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Effect of digitization on farmer's knowledge of selected crops in central zone of Uttar-Pradesh

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Abstract

At present, agriculture has not only been limited to the field, but it has also now gone global through newspapers, mobiles, and the internet. Along with it, various crops, their related technologies, and their trade also became global. India has just tasted this digital revolution and our farmers are also taking advantage of this digitized India through various mediums. We have found in our study that what is the impact of these digital services on the knowledge of some main crops and farmers related to their management? For data gathering and observation, we developed a schedule with the help of experts from C. S. A. U. A. & T. A. Kanpur. After, our observation, we found that most of the selected farmers improved their knowledge and skills through digital services.

Keywords: Technology, methods, equipments, DBT etc.

Introduction

The Digital India initiative was started by the Government of India in the year 2015, which aims to connect more and more Indian citizens to the schemes of the Government of India and the agricultural sector is also not untouched by this initiative of the Government of India. E-marketing, insurance, news & information sharing, D.B.T., and many other things are reforming the way of agriculture in India, and our study is focused on how digital services are affecting the knowledge & management of the selected crop. Within the digital era, traditional crop knowledge of farmers is changing according to need and available resources and digital services like video conferencing, online tutorials, method demonstration, and also messaging expanding the reach of this knowledge.

Objective

Observing Effect of digitization on farmer's knowledge of selected crops in central zone of Uttar-Pradesh.

Methodology

The present investigation was conducted in Kanpur, Unnao and Fatehpur districts of Uttar-Pradesh state. From each randomly selected block of each district, three villages selected on random basis, thus a total of 9 villages selected from districts, 25 respondents from each village were selected randomly and thus total 225 farmers were selected as respondents, personal interview method was used. The analytical tool like frequency and percentage were used to analyze the data District Kanpur, Unnao and Fatehpur of central zone of U.P. selected purposively for the present study because of investigator's convenience, nearness to the existence of C.S.A University of Agriculture and Technology, Kanpur.

Result and Discussion

Table 1: Knowledge of farmers on wheat production

S. No.	Particular	Knowledge level			Assigned score
	Information	Good	Average	Poor	
1	Techniques	112 (49.77)	84 (37.33)	29 (12.88)	10
2	Methods	124 (55.11)	98 (43.55)	03 (01.33)	10
3	Management	136 (60.44)	71 (31.55)	18 (08.00)	10
4	Marketing	155 (68.88)	48 (21.33)	22 (09.77)	10

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It is evident from above table that 49.77% farmers have good knowledge of modern techniques related to wheat crop followed by 37.33% and 12.88%, those have average and poor knowledge respectively. 55.11% farmers have been found to be good with knowledge related to various method of wheat crop's procedure & protection followed by 43.55% and 01.33% farmers with average and poor knowledge respectively. In knowledge about crop management 60.44% farmers scored well, when 31.55% farmers have average score and 08.00% scored poor respectively. Knowledge related to marketing also affected by digital services, in this topic 68.88% farmers has good knowledge of marketing followed by 21.33% and 09.77%, those have average and poor knowledge about marketing respectively.

Table 2: Knowledge of farmers on paddy production

S. No.	Particular Information	Knowledge level			Assigned score
		Good	Average	Poor	
1	Techniques	125 (55.55)	80 (35.55)	20 (08.88)	10
2	Methods	156 (69.33)	60 (26.66)	09 (04.00)	10
3	Management	102 (45.33)	88 (39.11)	35 (15.55)	10
4	Marketing	157 (69.77)	55 (24.44)	13 (05.77)	10

It is evident from above table that 55.55% farmers have good knowledge of modern techniques related to paddy crop followed by 35.55% and 08.88%, those have average and poor knowledge respectively. 69.33% farmers have been found to be good with knowledge related to various method of paddy crop's procedure & protection followed by 26.66% and 04.00% farmers with average and poor knowledge

Table 4: Knowledge of farmers on potato production

S. No.	Particular Information	Knowledge level			Assigned score
		Good	Average	Poor	
1	Techniques	135 (60.00)	65 (28.88)	25 (11.11)	10
2	Methods	92 (40.88)	103 (45.77)	30 (13.33)	10
3	Management	142 (63.11)	72 (32.00)	11 (04.88)	10
4	Marketing	137 (60.88)	69 (30.66)	19 (08.44)	10

It is evident from above table that majority of 60.00% farmers have good knowledge of modern techniques related to potato followed by 28.88% and 11.11%, those have average and poor knowledge respectively. 40.88% farmers have been found to be good with knowledge related to various method of potato's procedure & protection followed by 45.77% and 13.33% farmers with average and poor knowledge respectively. In knowledge about crop management 63.11% farmers scored well, when 32.00% farmers have average score and 04.88% scored poor respectively. Knowledge related marketing also affected by digital services, in this topic 60.88% farmers has good knowledge of marketing followed by 30.66% and 08.44%, those have average and poor knowledge about marketing respectively.

Conclusion

During the study, we found that our most of the farmers have good knowledge of crops. Our study shows that our farmers rapidly accept the digital changes and evolve their knowledge with it. Farmers from selected villages prefer digital services for information gathering and mostly on new techniques and methods. In technical criteria, our farmers prefer knowledge absorption about equipment and machinery with government schemes related to subsidy on equipment. The second kind of information which seeks by farmers is methods and they

respectively. In knowledge about crop management 45.33% farmers scored well, when 39.11% farmers have average score and 15.55% scored poor respectively. Knowledge related marketing also affected by digital services, in this topic 69.77% farmers has good knowledge of marketing followed by 24.44% and 05.77%, those have average and poor knowledge about marketing respectively.

Table 3: Knowledge of farmers on maize production

S. No.	Particular Information	Knowledge level			Assigned score
		Good	Average	Poor	
1	Techniques	089 (39.55)	101 (44.88)	35 (15.55)	10
2	Methods	112 (49.77)	86 (38.22)	27 (12.00)	10
3	Management	87 (38.66)	115 (51.11)	23 (10.22)	10
4	Marketing	91 (40.44)	104 (46.22)	30 (13.33)	10

It is evident from above table that majority of 39.55% farmers have good knowledge of modern techniques related to maize crop followed by 44.88% and 15.55%, those have average and poor knowledge respectively. 49.77% farmers have been found to be good with knowledge related to various method of maize crop's procedure & protection followed by 38.22% and 12.00% farmers with average and poor knowledge respectively. In knowledge about crop management 38.66% farmers scored well, when 51.11% farmers have average score and 10.22% scored poor respectively. Knowledge related marketing also affected by digital services, in this topic 40.44% farmers has good knowledge of marketing followed by 46.22% and 13.33%, those have average and poor knowledge about marketing respectively.

prefer video tutorials mostly. By viewing all of this we can say our farmers get benefitted from the digital services and improved their knowledge.

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