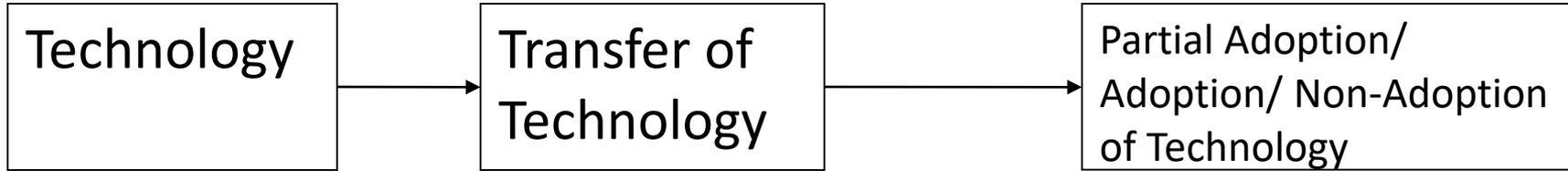
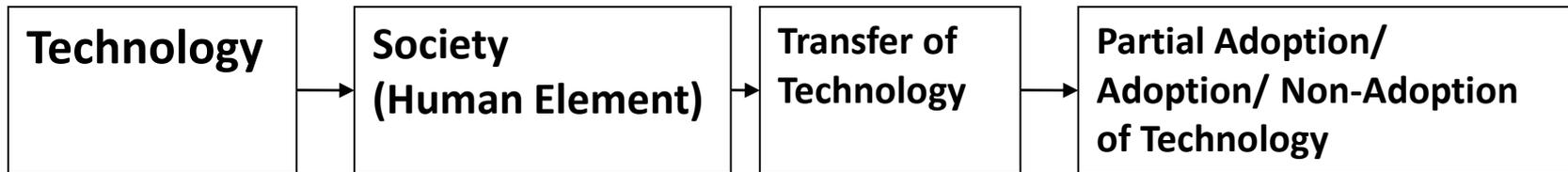


e-Readiness for Extension Professionals

Technology Mediated Technology Transfer System



Extension Mediated Technology Transfer System



In-tension of Ex-tension is conceptualized as the degree to which the philosophy, content, ideas, notions, objectives, techniques, principles, theory and models of ex-tension have been internalized by the extensionists

Individual e-readiness

is the degree to which an individual is able to access and exercise the ICT tools and has the necessary skills to get himself/herself updated with the technological developments.

National e-readiness

is the degree to which a nation possesses necessary infrastructure, internetwork accessibility, affordability, policy support and the human resource with necessary skills to acquire, access, utilize ICTs.

Institutional e-readiness

is the degree to which an institution possesses infrastructure, network accessibility, policy support and affordability to acquire and effectively utilize ICTs. Also it should possess sufficient skilled manpower to efficiently and effectively utilize the available ICT infrastructure.

The pre-requisite for
incorporating ICTs in
Agricultural development

**e-Ready extension
educationist**

**e-Ready extension
service provider
and**

e-Ready farmer

e-Readiness

- Encompasses
 - **Infrastructure**
 - **Skill**
 - **Affordability**
 - **Accessibility**
 - **Policy**

Indicators of e-ready extension system

A extension educationist with the following

- Television (TV)
- Personal Computer (PC)
- Telephone
- Cellular Phone

Readiness - Internet Connection

- Cable Connection
- Skill to use ICT tools
- Organisation can afford equipments
- Organisation can afford connectivity
- Organisation can afford infrastructure
- Support from extension service provider
- Organisation has ICT policy
- Organisation invests in capacity building
- Employees take interest in acquiring latest developments in ICT
- Amount of time spent on ICT tools

e-Ready Extension Educationist

Is able to access, afford and exercise the ICT tools and techniques and has the necessary skills to get himself/herself updated with the communication technological developments along with necessary agricultural technologies.

A extension service provider with the following at work places

- Television (TV)
- Personal Computer (PC)
- Telephone
- Cellular Phone
- Readiness - Internet Connection
- Cable Connection
- Skill to use ICT tools
- Organisation can afford equipments
- Organisation can afford connectivity
- Organisation can afford infrastructure
- Support from extension educationsits
- Organisation has ICT policy
- Organisation invests in capacity building
- Employees take interest in acquiring latest developments in ICT
- Amount of time spent on ICT tools

e-Ready Extension Service Provider

is a person with the background of agriculture and specialization in the disciplines of agricultural and/or allied sciences who is serving a public or private institution and meant for dissemination of the technological advances to the intended communities and institutions based on needs and is able to access afford and exercise the ICT tools and techniques and has the necessary skills to get himself/herself updated with the communication technological developments.

e-ready farmer

A farmer with the following consumer goods

- Television (TV)
- Personal Computer (PC)
- Telephone
- Cellular Phone

Readiness - Internet Connection

- Cable Connection
- Literacy
- Skill to use ICT tools
- Can afford equipments
- Has connectivity
- Has personal infrastructure
- Has support from the family
- Has support of extension educators
- Support from extension service provider

e-Ready farmer

is a person who is able to access agricultural information through the ICT tools and exercise the gained information in farming practices and has the necessary skills to get himself/herself updated with the technological developments.

