

Original Research Article

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Digital Services' Utilization Pattern among Farmers of Central Zone Uttar Pradesh, India

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ABSTRACT

Keywords

ATIC, Internet, Digitization

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An exploratory study on internet utilization pattern among farmers is conducted in the central zone of Uttar Pradesh. Examine study, Information sharing and entertainment related factors that may affect the adoption of an innovation or product such as personal computer laptop mobile etc. For the study, a scale was developed by Department of Agricultural extension to measure internet utilization pattern of 225 farmers and farmers were approached personally by the investigator for the collection of relevant data the result of study suggests that most of the respondents have the positive effect on their overall performance due to digital services use.

Introduction

At present time digitization is a necessity from every point of view. Tracing money, growth, development and evaluation of various schemes are possible because of digitization. Various ideas can spread easily with the help of digital tech, like subsidy schemes of state and central government. A farmer can track new opportunities in agriculture sector with the help of just his mobile, that's the benefit of digitization and in India agriculture is a type of individuals work, which is completely un-organized and digitization is a tool which can organized it.

The main objectives of this study includes, Finding digital services' utilization pattern among farmers of central zone Uttar Pradesh

Materials and Methods

To measure the Digital services' utilization pattern among farmers, a total of 3 indicators was used viz. 1) Availability of digital/online communication services; 2) Utilization pattern of digital services based on purpose; 3) Medium/device for utilizing digital services; For gathering information from our chosen 225 farmers, a questionnaire was made with the help of extension

experts and interview method was preferred for it.

Results and Discussion

The availability of various communication services was observed and presented table. The result reveals that availability of jansevakendra was the highest 90.22 percent among the farmers' respective areas followed by kissan call centre 85.33 percent, IVRI helpline 48.00 percent, sugarcane information centre 38.66 percent, cahupalsagar 49.77 percent, hariyalikissan bazaar 56.44 percent, computer and internet centre 64.55 percent, jansevakendra 90.22 percent and telephone 0.9.77 percent.

Thus, it can be concluded that maximum farmers gather information from jansevakendra and Kissan call centre. Telephone is least usable medium for communication among farmers.

The study of utilization pattern-based purpose shows that 67.22 percent farmers used digital services for communication mostly, 25.33 percent used it often and 3.55 percent used it some time. Second purpose of digital services

is information gathering, maximum 57.77 percent farmers used it for this purpose, 25.33 percent used it often and 5.77 percent used it some time. In case of data sharing 49.33 percent, farmers used digital services, 28.44 percent used it often and 15.55 percent used it some time. For banking purpose maximum 46.66 percent farmers used digital services, 27.55 farmers used it often and 09.77 farmers used it sometimes. Entertainment is also a purpose of using digital services, mostly 32.00 percent farmers used it regularly, 15.55 percent used it often and 2.66 percent used it sometimes. For shopping only 20.00 percent used it mostly, follow them 14.22 percent farmers used it often and 08.00 percent used it some time.

Observing above table we can say that maximum 76.44 percent farmers used their own smartphone for using digital services and 17.77 percent farmers used others smartphone. Second device which was commonly used is laptop, 39.55 percent farmers used personal laptop and 52.00 percent used others. Desktop for digital services is very rarely used, only 03.55 percent used personal desktop and 06.66 percent used others.

Table.1 Availability of digital/online communication services

S.No.	Digital/online communication services	Availability	Percentage
1	Kissan call centre (KCC)	192	85.33
2	IVRI helpline (ATIC)	108	48.00
3	Sugarcane Information System	87	38.66
4	Chaupal Sagar (ITC)	112	49.77
5	HariyaliKissan Bazaar (HKB)	127	56.44
6	Computer and internet centre (CIC)	145	64.44
8	Jan sevakendra	203	90.22
7	Telephone	22	09.77

Table.2 Utilization pattern of digital services based on purpose

S.No.	Digital services	Utilization pattern		
		Mostly	Often	Sometime
1	Banking	105 (46.66)	62 (27.55)	22 (09.77)
2	Shopping	45 (20.00)	32 (14.22)	18 (08.00)
3	Information gathering	130 (57.77)	47 (20.88)	13 (05.77)
4	Communication	152 (67.55)	57 (25.33)	8 (3.55)
5	Entertainment	72 (32.00)	35 (15.55)	6 (2.66)
6	Data sharing	111 (49.33)	64 (28.44)	35 (15.55)

Table.3 Medium/device for utilizing digital services

S.No.	Medium	Personal	Others/cybercafe
1	Smartphone	172(76.44)	40(17.77)
2	Laptop	89(39.55)	117(52.00)
3	Desktop	08(03.55)	15(06.66)

Overall observation on this study revealed that utilization pattern of digital services among farmers was categorized into three groups viz. Mostly, often and sometimes. In most category digital services are used through jansvakendra followed by kisan call centre, sugarcane information system, hariyalikisan bazar, cybercafé respectively for communication and information.

In other category, primary purpose of digital services utilization is communication then information gathering followed by banking, data sharing, entertainment and shopping respectively. In category of devices which were used as medium for digital services smartphone came first followed by laptop and desktop respectively.

On the basis of our study we can conclude that our most of farmers are familiar with the

smartphone and its use and if digital technology is highly used for communication, it happens only because of smartphones. Currently internet is easily available in rural areas also that's why now jansvakendras are most popular among farmers and these jansvakendras helping farmers in various ways like providing information about gov. scheme and applying for it, generating various documents etc. Computers and laptops became essential now these days, direct use of them by farmers can be very little but effect of these in their life is huge. After communication these digital services are used for information gathering and data sharing mostly except shopping and we can very few farmers believed in online shopping. But use and users of digital services are really growing and in field of agriculture it happening very fast.

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