Socio-economic Status to online Communication Services in Rural Area

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Abstract

India is a developing country where agriculture is the main occupation of millions of people having several stratifications and various profiles of our social systems. The biggest proportion of population depends on it. Being a developing country, the development of agriculture is more essential as compared to other developed countries like U.S.A., Japan, U.S.S.R. and Germany etc. Our country is facing a lot of challenges in the rural sector. Majority of people belong to the downtrodden sector and have no promising source of Information. Resulting in poor decision making ability in innumerable indispensible areas of the rural society, which affects the quality of their life, since information plays a vital role to augment the agricultural production. All kinds of compatible and valuable information become helpful in decision making and planning the future strategy accordingly, meagre productions in agriculture enhance this problem profoundly. People are compelled to live in misery with fear. Uttar Pradesh is the second largest state-economy in India; It contributed 8.23 per cent to India's total Gross domestic product (GDP) in the financial year 2013-2014.[1] Agriculture is a significant part of Uttar Pradesh's economy.5Study was conducted in Kanpur Dehat district of Uttar Pradesh. The district suffers from lack of rainfall, low soil fertility, traditional cropping pattern and poor communication facilities etc. Socio-economic status of respondents plays a vital role in online communication for rural development.

Keywords

GDP, fertility, misery, meagre, downtrodden

1. Research Methodology

Selections of villages were depending on the basis of communication accessing.Out of 10 blocks of district Kanpur Dehat Uttar-Pradesh (India) 4 blocks was selected on the basis of random sampling technique.

A group of 4 villages from each block was selected on the basis of random sampling technique.By this way, total 16 villages were undertaken for conducting the research on cited topic. Respondents were selected on the basis of accessing the information/ communication system. Ultimately 20 respondents belonged to different socio-economic strata were selected through stratified random sampling technique. So, for, finally a group 320 respondents was pool for the study.

2. Socio-economic Status

It was found necessary to carry out a study of the socio-economic status of the selected online respondents from 16 villages of chosen blocks in Kanpur Dehat Uttar-Pradesh based on family size (A), educational status (B),land holding (C),housing pattern(D),source of credit(E), occupation(F) mass media exposure (G), age(H).

A: Distribution of respondents on the basis of family size: The distribution considering family size of the interviewed respondents is given in Table 1. Table 1 shows that small size family respondents were only 21 per cent whereas 79 per cent respondents belonged to big family size. Who were chosen in this study for participation in online communication activity. Figure 1 shows the distribution of these depending on family size.[2]

B: Distribution of respondents on the basis of their educational status: The distribution considering educational status of the interviewed respondents is given in Table 2. It is seen that 23 per cent were illiterate and a maximum 31 per cent respondents had primary level education only. The respondents having graduation or more were about 15 per cent. However, the interesting feature is that both the educated as well as uneducated respondents slowed interest in online communication services. Figure 2 shows distribution of respondents on the basis of their educational status.[3]

C: Distribution of respondents on the basis of their land holding: The distribution considering on land holding exposure of the interviewed respondents is given in Table 3. Table 3 shows that the majority

of respondents (51.50 per cent) had marginal size of holdings i.e. 0-1 hac whereas 27 per cent of respondents were small farmers. Only 21.50 per cent of the respondents were large farmers. Thus, it is clear that majority of respondents belonged to category of marginal farmers having keen interest in online communication services. Figure 3 shows distribution of respondents on the basis of their land holding.[4]

D: Distribution of respondents on the basis of their housing pattern: The distribution considering on housing pattern exposure of the interviewed respondents is given in Table 4. Table 4 shows that the maximum 42.50 per cent respondents were having pacca house followed by 38 and 19.50 per cent who possessed mixed house and kachcha house, respectively. Thus, it is clear from the data that majority of the respondents were having pacca house.[5]

