



A STUDY ON E-AGRICULTURE AND RURAL DEVELOPMENT IN GONDIYA DISTRICT OF MAHARASHTRA (INDIA)

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Abstract

An expansive number of studies have demonstrated that even today roughly 70% of Indian Population lives in Rural areas. Today, Rural Development is essential for the advancement of the Indian Economy. The rural economy is often developed by improvising rural markets. Indian Government has unwritten part of the rural advancement and the commitment of Information Technology in the improvement of Rural India. To make intelligent and smart decisions about yields and crop gains, Government of India has taken very good initiatives with the help of information and communication technologies (ICT) which has seen enormous evolution recently. In spite of numerous efforts taken by Government, because of digital illiteracy, farmers are not aware of various schemes of agriculture available for them. To improve the usability of knowledge shared by different digital media and to reduce the digital divide, this study focuses to understand the compatibility with digital media or information and communication technologies available in rural areas of Maharashtra, which can help us to project and implement better service provider tools. Country Literacy is positioned at the highest position of need. E-agriculture plays key role in commercial and improved agriculture in the world with the usage of modern Information Technology and Information Communication Technology techniques.

In this paper, we have an analysis on the awareness and usage of various E-agriculture techniques currently which in practice in India by the rural farmers who reside in Gondiya District categorized under various factors like age, gender and education. The result obtained from the study conducted, we came to an inference around the awareness and reach of different E-agricultural practices followed by the rural masses in Gondiya District of Maharashtra.

Keywords:

E-Agriculture,
Information and Communication
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Rural Segment

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1. Introduction

Today, E-Agriculture is an emerging field centering on the enhancement of agricultural and rural development. It is done through improved information and communication processes. Conceptualization, strategy, progress, assessment, and application of innovative ways to practice information communication technologies (IT) in the rural area are part of E-Agriculture, with a prime focus on agriculture. E-Agriculture is a relatively new term. we fully expect the scope of E-Agriculture is to change and evolve as our understanding of the area grows. The Awareness of E-agriculture among the people residing in a rural area

is the first important criteria so as to exercise various E-Agriculture techniques in rural India. The Food and Agriculture Organization (FAO) proposes the following definition: “e-Agriculture is an emerging field in the intersection of agricultural informatics, agricultural development, and entrepreneurship, technology dissemination, referring to agricultural services, and information delivered or enhanced through the Internet and related technologies. The Agriculture sector in India contributes to 18.6 % of India’s total GDP, and approximately 59 % of countrymen derive their livelihood from the agricultural sector. Commercialization of Indian agriculture sector is due to initiatives like contract farming by the private sector.

The agriculture industry is involved in crop cultivation, water managing, pest managing, fertilizer application, transfer of foods, harvesting, safety, quality managing, and marketing managing. Any infrastructure applied for delivering information and knowledge with regards to making decisions in any industry should provide accurate, complete, concise information in time or on time. The information provided by the system must be in a comprehensible form, easy to access, cost-effective and well protected from unauthorized accesses.

2.Literature Review

(M. Varun Kumar, Pulidindi Venugopal), The researchers try to study the potential of E-agriculture in are of Tamil Nadu, India. They analyzed that there is a wide scope for E-Agriculture development in rural area so as to increase them with high substantial growth.

(Prof. Sushopti Gawade, Dr. Varsha Turkar) Here, the researcher has studied about the role of modern technologies to enhance potential growth and productivity in farming sector of an economy. They have recommended the Model for Agriculture development called “E-Krishimitra”, Which can be helpful to farmers in day to day life.

3. Research Method

Gondiya District and Its Rural Population

Gondiya District comes under state of Maharashtra, India. The headquarters of the taluka is Gondiya town. According to the 2011 census, the district of Gondiya had a population of 10,96,577 with 5,47,934 males and 5,48,643 females. There were 1001 women for every 1000 men. The district had a literacy rate of 83.6% with 91.3% in males and 75.94% in females. Child population in the age group below 6 was 60,006 Males and 57,571 Females.



Table. Villages under Gondiya District, its rural population.

