

## IMPACT OF KISAN MOBILE ADVISORY SERVICES ON POTATO AND MAIZE PRODUCTION TECHNOLOGY

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**Abstract:** Information Communication Technology (ICT) in the field of agriculture has brought many changes in traditional methods of extension. It enables the dissemination of requisite information at the right time to the right people. The present study was carried out during the year 2015-16 in Surguja district of Chhattisgarh state. Findings of the study showed that in case of Maize production technology before use of Kisan Mobile Advisory Service (KMAS) the majority of respondents had increased knowledge gain of 51.5 per cent in knowledge on seed rate. However after use of KMAS, the highest knowledge gain about application of manure & fertilizer was 98.5 %, while maximum % increase was found on knowledge about storage (156.00%). In case of level of adoption before use of KMAS maximum number of respondents had 59.00 per cent adoption level about application of manure & fertilizer while after use of KMAS majority of respondents had 123 per cent increase in adoption on seed rate. In case of Potato production technology before use of KMAS majority of respondents had knowledge level of 49.00 per cent about application of manure & fertilizer, 48% about seed treatment, 45.5 % about seed rate and application of fungicide/chemicals for control of diseases both. However after use of KMAS, regarding potato production technology, knowledge level 95.5 per cent was about time of sowing. While maximum respondents had 157 % change in knowledge was about time of sowing followed by use of weedicide (125%) and earthing up (117%) respectively. In case of level of adoption before use of KMAS, maximum number of respondents had 52.5 per cent adoption about use of weedicide, followed by time of sowing (52%), seed rate and application of manure & fertilizer (50.5%) both. However, after use of KMAS maximum respondents had 97.5 per cent adoption level about seed rate followed by application of fungicide/chemicals for control of diseases and storage (95%) both. While maximum respondents having % change in adoption level to the extent of 135 % about storage 105 % about, Use of insecticide /pesticide and 93 % about seed rate. Impact of Kisan mobile advisory services on yield of maize indicate that there was low yield (26.65q ha<sup>-1</sup>) before KMAS it while increased (45.56q ha<sup>-1</sup>) after use of KMAS. However % increase in yield was 71%. Before use of KMAS average yield of potato were 120.8q ha<sup>-1</sup>. While after KMAS it increased to 215.50q /ha<sup>-1</sup>. However % increase in yield was 78%.

**Keywords:** KMAS, SMS, ICT, Fertilizer, Potato, Maize

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