

ATTITUDE OF AGRICULTURAL PERSONNEL TOWARDS E-AGRICULTURAL PORTAL

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ABSTRACT

In India, there are a number of web portals for smart e-governance but in agriculture sector, this concept is yet to remain implemented. Different sites or web portals are there but these all are in different commands and different objectives which not able to full fill need of farmers at one address. There is e-portal for agriculture which includes agriculture related latest information, latest technology, communication about agronomical practices, information about input availability, weather, market, processing etc. Keeping this fact in mind, the present study was carried out to find out attitude of agricultural personnel towards e-agricultural portal. The result of the study revealed that great majority (97.00 per cent) of the agricultural personnel had favorable to highly favorable attitude towards e-agricultural portal.

Keywords: attitude, e-Agricultural portal, agricultural personnel

INTRODUCTION

Agriculture plays an essential role in the process of economic development of developing countries like India. Besides providing food to nation, agriculture contributes to market of industrial goods and earns foreign exchange. Agricultural development is an integral part of overall economic development.

E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. E-Agriculture is a relatively new term and we fully expect its scope to change and evolve as our understanding of the area grows. Information Technology (IT) has long been viewed as having great potential for improving decision making in agriculture. In all phases of the agricultural industry, information technologies are vital to the management and success of a business.

In India, there are a number of web portals for smart e-governance in different sector. Different sites or web portals are there but these all are in different commands and different objectives which not able to fulfil need of farmers at one address. There is e-portal for agriculture which includes agriculture related latest information, latest technology, communication about agronomical practices, information about input availability, weather, market, processing etc.

Keeping in view the above said facts, this study on “Attitude of Agricultural Personnel Towards e- Agricultural Portal” was undertaken.

OBJECTIVE

To know attitude of agricultural personnel towards e-agricultural portal

METHODOLOGY

The present study was undertaken in Gandhinagar district of Gujarat state. In the Gandhinagar district, personnel from departments of Agriculture, Horticulture, Animal Husbandry, Government of Gujarat working at Krushibhavan, Gandhinagar were selected purposively. From that 100 agricultural personnel were selected by using simple random sampling method for the study.

To study the attitude of agricultural personnel towards e-agricultural portal, the scale developed by Patel (2013) was used in the study. An interview schedule was developed in accordance with the objectives of the study. The data of this study were collected through personal interview. The collected data were classified, tabulated, analyzed and interpreted in order to make the findings meaningful. The statistical measures such as frequency and percentage, arithmetic mean, Karl Pearson coefficient of correlation and arbitrary method were used in the study.

RESULTS AND DISCUSSION

Attitude of agricultural personnel towards e-agricultural portal

An attitude is often defined as a tendency to react favourable or unfavourable towards a designated class of stimuli. Attitude of the agricultural personnel towards e-agricultural portal under investigation is given in the table 1.

Table 1 : Distribution of the respondents according to their attitude towards e-agricultural portal n=100

Sr. No.	Attitude towards e-agricultural portal with Score	Frequency	Per cent
1	Most unfavourable (Up to 18.00)	00	00.00
2	Unfavourable (>18.00 to 26.00)	01	01.00
3	Neutral (>26.00 to 34.00)	02	02.00
4	Favourable (>34.00 to 42.00)	76	76.00
5	Highly Favourable (>42.00 to 50.00)	21	21.00

It is evident from the table 1 that slightly more than three-fourth (76.00 per cent) of the agricultural personnel had favourable attitude towards e-agricultural portal, followed by 21.00 per cent, 02.00 per cent and 01.00 per cent had highly favourable, neutral and unfavourable attitude towards e-agricultural portal. None of them had highly unfavourable attitude towards e-agricultural portal.

It was inferred from the table 1 that great majority (97.00 percent) of the agricultural personnel had favourable to highly favourable attitude towards e-agricultural portal. The probable reason might be due to high level of education, higher mass media exposure, higher computer inclination and higher risk orientation of the agricultural personnel leads to favourable to highly favourable attitude towards e-agricultural portal.

This finding is in contrast with the findings of Damor (2013).

CONCLUSION

It is concluded from the study that great majority (97.00 per cent) of the agricultural personnel had favorable to

highly favorable attitude towards e-agricultural portal.

IMPLICATION

The findings of the study will facilitate in knowing the existing attitude of agricultural personnel towards e-agricultural portal. It will help policy makers, planners and extension workers in planning and implementing efforts to develop new e-agricultural portal.

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