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**MOBILE SERVICES USAGES AS GOOD PERFORMANCE FOR FARMERS PERSPECTIVES, LOCATED IN KIRI
KOUK PRICH COMMUNE, KINGDOM OF CAMBODIA**

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ABSTRACT

The present research paper is on improvable mobile services as good performance for farmers and elderly people who live in rural areas located in KOUK PRICH Commune located in KI RI VONG District, Takeo Province, South of Cambodia nearby Vietnam and Cambodia Border especially understanding how important factors of mobile usages' perspectives of people who live in rural areas especially linkages to how for improvable to elderly people who live in remote areas and connection to other places. Research Paper focused on how the challenges and opportunities factors impact of usage mobile phone services and was based on the reviews of people who have live in KOUK PRICH commune and data collections as available evidences to analysis of using mobile services in households located in 13 villages. It is a question how to use mobile phone services to get benefit from the usages and connection to other people? What kind of factors impacted on every aspect of a family's experience of villages and commune from using cell phone perspectives and being decision making interventions to improve their income increases and outcomes are from improvable mobile services each other to be effective as good performance for farmer and elderly communities and e-speaking?

KEYWORDS

Mobile phone usages' perspectives, e-communities, Cambodia.

INTRODUCTION

The present article is focused on Cambodia citizens who have lived in 13 villages located in KOUK PRICH Commune was good practices of using hand mobile connection and e-connection to each other and different places.

Hand mobile connection was a more powerful and potential for most people who live in rural areas and has been low, lower income or limited levels of standards of living in the countryside or remote areas.

KOUK PRICH Commune has faced many challenges to education, health care, safe water including public transportation so using hand mobile as good services for connection through mobile service usages mobile services from one to one and community to community.

Mobile phone service refer to hand phone usages of villagers, mobile service usages have been very popular for people who live in the capital and who live in rural areas so there are good opportunities and being more attractive many private mobile phones companies to be invested and improved by Ministry of telecommunication of Royal Government of Cambodia.

Most of people who live in rural areas and using mobile services through e-speaking and e-connection to each other and one to one were better potential for them. Understanding how to be improvable information markets or resources information through mobile connections is from place to place or village to village. Mobile phone service as information market prices is self-confident of individuals of rural people and people who live in the city to each other relationship to share information and better quality communication of the rural people behaviors to provide information relationship to products prices or called information market prices.

Distance people who live in countryside, most of them are challenges to be lack of information and market prices between their own villages and city directly so most important of usages mobile phone service is very necessary to share information from people who live in city to people who live in countryside called information market prices.

MOBILE PHONE REVIEW

Mobile Phone service or hand phone defines e-services as modular, nimble, electronic services that perform work, achieve tasks, or complete transactions. Using hand phone's e-services concept, any application program or information resource is a potential e-service and Internet service providers (ISPs) and other companies are logical distributors or access points for such services. The e-services concept also sees services being built into cars, networked devices, and virtually anything that has a microchip in it. HP's vision is that IT departments will increasingly address their needs in a modular way so that individual modules can potentially be addressed by some e-service.

E-speaking is an open software platform designed by hand phone to facilitate the delivery of e-services (electronic services) over the Internet. Based on Extensible Markup Language (XML) and often compared to Microsoft's .NET initiative, e-speak was designed to automate tasks people would have to complete personally by letting the computers involved talk to each other.

To understand e-speak, pretend you are thinking of taking a vacation to Paris. Instead of searching the Web for an airline, hotel, and rental car (and then spending hours looking through individual Web sites to see which services/prices fit your criteria), you would submit your criteria to a registered e-services site and a services agent would find the registered providers that met your requirements. An added advantage of using a registered e-service site would be that if for some reason you missed your flight and had to take a later one, all the e-services site computers involved in your travel arrangements would notify each other and re-adjust your reservations accordingly.

Although mobile phone service or hand phone has given up propriety rights to e-speak, it plans to sell servers, storage, and application solutions to developers who plan to use e-speak on their Web sites. HP is also using e-speak for its own product management has given up propriety rights to e-speak, it plans to sell servers, storage, and application solutions to developers who plan to use e-speak on their Web sites. Mobile phone service is also using e-speak for its own product management.

PROCESSING RESEARCH

On my processing research paper, first, focus on how to create the questionnaires relationship to our goals or objective and subjective research. Secondly, we choose or limit the place in my country, KOUK PRICH commune located in Takeo Province of Cambodia where we were thinking the important is linking to our purpose of research areas. Thirdly, we are to go directly to get information from citizens who live in 13 villages located in the commune to be selection data to analysis.

