Study on Relationshipbetween the Personal Traitsof the Respondents with Their Knowledge and Attitude towards the Use of KCC

ABSTRACT:

The farmer may come across a number of information sources but they pursue only few of them depending upon the availability and the ease of use. Countering the importance and facts in view the present study entitled, "**Study on Relationship between the Personal Traits of the Respondents with Their Knowledge and Attitude towards the Use of KCC**" was undertaken in Ayodhya district. 150 farmers from Milkipur and Haringtonganjblock were selected using simple random sampling method.It was found that out of twelve independent variables, scientific orientation (0.8238) was positively highly significantly correlated with the knowledge about Kisan Call Center. However, the education (0.0787), land holding (0.0294) and risk orientation (0.0827) are positively and non-significantly correlated with knowledge about Kisan Call Center. Whereas, age (-0.0230), family size (0.0429), annual income (-0.0057), extension contact (-0.0320) and social participation (-0.0161) are negatively and non-significantly correlated with knowledge about Kisan Call Center. It was found that out of twelve independent variables, that the source of information (0.1230) is found positively and significantly correlated. Age (0.0179), education (0.0434), scientific orientation (0.0272) and family size (0.0400) found significantly correlated at 0.05 level of probability with the attitude of the respondents towards use of Kisan Call Center. However, land holding (-0.0729), occupation (-0.0367), Innovativeness (-0.0637), extension contact (-0.0157) social participation (-0.0569) and risk orientation (- 0.0181) are negatively and non-significantly correlated at 0.05 level of probability with the attitude of the respondents towards use of Kisan Call Center.

Key words:Relationship,*Independent & Dependent Variable, Knowledge, Attitude Kisan Call Centre.*

INTRODUCTION:

India is basically an agricultural country and agriculture sector accounts for about 17.32% of the GDP and employs 49% of the total workforce. Agriculture is fundamental for sustenance of an economy as is food for human beings. It contributes significantly to export earnings and is an important source of raw materials for almost all the industries. Access to technology is one of the most important enablers for farmers to improve productivity sustainably (Das et

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al., 2023). Innovative mechanisms for technology transfer are required to bring relevant tools, knowledge and knowhow to farmers. The policy framework for agricultural extension (Ministry of Agriculture, Government of India, 2000) highlights the opportunity for Information and Communication Technology (ICT) to improve the quality and accelerate the transfer and exchange of information to farmers, and ICT is consequently given a high priority, particularly as a tool for improving the marketing aspects of farm enterprises. Indian telecommunication revolution that too wireless connectivity made it possible to reach to unreachable located and remote location through help line Services.

During the present decade, India has seen an exponential growth in the telecom particularly in wireless. With quality information at rural people fingertips, and appropriate m services available in local languages, rural people can make improved decisions, specific to each individual. Still expanding their vast reach and simplicity of use at affordable cost, mobile devices are now in a position to extend public services to rural people at corner of the country.As a result, the Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India has launched Kisan Call Centers (KCC) on 21st January 2004with a view to leverage the extensive telecom infrastructure in the country to deliver extension services to the farming community with some special features including

- Information to farmers in local language
- Country wide common tollfree number 1800-180-1551
- From 6 am to 10 pm, round the year
- Call-conferencing facility with experts
- Toll-free, including all mobile networks

The purpose of these call centres is to respond to issues raised by farmers, instantly, in the local language. There are call centres for every state which are expected to handle traffic from any part of the country. Queries related to agriculture and allied sectors are being addressed through these call centres. The concept of Kisan Call Centers (KCCs) was a logical outcome of the commitment by the Government of India to leverage the ICT for overcoming the constraints of distance and time in providing new generation extension services to the farmers (Kavitha. S., and Anandaraja. N., 2017). The mission of KCCs is “To harness the state of art knowledge in the field of agriculture and allied areas and deliver the same to farmers through state of art technologies available for the dissemination of such knowledge to solve every day grass-roots problems in farmer’s own language and context.”

