



RESEARCH ARTICLE :

A study on socio-economic impact of use the mobile phone technology (ICTs) among the farmer of Rajasthan state

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SUMMARY : Now times, 21st century declared to be the age of information and communication technology. This is the time when more people everywhere are involved in acquiring new knowledge and skills. We cannot work in the society without on-line technology. The need of ICT interventions are felt need of the hour in agriculture as rural areas mostly depend their socio-economic growth with agriculture. Rural India needs a very strong and innovative intervention to take a giant leap forward “Connecting India”, with focus on rural connectivity is one such intervention, which can help, ignites the rural creativity to achieve its potential by integrating them in global market. Keeping this in view, a study was conducted assess the socio - economic impact of use the mobile phone technology (ICTs) among the farmer in Merta block of Nagaur district of Rajasthan. A total of 110 respondents were selected for the study. This finding has shown that the majority of maximum number of respondents (14.54%) used *Kisan mela* on regular basis followed by agriculture officer (7.27 %), the another result showed 69 per cent farmers used input dealers on regular basis followed by progressive farmer (64.54 %), neighbours (55.45%) and the various level of mass media sources TV was used on regular basis by majority of the farmers (30%) followed by newspaper (29.09%). However, 62.72 and 48.18 per cent respondents reported that they used TV and radio on occasional basis for agricultural information.

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