SOCIAL NETWORKS – ROLE IN DEVELOPMENT

PART-3

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

- 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