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Influence of ICTs Services and Applications on Agricultural Development

Tahir Munir Butt^{1,2}

¹University of Agriculture, Pakistan

²China Agricultural University, China

The major problem was to bring improvement in the quality of life of rural people without ICTs services and applications in Agriculture. In rapidly changing local and global agricultural market and price mechanism, it is difficult for traditional and poor farmers to maintain their farm productivity and one of the major problem is clear the weakness of physical distance and logistic problems with time availability of relevant information are the foremost hurdles in personal communication and dissemination of information about cropping technologies especially in critically stage of crops, weather forecast. Punjab-Pakistan province was selected purposively as the study province for the said study. In the present study, convenient and simple random sampling techniques was used to cover the whole province of the Punjab. Total sample size of the study was three hundred (300) user-ICTs. It was concluded that information attained by ICTs (services and applications) like a telephone with toll-free number application, cell phone with text and robo calls applications, computer with internet application, personal characteristics and capacity building of the farmer were significantly correlated with the decision-making aspects with important for awareness, knowledge, capacity building, timely information, improved productivity and also marketing purpose etc. There is need to restructure and redesign present technology transfer and flow of information scenario of agricultural extension system to make convenient efforts for provision of counseling services and agricultural information sources (Information Hub Center) to rural farming societies by Government.

tahirmunir2013@gmail.com