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The farmer may come across a number information sources but they pursue only few of them depending upon the availability and the ease of use. Countering the importance and facts in view the present study will cover the knowledge of farmers about Kisan Call Center and their attitude towards itsuse and also generate useful information on various constraints as perceived by the respondent in using Kisan Call Center and solutions suggested by the respondents. The study will also ascertain the relationship of knowledge and attitude of farmers with their socio-personal characteristics.

Methodology:

The Present study was undertaken in Uttar Pradesh. A list of farmers from the Milkipur and Haringtonganj block who called or texted the Kisan Call Center (KCC), located in Kanpur, between the 1st of January 2021 and the 31st of December 2021 was obtained from the Kisan Call Center (KCC), located in Kanpur. The contact information for these farmers was obtained from the Kisan Call Center (KCC), Kanpur. A proportional random sampling method was used to choose 150 of these farmers as the sample group to participate in the study. A structured schedule was developed in order to obtain information regarding the education, extension contact, source of information, knowledge of farmers regarding KCC, and attitude of farmers regarding KCC of respondents. The SES scale that was developed by Pareek and Trivedi (1963) was used for the purpose of measuring family size, occupation, land holding, social participation, and annual income with the appropriate modifications. The Scale developed by Supe (1969) was utilised, albeit with some necessary modifications, for the purposes of measuring risk and ensuring a scientific orientation. The Scale developed by Singh (1977) was used with due modification for measurement innovativeness of the respondents. A straightforward method of ranking was utilised in order to evaluate the sources of the information, the constraints from the perspective of the respondents, and the suggestions as well.

The data was collected with the help of well-structured, pre-tested, interview scheduled through personal contact and data were compiled, tabulated and analysed to get answers for objectives of the study. The statistical tools used were percentage, mean score, standard deviation and coefficient of correlation.Kerlinger FN(1986)

Results and Discussion:

The data pertaining to the relationship between the profile of the respondents and their knowledge about Kisan Call Center are presented in Table -1 and depicted diagrammatically in Fig.-1.The

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data in this regard presented in Table 1 clearly reveal that Occupation(0.2651) and Source of information (0.2065) are positivelyhighly significantly correlatedat 0.01 level of probability with the knowledge about Kisan Call Center.

Table-1: Relationship between profile of the respondents with their knowledge about Kisan Call Center

n=150

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
1.	Age	-0.0230
2.	Education	0.0787
3.	Family size	-0.0429
4.	Landholding	0.0294
5.	Occupation	0.2651**
6.	Annual income	-0.0057
7.	Innovativeness	0.1055*
8.	Extension contact	-0.0320
9.	Social participation	-0.0161
10.	Source of information	0.2065**
11.	Scientific orientation	0.8238**
12.	Risk orientation	0.0827

Note: - * Significant at 0.05 level, ** Significant at 0.01 level, NS Non-significant

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Scientific orientation (0.8238) found was positively highly significantly correlated at 0.05 level of probability with the knowledge about Kisan Call Center.Whereas scientific orientation (0.8238) was positively highly significantly correlated with the knowledge about Kisan Call Center. Thus, it rejects the null hypothesis. So, it can be concluded thatage is negatively influence the knowledge level of the respondents about Kisan Call Center.

However, the education (0.0787), land holding (0.0294) and risk orientation (0.0827) are

positively and non-significantly correlated with knowledge about Kisan Call Center. Thus, it accepts the null hypothesis. So it can be concluded that land holding and risk orientation does not influence the knowledge level of the respondents about Kisan Call Center.