E: Distribution of respondents on the basis sources of credit: The distribution considering on the basis of sources of credit of the interviewed respondents is given in Table 5. Table 5 conclude that maximum 49 per cent respondents were borrowing credit from commercial bank followed by 30.50, 13.50 and 7 per cent respondents depend upon cooperative societies, money lenders and others respectively. It shows that the majority use commercial banks. Figure 5 shows distribution of respondents on the basis of their sources of credit.[6]

F: Distribution of respondents on the basis of Occupation: The distribution considering on the basis of Occupation of the interviewed respondents is given in Table 6. Table 6 shows that 43.50 per cent respondents indulged in agriculture as a main occupation and only 20.5 per cent were Agriculture and Business. 20 per cent respondents were Agriculture and Service and only caste occupation respondents were 15 per cent. Hence, it may be stated that all the respondents were having agriculture as one of their main source of occupation. Thus it can be concluded that most of the online users were doing other job work along with agriculture. Figure 6 shows distribution of respondents on the basis of their occupation.[7]

G: Distribution of respondents on the basis of mass media exposure: The distribution considering on mass media exposure of the interviewed respondents is given in Table 7. Our data shows that

majority of the respondents possessed radio followed by 74, 73.50, 54.50, 11.50, 5.50 per cent possessed a telephone, T.V., Mobile phone, Journal, Newspaper, other nodes respectively majority of them have radio for mass media exposure and using online communication services. This distribution is graphically represented in figure 7.[8]

H: Distribution of respondents on the basis of age: The distribution considering age of the interviewed respondents is given in Table 8 below:- From table 8 that maximum 48 per cent respondents belonged to young age group followed 32.50 and 19.50 per cent respondents belonged to middle and old age group, respectively. Thus result indicates that respondents of young age group were having keen interest to participate in activities of online communication services. Figure 8 shows distribution of respondents on the basis of their age.[9]

3. Summary

- Majority of the respondents 79 per cent were having family of above 5 members. Remaining 21 per cent respondents were having up to 5 members.

- Most of respondents i.e. 23 per cent belonged to illiterate group while 77 per cent respondents were found literate group. In quite significant per cent, illiterate farmers were using online communication services.

- Maximum respondents i.e. 43.50 per cent were doing farming followed by 21.00 per cent, 20.50 per cent and 15.00 per cent respondents were having farming services, farming + Business and caste occupation, respectively.

- Maximum of respondents i.e. 49.00 per cent and 30.50 per cent depended on commercial bank and cooperative society for credit, respectively.

- The highest majority 91 per cent respondents were having radio followed by 74.00, 73.00, 11.50, 5.50, 5.00 per cent respondents were having Telephone, T.V., Mobile phone, Journal, Newspaper etc. respectively.

- Majority of respondents (51.50 per cent) had marginal size of holdings i.e. 0-1 hac whereas 27 per cent of respondents were small farmers. Only 21.50 per cent of the respondents were large farmers.

- Maximum 42.50 per cent respondents were having pacca house followed by 38.00 and 19.50 per cent who possessed mixed house and kachcha house, respectively. Thus, it is clear from the data that majority of the respondents were having pacca house.
- Maximum 48   per cent respondents belonged to young age group followed 32.50 and 19.50 per cent respondents belonged to middle and old age group, respectively. Thus result indicates that respondents of young age group were having keen interest to participate in activities of online communication services.

4. Discussion and Analysis

The finding of this research paper suggested that those looking for stated the online information services were dominated by to other than having only primary level of education, members who fall under the category of young age group and have small sizes of holdings. It means young person are more decision to take interest in technological wave and look for innovation.

5. Conclusion

The important and specific conclusion that have emerged out of the present investigation:-The finding of this research suggested that those looking for stated the online information services were dominated by other than having only primary level of education, members who fall under the category of young age group and have small sizes of holdings. It means young person are more decision to take interest in technological wave and look for innovation.

Acknowledgment

I would like to pay my sincere gratitude towards my wife, Shraddha Singh who had helped me in this work. I would like to convey my deep thanks to the department lecturers MPGI group who had helped me in this work.

