

Mobile Phone based Information Systems & Services Adaptations of Upcountry Vegetable Farmers in Welimada DS Division

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Information is becoming a major input in Agricultural production. Mobile phone based information systems and services act as a cheaper and effective agricultural extension mode by transferring information and technology to the farming communities efficiently and effectively. This study attempts to find out the awareness level, usage and attitudes of the up country vegetable farmers about the mobile phone based information systems in Welimada DS division. The research was conducted in Boralanda, Bogahakumbura and Keppetipola agrarian centers in the Welimada divisional secretariat division of Uva province. Cluster sampling method was used to collect data from 120 farmers. Descriptive analysis and non-parametric analysis (chi square) were performed to analyze the data. Rank based quotient used to analyze the ranked data. It was revealed that majority of the farmers (49%) have never heard about the mobile phone based information systems & services, 16% have good knowledge about it and use mobile phone based information. The 1920 toll free agriculture advisory service is the mostly used mobile phone based information service of the farmers. An association exists between awareness level of mobile phone based information systems and Experience of the farmers. Also there exists a relationship between usage level of mobile phone based information systems and experience of the farmers. There exists a relationship between usage of mobile phone based information systems and farmers attitudes on income & knowledge. Programmes should be implemented to increase the awareness and to express the timely importance of the mobile phone based information systems and services.

Keywords: Information, Mobile phone, Agriculture, Knowledge

