21.66)	100 (100.00)
10.	<i>Kisan Call Centre</i> encourages farmers to accept updated technology for production.	105 (87.50)	12 (10.00)	3 (2.50)	100 (100.00)
11.	<i>Kisan Call Centre</i> does not help in improving all technological aspects of the farmers.	12 (10.00)	18 (15.00)	90 (75.00)	100 (100.00)
12.	<i>Kisan Call Centre</i> saves labour, time, money etc. of farmers.	112 (93.33)	2 (1.67)	6 (5.00)	100 (100.00)
13.	KCC helped to reduce the unemployment.	43 (35.83)	54 (45.00)	23 (19.17)	100 (100.00)
14.	Farmers get in-depth knowledge of various schemes through KCC.	85 (70.83)	17 (14.17)	18 (15.00)	100 (100.00)
15.	KCC is not encouraging the use of improved, scientific and new technology.	11 (9.17)	6 (5.00)	103 (85.83)	100 (100.00)
16.	Other farmers should avail the benefits of KCC.	115 (95.83)	3 (2.50)	2 (1.67)	100 (100.00)

Note - (Figures in parenthesis indicates per cent)

It is evident from the distribution in Table 5 that 95.83 per cent of the respondents had highly favourable opinion regarding KCC they thought that other farmers should avail the benefits of the KCC. Majority

(93.33 per cent) of the respondents had highly favourable opinion with regards to *Kisan Call Centre* saves farmers labor, time, money, etc. of farmers, 90.00 per cent of the respondents had receive immediate information through *Kisan Call Centre*. About 87.50 per cent of the respondents had highly favourable opinion with *Kisan Call Centre* because this service helps farmer to accept updated technology for production. Further study clearly indicated that 85.00 per cent of the respondents had highly favourable opinion for the development of small farmers the concept of the *Kisan Call Centre* is a good thing and worthwhile. 70.83 per cent of the respondents had highly favourable opinion towards *KCC* for farmers get in-depth knowledge of various schemes through *KCC*. About 65.00 per cent of the farmers had highly favourable opinion with the statement of farmers get help in sudden agriculture problems through *Kisan Call Centre*.

As About 55.83 per cent of the respondents had highly favourable opinion with this scheme for farmers makes them helps to strengthen for farming. It was found that 46.67 per cent of the respondents had moderately favourable opinion that this scheme minimizes the problems of farmers. Futher the study reveals that 45.00 per cent of the respondents had moderately favourable opinion that *KCC* helped to reduce the unemployment.

Most (85.83 per cent) of the respondents have less favourable opinion towards *KCC* is not encouraging the use of improved, scientific and new techonology followed by 80.83 per cent of farmers had less favourable opinion towards this scheme is specially for small farmers.

About three fourth (75.00 per cent) of the respondents had less favourable opinion towards *Kisan Call Centre* does not help in improving all technological aspects of the farmers and *Kisan Call Centre* does not help in improving the knowledge of the farmers. As regards, 58.33 per cent of the respondents had less favourable opinion towards *Kisan Call Centre* toll free number is not connecting timely and 47.50 per cent has less favourable opinion towards scientific information of *KCC* operators is not updated.

Hence, it is concluded that, majority of the respondents had highly favourable opinion towards *Kisan Call Centre*, due to the *KCC*, the daily agricultural problems is going to be solved and it is well thought out and benefiting approach for the small farmers development.

Majority of the farmers had moderately favourable opinion towards *KCC*.

Table 6. Distribution of the Respondents according to their opinion regading *Kisan Call Centre* Respondents (n= 120)

SL. No.	Opinion (Score)	Frequency	Per Cent
1	Less favourable (up to 54)	31	25.83
2	Moderately favourable (55 to 65)	78	65.00
3	Highly favourable (above 65)	11	9.17
	Total	120	100.00

It can be seen from table 6, majority (65.00 per cent)of the respondents had moderately favourable opinion towards *Kisan Call Centre*, followed by 25.83 per cent of the farmers had less favourable opinion towards *Kisan Call Centre*. Only 9.17 per cent showed that farmers had highly favourable opinion towards *Kisan Call Centre*.

These findings were similar with the findings of Shinde (2015) who reported that majority of the beneficiaries (56.67 per cent) had moderately favourable opinion towards National Horticulture Mission,

followed by 24.16 percent had less favourable opinion towards NHM. About 19.17 per cent showed that beneficiaries had highly favourable opinion towards National Horticulture Mission.

COEFFICIENT OF CORRELATION OF INDEPENDENT VARIABLES WITH DEPENDENT VARIABLE

In order to find out the relationship of the selected characteristics of the respondent farmers with opinion, correlation coefficient was worked out. The results obtained from the relational analysis have been presented below.

As evident from the previous studies, various independent variables influence opinion. The opinion of the respondent farmers may have also been a function of different correlations. The table 7 clearly depicted that Coefficient of Correlation of independent variables with dependent variables regarding service of *Kisan Call Centre*.

Table 7. Coefficient of Correlation of selected characteristics of the Respondents with their opinion towards *Kisan Call Centre* Respondents (n=120)

SL. No.	Variables	r' value
1	Age	0.0357
2	Education	0.2482**
3	Farming experience	0.0722
4	Land holding	0.2050*
5	Annual income	0.1945*
6	Extension contact	0.2680**
7	Sources of information	0.2303**
8	Social participation	0.3202**

*Significant at 0.05 level of probability

** Significant at 0.01 level of probability

It is evident from table 7 that education, extension contact, sources of information and social participation were established positive and highly significant relationship with the opinion of farmers towards *Kisan Call Centre*.

The variables land holding and total annual income established significant relationship with the opinion of respondent farmers.

The variables namely, age and farming experience positive and non significant relationship with opinion of farmers towards *Kisan Call Centre*.

Shinde (2015), have reported similar finding education, land holding, annual income, extension contact which happened to be positive and significant correlation with opinion of farmers towards horticultural development programme.

SUMMARY & CONCLUSION

A call centre based extension service delivering knowledge and information exactly as per the requirements of the farming community has been started under the name of *Kisan Call Centre*. This system also helps to keep a record of what is being delivered to the farmers in terms of knowledge and information. The *Kisan Call Centre* scheme is functioning since 21st January 2004. The *Call Centre* can be accessed by farmers all over the country on common Toll-Free Number 1551 from land line

telephone and 1800-1801551 from any mobile phone. The purpose of these *Call Centre* is to respond to issues raised by farmers, instantly, in the local language. There is *Kisan Call Centre* for every state which is expected to handle traffic from any part of the country. Queries related to agriculture and allied sectors are being addressed through these *Call Centre*.

It was found that, the caller farmers suggested that *Kisan Call Centre* should provide information promptly (80.00 per cent), followed by information should be given in regional language (70.00 per cent); answer of the questions should be given peacefully and satisfactorily (64.17 per cent); information should be given according to the local situation (40.00 per cent); Specialist of different subjects should be selected for advising to the farmers (32.50 per cent); made more phone lines (30.00 per cent).

The research study will be useful in understanding the personal and socio-economic characteristics of the farmers, their attitude towards *Kisan Call Centre* and constraints faced by them, while use of KCC. Moreover, the results of this study would provide guidance to village level worker, extension officials other development agencies for bringing desirable changes in implementation of this scheme.

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