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Dr. Subhash Singh Parihar born in 1977 Patcana Hamirpur (U.P.) completed his Ph.D. from The University of Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya Chitrakoot-Satna (M.P.). He has received his MCA (Dr. Bhim Rao Ambedkar University Agra) and currently as Assistant Professor in Maharana Group of Institution (MPGI), CSE Department.

Table 1: Distribution of respondents on the basis of family size

N=320

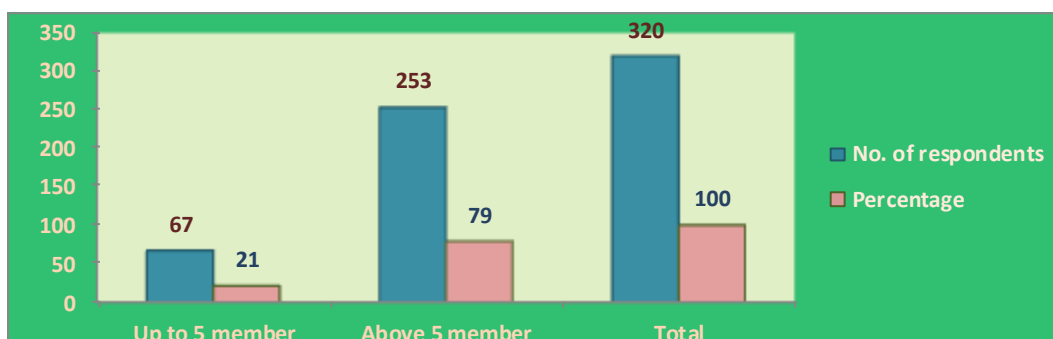| S.No.	Family Size	No. of respondents	Percentage
1	Up to 5 member	67	21
2	Above 5 member	253	79
	Total	320	100

Figure 1: Distribution of respondents on the basis of family size

Table 2: Distribution of respondents on the basis of their educational status

N=320

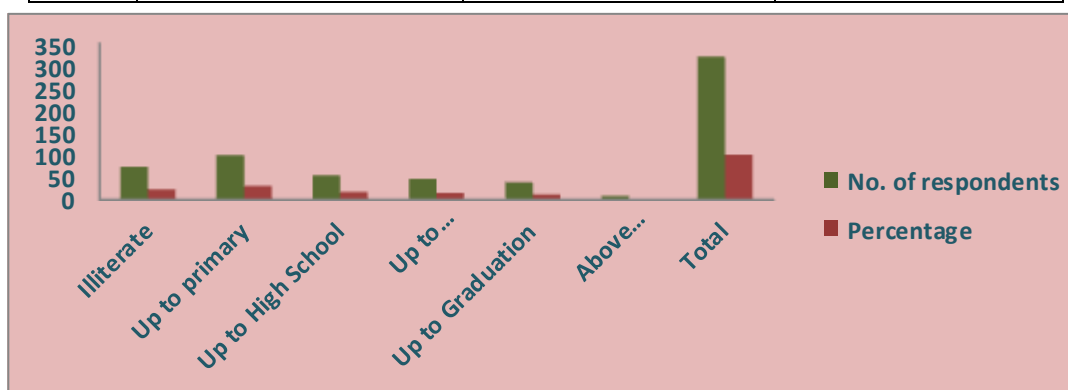| S.No.	Education status	No. of respondents	Percentage
1.	Illiterate	74	23
2.	Up to primary	99	31
3.	Up to High School	54	17
4.	Up to Intermediate	46	14.50
5.	Up to Graduation	38	12
6.	Above Graduation	08	2.50
	Total	320	100