RESEARCH METHODOLOGY

The research was designed to use a survey method in order to generate evidences of both positive and negative effects of people who are living in rural areas located in KOUK PRICH commune a part of KIRI VONG district, Takeo province, Cambodia. In addition, it was designed to build up on Commune Monitoring System also and create a panel households dataset or households that were interviewed for mobile phone service monitoring and improving local planning in Commune.

The evidences from the survey were expected to provide policy recommendation to mitigate the negative effects and promote the positive ones to compare the family who used mobile phone service in response. Assessment was made to considerate any possible innovations mobile phone services in the public sector located in 13 villages.

DATA COLLECTION

Relationship to data collection located in KOUK PRICH Commune has been a part of KIRI VONG in South Takeo Province of Cambodia. KOUK PRICH Commune is subdivided into 13 Villages include TRAPEANG PRING Village, KBAL DAMREI Village, KOUK PRICH Village, CHI KHMOL Village, CHHEU NEANG KHPOS Village, SLAENG Village, SAMRAONG KHANG KAEUT Village, SAMRAONG KHANG LECH Village, CHAMBAK Village, ANDOUNG THUM Village, KOUK KRUOS Village, PREY CHEUNG Village, and BAM Village to be sure the qualitative and quantitative in the field survey.

RESULTS

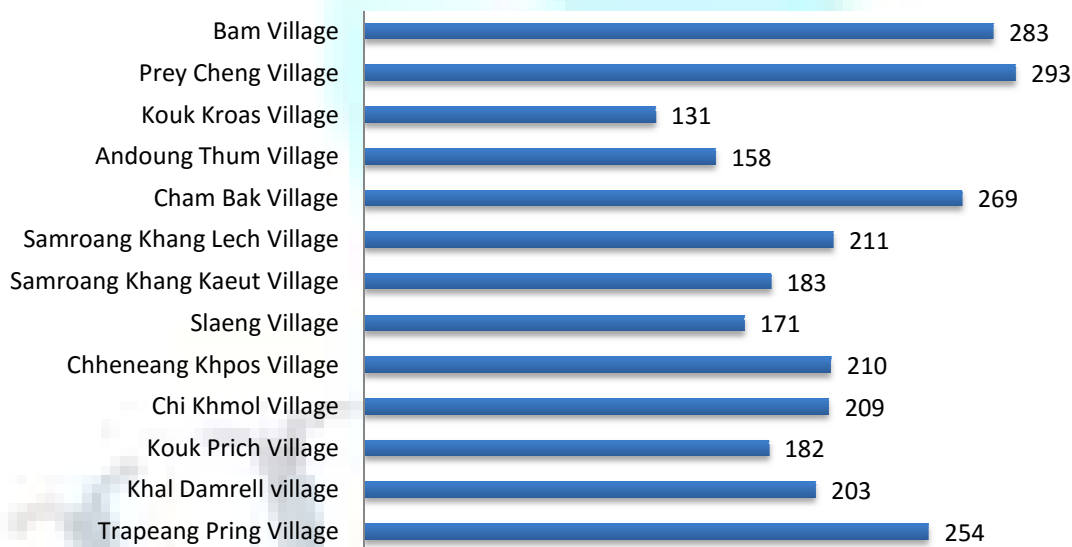
The resources including information data collection, we had 7 group volunteers were from high school and teachers to attend or participated to interview different villages to have a test and sum papers to analysis relationship to mention above.

The result collection data and linkage to 13 villages of our field surveys and different population of each village as figure below:

According to the sources mention above, we subdivided the gender of sum totally population in the commune is 13161 people (2014) of 2757 families/households among 13 villages was located in KOUK PRICH commune and there were male: 6539 and female: 6622 reported by Mr. SANGHA, secretary of KOUK PRICH commune contacted him through his mobile phone: +85512490721 and reviewed by MS. OUTH SARMON contacted her through her mobile phone: +855 92897146, Commune Council Committee.

