

# Awareness of Information Technology in Agriculture

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**Abstract-** *There have been so many inventions are happening in order to make work easier. But lacking of proper education is still affecting the spreading of inventions. This is the time when educated young farmers and old farmers are also there. In such situation it is very important to evaluate whether farmers are aware with new technologies or not. What is there issue? The Research will be based on the survey of more than 30 farmers, and the proposed solution for the same.*

**Keywords--***Agricultura, development, Technology awareness, Agriculture, Cultivation, e-Arik, e-Agriculture, India, Farmers.*

## I. INTRODUCTION

Nowadays, information is a basic necessity of everyday life. For anything and everything information is required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information needs is very specific. The present paper deals with the information needs of the farmer community in rural areas [4]. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, aground food processing, distribution advertising and sale [9].

Indian Farming community is facing a multitude of problem to maximize crop productivity. In spite of successful research on new agricultural practices, the majority of farmers is not getting upper bound yield due to several reasons is that expert advice regarding crop cultivation is not reaching farming community in a timely manner. it is true that India possesses a valuable agriculture knowledge and expert advice[6].

However, a wide information gap exists between the research level and practice .Indian farmer need timely expert advice to make them more productive and competitive. Along with appropriate agricultural information and knowledge, field demonstrations and forward (farm machinery, manure, seeds) and backward linkages (post-harvest technology and market) need to be facilitated with appropriate public-private partnership between knowledge and other rural advisory service providers for agricultural development [5].current farmer is not well known to internet and their product, therefore it is very necessary that farmer should have habit of going online and focusing on

information technology in order to get most benefit in agriculture,

## II. IMPACTS OF AWARENESS OF INFORMATION TECHNOLOGY

Agriculture is different from industry and plays a significant role in the economic development of a nation. India's prosperity depends upon the agricultural prosperity. There are many kinds of agricultural products produced in India and the marketing of all these farm products generally tends to be a complex process [9]. Impact of information technology in agriculture is that farmer can make use expert knowledge. When awareness will increase between farmer communities farmer then itself able to solve their issues. And also the productivity will increase. Sometime farmers have to wait long time to just get a proper advice through a expert. Getting online will make farmers to solve their issue frequently.

Awareness of Information Technology in Agriculture has to be taken into consideration which can be positive or negative:

### I. Positive Impacts

1. Farmer will be updated with new trend of internet technologies in agriculture..
2. he can search online and can get help from expert available online instead of looking for best expert advice outside
3. Farmer awareness about their field will increase which leads to good productivity and economy.

### II. Negative Impacts

If a farmer is not aware with the current trends of information technology it will be difficult for customer to solve their little issue.

1. Lack of awareness will make farmer to do unnecessary doing little stuffs. This can be easily solved if he goes with market trending knowledge.
2. If land is not getting proper care from farmer ten the productivity of soil will decrease and soil erosion will gets started..
3. Due to online frauding and some type of attack can make

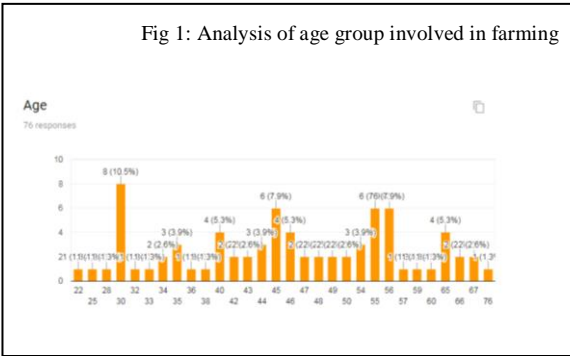
farmer more afraid of getting online

### III. RELATED SURVEY AND RESPONSE

In this portion paper, we analyze why farmer is not getting online..And if he is going then what he prefers online.

Hence, a survey was taken which consisted of questions regarding how Awareness of Information Technology helps in Agriculture.

