



RESEARCH ARTICLE :

Relationship between profile characteristics of the farmers and their perception towards information Kiosk in Thiruvananthapuram district, Kerala

■ N.A. HINDUJA, N. KISHORE KUMAR, R. PRAKASH AND ALLAN THOMAS

ARTICLE CHRONICLE :

Received :

17.07.2017;

Accepted :

01.08.2017

SUMMARY : Advantages of Information and Communication Technologies ICT's can be extended to the disordered and impeded farming community by accomplishing their access to ICT's to farmers through Information Kiosks and utilizing them as a stage for spreading of farm innovations which had already been begun in different states through different undertakings. The study revealed that majority of the farmers obtaining information from the Information Kiosks reported medium perception (55.00%) of the messages followed by low perception (10.00%) and high perception (8.00%). Relationship between the profile characteristics and the perception of the farmers about Information Kiosk indicated that effectiveness of Information Kiosk, awareness about Information Kiosk and information dissemination ways by the farmers utilizing the Information Kiosks positively correlated with the Perception of the farmers towards Information Kiosk.

KEY WORDS :

Perception,
Information Kiosk,
Effectiveness,
Awareness,
Information,
Communication
technology

How to cite this article : Hinduja, N.A., Kumar, N. Kishore, Prakash, R. and Thomas, Allan (2017). Relationship between profile characteristics of the farmers and their perception towards information Kiosk in Thiruvananthapuram district, Kerala. *Agric. Update*, 12(TECHSEAR-6) : 1583-1586; DOI: 10.15740/HAS/AU/12.TECHSEAR(6)2017/1583-1586.

Author for correspondence :

N.A. HINDUJA

Department of
Agricultural Extension,
S.V. Agricultural College
(A.N.G.R.A.U.), TIRUPATI
(A.P.) INDIA
Email: nethaarunhinduja
@gmail.com