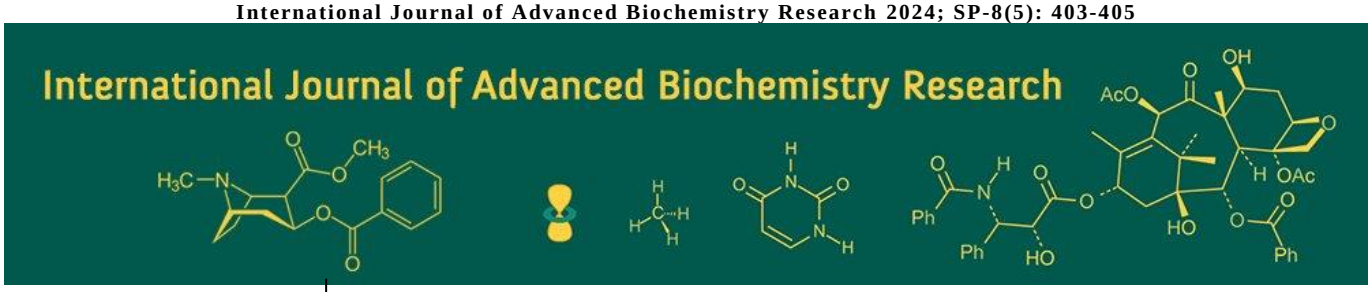

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To assess the role of ICT in adoption level of respondents of Satna district of M.P.

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Abstract
The present study was conducted to investigate the profile characteristics of ICT Users of district Satna (M.P.). 320 beneficiaries from 4 blocks namely Majhgawan, Rampur Baghelan, Nagod, and Sohawal block were purposively selected for the study. The study revealed that full adoption of the respondents having highest 70 percent full adoption, 27.5 percent partial and 2.5 percent no adoption for use of kisan call centers for agriculture information and total adoption index 89.16% and low adoption of the respondents having lowest 37.5 percent full adoption, 40 percent partial and 22.5 percent no adoption for use of Agriculture portal for agriculture relative scheme and total adoption index 71.66%.

Keywords: ICT, adoption level, adoption Index, respondents

Introduction
ICT is tools of transmitting information this include computer, Internet, Website, Blogs, Emails, Radio, Television etc. Three key technologies make up Information, Communication and Technology (ICT). They are computer technology, communication technology, & information management technology. Data, knowledge, & information are managed, processed, and transferred using these technologies.

Any system used to obtain information & facts for verdict creation in any business should give exact, entire, and condensed information in a timely manner. The system's information apart put ensuring that it is easily accessible, user-friendly, cost-effective, and adequately safeguarded against unauthorized access. ICT, which consists of three primary technologies, can be very helpful in preserving the information's aforementioned qualities. ICT refers to the blending of procedures and technology to reach the intended audience with the necessary information and to increase their level of participation.

Impact of ICT Application in Agriculture
The primary goals of offering ICT facility to the agricultural society are to increase information accessibility & service delivery for feasible agriculture development & livelihood. Because the ICT can easily access information, agriculture is more productive and more sustainable as a result. The subsequent balance sheet provides a summary of the importance of ICT applications:

1. Improved service delivery and information accessibility to farmers.
2. Enhanced agricultural production and profitability thanks to better advising systems
3. Stakeholders are using information more effectively and for decision-making purposes.
4. Faster and more effective resolution of farmers' complaints.
5. Improved oversight of govt. programme that straight impact farmers
6. More accountability and transparency
7. Direct input from the farming community to the state's decision-makers. Efficient resource management (development, conservation, allocation, and utilization).

