

Information needs of farming community

What is ICT ?

- Combination of Computer Technology, Communication Technology and Information Management Technology.
- These technologies are applied for gathering, processing, exchanging and managing data, information and knowledge.

ICT broadly includes

communication devices encompassing radio, television, cellular phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them, such as videoconferencing and distance learning.

Data Vs Information

Data

- Raw facts
- No context
- Just numbers and text

Information

- Data with context
- Processed data
- Value-added to data
 - Summarized
 - Organized
 - Analyzed

Data: 150519

Information:

- 15/05/19 The date of your final exam.
- Rs 150519 The average starting salary of an agricultural Officer
- 150519 PIN code of a city

Processing: Summarizing, Computing Averages, Graphing, Creating Charts and Visualizing Data

Information needs of farming community

- Maintaining quality of produce
- Diversification of income-generation
- Understanding implications of changing policies (input subsidies, trade liberalization)
- Judicious utilization of agricultural finance
- Collective action
- Evolving coping strategies for climate change
- Appropriate technological options
- Management of technologies
- Optimal use of inputs
- Exploring options (mixed farming and diversification, animal husbandry, fisheries)
- Locating appropriate input suppliers
- Acquiring timely inputs
- Shared action with fellow farmers
- Identifying and satisfying consumer and market demands

Need for e-Extension

1. To expand knowledge resource
2. To accelerate agricultural growth
3. To facilitate better information access
4. To supplement inadequate technical manpower
5. For stronger Research – Extension – Client system linkage
6. To develop efficient feedback mechanism
7. For cost-effective extension delivery
8. To develop knowledge managers
9. To ensure gender equity in technology transfer process
10. To empower small and marginal farmers
11. To serve the farm stakeholders beyond technology transfer role

Tools

- Word processing applications - used for preparing text documents.
- Presentation software - used for preparing presentations
- Spreadsheets - used for calculation and preparing tabular data with calculations
- Databases - used to store the information in the form of records and retrieving information using query mechanism.
- Multimedia – used to organize the information more meaningful manner with the help of text, images, animation, audio and videos
- Web browsers and E-mail – used to searching information and sending or receiving mail using Internet.

Human Advantages

- Thinking
- Judgement
- Creativity
- Motivation
- Flexibility
- Mobility
- Storage
- Working with Knowledge

Computer Advantages

- Speed
- Accuracy
- Dependability
- Little Training
- Required Lower costs (in most cases)
- Information Processing

LIMITATIONS OF ICT

- Job losses of unskilled labourer
- Faults in software (bugs or badly designed programs) can cause chaos.
- We are completely reliant on electricity
- Information diarrhoea (overload)(e.g. people can be flooded with Email/whatsapp etc)
- Computer crime (hacking, viruses)
- Lack of hardware and software standards

COMPUTER limitations

- **Not creative**, but they can solve problems for humans.
- **Can't reason**. Although a computer shares similarities with the human brain and nervous system they lack many of the mental capabilities possessed by a 5 year old child.
- **Can't discriminate** or assimilate widely different kinds of data and they have no capacity for ethical evaluations.
- **Are literal** i.e. might accept 1 but not one, copy but not cobby
- **Operate logically but are incapable of acting rationally**

Conclusion

- ICT tools facilitate need satisfaction of stakeholders
- e-Mediation in extension service is need of the hour
- Identification of needs is key for addressing the problems of farmers