

PERCEPTION AND ACCEPTANCE OF INFORMATION TECHNOLOGY (IT) ENABLED FARM ADVISORY SERVICE BY FARMERS OF NAVALGUND TALUKA OF KARNATAKA

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Abstract: The research study was conducted in Navalgund taluka of Dharwad district of Karnataka State during the year 2018-19 to know the perception and acceptance of IT enabled farm advisory service by farmers. Exploratory research design was used to conduct the study. Four hundred farmers from eight Gram Panchayats of Navalgund taluka who were beneficiaries of information technology (IT) enabled farm advisory services were the respondents of the study. The data was collected through a semi structured interview schedule. A scale was developed to measure the perception and acceptance of information technology (IT) enabled farm advisory services. The results revealed that 43.25 per cent of the farmers fell in the category of medium perception, 40.50 per cent of the respondents fell in the category of high perception and only 16.25 per cent of the respondents were in low category of perception about information technology enabled farm advisory services. Out of the 11 dimensions studied six dimensions had an index more than 70.00 per cent *i.e.*, field applicability (83.35 %), accuracy (78.45 %), comprehensiveness of content (75.13 %), presentation of audio- visual content (72.43 %), solution for pest and disease (71.01 %) and agricultural input selection (70.58 %). On the contrary speed had perception index of only 39.36 per cent. Other four dimensions ranged between 40-60 per cent *i.e.*, follow up support/ assistance (59.10 %), user friendly device (55.06 %), timeliness (48.71 %) and market assistance (44.50 %). The overall perception index was 63.43 per cent. With respect to distribution of farmers according to different dimensions of perception and acceptance.

Keywords: Perception & acceptance, Information technology, Enabled farm advisory services, Farmers

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