



A case study

## Information technology in agriculture development - Need and scope

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**SUMMARY :** The role of information technology to develop agricultural research, education and extension to improve quality of life in rural area is well established. IT can help an average Indian farmer to get relevant information regarding agro-inputs, crop production technologies, agro processing, market support and management of farm agri-business. Information technology (IT) has a major role to play in all facets of Indian agriculture. In addition to facilitating farmers in improving the efficiency and productivity of agriculture and allied activities, the potential of IT lies in bringing about an overall qualitative improvement in life by providing timely and quality information inputs for decision making. The personnel who work for the welfare of Indian farmers, such as extension workers, do not have access to latest information which hinders their ability to serve the farming community effectively. This paper focuses on the requirement of information technology for Agricultural Production, Research, Education and Agribusiness for the socio-economic development of a nation. Hence, it will bring a highly developed agriculture by its worthwhile contributions to the society by narrowing down the enormous gap between the researchers and farmers. Information technology is that it is far more interactive and personalized that can render service particularly the information as per the needs and requirements of the farmers. Such a facility would make a favourable impact on adoption and utilization of the improved and innovative techniques in agriculture.

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### Key Words :

Information technology, Agriculture, Agribusiness and website

### BACKGROUND AND OBJECTIVES

Agriculture plays a key role in determining the health of rural economic growth and environmental sustainability. Many sectors of economy have benefited by the use of information technology. The same can also happen with agriculture sector. There is now an urgent need to convert agriculture into agri-businesses, which are economically viable and sustainable in future. In this situation, Information technology offers new hopes.

IT generally refers to computer and related technology applications and mechanisms that promote access and utilization of a variety of digitized text and data resources. IT possesses vast potential to improve agricultural research, extension and education by reducing the time and space barriers. IT is potential vehicle through

which information about weather, scientific farming practices, market prices, reduce agricultural losses, forecast price and productivity, enhance production with proper vertical integration of the production centers may be shared.

To develop Information Technology based applications for agriculture development, the following issues and factors have to be considered.

- Production in agriculture, as well as consumption of agri-produce involves large numbers. Even the trade channel players also add up to very-very large numbers. Manually and through paper records, it has almost been a nightmare for managers of agri-businesses to manage this data.
- For bulk of the food products, for very long, production and consumption remained local affairs. Only few products, either mass

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