

## RESEARCH ARTICLE

# Use of information and communication technologies for transfer of technology- The impact on adoption of improved agricultural technology

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### SUMMARY

The number of small and marginal operational land holdings has increased marginally (1.2%) during 2015-16 with 86.21% compare to 2010-11, according to the 10<sup>th</sup> Agricultural census. The total operational land holdings in India accounts for 146.45 million and the extension personnel availability in India is 1,19,048 with average number of holding per personnel is 1156 and it is 3162 holdings per extension personnel in AP with staff of 4167 during 2015. The Vizianagaram district of AP is also witness for small and marginal holdings which accounts for 92.33% and with 4.46 lakh total operational holdings where as state average small and marginal holdings is 72.00 %. With the extension staff of 211 the average holding per extension staff is 2113. This means the extension personnel needs to reach more number of farmers with agricultural technologies where small parcels of fragmented holdings which are remote, diversified in resources, soil fertility, undulated terrains to convince them for adoption with limited available time after attending other services of the Department of Agriculture. On the other hand, the mobile penetration in to small and marginal farmers is the opportunity for the extension personnel to reach the farmers timely with less cost and the timely information leads to higher adoption of Agricultural technologies.

**Key Words :** Information, Communication technologies, Transfer of technology, Improved agricultural technology

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