

Use of e-resources by farmers in Coimbatore district of Tamil Nadu

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Received : 01.08.2013; Revised : 12.10.2013; Accepted : 28.10.2013

ABSTRACT

A study was conducted in Thondamuthur block of Coimbatore district of Tamil Nadu, where the use of e-resources is substantial. A total number of 60 farmers were selected purposively for the study from six villages. Among 60 samples, 30 were e-resources users (ERU) and the remaining were non-users (ERNU). The study used various statistical tools such as Garrett's ranking technique, logistic regression, scaling technique and percentage analysis. The result showed that majority of the e-resource users (46.67 %) were in the age group of below 35 years and non-users, (70 %) were in the age group of more than 55 years of age. About 53 per cent of e-resource users had higher secondary school education while 60 per cent of non users had primary level education. The Garrett's ranking technique was used to rank the various reasons that hindered the usage of e-resources. This results revealed that majority of the farmers (91.44 %) reported lack of awareness and it was the main reason for not using the e-resources. The age was negative with regard to the extent of usage of e-resources, the results also showed that 43 per cent of the respondents used e-resources to access crop protection aspects. The perception of the respondents showed that about 83 per cent were highly satisfied with the availability of the information that too in required form. A comparative analysis on net profit of e-resources users and non-users showed that the net profit of e-resource users was comparatively higher than the non users.

KEY WORDS : Farmers, E-resource, Garret ranking

How to cite this paper : Kumarasamy, N. and Sekar, C. (2013). Use of e-resources by farmers in Coimbatore district of Tamil Nadu. *Internat. J. Com. & Bus. Manage*, 6(2) : 357-363.

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