

Study of the Mobile Phone Technology in Creating Awareness among Small Farmers of Sindh Province

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Abstract: Information and communication knowledge have played a positive role in different segments of the society such as in agriculture education and community development. Now a days most of the farmers are using these technologies especially mobile phones which have given a fruitful result to community. This study was conducted in Sindh Pakistan and survey was conducted in district Jamshoro Taulka Manjhand. Total two hundred respondents were randomly selected for data collection. The study indicated that 90% of the respondents possessed their personal mobile phones and 70% of the respondents utilized mobile for communication with their friends. While 75% of the were of the opinion asked that mobile phones have made their lives easy. However, the results showed that 72% did not contact with any agriculture officer and similarly not contacted with customers to sell their product. Furthermore, study revealed that 74.5% of the respondents replied that they utilize internet on mobile phones. Overall result indicated that farmers are not getting any benefit or increase their income, save time and energy by using the mobile phones in their places.

Keywords: Mobile phones agriculture information and internet use.

INTRODUCTION

In developing countries information and communication technologies playing vital role in transferring, sharing and disseminating information and knowledge about different things such as health, education and agriculture among different communities of the society [1]. Mobile phones have been one of the fast communication tools which are providing quick information in world and many people are getting benefit from this technology and considered as a important for agriculture development. This technology has provided connectivity and offer benefits such as mobility and security to owners [2-5]. Different studies have been conducted in which showed that mobile phones have provided god benefits to the farmers farming community for their marketing of the production.

The study conducted [6] revealed that majority of the farmers of Malaysia use mobile phones but lack of infrastructure, services and inefficiency of the government have created lot of problems for farmers. Another study was conducted in Ghana which indicated

that this technology help farmers to sell product as soon as possible before wastage. Study showed that before the mobile phones Ghana farmers spent many days to load the trucks of banana and beard much charges of the transport and similarly could not get the appropriate prices of their crops [7].

In the context of the Sri Lanka farmers could get information through mobile phones automated voice system. Therefore, mobile phones have improved the income and living standard of farmers in their areas [8]. According to the survey of Pakistan Telecommunication (PTA) in 2009 the total subscribers of mobile phones were 91.4 million and it is increasing day by day [9]. It showed that most of the people are using mobile phones in remote areas of the Pakistan and by using mobile phones farmers are getting more benefit from it.

There is no doubt that mobile phones and wireless technologies can be utilized for diffusion the information at critical time and can provide information regarding Tsunami as well as any crisis happen in rural areas [10]. By using information and communication technologies people can enhance their knowledge and skills. This technology not only used in agriculture but as well as it can introduce to enhance the educational system in developing countries and can also provide

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easy access in formal and informal education system. The information communication technologies applications can also enhance the quality and strength the motivation and providing employment opportunities and encouraging trainings and basic knowledge of instructor [11]. Moreover, information and communication technologies have also brought radical changes, awareness and knowledge enhancement among farmers. Who are using these technologies for agricultural and rural development [12].

The study is also reveal that in developing countries communication technologies have improved lives of farmers and other communities. In the perspective of the India, Bangladesh, Pakistan, Philippines and Indonesia extension services are providing information through information communication technology to develop agricultural and education of the area. Likewise in Ghana the similar technique has been implemented in agriculture and education where positive results have been observed [13]. Keeping in view the present study was designed with the aim to know the use of mobile phones in creating awareness among the small farmers of Sindh province.

MATERIAL AND METHOD

The quantitative approach has been applied for research and total two hundred respondents were selected randomly for data collection from Taulka Manjhand of district Jamshoro Sindh Pakistan. The simple random sampling technique was used to collect data by using the self- administered questionnaire. The main objective of this research study was to get the information about usage of mobile phones for agriculture information, how respondents use internet on mobile phones and how mobile phones save time, energy and money of the respondents. The Computer Software SPSS was used for data analysis of this study.

RESULT AND DISCUSSIONS

The respondents were asked about their age, result revealed that 25% of the respondents were in the age group of 20-25 years, while 38% of the respondents age was 26-30 years and 30.5% of the respondents' age was 31-35 years, only 6.5% of the respondents' age was 36-40 years with the mean value of (2.81, SD 885). The respondents were also inquired about their marital status, the result of the study showed that 77.5% of the respondents were married while 22.4% of the respondents were single. The mean value of the

marital status was 177 and SD 418. The respondents were also asked about their education level. The result revealed that 28.5% of the respondents' education level was non-formal. 36% of the respondents were primary, however 27% of the respondents' education level was matriculation and only 8.5% of the respondent education was intermediate. The respondents were also asked about their monthly income where result revealed that 17% of the respondents income was 1- 5 thousand rupees per month, 68% of the respondents income was 6- 10 thousand rupees per month while only 15% of the respondents income was 10- 15 thousand rupees per month with the mean value 1.98 SD .566

