

Association between Profile Characteristic of Farmers and their Attitude towards ICT Tools in Anantapur District of Andhra Pradesh

Keywords: *Agricultural Extension, Attitude, Information, Smart Farming.*

Over the years, Agriculture Extension has been at the fore front in the delivery of adequate information to the farming community not only for increasing productivity but also to improve their standard of living. Keeping in view of the demand for agricultural growth, evolutionary changes were been made in transfer of technology to reach the farming community effectively. The Information and Communication Technology (ICT) is one of the important counterparts which made the agriculture extension more realistic and quite interesting. The continuing rapid development of telecommunications and computer-based information technology (IT) is probably the biggest factor for change in extension, one which will facilitate and reinforce other changes. There are many possibilities for the potential applications of the technology in agricultural extension (Zijp, 1994).

The ICT enabled extension systems are acting as a key agent for changing agrarian situation and farmers' lives by improving access to information and sharing knowledge. ICTs can be helpful in providing the interaction among the researchers, extension workers and farmers. Today, ICT has revolutionized the process of transfer of technology by making available information from various sectors quickly and accurately. The use of ICT in agriculture extension witnessed a significant impact on the growth of agriculture. Still there is substantial scope for enhancing the role of ICT in agriculture. Doubling the farm income within 2022 is new challenge. Judicious use of inputs and precision farming is knowledge intensive for dissemination of technology or knowledge through ICTs. This is a need to know the association between attitude and profile of ICT tools users among farming community. With this background the present study has been formulated with the following objective.

To study the association between attitude and profile of the ICT using farmers.

MATERIAL AND METHODS

The present study was conducted in Anantapur district of Andhra Pradesh during the year 2017-18. An Ex-post facto research design was used in the present investigation. The Anantapur district was selected purposively for the study due to large area

(19.13 lakh ha) in Andhra Pradesh. Out of five divisions, three divisions namely Kadiri, Anantapur and Kalyandurg divisions were selected randomly. Three mandals from each division namely Gandlapenta, Bukkarayasamudram and Beluguppa were selected by using random sampling technique. From each of the selected mandal, four villages were selected following random sampling procedure. Chamalagondi, Kamathampalle, Kurumamidi and Somayajulapalle from Gandlapentamandal; Bodiganidoddi, Reddipalle, Chedulla and Siddarampuram from Bukkarayasamudram mandal; Ankampalle, Duddekunta, Thagguparthi and Yerragudi from Beluguppamandal were selected. Thirty four farmers from Gandlapentamandal, forty seven farmers from Bukkarayasamudram mandal and thirty nine farmers from Beluguppamandal were selected from the villages by proportionate random sampling method. Thus a total of 120 farmers were selected for the study.

Data was collected through a well-structured interview schedule which was developed keeping in view of the objectives of the study. The collected data were coded, classified and tabulated. The statistical tools such as Frequency, Percentage, Mean, Standard Deviation, were used for meaningful interpretation of findings and for drawing conclusions.

RESULTS AND DISCUSSION

Relationship between selected Profile characteristics and Attitude.

From the table 1 revealed that 'r' values of education, land holding, experience in farming, experience in usage of ICT tools, possession of ICT tools, annual income, training undergone, social participation, extension contact, innovativeness, economic orientation, scientific orientation and cosmopolitanism were positively and significantly correlated with the attitude. The other variable risk orientation is negatively significant and age is negatively non-significant with the attitude.

Age was negative and non-significant with the attitude due to as the age increases the favourable attitude towards ICT tools was decreased. Age might have negatively influenced on utilization of ICT tools due to lack of skill in utilization of ICT tools Sraavan

Table 1. Relationship between selected profile characteristics and Attitude.

S.No.	Independent variables	'r' value
1	Age	-0.144 NS
2	Education	0.193*
3	Land holding	0.275**
4	Experience in farming	0.202*
5	Experience in usage of ICT tools	0.205*
6	Possession of ICT tools	0.245**
7	Annual Income	0.186*
8	Training undergone	0.199*
9	Social Participation	0.510**
10	Extension Contact	0.188*
11	Innovativeness	0.209*
12	Economic Orientation	0.376**
13	Risk Orientation	-0.221*
14	Scientific Orientation	0.327**
15	Cosmopolitaness	0.293**

** 0.01% level of Significant.

* 0.05% level of Significant; NS- Non Significant

(2012). There was a positive and significant relationship between experience in usage of ICT tools usage and attitude of farmers towards ICT tools due to farmers having the medium possession of ICT tools. Experience of ICT tools usage leads to favourable attitude towards ICT tools. There was a positive and significant relationship between possession of ICT tools and attitude of farmers towards ICT tools due to farmer having more ICTs tools are socially rich, innovative and advanced farmer. They mainly use new ICT tools in farming. They are searching for more information for their economic improvement in agriculture. The farmers having greater possession of ICT tools have

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high favourable attitude towards ICT tools Devaraja (2011). There was a negative and significant relationship between risk orientation and attitude of farmers towards ICT tools. due to the fact that farmers having more risk with the ICT tools they didn't use ICT tools leads to less favourable attitude.

CONCLUSION

The Information and Communication Technology (ICT) is one of the important counterparts which made the agriculture extension more realistic and quite interesting. ICTs help in providing up to date information services to the farmers such as on package of practices, market information, weather forecasting, the input supply, credit availability etc., can be provided at the earliest possible time. Most of the agrarians having lack of awareness and extension activities regarding ICTs tools usage. Finally concluded that, by using era of smart farming, we need to strengthen e-extension for improvement of present agricultural extension system and it leads to overall development of socio-economic conditions of farmers.

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