



RESEARCH PAPER

Constraint analysis of whatsapp messages in transfer of agricultural technology

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Abstract : WhatsApp as technology transfer tool has achieved great popularity in the Amravati district. Durgapur KVK located in district has taken efforts for establishment and functioning of WhatsApp groups. The present study was conducted in Amravati district of Vidharbha region Maharashtra state with an objective to analyze “Constraint faced by WhatsApp user farmer in transfer of Agricultural technology”. From selected districts two talukas namely Amravati and Bhatkuli were purposively selected for study from Amravati district. From each talukas six villages were selected and from each selected village ten respondents of WhatsApp user were randomly selected to comprise 120 respondents. Ex-post-facto research design was used for the study. It was observed that majority of respondents belonged to middle age group (52.50 %), most of them were educated up to secondary school (39.17 %), majority of respondents had small size of land holding (26.67 %), majority of respondents were had medium annual income (48.33 %), medium level of social participation (56.67 %), had poor level of internet connectivity (44.17 %), most of them partial level of use of ICT tools (92.50 %), majority (42.50 %) of the respondents having partial level of proficiency, majority of them medium level of Innovativeness (49.17 %), majority of them medium level of techno savviness (60.83 %) and majority of them medium level of achievement motivation (56.67 %). The result showed that nearly half *i.e.*, 49.17 per cent of respondents faces sever to some extent of constraint while taking agriculture information through WhatsApp, followed by 35.00 per cent respondents faces low sever constraint and 15.83 per cent respondents faces more sever constraint while transferring Agricultural technology. So there is need to organized the proper training programme, practical knowledge and government should develop technical facilities to the farmers.

Key Words : Constraints, WhatsApp, Agricultural technolgy

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