International Journal of Multidisciplinary Research and Development
Online ISSN: 2349-4182, Print ISSN: 2349-5979; Impact Factor: RJIF 5.72
Received: 22-02-2019; Accepted: 16-03-2019
www.allsubjectjournal.com
Volume 6; Issue 4; April 2019; Page No. 102-105

Utilization of different information and communication media with respect to the selected farm technologies

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

Abstract
The information communication technology revolution can thus be of considerable use for the under developed countries like India and more so far the rural areas considerable lacking in development. The ushering in of this new technology can totally change the face of rural areas and possibly bring all-round prosperity as envisioned by the fore fathers of this great.

Keywords: ICTs, agricultural information, communication, technologies

Introduction
Information Communication Technology (ICT) is the technology required for information processing. In particular, the use of computers, communication devices and software application to convert, store, protect, process, transmit and retrieve information for anywhere and anytime. Information and communication technologies can accelerate broad -based rural growth and by increasing awareness, help make it a central pillar of overall sustainable development in Agriculture. Information Technology transforms our lives by creating wealth and impacting every facet of human endeavor. In today's "information age" the role of appropriate information packages and its dissemination are equally important. It is not only enough to generate information, but also to see that the required information is delivered to end-users at the earliest and without dissemination loss. The best approach to utilize information technology in everyday life is to identify the areas where it can be applied and then to evolve a strategy to achieve it. Information and communication Technology refers to a broad term comprising of new communication and computing technology. Computer hardware, software and Internet are keys to these systems that are designed, developed and managed by Information Technology professionals. Patil, *et al.* (2008) [1] reported that the past decade is characterized by major changes in the Information and Communication Technology (CT) environment in agriculture worldwide. It has changed from hand held calculators and batch processing of management data at central service centres to adoption of on-farm information management facilities, computer embedded process control devices, remote sensing with spatial data utilization, and more, with almost all of them endowed with communication capabilities. Adoption of ICT is far from universal to the detriment of farmers and the agricultural sector. Accordingly current studies are now evaluating what information farmers, extension personnel and researchers really need what are the main constraints for adopting ICT. The Indian agricultural sector shares these concerns and is o exception in seeking answers. An evaluation of the Indian scene suggests that market information and weather updates are of prime interst; illiteracy, cost and lack of awareness are the major adoption constraints. Human capital enhancement was understood to be the main remedial factor to change the low rate of ICT adoption and its effectiveness. To address these issues a policy frame work for the nascent Agricultural Information Technology sector is suggested. Soorani, F.; *et al.* (2012) [2] reported that the study investigates the use of information and communication technology (ICT) services by villagers and identifies the factors influencing usage. The sample consisted of 172 literate villagers in he Central division of Najaf Abad Country, Iran, Regression analysis showed that one of the most important factors affecting the use of ICT is the respondent's attitude towards using ICT. However, only 31% of the respondents had a favorable attitude. Therefore, something must be done to improve the attitude of villagers towards ICT. In terms of villagers' priorities in ICT use, watching TV programmes on how to prevent and combat common human diseases, improve individual and family health, and receive news on new agricultural and animal husbandry technologies, were ranked first to third. The findings also showed that people who have had more skills at working with computers and the internet have used rural ICT services more than others.

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: Distribution of Respondents according to age group N= 200

S. No.	Age Group	Number of respondents	Percentage
1.	Below 30 years	22	11.00
2.	30-40 years	67	33.50
3.	40-50 years	74	37.00
4.	Above 50 years	37	18.50
	Total	200	100.00

Maximum 37.00 per cent respondent were from the age group of 40-50 years followed by 30-40 years (33.50 per cent), above 50 years age (18.50 per cent) and below 30 years age (11.00 per cent). This may be attributed to the fact that in most the rural households, the leadership of the households remain in the hands of oldest person of the family. This is common pattern which is rarely challenged.

