

Chapter 2

Research Methodology

2.1 Method of Research

Quantitative design is used in this research. Descriptive and exploratory approaches have been used. The involvement of local officers and the pan-India analysis of the projects have been done using descriptive methods while exploratory approach has been used in research regarding best practices and possibility of its integration with present platform.

2.2 Sources of Data

Primary and Secondary data has been used in the research. The Secondary data regarding Kisan Call Centre and mKisan was collected from dashboards of mKisan portal.

The m-Kisan portal provided the following data.

- The state wise Advisories and SMS sent.
- The Sector-wise (Agriculture/Animal Husbandry/Horticulture) advisories and SMS sent.
- The level of officers(whether district/State HQ) who sent this SMSes
- The individual advisories which were sent.
- The number of calls received in each Kisan call centre

For statistics on agriculture, the data from the various publications from Ministry of Agriculture and other departments has been used.

For the data on the international and private experience secondary data from various publications and studies were used. The data was collected from the literature available.

For getting the response(primary data) from the farmers two methods were used. Four villages in the state of Uttar Pradesh were visited and citizens/ farmers were randomly interviewed for their awareness of e-Governance activities. In addition telephonic interviews were conducted targeting the farmers already registered for the mKisan Service.

2.3 Data Collection

The telephonic interview was carried out after ascertaining whether the mobile number is registered or not in the mKisan portal using the public interface of mKisan. The farmers of Uttar Pradesh and Madhya Pradesh were only selected due to the limitation of language. The details from mKisan dashboard were collected through the internet. In addition, discussions with officers of Department of Agriculture is carried out to know the various current initiatives of Government of India in this sector.

2.4 Data Analysis

Descriptive methods have been used to analyze the data. The data collected from the farmers are tabulated on a nominal scale. Since the questions were open ended, content analysis of the answers provided by the farmers were done and the answers were categorised before tabulation. Frequency distribution is used to group the farmers into each category of the variables. In the case of data from the dashboards, the categories available in the portal were used for the tabulation and frequency distribution analysis. The results were displayed using tables, bar charts and pie charts.