IMPACT OF ANNPURNA KRISHI PRASARA SEVA (AKPS) AGRO ADVISORY SERVICES IN EAST COASTAL DISTRICTS OF ANDHRA PRADESH

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ABSTRACT

Interactive Information Dissemination system (IIDS) framework has been pilot tested as ANNPURNA KRISHI PRASRASA SEVA in 2013 which is currently expanded to 3350 mandals and 663 districts of Andhra Pradesh and Telangana to provide need-based information to the register farmers on multi-disciplinary aspects. Both purposive and random sampling methods followed for drawing a sample of one hundred and twenty from Vizianagaram and Srikakulam districts.

The findings of the study revealed that majority of the beneficiary farmers were of middle-aged (61.66%), illiterate (34.16 %) and farming as major occupation (45%), belonged small farmers to medium category (35 %), 10-25 years of experience (62.50%), medium economic status (83.33 %), no membership (76.66%), low extension contact (54.16%), medium level of scientific orientation (79.16%), low mass media exposure (50%) and medium level of innovativeness (70.83%). The Majority of the respondents have moderately favorable attitude (44.16%) towards Akps agro advisory service where the messages were partially understandable (41.66%), needful (83.33%), timely (53.33%), saves time& money (83.33%), increase in knowledge (79.16%), increase productivity (83.33%), information can be adoptable in field conditions (43.33%), AKPS is a boon to the farming community (60.83%). Occupation, annual income, social participation, scientific orientation, innovativeness, mass media exposure shows a significant relationship with the impact of AKPS Services whereas Age, education, landholding and farming experience were found non-significant. Hence, by enhancing relevance to the location-specific field conditions through proper infrastructural facilities through advanced technology even to the remote areas can cater desirable impact on the beneficiaries in order to expand the services.

KEYWORDS: IIDS, AKPS Agro Advisory Services, Profile Characteristics & Impact of AKPS Services

Received: Jun 21, 2018; Accepted: Jul 12, 2018; Published: Jul 26, 2018; Paper Id.: IJASRAUG20187