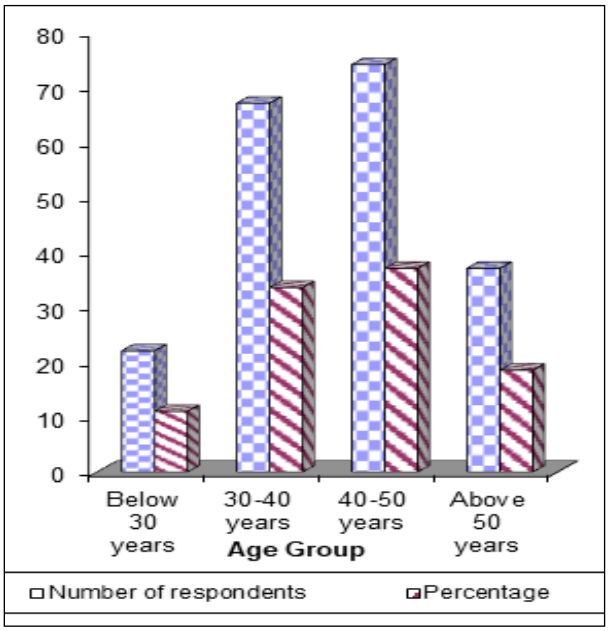

Fig 1: Respondents according to age group

Table 2: Education level of respondents

S. No.	Educational Level	Number of respondents	Percentage
1.	Illiterate	30	15.00
2.	Upto primary	44	22.00
3.	Upto 8th Standard	50	25.00
4.	Upto high school	45	22.50
5.	Upto intermediate	24	12.00
6.	Graduation or above	07	03.50
	Total	200	100.00

Maximum 25.00 per cent respondents were educated up to 8th standard followed by 22.00 per cent up to primary, 23.50 per cent up to high school, 12.00 per cent up to intermediate and only 3.50 per cent were graduate while 15.00 per cent respondents were illiterate. Overall literacy was low among beneficiaries; however, inclination towards higher studies was quite high among farmers. The findings further reveal that the literate as well as illiterate both were involved as beneficiaries in information technology. However, the involvement of literate was more than the illiterate.

