RESEARCH PAPER

Perception and constraints of farmers in adoption of crop intelligence systems in the state of Andhra Pradesh

T. Yamini **and** Y. Prabhavathi*

Institute of Agribusiness Management, S. V. Agril College, Acharya N. G. Ranga Agricultural University, Tirupati (A.P.) India (Email : prabhayanduri@gmail.com)

Abstract : The adoption of IoT based crop intelligence systems has been gaining momentum in modern agriculture, offering services to dry land farmers to enhance their farming practices and increase productivity. This study intend to analyze the farmers perception and constraints in adoption of IoT based crop intelligence systems in Anantapur district of Andhra Pradesh. Primary data was obtained from a random of 100 sample farmers and data obtained was analysed through mean score, rank order and Farrette's ranking techniques. The results from the study indicated that the crop intelligence systems played a crucial role in improving the planning of farm operations, crop protection particularly in irrigation alerts and disease control. The ease-of-use factor was also highly regarded. Among adopters, the lack of flexibility in operation and negative support from social networking were identified as significant barriers. For non-adopters, high initial investment cost and limited access to credit facilities were identified as the major hindrances to adopting crop intelligence systems.

Key Words : IoT, Crop intelligence systems, Dryland farmers, Perception, Constraints

---

*****Author for correspondence:**