Figure 2: Distribution of respondents on the basis of their educational status

Table 3: Distribution of respondents on the basis of their land holding

N=320

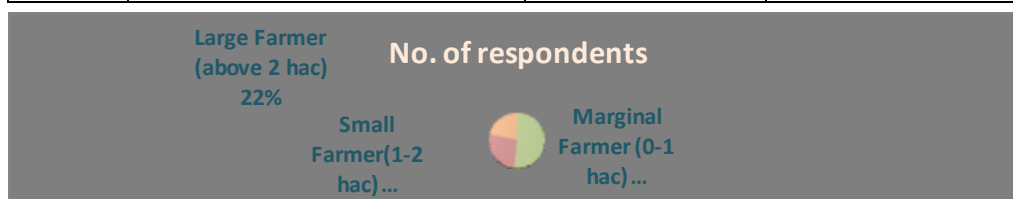| S.No.	Land holding	No. of respondents	Percentage
1	Marginal Farmer (0-1 hac)	165	51.50
2.	Small Farmer(1-2 hac)	85	27
3.	Large Farmer (above 2 hac)	70	21.50
	Total	320	100

Figure 3: Distribution of respondents on the basis of their land holding

Table 4: Distribution of respondents on the basis of housing pattern

N=320

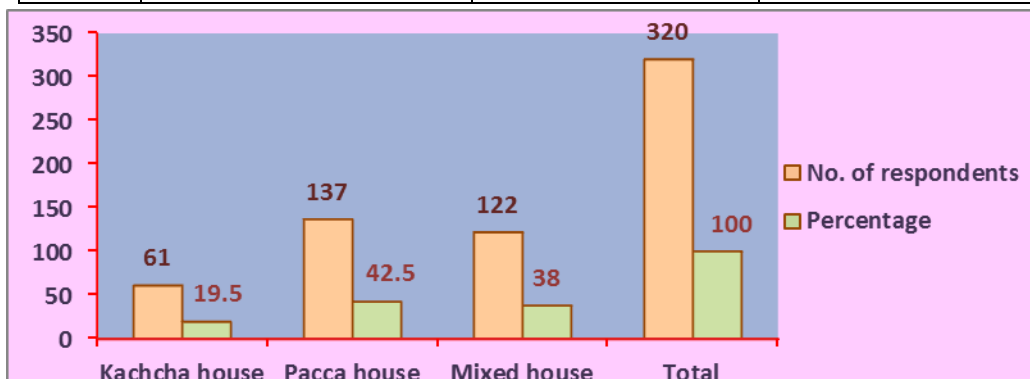| S.No.	Housing pattern	No. of respondents	Percentage
1.	Kachcha house	61	19.50
2.	Pacca house	137	42.50
3.	Mixed house	122	38
	Total	320	100

Figure 4: Distribution of respondents on the basis of housing pattern

Table 5: Distribution of respondents on the basis sources of credit

N=320

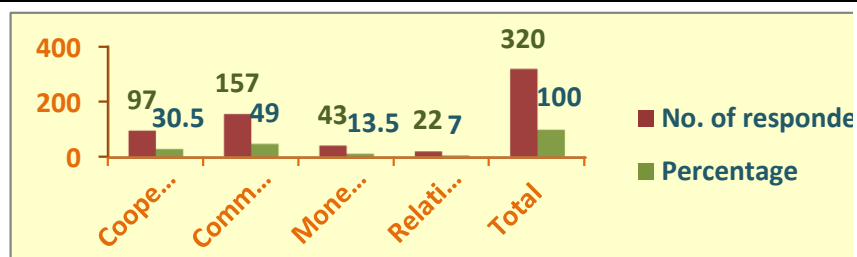| S.No.	Source of credit	No. of respondents	Percentage
1.	Cooperative societies	97	30.50
2.	Commercial bank	157	49
3.	Money lender	43	13.50
4.	Relative/other	22	7
	Total	320	100

