

Youths' perception about farming and extent of ICT application for agricultural purposes

Jagdish Kumar¹ and Pawan Kumar Sharma²

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ABSTRACT : Agriculture is an important sector with the majority of the rural population in developing countries depending on it. The sector faces major challenges of enhancing production in a situation of dwindling natural resources necessary for production. The growing demand for agricultural products, however, also offers opportunities for producers to sustain and improve their livelihoods. Information and communication technologies (ICT) play an important role in addressing these challenges and uplifting the livelihoods of the rural poor. The ICT tools are introduced every day with new modifications and the proper use of such tools need special understanding of operating them. One cannot expect the older generation to use ICT tools with such authority as the youths can use. So, the rural youths are the one, who have the real burden of applying ICT in agriculture. Government has taken several initiatives for enhancing role and use of ICT in agriculture. The use of such resources, depend upon the interest of rural youths and the level of handling ICT tools by rural youths. Keeping in view, all such facts in mind, a study was undertaken in R.S. Pura tehsil of Jammu district of Jammu & Kashmir state to assess the extent of ICT use among rural youths, the level of interest and knowledge of rural youths on the subject of agriculture and to assess the level of ICT use by rural youths for agricultural purposes. It was found that rural youth, both male and female in large number are learning computer application and are well versed with computer use and ICT application. The interest of rural youths in agriculture was found to be very limited when asked them for opting it as a profession. The present ICT use by rural youths for agricultural purposes was also found to be very limited. The efforts need to be directed to aware a large number of rural youths regarding ICT tools and resources available in agriculture for wider use and adoption of latest scientific practices.

Key Words : Perception, information and communication technologies (ICT), livelihood, rural area, adoption, profession.