



## **Advantages of Mobile applications**

The main advantages of mobile apps for farmers are, easy to access information through mobile, affordability, instant and convenient service delivery. All types of information on various dairy management activities are available at any point of time on fingertips of farmers through various apps. The market connectivity is also improved with the visibility and knowledge of the potential buyers and sellers in the locality with an opportunity to develop direct contacts.

## **Disadvantages of Mobile applications**

Wherever the information is dynamic in nature, like market prices of various products, advisory services, the mobile app requires internet connectivity to fetch the real-time data. With the diversity in languages, even if the best applications do not support regional languages, it reduces the acceptability and popularity among farmers. At times, due to network issues and speed of the data delivery, farmers could not get the updated and complete information.

## **Research studies**

Verma *et al.*, (2019) reported that among different components of Brucellosis Advisor app, engagement component was ranked first in the satisfaction continuum with weighted mean score of 90.56, followed by functionality (87.78), information component (86.67), aesthetic value (83.33) and subjective quality aspect (75.56).

Sood *et al.*, (2020) reported that among the seven components of perceived utility of the IVRI-Dairy Manager app, usefulness ranked top with mean score 2.93 followed by credibility (2.90), complete coverage of content and attractiveness (2.80), user friendliness (2.76), compatibility (2.73) and soundness of visuals (2.66).

## **Conclusion**

Mobile technology is transforming access to information among farming masses. Emergence of digital revolution and internet penetration in the rural areas has enthralled farmers in accessing new apps that would keep pace with the modern technology. Several apps are emerging in response to new requirements and challenges in dairy sector. As the number of apps continue to increase, it is important to be selective in choosing the app, review and ensure that the app provides credible and current information to the farmers. Further, few more apps need to be explored on the requirements of the farmers.

## **References**

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