

**TO STUDY THE EFFECT OF INFORMATION AND COMMUNICATION
TECHNOLOGY (ICT), E-CHOUPAL ON FARMER'S WITH SPECIAL REFERENCE TO
HOSHIARPUR DISTRICT PUNJAB**

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Abstract: This research paper present study entitled “To study the Effect of Information and Communication Technology (ICT), E-Choupal on Farmer's with special Reference to Hoshiarpur District Punjab” was carried out with the main objective is to find out what is the role of Information and Communication Technology in the development of farmer’s economy and study of ICT-Choupal. It is concerned with looking at the role of Information and Communication Technology as a medium for farmers economy for performing their production, growth, farming techniques, productivity more accurately and professionally. This research will investigate whether and to what extent Role of Information and Communication Technology increased productively. This will be examined by farmer’s view with primary data analysis.

Keyword: ICT,E,Commerce,B-B,C-C,M-M,E-C,C-B,FE,Terms of ICT Choupal

Introduction:

By the study of various application of Information and Communication Technology various sector like E-government, E-learning, E-health services, E- Commerce, Business to Business , Customer to Customer, Customer to Business, E-retail, E-Insurance, Online education, various E –services, E-ticketing, online booking . E-agribusiness and much more Electronic systems were found to be possible of great success as well as the strength of social networks and boosting of Social security in rural economy. In India there are many such projects developed for the Indian farmers , one of the most effective is the E-Choupal started in the year 2000 with a concept of developing the traditional rural Choupal and the electronic world in parallel. Information and Communication Technology is considered as one of the most important tool for economical, social and cultural development of the rural society and Farmer’s Economy.



The ICT embodied satellite broadcasting network television, video, digital radio, Internet (email Ecommerce, conferencing extranet wireless communication devices like mobile phone digital video, you tube, email, messaging and video voice mail. Thus Information Technology and its providing Center Information and Communication Technology (ICT) are the right place for getting right decision in implementing various agricultural strategies. Information and Communication Technology is very useful at Rural market and it consists of various collections of resources and technical tools that are used for connecting, spreading, storing and managing information as we can say ICT represents the collection of hardware and software that is used for producing preparing transferring and storing data via devices such as Computers, Radios, Televisions, Internet which are easily accessible at e- Choupal. The success of the above policies on technologically-informed communication of research outputs hinges on the availability of Information and Communication

Technology, especially the Internet, broadband services and its adoption to the research communication process. Indian govt approaching to develop a nation economy with the help of ICT or their tools with the help of Indian Research and development center. However, the inaccessibility and invisibility of Indian research Committee center for providing various output nationally as well as internationally may be an indicator that the adoption of Information and Communication Technology. From research point of view Information and Communication Technology has been slow or negligible, and that there may be contextual issues underlying this situation. Now days the ICT become the social need of every individual further that there has never been a framework for adoption of Information and Communication Technology-enabled research communication specific to the Indian and Asian countries point of view context, despite the global move towards Information and Communication Technology-enabled services accepted by every human being.

Now there is a lot of opportunity to develop a nation with the help of Information and Communication Technology. In research found that there have been no barriers to develop Information and Communication Technology in root level of Indian economy development of Information and Communication Technology (ICT) mediated research communication in India or possible model frameworks for this process. A principal purpose of this study is to develop a contextual framework for Information and Communication Technology enabled research dissemination in Farmer's e-economy for Madhya Pradesh this research based in specific fields related to the rural market. To be able to do this, the study identified the communication needs and priorities of Farmers economy and the socio-cultural. Information and Communication Technology causes fast accessibility to the market in rising selection power, improving communication, identifying markets, saving in time and energy, reducing the transactional cost, improving marketing and business cost reduction. In Rural sector point of view different scenario found in that various surveys related rural economy and various services related Information and Communication Technology works both way firstly as producers center from where the farmer get the consumable goods the second one is at the starting time of production which include produce design, crop products and harvest ,packing ,transport processing ,distribution, sale and transferring data from the product area to market area and vice versa. This research suggests that Information and Communication Technology (ICT) have positive impact on the development of any nation. The application of Information and Communication Technology offers excellent possibilities for strength research-extension system beyond the urban focus.