Important of ICT in Agriculture
Due to a population growth rate that is apart pacing food production rates, developing countries are constantly experiencing food shortages. The aforementioned causes have resulted in a persistent food crisis in some regions, including Africa. The current annual people development tempo for Africa is 3.1%, which is greater than the present growth rate

for food. Only twelve nations during the previous ten years have managed to reach a food growth rate of 2.5%. Growing food consumption at a time when natural resource availability is declining is one of the factors contributing to food shortages. These include a lack of water, deteriorating soil fertility, climate change effects, and a sharp decline in agriculturally viable area owing to urbanization. By applying technologies to predict weather, learn apart the most recent ways to increase farming productivity, and estimate supply and require according to cost-effective data, ICT is utilized to quicken the rate of food growth. To meet these issues and improve the liveliness of the acrostic population, new strategies and technological advancements are needed to keep up value & availability. Increasing farming produced, expanding retail ingress, and empowering people's capacity are three crucial roles that ICT may play.

Materials and Methods

The study was conducted in Satna district of M.P. The Satna District comprises of eight Blocks out of which Majhgawan, Rampur Baghelan, Nagod, and Sohawal block were purposively selected for the study. Each blocks 4 villages Majhgawa block namely; Paldev, Chobepure, Lalupure, Pindra; Rampur Baghelan Block village namely; Jhakhi, Kotar, Aber, Semra, Nagod block village namely; Bashudha, Tikuri, Berhuli, Berhuli, Rahikwara and Sohawal block village namely; Sitpura, Itema, Khamakhuza, Atra selected random sampling method. Thus, total 16 villages was selected. Every village was select 20 respondents. Thus, 320 responders in total will be chosen for the research. The data collection was done by the use of interview schedule through personal interview. Data were analyzed with help of suitable statistical tools.

Results and Discussion

Table 1: The respondents is divided as a result of the roles of ICT in adoption level of respondent

S.N	ICT Adoption in Agriculture	Full adoption		Partial adoption		No adoption		Adoption Index%
		F	P	F	P	f	P	
1	Use of kissan call centers for agriculture information	224	70	88	27.5	8	2.5	89.16
2	Use of Mosam app for weather information	168	52.5	144	45	8	2.5	83.33
3	use of Agmarknet portal for market price of crop	152	57.5	144	45	24	7.5	80
4	Use of Plantix app for disease and past management	120	37.5	168	52.5	32	10	75.83
5	Use of Agriculture portal for selection of new crop verity	128	40	120	37.5	72	22.5	72.50
6	Use of Fertilizer calculator app for fertilizer management	144	45	104	32.5	72	22.5	74.16
7	Use of Atamnirbhar agriculture app for Agriculture advisory	104	32.5	168	52.5	48	15	72.50
8	Use of Agriculture portal for agriculture relative scheme	120	37.5	128	40	72	22.5	71.66
9	Use of Banking portal for agriculture relative loan	152	47.5	104	32.5	64	20	75.83
10	Use of agriculture portal for information of agriculture industry	136	42.5	128	40	56	17.5	75
11	Use of agriculture portal for information agriculture equipment	152	47.5	128	40	40	12.5	78.33
12	Use of agriculture portal for information of value addition	152	47.5	128	40	40	12.5	78.33
13	Use of ICT for learn new agriculture technology	144	45	152	47.5	24	7.5	79.16
14	Use of radio for information and learn new technology	136	42.5	128	40	56	7.5	75
15	Use of agriculture portal for information of insurance	152	47.5	128	40	40	12.5	78.33
16	Use of agriculture portal for weed management	144	45	136	42.5	40	12.5	77.50

