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Role of public and private service providers in respect of information technology

Dr. Man Mohan Singh[1], Dr. Anchal Sharma[2], Dr. HC Singh[3]
[1-3] Department of Agricultural Extension, Chandra Shekhar Azad University of Agriculture & Technology, Kanpur, Uttar Pradesh, India

Abstract
The performance of public agricultural extension systems in developing countries engendered interest in pluralistic concepts of extension involving a variety of service providers. Within the reform agenda, modalities relying on private-sector providers were perceived as a path to improvement. This paper aims to assess the potential and limitations of such modalities**.** Public sector organizational and managerial attributes that explain policy making and implementation processes. Recommendations deal with changes in public sector orientations, resources and structures. The areas of focalization of the analysis are vision and strategy, public-private collaboration and policy and managerial capabilities. Accordingly, the redefinition of the role of the public sector should incorporate functions of networking, partnership with the private sector and leverage for supporting innovative initiatives. New mandates and strategies are needed for this redefinition, as well as a more rigorous consideration of complexities and heterogeneities of agriculture, particularly in relation with the rural poor. Ministries of Agriculture, then, should be governed by an impact orientation, cost-effectiveness criteria and reinvigorated in their analytical, operative and innovation capabilities.

Keywords: information technology, agriculture, media, communication

Introduction
Agricultural and rural development is a public concern that generated many innovative institutional arrangements. During the eighties, the established common sense was to recommend the fading out of the interventionist state as it had developed decades before. The market and the private initiative were the new sole means for satisfying most social needs and goals. The new institutional arrangements developed with specific theoretical grounds and were part of an expanded process of policy transfer and institutional isomorphism (DiMaggio and Powell 1983) [1]. With frequency, they were supported by technical and financial cooperation of international organizations and donors through operations characterized by a heavy reliance on conditionality to secure policy changes (Griddle and Thomas 1991) [2]. They had in common an interpretation of the imperfections of the state, assumptions on the reasons for failures in implementation and convictions on the most productive and innovative role of markets and civil society organizations for satisfying human needs and attaining development goals. Kumar (2004) [3] reported that Indian Information Technology sector has extensively revolutionized and placed India on the fore front of the global information technology scenario, with the fast growing technological revolution in information and human resources development sector. India has initiated several strategies for its active participation to provide the most sophisticated internet communication to people at rural level. Chauhan (2005) [4] reported that the new information communication technology (ICT) revolution has connected the village to network that is accessible from any specified location. Various non-governmental players, private foundation and corporate houses have already demonstrated developmental impact of information technology on the lives of ordinary people. ICTs e-chaupal scheme which links farmers to markets has nurtured deep linkages with rural India, both as a buyer of agriproducts and as a seller of goods and services. Warren, (2012) [6] reported that the benefits arising from adoption of information and communication technology by farming businesses are explored, and the prospect of a digital divide appearing in the UK agricultural sector is discussed, drawing on results of research at the University of Plymouth. It is proposed that countries in Central and Eastern Europe will be subject to the same phenomenon, and that the potential disadvantage suffered by non-adopters of this technology will be sufficiently severe to justify both policy intervention and further research. Khodamoradi, *et al*. (2009**)** [5] reported that the policy makers and service providers have increasingly come to view information and communication technologies (ICT), and particularly the Internet, as an important tool in providing disadvantages groups and areas with access to information, services and markets that would otherwise be inaccessible. The concept of development of the rural, today is not just project initiatives and governance; it is much more beyond that. This paper uncovers a whole plethora of ICT emergence as a technology of the new millennium. Against the backdrop of the ongoing ICT boom, this paper makes an attempt towards studying its applications and usage planning process and policy making for the rural communities focusing on how it helps in aligning the key factors and reduce the problems of alienation, fragmentation and dislocation of knowledge.

Methodology
The study was conducted in two districts namely, Kanpur Nagar and Kanpur Dehat. Two blocks are Ghatampur and Bilhaur. The selection of these two blocks was done purposively and five villages from each block were selected on random basis. Thus, a total of 20 villages were included.

Total 200 respondents were randomly selected in this study. The dependent and independent variables were used such as age, education, Utilization of Mass Media, Extension Contact etc. The statistical tools were used such as percentage; Average and Paired "T" test.

Results

Table 1: Public information Providers

Sl. No.	Source of infor- Mation/ Duration	Radio	Television	Telephone	Published Literature	Govt. Institution
1	Daily	52(26.00)	60(30.00)	10(5.00)	3(1.50)	8(4.00)
2	Weekly	30(15.00)	38(19.00)	9(4.50)	2(1.00)	15(7.50)
3	Fortnightly	42(21.00)	21(10.50)	30(15.00)	2(1.00)	21(10.50)
4	Monthly	3(1.50)	21(10.50)	20(10.00)	23(11.50)	30(15.00)
5	Yearly	3(1.50)	12(6.00)	18(9.00)	20(10.00)	16(8.00)
6	Never	70(35.00)	48(84.00)	118(29.00)	150(75.00)	110(55.00)
	Total	200	200	200	200	200

People listening of Radio Programme daily (26.00 per cent) followed by fortnightly (21.00 per cent). Television has been found more effective comparison to other mass media of public information providers. As high as daily, weekly, fortnightly, and monthly and yearly viewing television (30.00 per cent), (19.00 per cent), (10.50 per cent), (10.50 per cent and 6.00 per cent) respectively. Public Telephone has been utilized by 15.00 per cent fortnightly, followed by monthly (10.00 per cent) and yearly (9.00 per cent).

