

**A STUDY OF THE USE OF ICT AMONG RURAL FARMERS**

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**ABSTRACT:**

Data and Communication Technology (ICT) can change Indian cultivating division and can profit all agriculturists including little landholders. Farming is the most critical segment with most of the country populace in creating nations relying upon it. The conventional methodologies of farming being adjusted, has various difficulties regarding generation, advertising, benefit and so on. The difficulties of the conventional agribusiness are tended to fundamentally by utilizing Information and Communication Technologies (ICT) that assume an essential job in elevating the occupations of the rustic little landholder agriculturists. ICT helps in developing interest for new methodologies. It likewise helps in enabling the rustic individuals by giving better access to normal assets, enhanced rural advancements, viable creation systems, markets, managing an account and monetary administrations and so forth. This article investigates the job of ICT in farming area.

**Keywords:** Agrarian Market Information, Market Access, Information and Communication Technology (ICT,) Small Land Holder Farmers.

**INTRODUCTION:**

This exploration examines the utilization of ICT as the methods for accomplishing agrarian advancement in Pollachi, Coimbatore District. It looks at how the agriculturists make utilization of the ICT, how the innovation is incorporated with their ways of life and what is the effect result from that communication. It has been guaranteed that through this ICT, ranchers can get data that they can use to enhance their rural salary, and their way of life. It has been proposed that agriculturists with extensive land can utilize ICT more proficiently than the ranchers with little land. In any case, it is important to fathom how the agriculturists make utilization of ICT.

**OBJECTIVES:**

- ♣ To discover the manners in which the agriculturists can utilize ICTs.
- ♣ To discover the agriculturists saw profits by the utilization of ICT.



**RESEARCH QUESTIONS:**

1. *How the ranchers make utilization of ICT to meet their rural data needs?*
2. *What are the demeanors of the ranchers toward the utilization of ICT?*
3. *How the utilization of the ICT empowers the ranchers to stand up to the difficulties they look in horticultural work?*
4. *What is the need of the agriculturists with respect to the utilization of ICTs?*

**REVIEW CONCLUSION**

Here, an endeavor has been made to break down the response of the agriculturists towards ICT as a wellspring of dependable and opportune data about best generation works on, handling, advertising, information and yield costs, monetary and chance covering foundations and so forth. The positive mentality of ranchers towards ICT as a compelling and productive data bolster device would prompt more grounded conviction and proficient augmentation program arranging in evolving agri-rustic condition.

So these investigations have been centered around the disposition of ranchers towards Information and Communication Technology as a wellspring of data.

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