REVIEW OF LITRATURE: Various recommendations are made on the basis of the study to extent the agricultural information services to the farmers and public living in remote areas using existing infrastructures.

Patil and Ambekar (2006) made a paper to assess the application of ICT for rural development. The authors suggest that the villages epitomize the soul of India. With more than 70% of the Indian population living in rural areas, rural India reflects the very essence of Indian culture and tradition. A holistic development of India as a nation rests on a sustained and holistic development of rural India. Information and communication technology (ICT) has emerged as effective facilitator in the development of any society and is a prime driving force in the growth of economies worldwide. In this context ICT have a lot to offer for developing the rural sector. The paper highlights the impact of ICT efforts on agriculture, health, women empowerment, panchayati raj etc. The paper provides an account of some of the major initiatives, particularly those touching the rural domain. It also highlights the impact of ICT efforts on the rural society.

Sharma (2006) in his article deals with the role of Sarva Shiksha Abhiyan (SSA) promotion of literacy and rural library development in Madhya Pradesh. The author describes the objectives of SSA and Padma Badna Movement. The prime motive of Panda Badna Sangh (PBS) movement is to generate and develop reading habits among rural community to make system or policies so that villages can regularly study in library. The author also tries to discuss the role and responsibilities of social animator in PBS. In the field of library development the SSA has done a wonderful job with the help of Padma badna Sangh. Because each Padma Badna Sangh runs a library in rural areas of Madhya Pradesh and now more than 47,000 such rural libraries in the state are established to make the people

aware. Kurian (2006) described the various governance reforms in Kerala. It stated that the Information and Communication Technology Industry has been found to be ideal for Kerala in terms of its potential to generate opportunities and employment with little pressure on land, environment and other resources.

This is one of the most people-friendly and environment- friendly industries of modern times. The author said that Government of Kerala acknowledges the critical importance of 'Information and Communication Technology as an instrument for the State's overall development and remains deeply committed to its use, both as a crucial engine of economic growth and as a tool for increasing productivity, speed and transparency in governance and improved quality of life for the common man. The article also portrayed the e-governance initiatives undertaken by the state till then and their status at the particular point of time. Litten (2007) in the article, strategy and tactics to achieve effective IT governance, states that IT in governance is currently a hot topic and has been for some time. A consensus has formed that it should be an important area of focus for any organization interested in increasing the business value derived from their investment in IT. The article explains what IT governance essentially means and describes various steps to implement IT governance effectively.

Senevira (2007) made a study in 10 districts among the rural communities in Sri Lanka. The objective of the study was to investigate the community information needs of the rural citizens and the way they consult channels, difficulties encountered in the process and the status of information provision within the rural sector in Sri Lanka. The paper dealt with behavioral patterns of rural people in looking for information and its influence in selecting necessary information channel in the process of information seeking. The study indicates that there is an information flow at institutional level and community level (village). There are two main categories of information providers identified at the rural setting: a) Institutions and b) individuals. Under these two categories there were sub categories and which were separately analyzed in the study. Recognizing the information providers paved the way to identify how ordinary rural citizens depend upon or consults different channels in looking for information.

According to the responses received regarding the channel consulted in obtaining a certain category of information, a "channel depending rate" was able to determine against each information need. It was seen that, ordinary people have been consulting formal as well as informal channels, which were more comfortable, convenient and trustworthy to them. Sharma (2007) has conducted a study on information needs and sharing pattern among rural women in Madhya Pradesh. The study is based on the 145 rural women respondents of Gwalior districts of Madhya Pradesh. The main objective of the study is the examination of information needs of the rural women community under study. It also intended to find out the nature, sources and purpose of information, which they required. And try to analyzing the time and money spent for gathering most reliable sources of information. It consists of review of related literature and scope of the study. Analysis of data reveals that majority of the women are getting information through television (93.7 percent), 35.17 percent of the women under study are consulting religious leaders for their information needs.

