Profile characteristics of farmers utilising kisan sarathi services in Srikakulam district of Andhra Pradesh

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ABSTRACT

Kisan Sarathi is a multi-modal, ICT-enabled platform launched by the Government of India to provide real-time, location-specific agricultural advisories to farmers through mobile applications, Interactive Voice Response Systems (IVRS), and web portals. It supports both push-based communication, where advisories are proactively sent to farmers, and pull-based communication, where farmers can seek information based on specific needs. By offering information in regional languages and using multimedia formats, it ensures accessibility and comprehension among rural users. The platform is supported by key institutions such as the Acharya N.G. Ranga Agricultural University (ANGRAU), the Indian Council of Agricultural Research (ICAR), and Krishi Vigyan Kendras (KVKs), and plays a critical role in addressing pest outbreaks, climate variability, and crop management. Through timely and expert guidance, it enhances informed decision-making and promotes resilience in agriculture. The present study, conducted during 2024-25 in the Srikakulam district of Andhra Pradesh, aimed to assess the profile characteristics of farmers using the Kisan Sarathi platform. An ex-post facto research design was adopted as the variables under study could not be manipulated. Three mandals and six villages were purposively selected based on the intensity of Kisan Sarathi usage. A total of 120 farmers, including 20 primary users and 10 referral users from each village, were selected using the snowball sampling technique. Data was collected using a pre- tested interview schedule and analysed using statistical tools like frequency, percentage, and mean. The results showed that a majority of the farmers (65.83%) were middle-aged, marginal landholders (55.00%) and engaged in agriculture sectors (67.50%), with 16-30 years of farming experience (65.83%). Most respondents had medium levels of education, income, social participation, innovativeness, scientific orientation, mass media exposure, extension contact, and decision-making ability. These findings indicate that Kisan Sarathi is largely used by experienced, moderately educated farmers open to adopting technology, provided they receive adequate institutional support and training

Keywords: *Digital literacy, Farmer perception, Interactive voice response system, Kisan sarathi, Mobile applications*