Here are some of the questions and the responses of the survey taken. The report is based on the 15 survey:



As shown in fig. 1 it conclude that most of the farmers belongs to younger generation and then it comes to older generation .Most of farmers age is in range of 25 to 40.

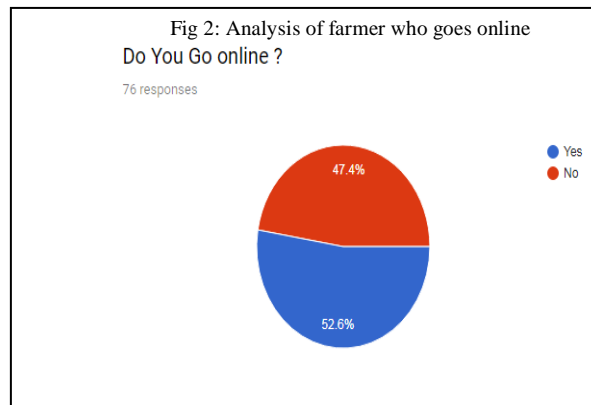
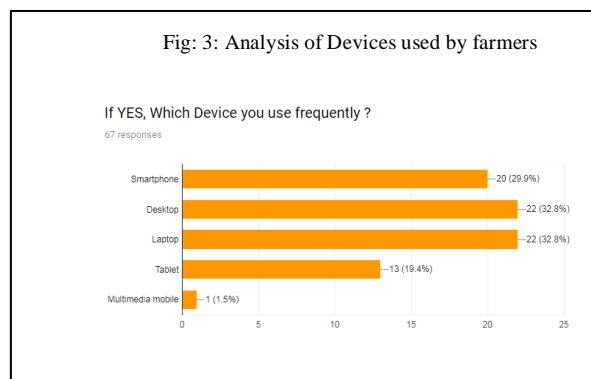
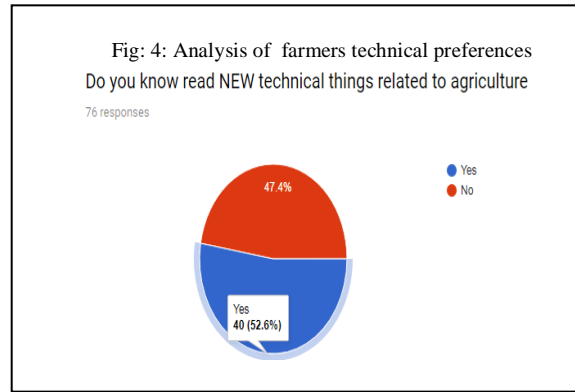


Fig.2 clearly says that, most of the farmer populations are connected to Information Technology.



As shown in fig. 3 it conclude that farmers is comfortable

in using samrtphones as well as laptops and desktops.



As shown in figure 4 it clearly conclude that half of farmers community uses internet to read new technologies.

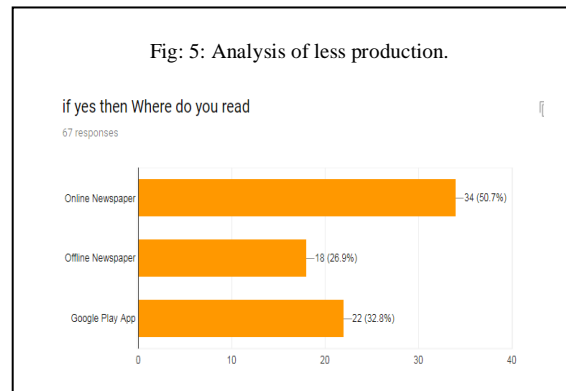


Fig 5 show that the most of farmers read online newspapers,and some of like to read offline newspaper.Basically news paper is the populer source is getting aware with new technical things.