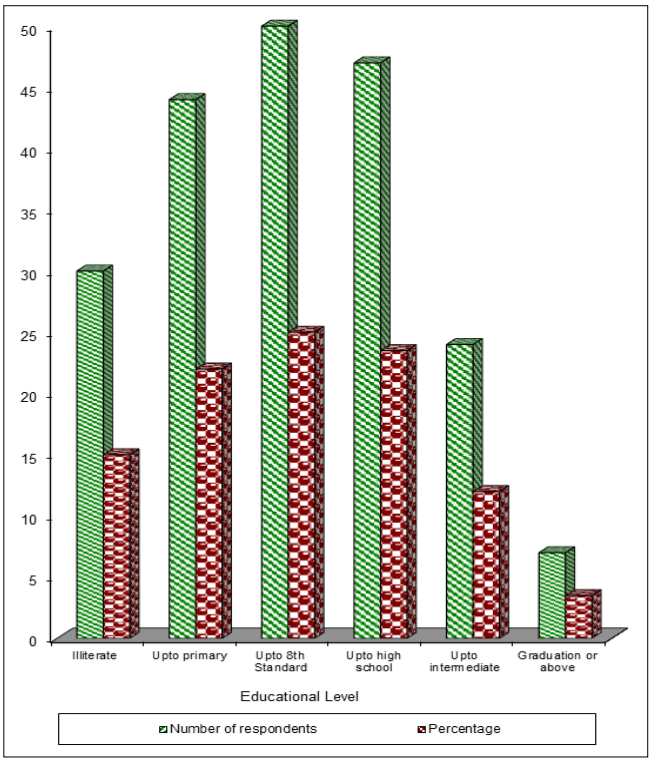

Fig 2: Education level of respondents

Table 3: Extent of utilization of different mass media by the respondents. N=200

Sl. No.	Mass Media	No. of Respondents		
		2001-02	2006-07	2011-12
1	Radio	65(24.43)	97(21.60)	135(17.97)
2	Television	32(12.03)	52(11.58)	97(12.91)
3	Newspaper	12(46.15)	30(6.68)	61(8.12)
4	Farm Publication	4(1.50)	9(2.00)	27(3.59)
5	Agril. Exhibition and Faris	70(26.31)	111(24.72)	168(22.37)
6	Radio + Television	17(6.39)	34(7.57)	62(8.25)
7	Rado + T.V. + News Paper	10(3.75)	23(5.12)	32(4.26)
8	Radio + T.V. + N.P. + Agril. Exi. & Fairs.	52(19.54)	93(20.71)	152(20.23)
9	Radio + T.V. + N.P. + Agril. + Exi. + Farm Publication	04 (1.50)	08(1.78)	17(2.26)
10	Total	226	449	751

Radio and Agricultural Exhibition and farmers fair were the most utilized mass media in comparison to other mass media selected for the present study newspaper and farm publication were least utilized by the farmers because of illiteracy.

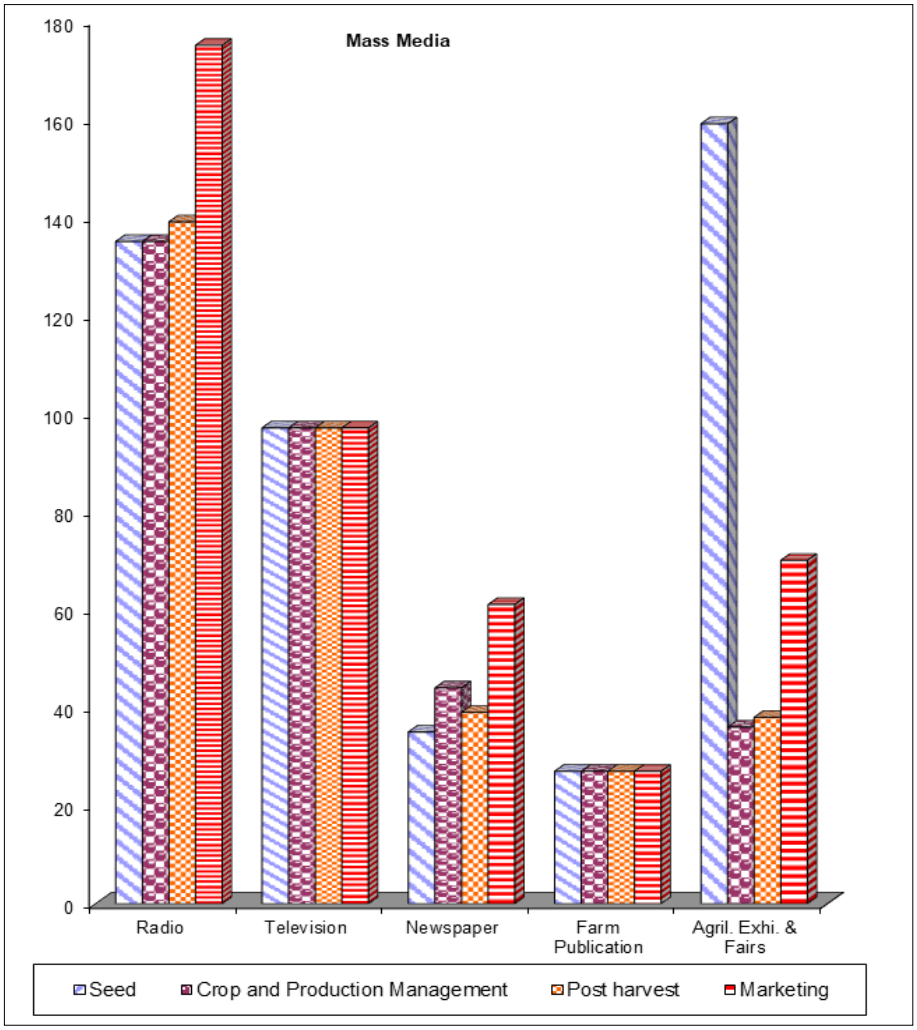

Fig 3: Pattern of utilization of different mass media in respect to the selected farm technologies.