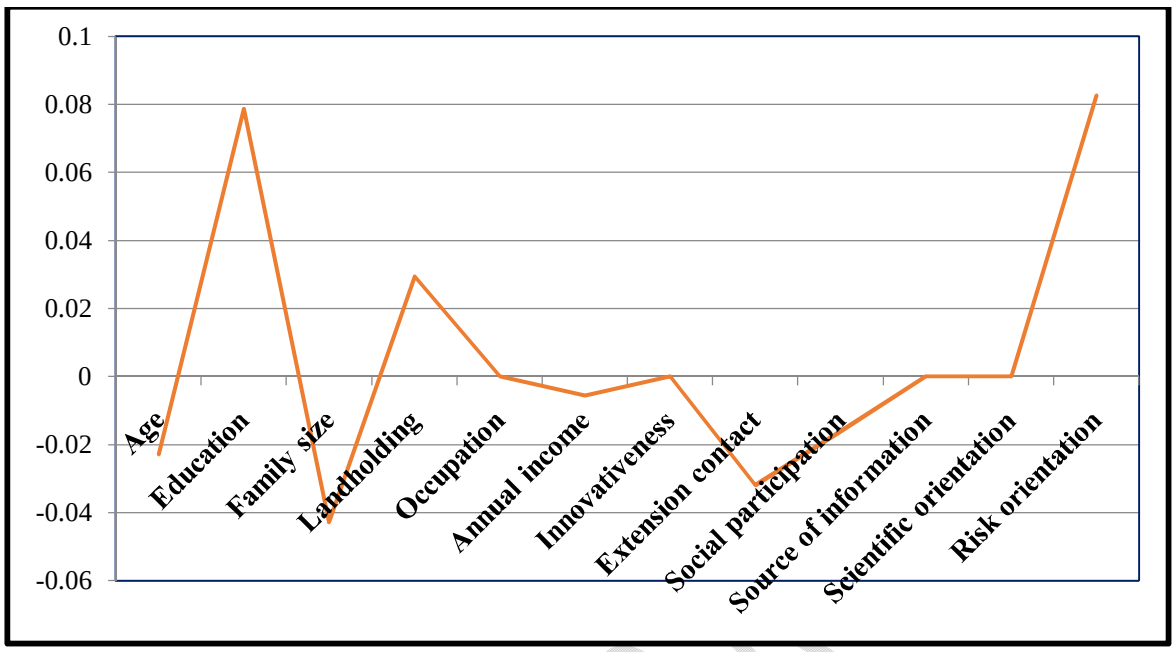

Fig.-1: Relationship between the profile of the respondents and their knowledge about Kisan Call Center

Whereas, age (-0.0230), family size (0.0429), annual income (-0.0057), extension contact (-0.0320) and social participation (-0.0161) are negatively and non-significantly correlated with knowledge about Kisan Call Center. Thus, it accepts the null hypothesis. So it can be concluded that family size and occupation does not influence the knowledge level of the respondents about Kisan Call Center.

The probable reason might be due to fact that educational level, innovativeness, good extension contact and social participation of respondents.

The findings are partially similar to the finding reported by Bhosle, P. B., Jondhale, S.G. and Patil, B., (2000).

.5. Relationship between the Profile of the Respondents with Their Attitude towards the Use of Kisan Call Center

The data pertaining to the relation between the profile of the respondents and their attitude towards use of Kisan Call Center are presented in Table- 2 and depicted diagrammatically in Fig.2

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Table-2: Relationship between the profile of the respondents with their attitude towards the use of Kisan Call Center

n=150

Sr. No.	Independent Variables	Correlation Coefficient ('r'value)
1	Age	0.0179
2	Education	0.0434
3	Family size	0.0400
4	Landholding	-0.0729
5	Occupation	-0.0367
6	Annual income	-0.2807**
7	Innovativeness	-0.0637
8	Extension contact	-0.0157
9	Social participation	-0.0569
10	Source of information	0.1230*
11	Scientific orientation	0.0272
12	Risk orientation	-0.0181

Note: - * Significant at 0.05 level, ** Significant at 0.01 level, NS Non significant