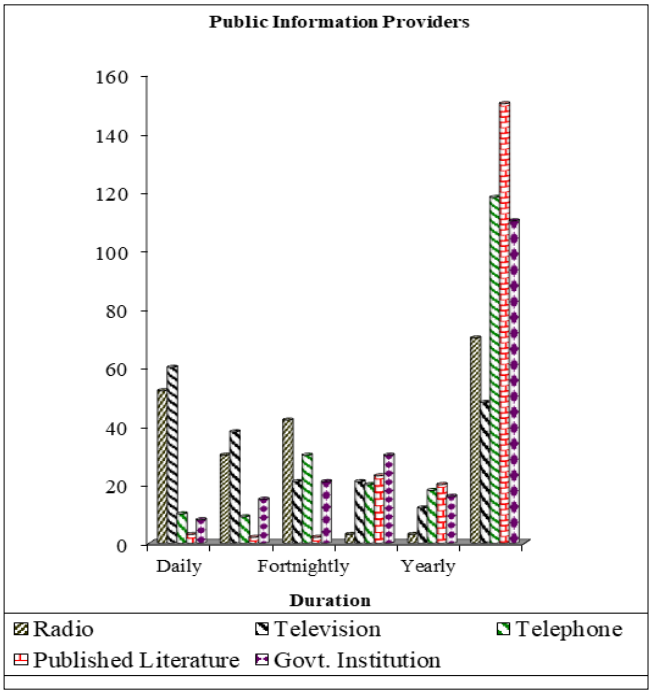

Fig 1: Role of public and private service providers in respect of information technology.

Table 2: Private Information Providers

Sl. No.	Source of infor-Mation/ Duration	News paper	T.V. Channel	Websites	Telephone /Mobile	Published Literature
1	Daily	70(35.00)	24(12.00)	5(2.5)	2(1.00)	2(1.00)
2	Weekly	17(8.50)	16(8.00)	5(2.5)	2(1.00)	6(3.00)
3	Fortnightly	3(1.5)	4(2.0)	7(3.5)	36(18.00)	4(2.00)
4	Monthly	5(2.5)	3(1.5)	7(3.50)	51(25.50)	4(2.00)
5	Yearly	5(2.5)	3(1.5)	16(8.00)	19(9.50)	24(12.00)
6	Never	100(50.00)	150(75.00)	160(80.00)	90(45.00)	160(80.00)
	Total	200	200	200	200	200

The source of private information providers like Telephone/months of personal contact basis has been more using media comparison to other information providers. Telephones, only 12.00 per cent daily and 8.00 per cent weekly uses by the respondents due to lack of availability in traditional reason. Websites and Published Literature less effective comparison to others private information providers because of illiteracy of the respondents.

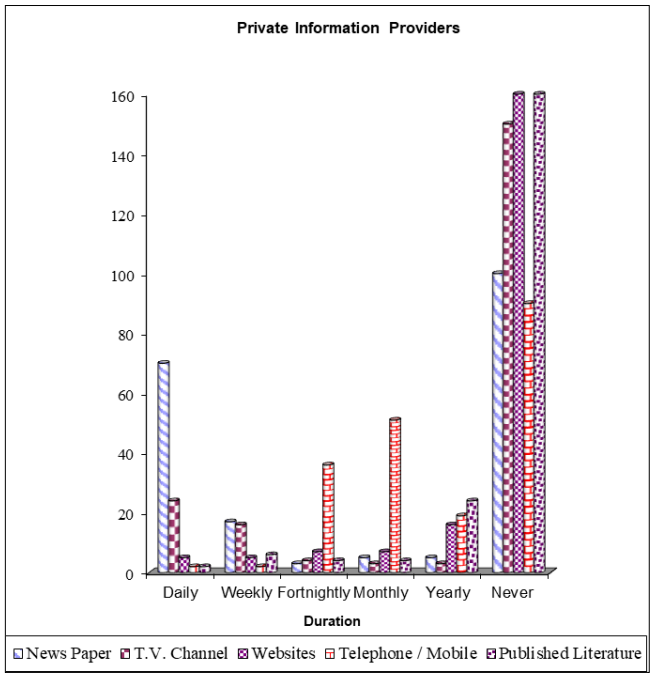

Fig 2: Private information providers

Conclusion

Public sector reforms are discussed. Reform is not a coherent set of concepts and tools. It embraces a range of actions having in common the purpose to increase equity and quality of policies and service provision. Reforms of particular interest are mainly those of reallocation of resources to reach the poor, improvement in the performance of public functions by means of public-private partnerships and changes in sector governance to increase efficiency and responsiveness. The private service providers were more effective in comparison to public service providers about farm technological information toward the farmers.

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