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E- AGRICULTURE: A SENSIBLE APPROACH TO RURAL AGRICULTURE

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ABSTRACT

Achieving improved and sustainable agriculture production largely depends on advancement of agricultural research and its effective application at farmers' fields through the transfer of technology and innovation. Interaction between ICT and agriculture has globally become known as e-Agriculture and new digital global system exists with the purpose of sharing information and knowledge on innovations, rural market livelihoods, financial and technical information, improved agricultural practices, weather information and forecast of extreme events. Information is a basic and fundamental element to improve the efficiency, quality and relevance of any community. Despite all advances there exists a profound digital gap between who can and cannot access ICT. Success of e-agriculture depends upon how different actors act and response to the existing local hurdles. The biggest concern is how people of developing nations get benefits from the research and innovations of the developed countries. In India most fundamental information resources are unavailable to the majority of its population while developed world entered on hi-tech information age.

This research paper will have a deep diagnosis on natural resources, underdeveloped human capital, lack of financial capital, the gap of innovative agricultural ICT services and their actual implementation on ground in eastern UP. It is still a dream for planners and policy makers to make e-Agriculture a ground reality in the region. The role that ICT can play as an instrument of change is potentially transformative, small holder farms, marginalized classes will have a huge advantage when the right ICTs are brought into the agricultural value chain.

KEY WORDS:

e-Agriculture, Digital gap, rural market livelihood, fundamental information resources

be easily accessible.

- ✦ More awareness-cum-training programmes on ICTs should be encouraged among farmers by agricultural state departments, research organizations and its allied departments in order to increase the confidence, competence and skill in using ICTs for development.
- ✦ Use of renewable energy such as solar panels would be recommended in order to overcome erratic and fluctuating power supply in the state particularly in rural areas.
- ✦ Increased engagement in social media among rural youths on farming in order to enhance the communication pattern among themselves and extension personnel.
- ✦ Since there is lack of repairing centres of ICTs at the village level, vocational training for the youths on ICT infrastructure would be recommended.

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