FIG. 1

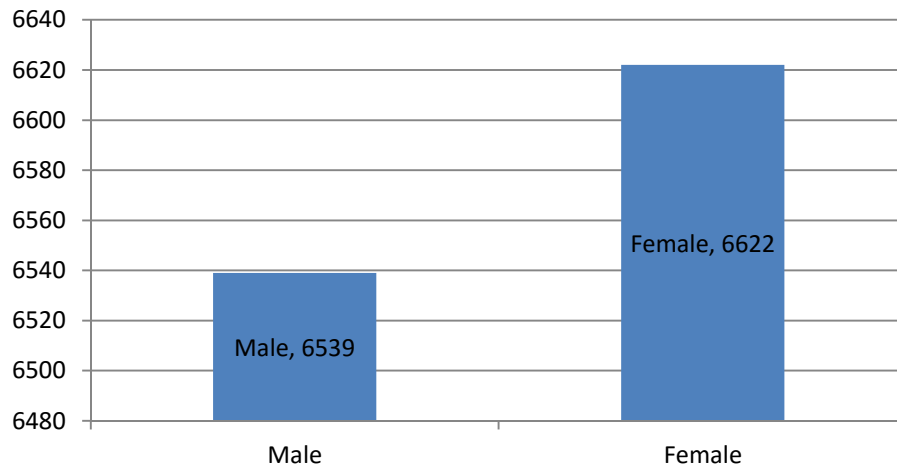
13 Villages & Families in commune



SOURCE: Author's own, data collection, interviewed MS OUTH SARMON, KOUK PRICH COMMUNE COUNCIL COMMITTEE.

How to measure the villagers depended on the questionnaire and meeting every each chief of the village's interview and most of villages separated each other so we needed the time or spent many days to see rural people and face to face to be friendly including asked some questions relationship to our questionnaire to complete the table and figure of the documents and the number of females is more increasing than men in those areas.

FIG. 2

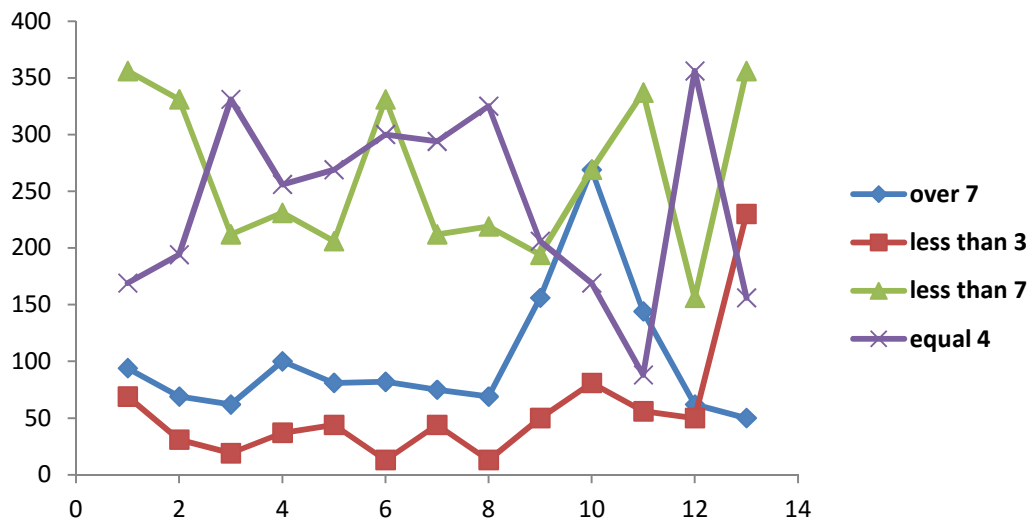


Sources: Author's own, data collection and interviewed Mr. SIN SANGHA.

Mr. SIN SANGHA, secretary of the commune population between male and female and reviewed by MS OUTH SARMON, KOUK PRICH commune council committee.

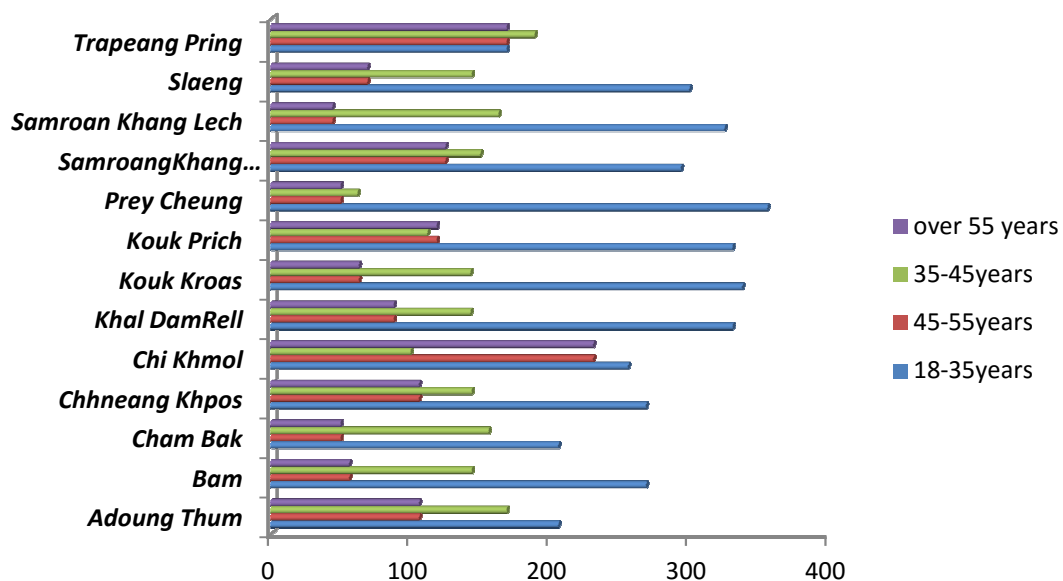
Our data collection had many different items such as member of each family compare to others from villages to other villages and we limited at least three members and more than seven members of households.

