

An Analysis of the Profile Characteristics of the Farmers Using ICTs

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ABSTRACT

Detailed analysis of profile characteristics of farmers indicated that majority of the respondents were middle aged with primary schooling education and were having small land holdings with medium farming experience. Majority of the respondents had medium information seeking behaviour, socio-politico participation, extension contact, medium in economic status, scientific orientation and achievement motivation.

Key words : Farmers, ICTs, Profile characteristics.