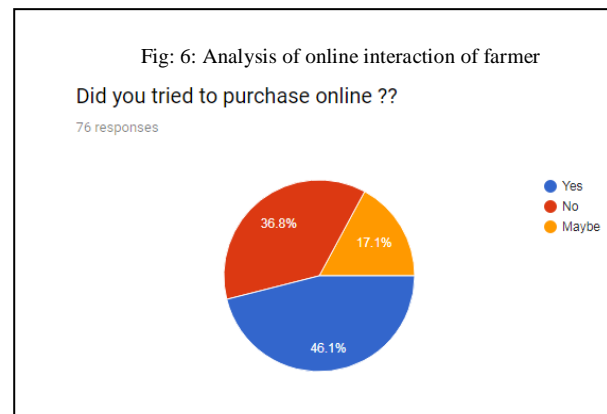
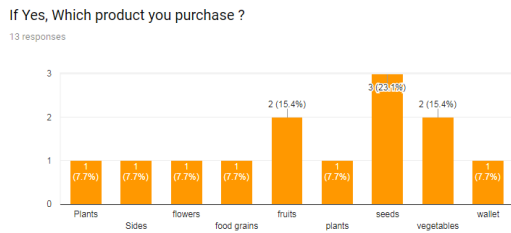
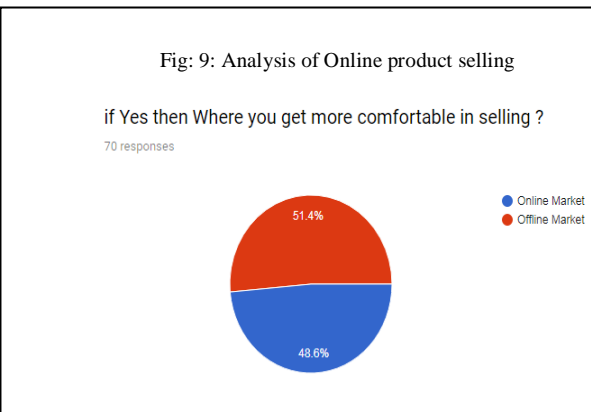
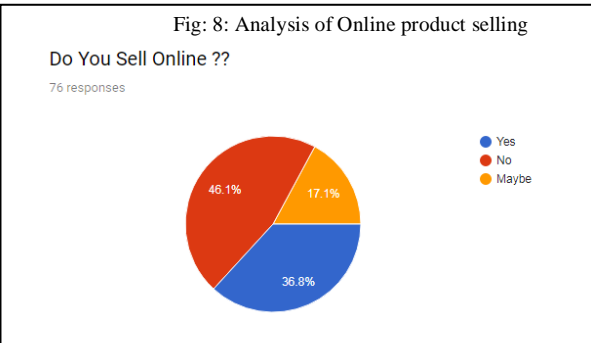


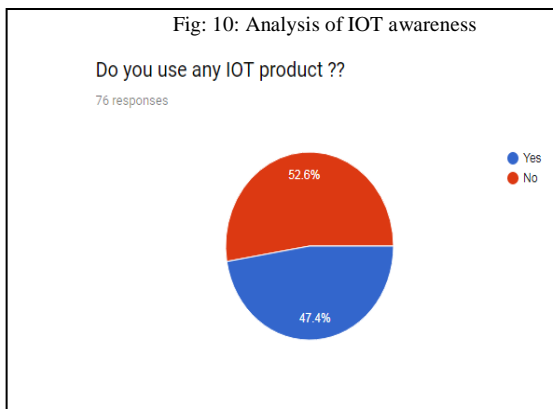
Fig: 7: Analysis of purchasing product of farmer



As shown in figure 6 and 7 its clearly concluded that farmer who is aware with internet technologies he prefers to buy product online for their agricultural field.



As shown in figure 8 and 9 it is clearly conclude that the farmers who is aware with the internet technologies is also trying to sell their products online.



As shown in fig.10 it is clearly conclude most of the farmers are not using Iot product.it can be possible that they might not aware or they do not need to use it.

### III. CONCLUSION

According to survey it is clearly concluded that most of the young farmers keep them self aware with the new technology things through internet. Due to age factor aged farmer are still taking surrounding help and offline media to improve their knowledge.

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