A Peer Reviewed International Journal of Asian Academic Research Associates

AARJSH

ASIAN ACADEMIC RESEARCH JOURNAL OF SOCIAL SCIENCE & HUMANITIES

IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY IN AGRICULTURE – PERCEPTION OF THE FARMERS IN RAMANATHAPURAM DISTRICT

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ABSTRACT

Agriculture is one of the most important sectors in India, and could benefit tremendously with the applications of ICTs especially in bringing changes to socio-economic conditions of poor in backward areas. The common problems in adoption of ICT in rural segments are ICT illiteracy, availability of relevant and localized contents in their own languages, easy and affordable accessibility and other issues such as awareness and willingness for adoption of new technologies among the rural peoples etc. With this background information, the paper is devoted to outline the level of attitudes of the farmers on ICT application in agriculture, impact of ICT application in agriculture activities and problems in accessing the ICT application in Ramanathapuram district. the Indian Govt is being made a remarkable achievements especially in the area of agriculture by giving various facilities to the farmers in which the ICT services is one among which is helping the farmers to understand the modern cultivation methods, availability of agriculture inputs, irrigational sources, availability of pesticide and fertilizers for increasing the production and productivity of crops. India is a developing economic country where agriculture forms the backbone of Indian economy. Despite concentration of industrialization, agriculture remains in a place of pride. For a long period of time, Indian rural communities especially farmers have been facing number of socio-economic problems. So various planners and administrators of the agriculture dept of the government must consider the threats faced by farmers to protect their interest as well as the interest of the nation.

KEY WORDS: *Agriculture: information, communication and technology: Agriculture: Level of Attitudes.*