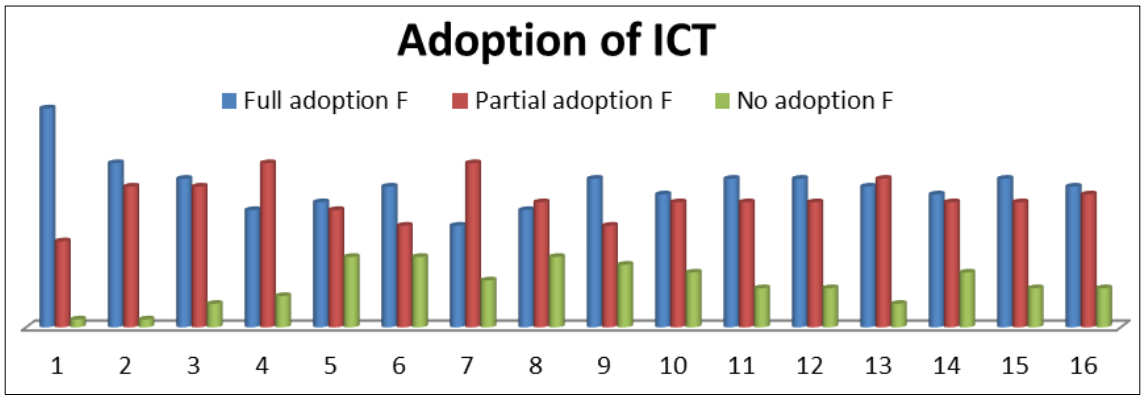

Fig 1: Farmer according to the role of ICT in adoption level of respondent

Table No.1 show the Highest 70 percent full adoption, 27.5 percent partial and 2.5 percent no adoption for use of kissan call centers for agriculture information and total adoption index 89.16%., Highest 52.5 percent full adoption, 45 percent partial and 2.5 percent no adoption for use of Mosam app for weather information and total adoption index 83.33%, Highest 57.5 percent full adoption, 45 percent partial and 7.5 percent no adoption for use of Agmarknet portal for market price of crop and total adoption index 80%, Highest 37.5 percent full adoption, 52.5 percent partial and 10 percent no adoption for use of Plantix app for disease and past management and total adoption index75.83%, Highest 40 percent full adoption, 37.5 percent partial and 22.5 percent no adoption for use of Agriculture portal for selection of new crop verity and total adoption index72.50%, Highest 45 percent full adoption, 32.5 percent partial and 22.5 percent no adoption for use of Fertilizer calculator app for fertilizer management and total adoption index74.16%, Highest 32.5 percent full adoption, 52.5 percent partial and 15 percent no adoption for use of

Atamnirbhar agriculture app for Agriculture advisory and total adoption index72.50%

Highest 37.5 percent full adoption, 40 percent partial and 22.5 percent no adoption for use of Agriculture portal for agriculture relative scheme and total adoption index 71.66%, Highest 47.5 percent full adoption, 32.5 percent partial and 20 percent no adoption for use of Banking portal for agriculture relative loan and total adoption index 75.83%, Highest 42.5 percent full adoption, 40 percent partial and 17.5 percent no adoption for use of agriculture portal for information of agriculture industry and total adoption index 75%, Highest 47.5 percent full adoption, 40 percent partial and 12.5 percent no adoption for use of agriculture portal for information agriculture equipment and total adoption index 78.33%, Highest 47.5 percent full adoption, 40 percent partial and 12.5 percent no adoption for use of agriculture portal for information of value addition and total adoption index 78.33%

Highest 47.5 percent partial adoption, 45 percent full and 7.5 percent no adoption for Use of ICT for learn new agriculture technology and total adoption index 79.16%**,** Highest 42.5 percent full adoption, 40 percent partial and 7.5 percent no adoption for Use of radio for information and learn new technology and total adoption index 75%.

Highest 47.5 percent full adoption, 40 percent partial and 12.5 percent no adoption for use of agriculture portal for information of insurance and total adoption index 78.33%, Highest 45 percent full adoption, 42.5 percent partial and 12.5 percent no adoption for Use of agriculture portal for weed management and total adoption index 77.50.(fig.1)

Conclusion

The study revealed that the role of ICT in adoption level of respondents in ICT concluded from the present study that full adoption of the respondents having highest 70 percent full adoption, 27.5 percent partial and 2.5 percent no adoption for use of kisan call centers for agriculture information and total adoption index 89.16% and low adoption of the respondents having lowest 37.5 percent full adoption, 40 percent partial and 22.5 percent no adoption for use of Agriculture portal for agriculture relative scheme and total adoption index 71.66%.

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