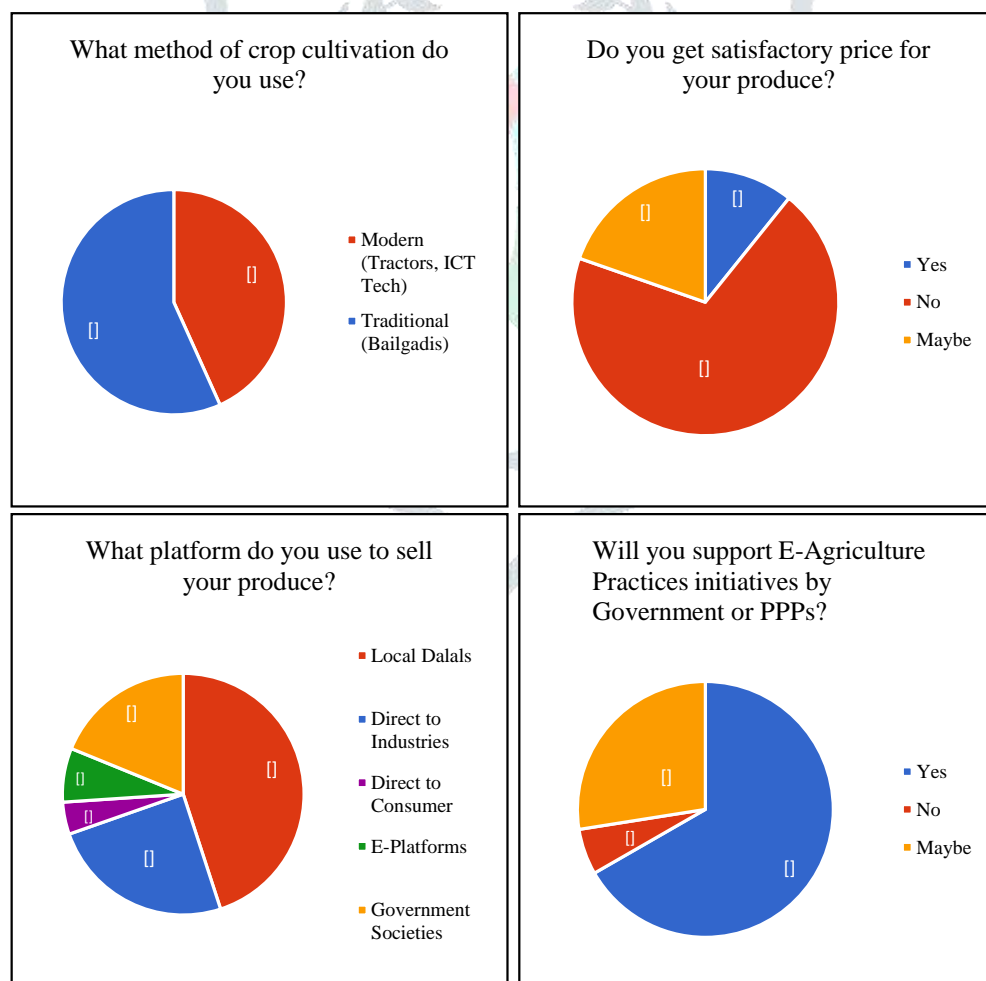
Name of Sub-District	Population			Literacy Rate
	Male	Female	Total	
Tirora	76,216	74,857	1,51,073	87.42 %
Goregaon	62,022	62,868	1,24,890	85.12 %
Gondiya	1,28,568	1,30,006	2,58,574	83.24 %
Amgaon	56,169	56,591	1,12,760	84.45 %
Salekasa	42,598	42,884	85,482	81.72 %
Sadak-Arjuni	58,201	57,393	1,15,594	84.7 %
Arjuni Morgaon	74,703	73,562	1,48,265	82.44 %
Deori	73,562	50,482	99,939	77.91 %
Total	5,47,934	5,48,643	10,96,577	83.6 %

Table. Methods adopted in this research

Research type	Survey
Sampling technique	Random sampling
Instrument used	Structured questionnaire
Questionnaire language	Marathi/English
Total questions in the questionnaire	10
Total Villages Considered for the survey	8
Total population taken for the consideration for survey	80
Total Male taken for the consideration for survey	48
Total Female taken for the consideration for survey	32