Study reveals that 81.37 percent respondents share information with their family members. Field and well are the most common places for sharing information, all women are familiar with telephone while only 33.79 percent women used telephone facility, and 2.75 percent rural women are familiar with internet. Singh (2007) in his paper mainly aimed to study the present status of telecommunication infrastructure in India. The paper also provides an overview of the uphill journey of Indian telecom sector. The telecom services have been recognized the world over as an important tool for socio-economic development of a nation. Telecommunication is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. It has become especially important, in recent years, because of enormous growth of information technology and its significant potential for the impact on the rest of the economy. Therefore, making the development of an adequate telecommunication infrastructure has become one of the major goal so policymakers. The adequate level of telecommunication infrastructure in a country is necessary both from a policy and a business point of view. Government of India has already taken number of initiatives in this direction. As a result telecommunication infrastructure has registered a remarkable growth in India. Baljit, Patel and

Suhag (2007) made a study on the role of credit institutions in rural poverty alleviation in Hisar district of Haryana. Credit is

one of the important inputs for Rural Development. The results will largely depend on the effective use of credit, and linkages developed with other requirements for the enterprise. The study on the rural credit from various agencies such as commercial banks, regional rural banks, cooperative banks and District Rural Development Agency (DRDA) under poverty alleviation programmes is carried out in two blocks of Hisar district of Hisar I and Hisar II of Haryana. From six villages of the two blocks, 150 respondents were covered for primary investigation for the five year period of 1999-2004. Focus of the study is an analysis of credit disbursement pattern in rural areas under various programmes, and the impact of these schemes on poverty alleviation. Credit disbursement has declined over years, and nearly 50 percent of the beneficiaries are yet to cross the poverty line even after the use of credit for a few years. Lot more effort is needed to improve the economic performance of the rural poor in the two blocks studied.

Ashokan (2007) in the paper discuss the nature and pattern of outpatient health care expenditure based on a cross-sectional household survey in rural Kerala, India. The study was conducted in Kasaragod district in the state of Kerala, which was formerly a taluk of south canara district of the erstwhile Madras Presidency in British India. There are 75 revenue villages in Kasaragod taluk and 31 in Hosdurg taluk. In Kasaragod taluk, 34 villages have primary health centres and the rest have no such facilities. In Housdurg taluk only 24 villages have primary health centres. Both the taluks, therefore, have two types of villages, those having Primary Health Centres (PHC) and those not having Primary Health Centres. Two villages each from the PHC villages and one each from the non -PHC villages were selected. The sample, thus consist of six villages, selected randomly. The present study adopts the sample survey data as the appropriate methodology to measure out -of - pocket health care expenditure. The average out patient expenditure is estimated at Rs.244 and it consistently increases as we move up the socio-economic groups. The dominant private sector provider controls about four –fifth of the health care services and the private health expenditure is more than four times the public health expenditure. Gender differences in health expenditure unfold the need for addressing gender specific issues in national and regional health policies. ThammiRaju and Sudhakar Rao (2007) in their study reveal that the extension services are not reaching the needy farmers at the right time in right form in the traditional extension system due to various reasons or drawbacks such as high cost, irrelevance of message to a particular client, erosion of message, inability to cover all the farmers, low extension contact intensity etc. Information Technology (IT) is one of the new frontier areas, whose potential is unlimited in an agricultural sector, which is transforming into hi-tech commercial agriculture. The various issues pertaining to the planning, development and use of IT enabled services in farm extension via individual, institutional, situational, infrastructural, human resource development and extension system as a whole were analyzed, synthesized and discussed based on review of several research articles. The initiatives required are also discussed at appropriate places.

Objectives:

- 1.To study the role of ICT based services on farmer's economy.
2. ICT growth and it's endurance in Rural economy.

Hypothesis

H₀ There is a significant impact of ICT on farmer's economy.

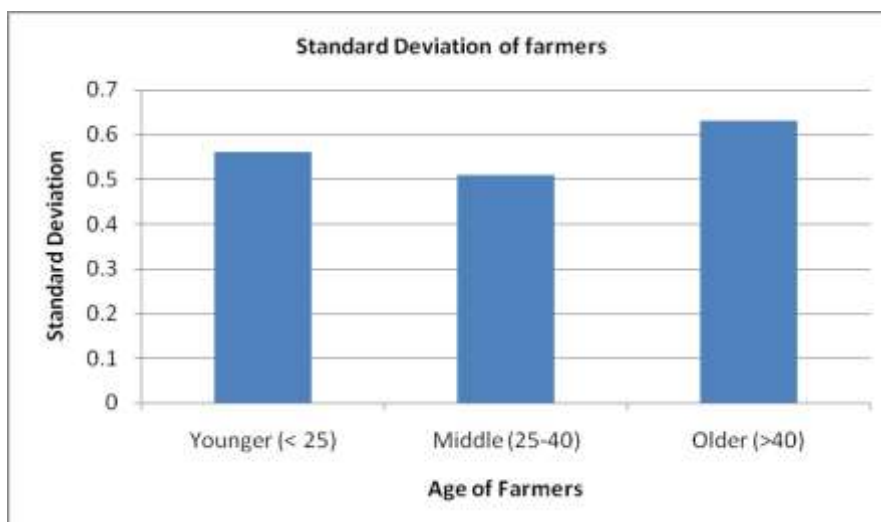
H₁ -There is a significant difference between the perception of younger and old age farmers, educated and uneducated farmer and size of land holding.

