

A Case  
Study

## Designing and evaluation of touch screen information Kiosk on various livestock rearing practices

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### ABSTRACT

The livestock owners were satisfied to get information in their own language at an easily accessible place in their locality. They felt that the Kiosk saves time and money other wise they would have to spend to gather the same information on a topic compared to the bits of information they usually get from the veterinary professionals. Seeing the pictures, animations and short movies on different aspects of livestock farming has made the livestock owners to be more satisfied. Kiosks also helped in stimulating further dialogues/discussions with the personnel at the place of installation and / or neighbours and friends. The ability of the information Kiosk to add value to their waiting time was note worthy.

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**Key words :** Kiosk, Livestock rearing

Information is an important input in development, where livestock sector is not exceptional. This is especially so when the people are more disadvantaged with other resources like land and capital such like recourse poor livestock farmers. Information plays an important role in decreasing the poverty among farmers by increasing their ability to use human and social capital through making good and useful decisions, which requires added efforts from development personnel involved in this field like more deliberations and effective delivery methods of information dissemination. In this era of information society, Information and Communication Technologies (ICTs) has the power to cut across social and geographical distance and help people by finding new ways of facilitating the flow of information and knowledge rather than the intensive use of resources is now the key to success in the developing world. Keeping this in view, an effort was made to get familiar with the initiation and existence of ICT under Indian conditions, which could help the vulnerable groups to move out of information-exclusion (Haffernan, 2003). This potential of ICTs has been shown in several experimental projects in India and these information technology pilot projects need to be driven, not by technical concerns, but by information and communication.

Although, information on all aspects of livestock farming exists in all the farmer-related institutions, but its transfer and uptake by the livestock owners needs appropriate value additions or radical revision at all levels of information transfer. The prevailing conditions have stimulated the investigator to work out with the Touch screen information Kiosk project.

### Designing of touch screen information Kiosk :

The Information Kiosk designed for livestock farming information dissemination was thus considered an important information kit. The Information Kiosk has two parts in its synthesis.

- The machine *i.e.* hardware part (computer with interactive screen).
- The matter *i.e.* software part (programme which has text and pictures with audio back-up).

### The machine :

Technical specification of the computer : Intel Pentium IV with 1 GB DDR RAM 800 MHz, 120 GB HDD, DVD R and R/W Combo Drive, Mechanical Keyboard, Optical Scroll Mouse, 100 kbps internal modem and with 19 inch TFT Touch Screen monitor, windows