4. Data Collection & Analysis

A Primary survey was conducted in randomly selected 8 villages of Gondiya District and analysis was obtained through purposive sampling mechanism. Information were gathered with the help of structured questionnaire from various villages of Gondiya District. The number of respondents from each village is exactly 10 rural farmers based on the several factors like age, gender, qualification. The number of participants were 80. In which 60% were male and 40% were female. The majority of the participants were found to be in the age group of 32-60 and the other age classification ranges under the categories 20-32 and above 60 respectively. It was found that 66% of the rural farmers under various age groups were found to be uneducated and 34% were found to be educated and they do not possess awareness of various E-Agricultural services of the government. Only 72.5% of the rural farmers have awareness of various services of government as E-agriculture is concerned and outofwhich only 23.2% have avail the schemes in monetary or non-monetary benefits. 69.7% of farmers do not get satisfactory price to their produce. Only 7.2% of farmers use E-Platforms like eNam & Kisan Mandi to sell or market there produce. 66.7% of farmers know about E-Agriculture Practices and are ready to adopt but cannot adopt it due to low capital or poor government implementation of schemes.



5. Result

From the analysis is clear that rural farmers of Gondiya District lack awareness on E-agricultural services and various ICT programmes of the Government and private sectors. Therefore, awareness of IT and its various services had be provided to the rural masses in a speedy phased manner so as to enjoy the benefits of various E-Agriculture services by rural farmers of Gondiya District of Maharashtra.

6. Conclusion

Adoption of E-Agriculture technology-enabled information systems for agriculture development and rural practicability is a strategic subject part and parcel of agriculture and rural policies. The paper endeavored to try and better understand the E-Agriculture adoption issues involved and the barriers to effective technologies uptake for agriculture, agriculture development, and rural viability. The composition of participant skills provided a successful mix of competences for this task. These allowed attainments of the professed paper goal namely to provide participants with take-home ideas and recommendations. The recommendations focused on E-Agriculture policy significant for agriculture and rural development including the research specifically necessary to support them. The results of the paper majorly focus on feasible priorities and measures to alleviate E-Agriculture adoption limitations and contribute to ensuring sustainable rural feasibility. Each structure rides drawback with it, but It is seen that technology gives much better returns in 85% cases, but we can reduce the gap of these drawback by implementing a better platform for farmers and teach them for solution for this drawback. In conclusion, the following were considered the core issues for effective E-Agriculture practices adoption for Agri-rural development:

- Increased and improved investment in E-Agriculture infrastructure and capacity development.
- Digital Literacy training and content development.
- Involvement of end-users in E-Agriculture development.
- Public involvement in providing E-Agriculture services for farmers.
- Collaboration between relevant entities in sharing E-Agriculture adoption experience.

7. Suggestions

I suggest some measures as be followed strictly to enhance the E-Agriculture techniques to be widely spread among rural India for gathering, sharing information about the important notions of farming techniques, which yields to high productivity in the procedure of yielding and high profitability in form of revenue generation.

- New modern techniques of production and recent technology advancement of agricultural practices had to be supported and encouraged.
- The central government and state government to come up with better policies and framework with regards to the increase in digital literacy.
- Equality in financial credit and issue of the latest modern tools and services to the farmers should be provided according to policies and framework planned by Central Government. Normally the rich section of farmers would get advantage by these privileges of government in day to day life.
- Unequal income that prevails in between the large-farmer and the small-farmer as to be eradicated. Therefore, large scale farmers land ownership as to be taken by the government and it as to be provided to the farmers who possess no land, such kind of land reforms like the land ceiling had to be framed by the government so as to stop unequal distribution of rural income in the rural sector.
- Integrated rural development as to be achieved not only through agricultural upliftment but also in form of high yielding and high profitability through by means of various non-agricultural practices among the rural masses on rural areas facilitated by the government.
- So, each and every people reside in the rural area as to be in easy access with a health care facility, educational facility, and good housing.
- Various new methods and practices of agriculture facilitated by the government may lead to various upliftment in the lives of rural masses resides in rural India.

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