The access to modern agricultural technology was credited to

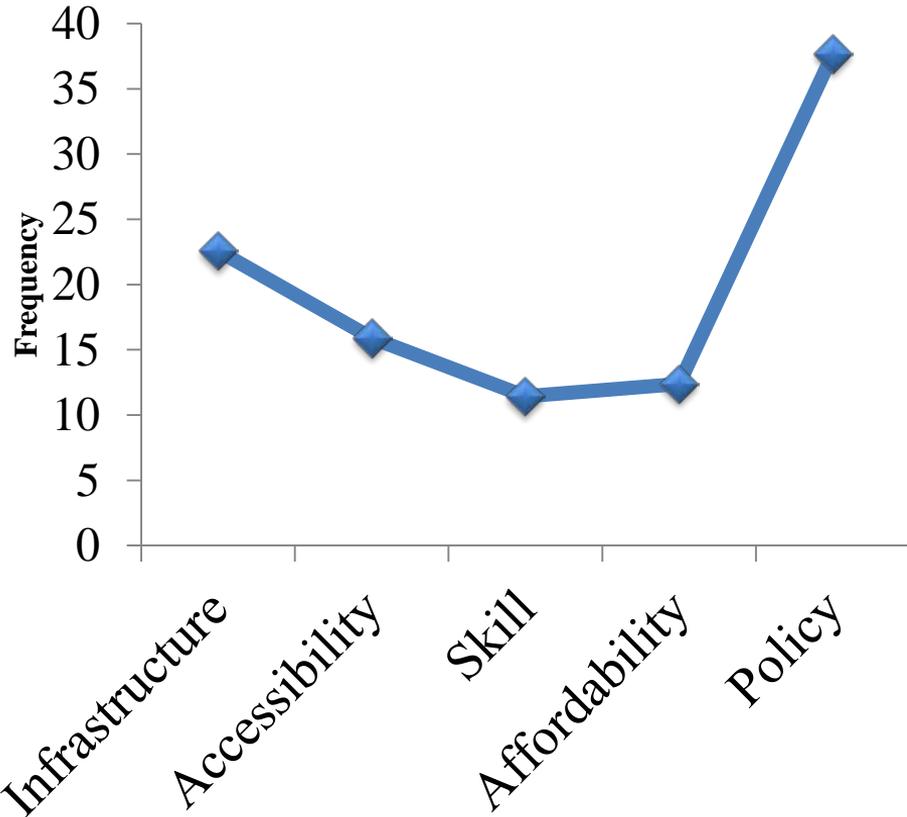
- Television by 9.3%
- Radio by 13%
- Farmers to Extension Workers 5.7%
- Krishi Vigyan Kendras 0.7%

Source: NSSO Report, Government of India, NSSO
2005

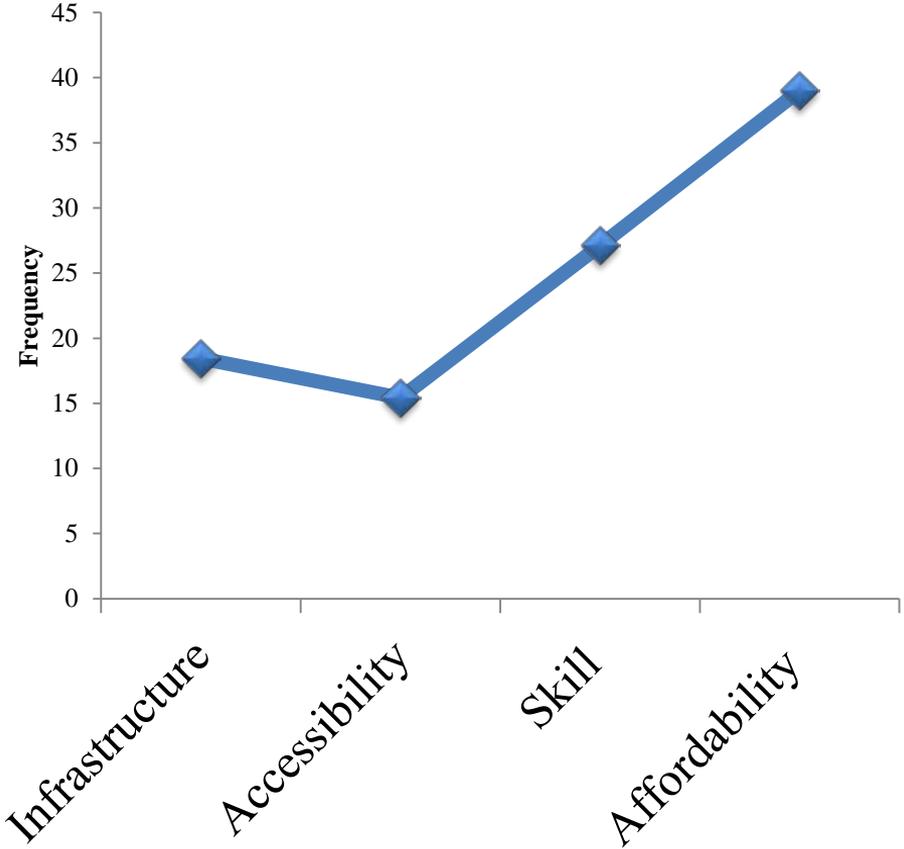
Overall distribution of KVKs based on Institutional e-Readiness of KVK functionaries

