

Constraints perceived in utilization of Mobile Apps by farmers in Kakinada district of Andhra Pradesh, India

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ABSTRACT

The study investigated into the constraints encountered by farmers while using mobile apps in the Kakinada district of Andhra Pradesh. The study was performed in a simple randomly chosen district and respondents were selected purposively who are using mobile apps. Data was collected from the respondents with the help of well-structured interview schedule during the year 2024. The acquired data was analysed by using Garrett ranking. The major constraints faced by the farmers in utilization of mobile apps were less availability of location-specific information, information not updated (eg: seed stock position, fertilizer stock position, etc.), non-availability of agricultural information in regional languages, multiple steps involved to access information causes frustration. Some major suggestions drawn from the respondent farmers were app should include success stories of progressive farmer on technologies adopted, providing time to time short film/video about information on various crops related technologies in apps and contact with experts must be arranged. All constraints could be overcome by implementing appropriate policies, educating the farmers about information technology, creating tailored mobile applications for farmers and establishing an effective feedback system.

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