

Krishi Bharati An Interface for Indian Farmers

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Abstract: Application of IT is associated with markets in the developed countries where capital intensive method of agricultural production is followed. However, in a country like India where rural base is wide, its relevance cannot be overlooked. In addition to facilitating farmers in improving the efficiency and productivity of agriculture and allied activities, the potential of IT lies in bringing about an overall qualitative improvement in life by providing timely and quality information inputs for decision making; IT can also be effectively used to strengthen the supply chain for agro based companies for leading to better price realization by farmers. Rapid growth in the field of ICT helps in basic aspects of mankind like-agriculture, education, health care etc. However, the moderate technical growth of ICT applications is confined to the community of a limited number of people, who live in digital pockets.

Keywords: Information and communication technology, human computer interaction, Internet, information retrieval, farming, Agriculture information system, iconic interface. Information and communication technology, human computer interaction, Internet, information retrieval, farming, Agriculture information system, iconic interface

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