

Research Article

# Correlation of technical knowledge of Kisan Mobile Sandesh beneficiaries in Jabalpur district : A case of mobile-based ICT application

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**ARTICLE CHRONICLE :**

**Received :**

14.03.2014;

**Revised :**

12.04.2014;

**Accepted :**

20.04.2014

**SUMMARY :** The experiments conducted by various institutions accumulated the rich experiences of information technology utilization in agriculture technology dissemination. This study was conducted during year 2012-13 in the Jabalpur district of M.P. The totals of 117 respondents were selected randomly for the study. Results showed that Chi-square analysis of the selected five independent variables with dependent variable (*i.e.* technical knowledge) indicated that, the variables age, education, annual income, information seeking behaviour, appropriateness of message were positively significant at 0.05 per cent level of significance. The profile analysis clearly indicated that majority of the KMS beneficiaries belonged to the young age group (57.26%) and were having education upto high school (47.00%). Their main occupation was farming (70.08%), possessed medium size of land holding (50.42%). Higher percentage of Kisan Mobile Sandesh beneficiaries (52.99%) had above 5 members in the family and belonged to medium annual income (46.16.%) category. They had high perception (44.44%) level and were medium cosmopolite in nature (47.86%). Majority of them had higher economic motivation (42.74%), higher information seeking behaviour (41.02%) and perceived message as appropriate (44.44%). This research paper showed the significant relationship between all independent and one of dependent variable *i.e.* knowledge in Agricultural information dissemination.

**KEY WORDS :**

Technical knowledge,

KMS beneficiaries,

Mobile-based ICT

**How to cite this article :** Agrawal, Sonam, Singh, S.R.K and Rajan, Parvez (2014). Correlation of technical knowledge of Kisan Mobile Sandesh beneficiaries in Jabalpur district : A case of mobile-based ICT application. *Agric. Update*, 9(2): 237-242.

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