



# Constraints faced by user in the use of ICT tools like "KMS"

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## ABSTRACT

This study was conducted during 2012-13 in the Jabalpur district of M.P. to find out constraint use in KMS and their suggestion. A total of 117 respondents were selected randomly for the study. Results showed that, Majority of KMS beneficiaries face the problems related to network of cell phone (72.6%) followed by problem related to content of message (59.8%), non-availability of KMS related literature (50.4%), problem related to language (40.1%), lack of information and technical guidance from extension functionaries (31.6%), untimely delivery of message (28.2%) and lack of extension activities (21.3%). Suggestion found that the number of messages per week should be 5 and in Hindi language and the number of words should be 185. This research paper shows the constraint and their suggestions in flow of information exchange and enhance knowledge achievement in Agricultural information dissemination.

## INTRODUCTION

Recent development in ICT has created new opportunity to ensure that farmer can get information they need. Mass media play an important role in information distribution and in political market and public policy making. Mass media are effective in awareness and even to the extent of leading an individual to involvement at intellectual level. Awareness creates curiosity about new idea in the farmers mind leading them to seek more info about it. There are different platform through which farmer access information in India. This include radio, TV, print, face-to-face etc. However, today with the rapid growth in technology, mobile phones are widely used in day-to-day activities of life worldwide.

Kisan Mobile Sandesh is also one of them by which short message services are being provided by KVK's. The population of M.P. is about 6 crore, out of which 90 lakhs are mobile phone users. All 45 KVK of Madhya

Pradesh is sending agricultural messages to the farmer through mobile. The feature of Kisan mobile Sandesh long sms facility (160 characters) and sending 2 SMS in a week *i.e.*, on Tuesday and Friday, on in various agriculture aspect like agronomy, horticulture, plant protection, etc. to the farmers (besides some messages are also being sent by the KVKs as per the urgent needs).

## MATERIAL AND METHODS

The present study was conducted in Jabalpur district of M.P. Out of the 7 blocks in Jabalpur district, 2 blocks were selected *viz.*, Panagar and Sehora, Total 161 farmers were registered under Kisan Mobile Sandesh by the KVK, Jabalpur in the block out of which 70 per cent of the farmers *i.e.*, 117 respondent of Panagar and Sehora block were considered for the study. The study was designed to know the impact of KMS beneficiaries. The impact was study on the aspects of their technical knowledge. The data were obtained through pre-tested

structured schedule with the help of interview. The collected data were quantified, classified, tabulated and presented on the basis of frequencies and percentages.

## OBSERVATIONS AND ANALYSIS

The result of present study and suggestion to overcome the problem is presented under the following heads:

### Problems faced by the KMS beneficiaries while using KMS services :

The data regarding constraints faced by the KMS beneficiaries while using KMS services is presented in Table 1 which reveals that the majority of KMS beneficiaries faced the constraints *i.e.*, problems related to network of cell phone (72.6%) followed by problem related to content of message (59.8%), non-availability

of KMS related literature (50.4%), problem related to language (40.1%), lack of information and technical guidance from extension functionaries (31.6%), untimely delivery of message (28.2%) and lack of extension activities (21.3%). The finding is similar to that of Balaji *et al.* (2007).

The above findings indicated that the majority of KMS beneficiaries faced the problems related to network of cell phone.

### Suggestions given by the KMS beneficiaries for making KMS more effective :

*Suggestions given by the KMS beneficiaries regarding total number of word :*

It is clear from the Table 2 that the highest percentage (53.8%) of beneficiaries were of the opinion that the number of words should be 185 while 24.8 per

**Table 1 : Problems faced by the KMS beneficiaries while using KMS services**

Sr. No.	Constraints	f	%	Rank
1.	Lack of extension activities	25	21.3	VII
2.	Lack of information and technical guidance from extension functionaries	37	31.6	V
3.	Non-availability of KMS related literature	59	50.4	III
4.	Problems related to network of cell phone	85	72.6	I
5.	Untimely delivery of message	33	28.2	VI
6.	Problem related to language	46	40.1	IV
7.	Problem related to content of message	70	59.8	II

**Table 2 : Suggestions given by the KMS beneficiaries regarding total number of words**

Sr. No.	Number of words	Frequency	Percentage distributions
1.	170 words per message	25	21.4
2.	180 words per message	29	24.8
3.	185 words per message	63	53.8
	Total	117	100.00

**Table 3 : Suggestions given by the KMS beneficiaries regarding number of messages per week**

Sr. No.	Number of messages	Frequency	Percentage distributions
1.	3 messages per week	25	21.4
2.	4 messages per week	38	32.5
3.	5 messages per week	54	46.1
	Total	117	100.00

**Table 4 : Suggestions given by the KMS beneficiaries regarding the message language**

Sr. No.	Message language	Frequency	Percentage distributions
1.	Hindi	57	48.7
2.	English	12	10.3
3.	Local language	48	41.0
	Total	117	100.00

cent and 21.4 per cent beneficiaries expressed their views that the number of words should be 180 and 170, respectively.

*Suggestions given by the KMS beneficiaries regarding number of messages per week :*

It is clear from the Table 3 that the highest percentage (46.1) of beneficiaries were of the opinion that the number of messages per week should be 5 while 32.5 per cent and 21.4 per cent beneficiaries expressed their views that the number of messages per week should be 4 and 3, respectively.

*Suggestions given by the KMS beneficiaries regarding the message language :*

It is clear from the Table 4 that the highest percentage (48.7) of beneficiaries were of the opinion that the message language should be Hindi while 41.0 per cent and 10.3 per cent beneficiaries expressed their views that the message language should be local language and English, respectively.

### **Conclusion :**

It is clear from the study the above discussion that the majority of KMS user perceived constraint in the use of KMS were network of cell phone, content of messages non-availability of KMS related literature, problem related to language, lack of information and technical guidance from extension functionaries, untimely delivery of message and lack of extension activities. For overcome the problem related to use of KMS the suggestion were increases the number of message per week and the number of word per message and the language of the message should be Hindi.

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