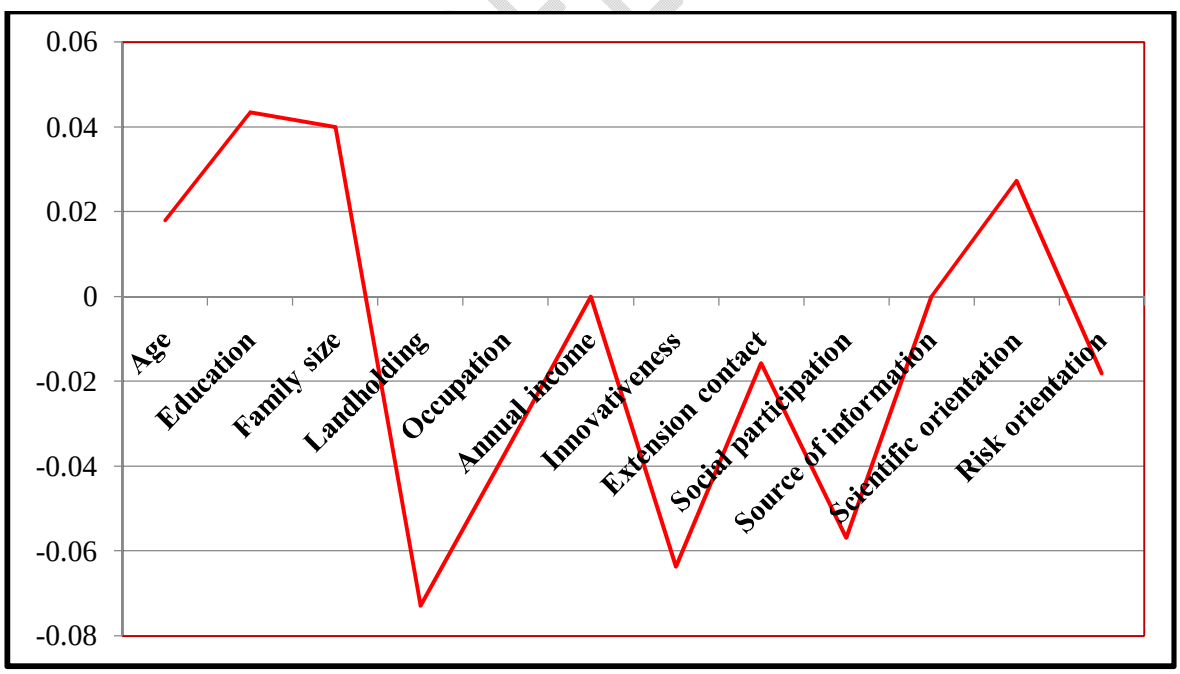

Fig.-2: Relationship between the profile of the respondents and their attitude towards the use of Kisan Call Center

The data in this regard presented in Table -2 clearly reveals that the source of information

(0.1230) is found positively and significantly correlated at 0.01 level of probability with the attitude of the respondents towards the use of Kisan Call Center.

Age (0.0179), education (0.0434), family size (0.0400) and scientific orientation (0.0272) found significantly correlated at 0.05 level of probability with the attitude of the respondents towards use of Kisan Call Cente.

The findings are partially similar to the finding reported by Koshy, S.M. and Kumar N.K. (2015, 2016); Arora, S. and Rathore, S. (2013); Verma *et al.*(2012).

CONCLUSION:

In conclusion, the findings revealed that a majority of the surveyed farmers hadscientific orientation (0.8238) was positively highly significantly correlated with the knowledge about Kisan Call Center. However, the education (0.0787), land holding (0.0294) and risk orientation (0.0827) are positively and non-significantly correlated with knowledge about Kisan Call Center. Whereas, age (-0.0230), family size (0.0429), annual income (-0.0057), extension contact (-0.0320) and social participation (-0.0161) are negatively and non-significantly correlated with knowledge about Kisan Call Center. It was found that out of twelve independent variables, that the source of information (0.1230) is found positively and significantly correlated. Age (0.0179), education (0.0434), scientific orientation (0.0272) and family size (0.0400) found significantly correlated at 0.05 level of probability with the attitude of the respondents towards use of Kisan Call Center. However, land holding (-0.0729), occupation (-0.0367), Innovativeness (-0.0637), extension contact (-0.0157) social participation (-0.0569) and risk orientation (- 0.0181) are negatively and non-significantly correlated at 0.05 level of probability with the attitude of the respondents towards use of Kisan Call Center.

The findings are partially similar to the finding reported byDas, S., Dash, S., & Banerjee, P. K. (2023).

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