The Table 2 showed that majority 90% of the respondents have their own mobile phone. The respondents were also asked about the main purpose of the use of mobile phones where result revealed that 70% of the respondents replied that the main purpose of their use of mobile phones was communication with their friends. Furthermore, 19.5% of the respondents main purposes of mobile phone were to contacted with their family while 7% of the respondents communicated with metrological department to get latest information of the weather however only 3.5% of the respondents contacted with customers to sell their product. Furthermore, the respondents were asked about the benefit of the mobile phones where the result showed that 81.5% of the respondents said that mobile phone has given us a lot of benefit. However, respondents were inquired about the contact with agriculture officer by mobile phone the result showed that more than two third (72%) of the respondents said that they did not communicate with agriculture officer. While 11% of the respondents told that they contacted with agriculture officer moreover 17% of the respondents said some time they communicated with agriculture officer and asked about the use of pesticides in their crop.

The data from Table 3 showed that 15% of the respondent reported that by using the mobile phone it increased their income, while 67.5% of the respondents replied that mobile phone did not increase their income while 17.5% of the respondents said that some time mobile phones increased their income. The respondents were asked about whether or not mobile phones have made their life easy result indicated that 75% of the respondents said that mobile phones have made their life easy only .5% of the respondent said that some time mobile phones has made life easy. Furthermore, the respondents were asked about do you understand that mobile phones have saved the

Table 1: Respondents Demographic Profile

Variables	Frequency	Percentage	Mean	SD
Gender				
Male	200	100		
Female	0	0		
Age Group				
20-25	50	25.0	2.81	.885
26-30	76	38.0		
31- 35	61	30.5		
36- 40	13	6.5		
Total	200	100.0		
Marital status				
Single	45	22.5	1.77	.418
Married	155	77.5		
Total	200	100.0		
Education Level				
Non formal education	57	28.5	2.15	.935
Primary	72	36.0		
Matric	54	27.0		
Intermediate	17	8.5		
Total	200	100.0		
Monthly Income				
1-5 thousand Rupees	34	17.0	1.98	.566
6-10 thousand	136	68.0		
11- 15 thousand	30	15.0		
Total	200	100.0		

Table 2: Respondents Response Regarding the Main Purpose of Mobile Phone

Variables	Frequency	Percentage	Mean	SD
Do you have your own mobile phone				
yes	180	90.0	1.10	.300
No	20	10.0		
Total	200	100.0		
What is your main reason to use Mobile				
get in touch with friends	140	70.0	1.44	.774
get in touch with family	39	19.5		
get in touch with Metrological department	14	7.0		
customers	7	3.5		
Total	200	100.0		
Do you understand that mobile phones given you benefit				
yes	163	81.5	1.21	.465
No	32	16.0		
Some time	5	2.5		
Total	200	100.0		
Do u contact with agriculture officer by phone				
yes	22	11.0	2.06	.527
No	144	72.0		
Some time	34	17.0		
Total	200	100.0		

Table 3: Use of Mobile Phones Make Easy Life

Variables	Frequency	Percentage	Mean	SD
By using mobile have you increased your income				
Yes	30	15.0	2.02	.570
No	135	67.5		
Some time	35	17.5		
Total	200	100.0		
Do you understand mobile phone make easy your life				
Yes	150	75.0	1.29	.813
No	49	24.5		
Some time	1	.5		
Total	200	100.0		
Do you understand that mobile have saved your money, energy and time				
Yes	163	81.5	1.18	.389
No	37	18.5		
Total	200	100.0		
Do you use internet on mobile phone				
Yes	149	74.5	1.25	.436
No	51	25.5		
Total	200	100.0		
Do you search weather information by mobile phone on internet				
Yes	30	15.0	1.85	.357
No	170	85.0		
Total	200	100.0		

time, energy and money the result indicated that 81.5% of the respondents said that mobile phones have saved time and money while 18.5% replied that mobile did not save money, time and energy. When respondents were inquired about use internet on mobile phones study revealed that the majority 74.5% of the respondents replied yes.

CONCLUSION

Although information and communication technologies have improved lives of people specially farmers which was indicated by different studies in various parts of the world. However, this study showed that farmers did not use mobile phones for agriculture information and communicate with related officer but they only use for their own purpose. Therefore, it is needed to provide awareness and importance of the mobile phones among farmers and should give trainings and provided more infrastructures to them for development of the agriculture in their area. Moreover it

was also showed that farmers use internet on mobile phones but have no proper guidance to get latest information of weather as well as market information through this technology. However, it is need to provide more information to farmers and government should take initiative for the development of farmers and give them latest technologies trainings for agriculture that farmers can increase their income as well as improve their livening standard in this area.

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