

INFORMATION TECHNOLOGY IMPACT ON AGRICULTURE OUTPUT WITH REFERENCE TO RAJAPALAYAM TALUK

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ABSTRACT

In this occasion, the possibility of increasing agricultural output with the help of information technology can assessed broadly with following aspects I, It is an instrument for the direct contribution to agriculture. ii, As an tool for promoting agriculturist. Farming famous in developing nation with the help of information technology they do number of contribution to improving agriculture. The Indian agriculture and agro based industries requires affordable source of information input from certain sources. The present authors undertake "Information technology impact on agriculture output with reference to Rajapalayam Taluk"

Introduction of the study

The research in agriculture sector contributes as much as source and information for agriculturist, which have made impressive gain in agricultural production. The nation has more agriculture potential still to use. The demand and supply of the food increasing due to increase in population, so countries need optimum quantity of food. Improvement in agriculture and agriculture allied industries in a countries have to lead not only by improving the food and national safety but also taken into consideration of environmental protection, national income, people welfare and the like.

Information technology plays an important role in Indian agriculture in addition to facilitating agriculture efficiency and productivity. Information technology providing timely and quality information inputs for decision making.

Objectives of the study

- To know the impact of information technology on agriculture input
- To study the awareness of agriculturist on information technology services in agricultural problem
- To examine monetary and non monetary benefits from information technology services enjoyed by agriculturist
- To find out agriculturist satisfaction level with regard to information technology

Data and methodology

Descriptive research design has been used in this study. The study was conducted during April –may 2017. In this study 100 agriculturist in Rajapalayam Taluk have been surveyed, the primary data collected through questionnaire. The research used relevant statistical tools for analyzing the data.

Table 1
Age wise classification of the respondents

Age	No. of respondent	Percentage %
Below 25	28	28
25-35	12	12
35-45	28	28
Above 45	32	32
Total	100	100

The above table shows that 32% of the respondents are above 45 years.

Table 2
Gender wise classification of the respondents

Gender	No. of respondent	Percentage %
Male	66	66
Female	34	34
Total	100	100

The above table shows that 66 % of the respondents are male

Table 3
Education wise classification of the respondents

Education	No. of respondent	Percentage %
Illiterate	46	46
Higher secondary	32	32
Graduate	16	16
Diploma	6	6
Total	100	100

The above table reveals that 46% of the respondents are illiterate

Table 4
Bank Loan barrowed by the respondents

Bank	No. of respondent	Percentage %
Co-operative	45	45
RRB	20	20
Commercial bank	15	15
Pandiyangrama bank	20	20
Total	100	100

45 % of the respondents are received loan from co-operative bank

Table 5
Smart card usage of the respondents

Gender	No. of respondent	Percentage %
Yes	45	45
No	55	55
Total	100	100

55% of the respondents are not using smart card

Table 6
Respondents satisfaction on agriculture call center service

Level of satisfaction	No. of respondent	Percentage %
Highly satisfied	6	6
Satisfied	28	28
No opinion	6	6
Dissatisfied	40	40
Highly dissatisfied	20	20
Total	100	100

40% of the respondents are dissatisfied with agricultural call centre services

Table 7
Ownership pattern of the land

Ownership	No. of respondent	Percentage %
Yes	22	22
no	78	78
Total	100	100

The above table shows that 78 % of the respondents own agriculture land rest of the people is not holding own land

Table 8
Land size wise classification

Land size	No. of respondent	Percentage %
Less than 3 acres	45	45
3-6 acres	30	30
6-9	20	20
Above 9acres	5	5
Total	100	100

The above table shows that 45 % of the respondents own agriculture land less than 3 acres

Suggestions

The study reveals that there is lack of awareness about agriculture call center service among respondents. So the researcher suggest that Government agencies to organize more number of awareness programme to agriculturist. The Government compels to attend and avail the service offered and make awareness on smart card usage among agriculturist.

Conclusion

In India most of the people depends on agriculture and agriculture allied activities. But still they are unable to provide sufficient crop due to lack of technical knowledge poor updating of agriculture practices. To get maximum agriculture output they want to use technical advancement on information technology in their field and avail counseling services.

