



RESEARCH PAPER

Attitude of farmers towards the use of information and communication technology for seeking agricultural information

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Abstract : The study was conducted in Marathwada region of Maharashtra state during the year 2020-21. To access the attitude of farmers towards use of Information and Communication Technology (ICT) for seeking agricultural information. Two districts namely, Parbhani and Hingoli were selected randomly from Marathwada region. Two talukas from each selected district and four villages from each talukas were selected randomly for the study. From each selected village, ten farmers those having mobile phones with internet facilities and engaged in agricultural operations were selected randomly, in this way total 160 respondents were considered for the study. An Ex-post-facto research design was followed for the study. Data was gathered using a well-structured interview schedule created with the study's objectives in mind. The collected data was analysed, classified and tabulated. Statistical tools such as frequency, percentage, mean, standard deviation and co-efficient correlation were used to interpret findings and draw conclusions. Among the 160 selected famers more than half (61.87%) of the farmers had moderately favourable attitude towards ICT, followed by 20 per cent had highly favourable attitude and only 18.13 per cent of the farmers had less favourable attitude towards the ICT.

Key Words : ICT, Attitude of farmers, Agricultural information, Marathwada region

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