

FACTORS INFLUENCING FARMERS USE OF CELL PHONE IN RECEIVING AGRICULTURAL INFORMATION

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Executive Summary

The aim of this research was to reveal the use of cell phone used by the farmers in receiving agricultural information. For the study, data were collected from 120 randomly selected farmers of Tetuljhora union under Savar upazila of Dhaka district. A pre-tested structured interview schedule was used to collect data from the respondents. The contribution with the individual characteristics of the respondents on their use of cell phone in receiving agricultural information were ascertained by binary logistic regression model which is popularly known as logit model. The analysis was done by using SPSS (version 20) software. The findings of the research revealed that 56.7 percent of the respondents used cell phone in receiving agricultural information and the rest 43.3 percent of them were non-user (did not use cell phone in agricultural purpose) of cell phone. Logistic regression finding shows that expensiveness, on farm income and education level of the farmer had significant positive contribution to their use of cell phone in receiving agricultural information. So, the policy makers should consider these important factors to increase the users of cell phone among the farmers for receiving agricultural information. The DAE and other related organizations should take necessary steps for stablishing digital information center in each union/village for receiving agricultural information. In this content, the government can give subsidy to purchase cell phone for the farmers. To increase the use of cell phone in receiving agricultural information. The DAE and other government and non-government personnel should motivate more the farmers who has less on farm income.

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