FIG. 3



We understood the first rank of family-member is less than 7 people and second rank is 4 people, third rank is 7 seven people and fourth rank is less than 3 people of each households in the villages.

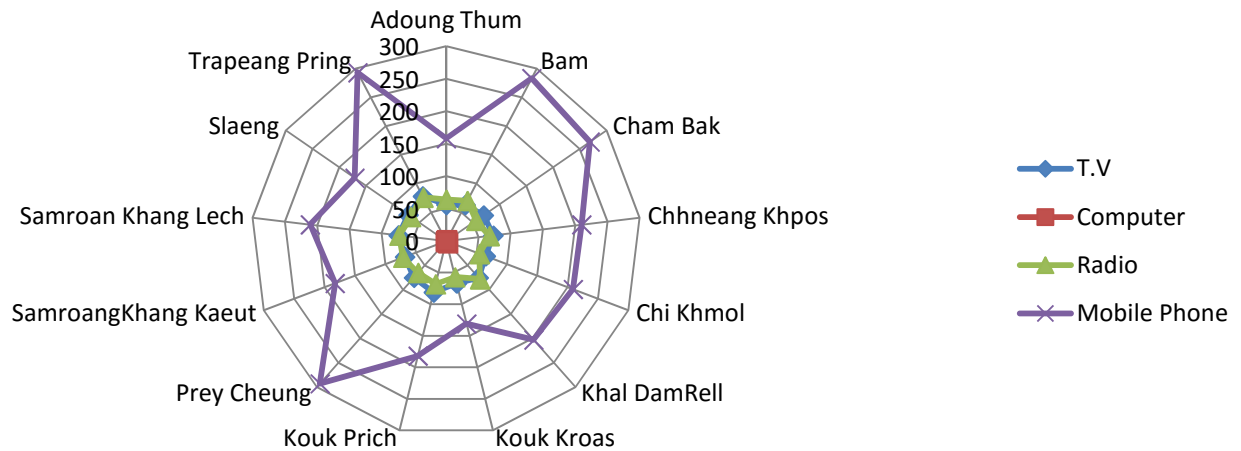
FIG. 4



We would like to know among age of people from 18 to over 55 years old so we saw the first age rank was from 18 to 35 years old as the top rank and secondly, the age rank from 35 to 45 years old as the second rank, third, age rank from 45 to 55 years old as third rank and fifth rank was over 55 years old.

My paper survey field based on the villagers in located in KOK PRICH commune as we would like to know the key words in the daily lives of people who live in the rural are, we saw most of the people using mobile phone to connect each other or communication as well as showing in figure as presents to among of people using more mobile phone in social relations who connected each other directly by using mobile phone connection according to the questioners after in this case.

FIG. 5



Exploring results mobile phone usages is the first or top rank compare to others such as TV, Computer and Radio in the commune but problems are unavailable second data collection to compare with my own data collection 2015.

A mobile phone service is important functions and more potential for SMS, E-connection, E-villages and E-communities from one to one of people who live in different places.

DISCUSSION

The last one focused on the main reasons or factors to become the threat of mobile phone usages in the villages were different items, we studied on; the government should be concerned the environmental and social impact on the poor people or not such as the financial supporting to the own government and local government; subsidy to the poor areas or remote areas; concerned about the climate changes and human capital including health care, if it was not provide the delivery services or public e-services on time is very risk to citizens in rural areas so important factors both the government and citizens were hard working and coworkers on time and participation to anti-corruption to be accountability and transparency after getting the results and exploring as mentionabove, the basically were different conceptions with:

- The important relevance to policy making and initiatives to be improvable E-services, penetration among farmers who have lived in the rural area.
- And the challenges of the rural areas are facing the financial support for pro poor labor and poverty line that have lived in the community to participation or usage E-services in the public sector
- So how to apply and what kind of E-services for people such as developed and developing their family-self.

CONCLUSION

Research paper explored all the farmers' usages E-service as limited but their best wishes to be more opportunities and legal rights to practice and motivation E-Services as family's decision making policy through information and communication technology to:

- Enhance economic, health and education activities
- Increase e-agricultural products especially
- Government must pay more attentions and need more strategies management: E-services as good performance or policy-making to attractive investment, e-technologies and X-machines to support the farmers, developed and developing their own families as a whole country.

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