Table 4: Pattern of utilization of different mass media in respect to the selected farm technologies (A) Cereal Crops

S. No.	Mass Media	Seed	Crop and Production Management	Post-harvest	Marketing
1.	Radio	135 (29.80)	135(39.82)	139 (169.15)	175 (27.73)
2.	Television	97(91.41)	98(28.52)	99 (48.76)	97 (15.37)
3.	Newspaper	35(7.72)	44(12.97)	39 (19.40)	61 (9.66)
4.	Farm Publication	27(5.96)	27(7.96)	27 (13.43)	27 (4.27)
5.	Agril. Exhi. & Fairs	159(35.09)	36(10.61)	38 (18.90)	70 (11.09)
	Total	453	340	203	631
(B) Fruits and Vegetables					
S. No.	Mass Media	Seed	Crop and Production Management	Post-harvest	Marketing
1	Radio	135(32.29)	135(51.72)	110(85.93)	122(69.71)
2	Television	97(23.20)	98(37.54)	99(77.34)	97(55.42)
3	Newspaper	27(6.45)	29(11.11)	22(17.18)	51(29.14)
4	Farm Publication	27(6.45)	28(10.72)	29(22.65)	27(15.42)
5	Agril. Exhi. & Fairs	159(38.03)	97(37.16)	37(28.90)	22(12.57)
	Total	418	261	128	175
(C) Live Stock Production					
S. No.	Mass Media	In case of			
		Breeds	Management	Processing Process	Marketing
1.	Radio	135(30.68)	135(37.50)	110(28.06)	122(35.46)
2.	Television	97(22.04)	98(27.22)	99(25.25)	97(28.19)
3.	Newspaper	22(5.00)	37(10.27)	57(14.54)	61(17.73)
4.	Farm Publication	27(6.13)	28(7.77)	29(7.39)	27(7.84)
5.	Agril. Exhi. & Fairs	159(36.13)	62(17.22)	97(24.74)	37(10.75)
	Total	440	360	392	344

Television and farm publication provide all information about farm technologies but it was not reachable to most of the respondents because of their poor economic condition and illiterate. Table further reveals that ratio and agricultural exhibition were more practical to the farmer but these were unable to provide all information about farm technologies.

farm technologies like seeds/samples, production of crops, post harvest and marketing of agricultural product. Among all mass media in the study area, radio and agricultural exhibition and farmers fair were providing information only about basic farm technologies (seeds and production of crop. live stock production in comparison to other mass media. In case of breeds, agricultural exhibition and fairs provide maximum 36.13 per cent followed by radio, television and farm publication 30.68 per cent, 22.04 per cent and 6.13 per cent respectively. With regards to live stock production management radio was most effective. Television provides better information for processing and marketing.

Conclusion

Information Communication Technology for the masses" is declared. It is firm view of the government that if any technology can create new opportunities to bridge the gap between information haves and have not in the present times, it is information communication technology. (Working group of GOI, 2000). It is being increasingly felt that information technology can be a major vehicle for all round socio-economic development. Information Technology when used as broad tool for amalgamating local knowledge communities with the scientific knowledge, heralds the formation of the class of society, which is nothing but "Knowledge Society". The social transformation, using information as a powerful tool, is possible only when full potential of knowledge is realized. The social transformation in India can be realized only when the knowledge and information are effectively harvested for overall agricultural and rural development. For effectively harnessing the Information Communication Technology, the most happening tool in the information age the points discussed above should be kept in mind.

References:

1. Patil VC, Gelb E, Maru A, Yadaraju NT, Moni M, Harekrishna Misra. Adoption of Information and Communication Technology (ICT) for agriculture: an Indian case study. World conference on agricultural information and It, IAALD AFITA WCCA, Tokyo University of Agriculture. 2008; 24-285-692.
2. Soorani F, Kalantari K, Asadi A. Factors affecting the use of rural ICT services (case study: villagers of central division of Najaf Abad Country). Rural Research. 2012; 3(10):21-49.