

Review Article

Information Communication Technologies as Potential System of Knowledge Dissemination in Rural Agricultural Development

Abstract

The primary purpose of this research is to look at the potential of technology norms and practices in a variety of agricultural resource management systems. By identifying creative IT application implementation, the research also gives an overview of how to overcome rising hurdles in the adoption of information and communication technology. This article also emphasizes some of the noteworthy findings of a study conducted on the majority of farmers, which revealed that ICT devices such as multi-SIM mobile phones, smart phones, and tablets are used by the majority of farmers. Cell phones and smart phones are the most generally accepted and utilized ICTs, and they have helped farmers become more socially engaged. Many agriculture-friendly mobile apps are also assisting farmers in appreciating the relevance of technology. They can contact middlemen for marketing purposes and can immediately contact field specialists in real time for guidance on topics such as preserving the quality of inputs/outputs, insect/pest control, and crop disease management, among others. The antagonism toward technology and the hesitancy to adapt new things, as well as their possible impacts on the reorganization of extension services, are important obstacles to actively integrating ICT.

Keywords: Agriculture development, communication technologies, information system.

1. Introduction:

Information technology is a collection of multifarious heterogeneous technological tools, enhanced support systems, and portable resources meant to facilitate communications, information storage, simple retrieval, comprehending complicated structures, and managing multidimensional data [1]. Many devices, including PCs, laptops, smart phones, tablets, and a range of hardware and software connected via the Internet, may now be supported thanks to technological advancements. The current communication infrastructure supports permanent technologies such as live television, radio and television broadcasts, as well as free telephone lines [2], [3]. It has a number of features, including internet portals, email, webinars, live recordings, and video conferencing, among others. Information technology is a collection of multifarious heterogeneous technological tools, enhanced support systems, and portable resources meant to facilitate communications, information storage, simple retrieval, comprehending complicated structures, and managing multidimensional data [4]. Many devices, including PCs, laptops, smart phones, tablets, and a range of hardware and software connected via the Internet, may now be supported thanks to technological advancements. The current communication infrastructure supports permanent technologies such as live television,

Comment [U1]: ...but the body of the work is on Agricultural Resource management

Comment [U2]: in or at where? There is no scope for this work

Comment [U3]: What is technology norm? Define it, if possible give an example

Comment [U4]: What are these creative IT Applications and where have you identified them?

Comment [U5]: not proper here or remove overview. Is it literature review or empirical work?

Comment [U6]: How many small scale or local farmers make use of these gadgets? and what is their cost in relation to the small scale or local farmers' income?

Comment [U7]: Identify them

Comment [U8]: This is no abstract. The abstract suppose to capture the goal, the specific objectives, the methodology, the finding and result of the study. There are no such elements in this abstract.

Comment [U9]: ICTs, Knowledge Dissemination, Rural Development

Comment [U10]: through

Comment [U11]: are

Comment [U12]: by these

Comment [U13]: how permanent are these technologies

Comment [U14]: why it, or They? have

Comment [U15]: repeated, See line 1 above and authority number 1 differs from Number 4 but the same statement.

Comment [U16]: Another repetition see line 3 above

radio and television broadcasts, as well as free telephone lines. It has a number of features, including internet portals, email, webinars, live recordings, and video conferencing, among others.

Comment [U17]: All are repeated: See lines 5, 6& 7

Information technology is a collection of multifarious heterogeneous technological tools, enhanced support systems, and portable resources meant to facilitate communications, information storage, simple retrieval, comprehending complicated structures, and managing multidimensional data. [5]. Many devices, including PCs, laptops, smart phones, tablets, and a range of hardware and software connected via the Internet, may now be supported thanks to technological advancements. The current communication infrastructure supports permanent technologies such as live television, radio and television broadcasts, as well as free telephone lines. It has a number of features, including internet portals, email, webinars, live recordings, and video conferencing, among others.

Comment [U18]: Repetitions not structured

We used to talk about television and radio as the primary means of reaching out to rural communities. However, internet-based mobile communication channels are already infecting all aspects of agriculture. Social networking, computerized knowledge archives, digital video, and photography have all benefited from IT. Farmers confront common issues and challenges, such as sustainability, scalability, and availability of relevant knowledge, despite all of the chances and opportunities offered by IT.

Comment [U19]: There is no research idea here

ICT models in new age

Many new information exchange models have emerged as a result of the rapid rise of the IT era, representing the spontaneous evolution of immediate quality [6]. Agricultural Information Acts are now classified as follows:

Comment [U20]: What is this? Which ACT

Online Web Portal: A collection of websites and web links presented on a single platform for users.

Voice-centric service: Provides a two-way voice service to farmers over the phone. Terminals are often located at KVK, where farmers can apply for assistance. In fact, it does the job of distributing information over the phone. i.e. BPO's, KPO's, etc.

VoIP: Voice over Internet Protocol (VoIP) allows farmers to communicate over a Unified Access Platform (UFP). This protocol can ensure equal dissemination of information through phone calls and high-speed data services. The development of voice calling services allows farmers to use instant real-time chat, voice and video chat, and various other multimedia communication platforms.

SMS/MMS Services: This type of information delivery comprises text/media messaging. We need to collaborate with the agriculture industry as well as telecommunications companies. Building a Support Community - This section includes both free and paid online forum-based support systems where farmers may connect, ask questions, and receive professional guidance in their preferred format. This service-oriented framework creates an agricultural community in which farmers may register their honest information in order to obtain assistance from other members of the community [7]. Other farmers, government officials, agricultural experts, technicians, and small company owners may be active community members. Everyone may use their mobile smart phone to talk utilizing the internet chat software.

Comment [U21]: How?

Videoconferencing is a dedicated satellite system that connects various sites, such as KVK numbers and other rural locations, with the capacity to speak with remote resources [8]. Farmers do not have to be there at the time of the talk, but they may interact face-to-face and comprehend practical tips and methods when they are at home, thanks to this technology. Similarly, they might show an expert sitting across from them a sample of a damaged crop along with their symptoms, and the professional would know how to treat that crop [9].

Comment [U22]: not necessary

Smart Internet Services: Any smart gadget used by farmers to disseminate information falls under this category. Smartphone's are the most common devices used for online agricultural product marketing, quality comparison, monitoring daily online pricing, and news updates [10].

Comment [U23]: There is nothing on the following: Technology norms, knowledge dissemination, Agricultural Resource management, Rural development?

2. Conclusion:

The basic line is that information technology is extremely beneficial for knowledge transmission. Agriculture cannot be overlooked in the development of emerging countries like India. Information technology is the study of how we utilize data, process it, and share it with others. In the current environment of employing information technology for quality and mass production, it is necessary to acknowledge the agricultural side of information technology as a big potential for farmers to comprehend. The creation of technology-friendly institutions to serve as knowledge centers for farmers might also aid in the dissemination of information through ICT in rural regions.

Comment [U24]: Since there is no objective, methodology and findings, the conclusion does not follow.

3. References:

Comment [U25]: The references does not follow the APA or MLA tradition as the numbers used supposed to be presented to indicate which is which. It is confusing.

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Topic lacks scope (dependent and independent variables)

No Objective (General/specific to guide the study – lacks direction)

No Methodology (not scientific – lacks steps which the results were achieved)

Too many repetitions as indicated in the review

Paper is neither a review article nor an empirical study

Lacks substance as a journal material

Confusing

Referencing does not match

Needs total overhaul