Figure 5: Distribution of respondents on the basis sources of credit

Table 6: Distribution of respondents on the basis of Occupation

N=320

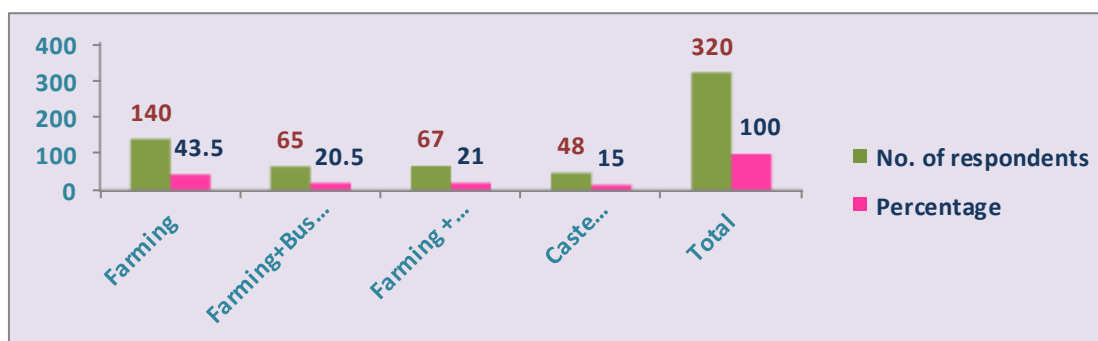| S.No.	Occupation	No. of respondents	Percentage
1.	Farming	140	43.50
2.	Farming + Business	65	20.50
3.	Farming + Service	67	21
4.	Caste occupation	48	15
	Total	320	100

Figure 6: Distribution of respondents on the basis of Occupation

Table 7: Distribution of respondents on the basis of mass media exposure

N=320

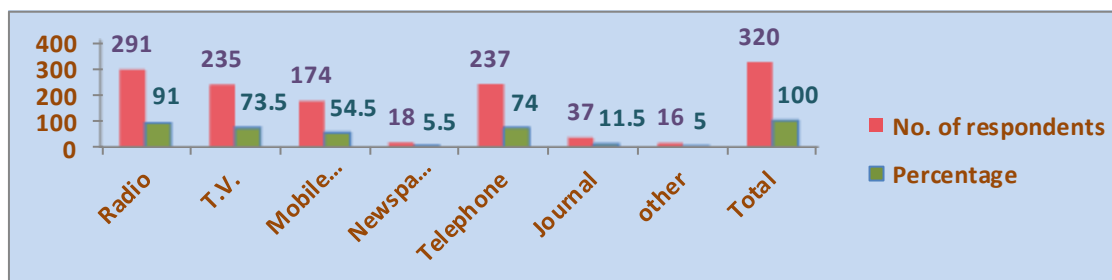| S.No.	Mass media exposure	No. of respondents	Percentage
1.	Radio	291	91
2.	T.V.	235	73.50
3.	Mobile phone	174	54.50
4.	Newspaper	18	5.50
5.	Telephone	237	74
6	Journal	37	11.50
7.	Other	16	5.00
	Total	320	100

Figure 7: Distribution of respondents on the basis of mass media exposure

Table 8: Distribution of respondents on the basis of their age group

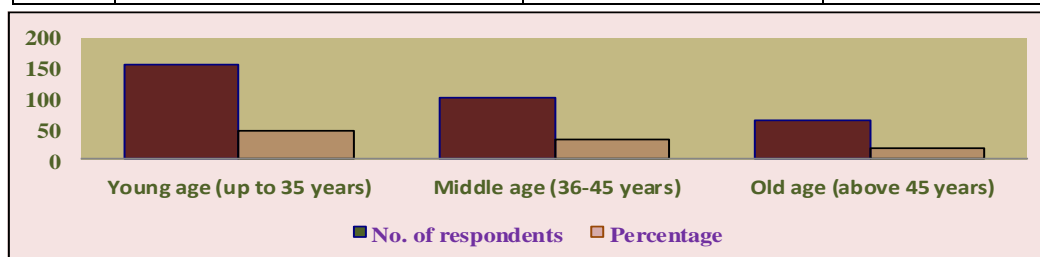| S.No.	Age	No. of respondents	Percentage
1.	Young age (up to 35 years)	154	48
2.	Middle age (36-45 years)	102	32.50
3.	Old age (above 45 years)	64	19.50
	Total	320	100

Figure 8: Distribution of respondents on the basis of their age group