A STUDY ON PERCEPTION OF E-AGRICULTURE APPS AMONG SMALL FARMERS IN COIMBATORE CITY

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INTRODUCTION

India is a developing nation among world nations in which web based infrastructure and its various benefits were enjoyed only the urban and semi urban masses. Whereas the rural masses lacks behind these technological improvements as we all know "India lives in Villages". 70% of the India's population resides in villages and there is a serious need for IT based and web based development in rural India, so as to bridge the digital divide. To bridge the existing divide , Information Technology (IT) and various programs of Information Communication Technology (ICT) plays an vital role in building the gap made by the digital divide made due to un equality developments of Urban and Rural India and eventually set of poverty alleviation to a greater extent as rural India is concerned. Rural development can be achieved by improving various facilities of Information Communication Technology (ICT). By means of Awareness and usage of Various ICT programs among the rural masses leads to fruitful results that is raise in social and economic wellbeing and livelihood. Improved agricultural practices with high productivity ,profitability and marketing of agricultural outputs by means of usage of new advanced technology and ICT enabled tools is said by E-agriculture. There Awareness of E-agriculture among the rural masses is first important criteria so as to practice various E-Agriculture techniques in rural India. FAO proposes the following definition: "e-Agriculture is an emerging field in the intersection of agricultural informatics, Agricultural development and entrepreneurship, referring to agricultural services, technology dissemination, and information delivered or enhanced through the Internet and related technologies. More specifically, it involves the conceptualization, design, development, evaluation and application of new (innovative) ways to use existing or emerging information and communication technologies (ICTs)".

OBJECTIVES:

➢ To find out the usage of E-Agricultural apps among small farmers.

➢ To find out the most preferable E –Agricultural app among youngsters.

➢ To find out the satisfaction level of farmers about E–Agricultural apps.

RESEARCH METHODOLOGY:

➢ **Area of the study**: Area of the study refers to Coimbatore city.

➢ **Sample Size**: The data was collected from 300 respondents using convenience sampling method.

➢ **Sources of data**: The study has used primary data which is collected with a structured questionnaire from 300 respondents.

➢ **Tools for analysis**: For the purpose of the analysis, the following tools are used, Percentage Analysis, Simple ranking analysis and Weighted average analysis.

LIMITATIONS OF THE STUDY:

➢ The study covers onlyCoimbatore city, it cannot generalize the entire population.

➢ The study is restricted to 300 respondents, results are restricted with in the domain.

➢ Data collection is done using convenience sampling method through questionnaires filled by the respondents which may not be accurate.

ANALYSIS AND INTERPRETATION:

Table 1: Table showing most preferred E-agriculture app of respondents

E-Agricultural app	No. of respondents	Rank
KisanSuvidha	105	I
KrishiMitr	13	V
RML Farmers	55	III
PusaKrishi	97	II
Agriculture Market	30	IV
Total	300	

Source: Primary data

INTERPRETATION:

The above table shows the most preferred E-agriculture app among respondents. Out of 300 respondents, 105respondents preferringKisanSuvidha, 13 respondents preferring KrishiMitr, 55 respondents preferringRML Farmers, 97 respondents preferring PusaKrishiand 30 respondents preferring Agriculture Market.

Majority (105) of respondents prefers using KisanSuvidha.

Table 2: Table showing type of service used by respondents

Services	No. Of respondents	Rank
Weather information	98	I
Market Information	85	II
Best Agriculture practices	39	IV
Government Services	20	V
Extension Services	58	III
Total	300	

Source: Primary data

INTERPRETATION:

The above table shows thetype of service frequently mobile recharge used by respondents. Out of 300 respondents, 98 respondents uses E-Agricultural app for weather information , 85 respondents uses E-Agriculture App for Market information , 39 respondents uses best agricultural practice, 20 respondents uses to know the government services and 58 respondents uses for Extension service.

Majority (98) of respondents uses E-Agricultural app for weather information

Table 3: Table showing the satisfaction level of respondents

Opinion	f	W	fw	Rank
Highly satisfied	82	5	410	II
Satisfied	123	4	492	I
Average	58	3	174	III
Dissatisfied	34	2	68	IV
Highly dissatisfied	3	1	3	VI
Total	**300**	**15**	**1147**	

Source: Primary data

INTERPRETATION

The above table shows that the majority of respondents aresatisfied on using the E- Agricultural apps.

FINDINGS AND SUGGESTIONS

1. Majority 64% of the male respondents were using E-agriculture apps.
2. Majority 83% of the respondents were married.
3. Majority 44% of the respondents were Under graduate.
4. Majority 63% of the respondents are of Small Farmers.
5. Majority 32% of the respondents income was less than Rs. 15000.
6. Majority 96% of the respondents are using smart phones.
7. Majority 32% of the respondents useingKisanSuvidha app.
8. Majority 43% of the respondents were using E agriculture app for the save of time saving.
9. Majority 45% of the respondentsspending more than one hour in E –agriculture apps.
10. Majority 61% of the respondents were satisfied using E-Agriculture apps.
11. Majority 58% of the respondents were not facing any problem in using E-agriculture apps.
12. Majority 59% of the respondents facing the problem due processing timing.
13. Majority 29% of the respondents were not aware about E- Agriculture app .

SUGGESTIONS

➢ Most of the respondents face delay in using E- Agriculture apps so connectivity issues has to be concentrated.

➢ Most of the respondents were not aware about E- Agriculture apps so awareness programs have to be conducted to increase their awareness.

CONCLUSION

From the study we came to know that E-agriculture services provides several benefits like increased productivity, increased quality in products, high income, increased efficiency, raised Profit, easy knowledge gathering about climatic condition, humidity, soil type, crop pattern etc. and can share agricultural Information in a speedy manner. E-agriculture facilitates timely and accurate updates regarding current market price & market demand to farmers at lower cost and at lower risk by means of ICT enabled devices such as mobile phones, radio and television and through internet services. Therefore creating awareness among the rural masses regarding E- Agriculture app , plays vital role for achieving rural development as well as nation development.

Reference:

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