	Age(in yrs)	Mean	Standard. Deviation
Younger	< 25	3.71	0.56
Middle	25-40	3.01	0.51

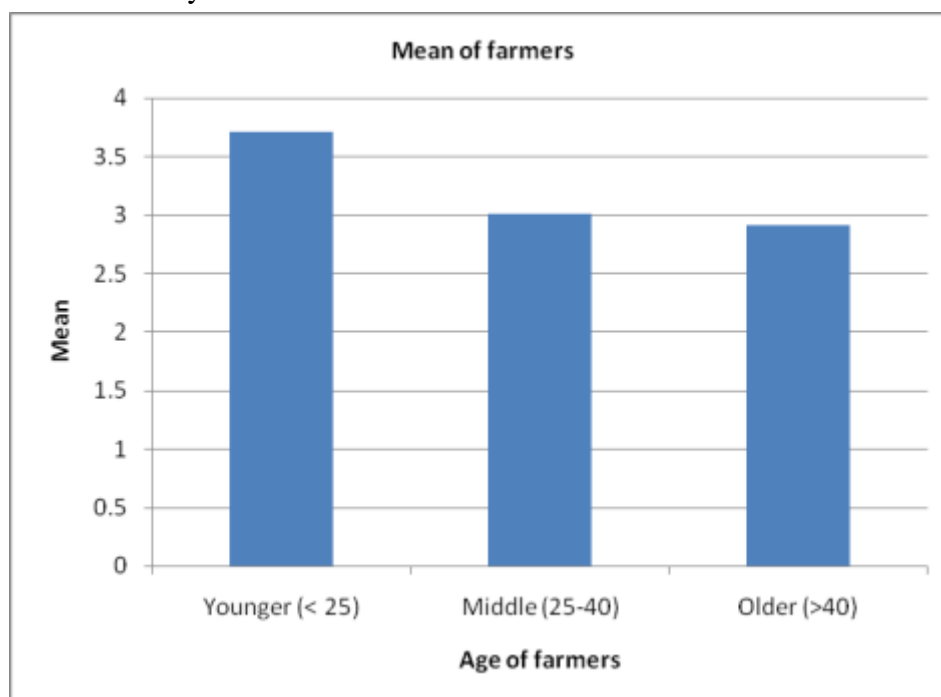
Older	>40	2.91	0.63
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Analysis of Sample Data: According to age groups, results indicated that elderly respondents are less user of ICT and the main reason is their no regular usages of internets. Where an younger farmer usages of ICT services are higher .The standard deviation of younger farmer is less than the older farmer in usage show their uniformity of ICT services use.

Sample was made up of a total number of 225 farmers. Out there 225 farmer 31 percent are younger, 44 percent comes in middle age group and 25 percent considered as old farmer. Awareness about the Information and Communication Technology are higher in their younger farmers who are frequently user of Information and Communication Technology.



Conclusion: According to age groups, results indicated that elderly respondents are less user of ICT and the main reason is their no regular usages of internets. Where an younger farmer usages of ICT services are higher .The standard deviation of younger farmer is less than the older farmer in usage show their uniformity of ICT services use.



According to the study of Effect of ICT AND E-Choupal on Farmer's with special Reference to Hoshiarpur District Punjab The villagers are in regular touch with the current affair by the help of news paper ,T.V, internet café our sample data shows that 85 percent farmer are well aware of regular updates in the society by the help of media .This can be attributed to the fact that the farmers are well

aware about the various schemes provided by the central and state govt for Size of land holding.

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