

Utilization of agricultural technology information centre (ATIC) facilities by farm families in Kanpur district (U.P.)

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Abstract

ATIC are established under the innovations in Technology Dissemination component of NATP to provide greater interaction between the researchers and technology users beyond what individual researcher can attempt to disseminate information to farmers. As the gesture of follow up of “Single Window System” in state Agricultural Universities under NAPT. ATIC at C.S.A. University of Agriculture and Technology, Kanpur came into existence on 12 October 2001. Three-dimensional performance viz. products disposal, services and information dissemination are the foundation pillars of ATIC through which the technology transmission occurs at the centre. The present study was conducted in Kanpur district of U.P. where the ATIC has been in operation since 2001. Multistage random sampling technique was selected. Two blocks namely Kalyanpur & Sarsaul were selected randomly. One village was selected randomly from each block. Total 95 respondents were selected for the present study. The data were analyzed and tabulated according to statistically. It was found that nearly one third of the respondents visited ATIC on regular basis i.e. one in a month whereas, 76.84 per cent respondents visited the centre sometimes only i.e. in every 2-3 months. More than half of the respondents (51.57%) were utilizing plant clinic. The respondents that the visited plant clinic in order to check any nutrients deficiency in their plants, to know the amount of fertilizer used in the plants or for insect-pest management. Based on the finding it can be concluded that the extent of utilization of ATIC facilities by the respondents was poor. The probable reason behind not using the ATIC facilities by the respondents was lack of knowledge about ATIC facilities and inadequate provision of inputs due to lack of infrastructure facilities at the centre. Hence there is a need to create awareness about ATIC.

Key words: ATIC, Single Window System, village, insect-pest, awareness

Introduction

The Agricultural Technology Information Centre (ATIC) is a “single window” support system linking the various units of a research Institution with intermediary users and end users (farmers) in decision making and problem solving exercise.

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the foundation pillars of ATIC through which the technology transmission occurs at the centre. Under technological inputs, breeder seeds of latest variety of cereals, pulses etc. are sold at the centre. Under diagnostic services, plant clinic, soil and water testing are undertaken. These activities are coupled with information to farmers through farm literature, helpline and ATIC stall in farmer’s fair.

Methods and Materials

The present study was conducted in Kanpur Nagar, where the ATIC has been in operation since 2001. Multistage random sampling technique was selected for the present study. Two blocks namely Kalyanpur and Sarsaul were selected randomly. One village was selected from each block. Total sample of the study consisted of 95 respondents including 80

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farmers & 15 farm women who were regularly in contact with the ATIC functionaries for last 5 years.

Results and Discussion

Table 1 reveals the frequency of visit of farm families to ATIC. The table 1 shows that nearly one third of the respondents visited, ATIC on regular basis i.e. once in a month whereas 76.84% respondents visited the centre 23.15% sometimes only i.e. in every 3-4 months. With regard to purchases of different products available at ATIC, data in Table 1 clearly depict that majority of the respondents (93.67%) purchased seeds of different crops. This was because of the availability of disease resistant and high yielding varieties of seeds available at the centre. The utilization

Table 1: Component wise utilization of ATIC facilities by the respondents

S.No. Items	Extent of Utilization		
	Always(F%)	Sometimes (F%)	Never
(A) Frequency of visit to the ATIC	22(23.15)	73(76.84)	0
(B) Products			
(i) Seeds	82(86.31)	7(7.36)	6(6.31)
(ii) Plant Materials	-	-	95(100.00)
(C) Diagnostic Services			
(i) Soil Testing	19(20.00)	25(26.31)	51(53.68)
(ii) Plant Clinic	23(24.21)	26(27.36)	47(49.47)
(iii) Water Testing	0	0	95(100.00)
(iv) Veterinary Clinic	10(10.52)	37(38.94)	48(50.52)
(D) Information			
(i) A.V. Aids	0	12(12.63)	83(87.36)
(ii) Farm Literature	33(34.73)	44(46.31)	18(18.94)
(iii) Farmer's Fair	78(82.10)	7(7.36)	10(10.52)
(iv) Kisan Gosthi	20(21.05)	30(31.57)	45(47.36)
(E) Technical Guidance			
(a) Helpline	43(45.26)	35(36.84)	17(17.89)
(b) Personnel visit	-	-	95(100.00)

of diagnostic services of ATIC by farm families in which more than half of the respondents (51.57%) were utilizing plant clinic whereas soil testing 26.31% were utilized by only a limited number of respondents.

Under the third main component of ATIC viz. "dissemination of information" data in table 1 reveal that majority of the respondents 82.10% were used to attend the farmers' fair which were organized by university regularly (twice in a year). The reason given by them behind this was that at the time of Kisan Mela, they had good opportunity to personally interact with subject matter specialists and have face to face discussion regarding their problems. Besides this they also obtained multiple information in other aspects of agriculture along with printed literature. With regard

to technical guidance, the table further reveals that the helpline service of ATIC, was proved to be fruitful and liked by majority of the farming community. This was due to the reason that from sorting out the small problems, they need not to visit the centre personally. It was found that more than one third of the respondents 36.84% were making use of this service on regular basis.

Conclusion

Based on the finding it can be concluded that the extent of utilization of ATIC facilities by the respondent was poor. The probable reason behind not using the ATIC facilities by the respondents was lack of knowledge about ATIC facilities and inadequate

provision of inputs due to lack of infrastructure facilities at the centre. Hence, there is a need to create awareness about ATIC.

Recommendations

At present, the ATIC C.S.A.U. Kanpur is providing only the seeds of different crops. However, there was also the demand of other products like plant materials, processed products, livestock species and tools and equipment etc. among the farming community. Hence, efforts should be made to have the availability of all the products at the centre. Secondly a very few farm women were aware or utilizing the ATIC facilities, so effort should be made to aware or educate the farm women in rural areas and made them understand the significance of the ATIC.