S.No	Indicators of Usage	ICAR		SAUs		NGOs		Over all	
		e-Ready	e- Gap						
1	Infrastructure	75.37	24.63	79.05	20.95	78.80	21.20	77.73	22.27
2	Accessibility	79.26	20.74	75.36	24.64	82.43	17.57	79.00	21.00
3	Skill	84.05	15.95	78.43	21.57	87.97	12.03	83.48	16.52
4	Affordability	74.28	25.72	70.85	29.15	79.66	20.34	74.90	25.10
5	Policy	78.79	21.21	73.25	26.75	76.42	23.58	76.15	23.85
Average		78.35	21.65	75.38	24.62	81.06	18.94	78.25	21.75

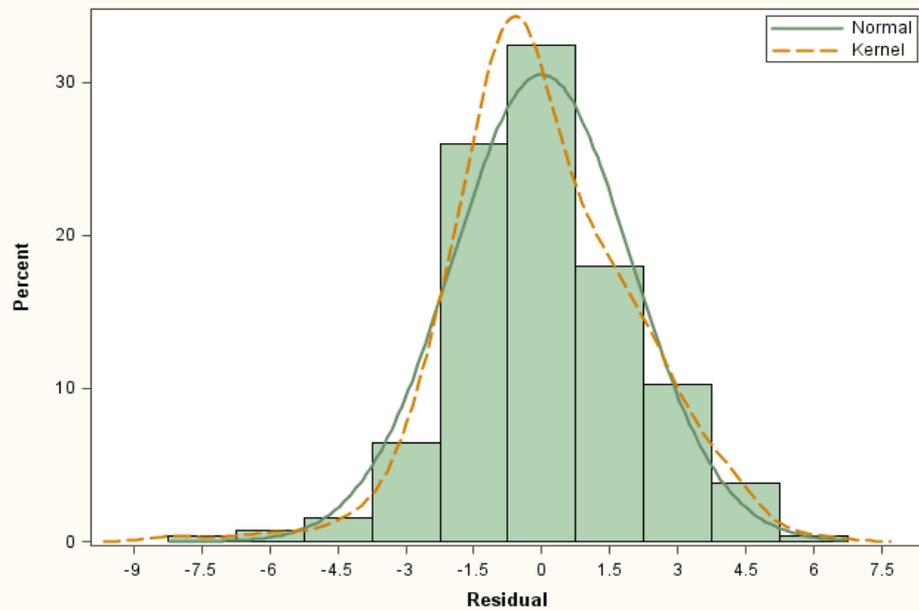
Contribution elements of e-Readiness in e-Readiness gap at Institutional level.



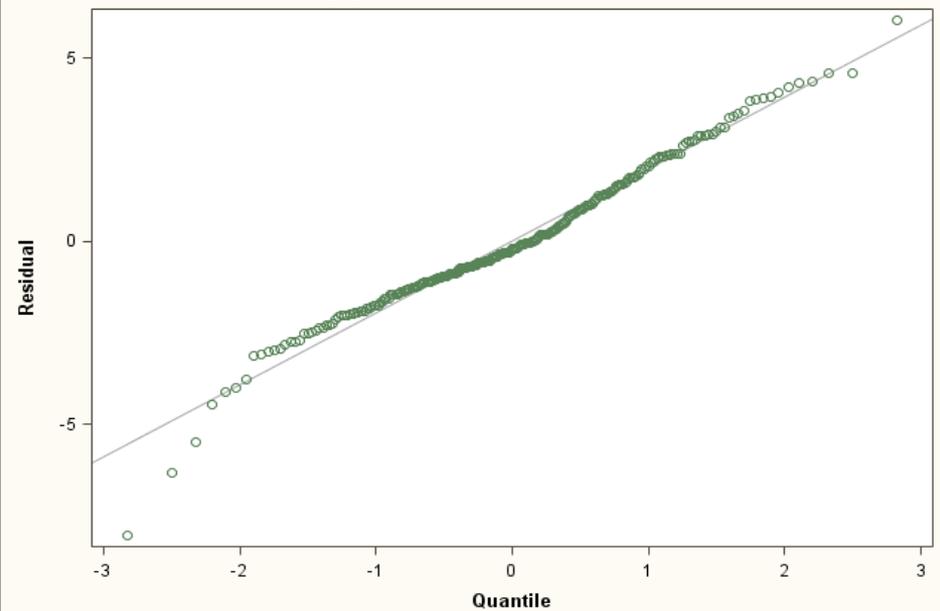
Contribution elements of e-Readiness in e-Readiness gap at Individual level.



Distribution of Residuals for E-readiness



Q-Q Plot of Residuals for E-readiness



Overall Individual e-Readiness of KVKs.

Conclusion

e-Readiness is the state of mind

If you wish you will be e-Ready