

SOCIAL NETWORKS – ROLE IN DEVELOPMENT PART-3

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Views and Experiences of Farmers

North(143)		South (124)
> 80%	Age Profile (30-60 years)	>70%
65% have < 2 Ha	Land holdings	22% have <2 Ha 36%: 4-10 Ha
~ 65%	Livestock ownership as supplement	29%
84%	Agriculture is primary occupation	78%
75%	Registered and receiving alerts and advisories	98%
3-4/ week	Frequency of receiving voice message	
1-2/week	Frequency of receiving SMS	
6:00- 10:00 AM	Preferred time to receive inputs	5:00-8:00 PM
35%	Need help to access the message or alert	50%
62%	Listen to or read message	60%
10%	Implement advisory/alert	31%
NO – 40% Cond YES – 10% YES – 38%	Willingness to Pay (Rs 15-30/ month)	NO – 70% Cond YES – 10% YES – 2%

More Feedback

- KVK Raichur – don't implement alert/advisory because they practice advisory from RSK
- North:
 - Lack of clarity of voice messages
 - Lack of timeliness of message (eg. KVK Auraiyya)
 - “appropriateness” of message; incomplete, inadequate, not contextualised
 - Want information on
 - Weather
 - Market price
 - Govt schemes
 - Seeds
 - Fertiliser
 - Alternate livelihoods – pisciculture, beekeeping
 - Want demonstrations; On the field training in remote villages
 - Information modes available: TV, KVK trng, radio, kisan mela, print media, peer interactions, KCC, private suppliers



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Challenges

The Challenges of Modern Agriculture... AND POTENTIAL SOLUTIONS

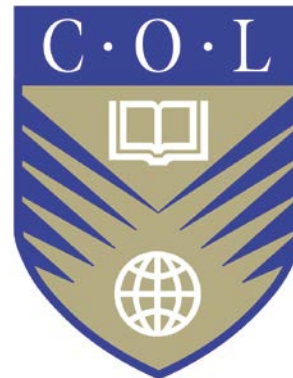
- CONTENT
 - New
 - Contextualised
 - “don’t want to know how to sow a particular vegetable, but whether it is suitable for this climate and soil. What are its economics? How much fertiliser to add? What gap between saplings when planted?
 - Assumes farmer has decided what to grow – but farmer wants to know if growing something different will help
- Contact numbers
 - Change frequently (low cost of SIM card)
 - Lists are faulty (of 145 numbers, 30 were repeated, 20 numbers missing, several were landline numbers)
 - Owners number registered, owner is not the tiller of the soil
 - Phone with the son who goes to city to work, so advisory falls on deaf ears
- Coordination failures
- Comfort with ICT; infrastructure

Some Passing Thoughts

- Current system further marginalising rural population
- Need a lot more training and at frequent intervals
- Number of registered farmers – new drives to register farmers and update lists
- Group farmers before sending??
- E2F easy to use, but how are we institutionalizing this knowledge? Without human intervention?
- Need for an F2E



THANK YOU



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