

RESEARCH ARTICLE

Effectiveness of mobile based SMS in transfer of agricultural technology

■ S. Neelaveni, P. Venkatarao, Ch. Balakrishna, B. Mounika and D. Chinnam Naidu

SUMMARY

Effective communication strategy is need of the hour to enable research results to reach the farmers fields without much time lag. Hence, it is obvious to use modern ways of communication besides traditional methods of communication. KVK, Amadalavalasa has started sending mobile based SMS through WAY 2 SMS to the KVK registered farmers to transfer of agricultural technology since June 2010. Here study was conducted with the objective of studying the effectiveness of mobile based SMS in transfer of agricultural technology. Efforts should be made to disseminate complete and precise information on all aspects of crop and related information for harnessing the possibilities of utilizing the information, The mobile service authorities need to take extra care to streamline the system so as to prepare relevant content for maximum utility by the end users. Hence more concentration should be given on demand and need of the farmer rather than the technology. Leaders are needed for the long haul as interventions that require new infrastructure or policy and institutional reforms take years to complete. Real time agro advisory is need of the hour to cover more number of farmers. Voice messages may be preferable than text messages for covering illiterate farmers. KVKs and other extension functionaries can make new platforms to reach the unreachable through mobile advisory.

Key Words : Mobile based, SMS in transfer, Agricultural technology

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MEMBERS OF THE RESEARCH FORUM

Author to be contacted :

S. Neelaveni, District Agricultural Advisory and Transfer of Technology Centre (Acharya N. G. Ranga Agricultural University), Srikakulam (A.P.) India

Address of the Co-authors:

P. Venkatarao, District Agricultural Advisory and Transfer of Technology Centre (Acharya N. G. Ranga Agricultural University), Srikakulam (A.P.) India

Ch. Balakrishna, B. Mounika and D. Chinnam Naidu, Krishi Vigyana Kendra, Amadalavalasa (A.P.) India
Email : bonumounika2022@gmail.com