Digital aids: Transfer of technologies for dissemination of agricultural information

Prithviraj Patil, Yamgar Sambhaji V, Kumbhar Atul V and Kamble Sushil G

Abstract
This study reveals the application of digital technologies for disseminating of agricultural information in rural and urban areas. In this technology which includes use of TV, Call centres, Mobile phones, Community radio, Digital photography, video conferencing, Web portals, video, Internet enabled computer centres. Among of them TV disseminate information regarding critical farming practices relevant to season, scheme of government, advertisement on new product, commodity prices in different market. Call centre provide the answers on specific quires from the expert related information regarding farm practices, Digital photography reveals the information regarding plant management advise based on digital photo depicting the growth of crop and symptoms of pest and disease attack. The digital picture mailed to experts and advise received through mail. Video and teleconferencing reveals the information on interactive discussions, equation and answer session with experts. Mobile phone disseminate the information mostly on weather, prices of commodity in different market crop and animal advisory services it is paid services available to subscriber mostly as text message or voice mail. Portals vary widely in their contents, regular updates, user friendliness, use of visuals etc. It increasingly provide the generic and dynamic information. Internet enabled computer centres reveals information intermediated through an employee of computer centre. So use of digital technologies is best mediator for dissemination information throughout rural area of country.

Keywords: Digital technology, Generic Information, Dissemination.

Introduction
Most of the people live in rural areas of developing countries. In India, most agricultural of people are live in rural areas and depend on agriculture for their livelihood. In these rural areas one finds that there is a direct relationship between agricultural and rural development. Some of people living in urban area mostly they are depends on agriculture for raw material in processing industry. As day by day increasing population agriculture sector has important role to feed hunger of people, so there is need increase agricultural productions. It is possible through dissemination of information regarding change in crop cultivation practices, Plant protection measures, adapting new technology, as well as market status, government skims In this paper, an attempt is made to deal about the importance and role of digital technology to disseminating information in rural and urban area as well as importance of bioinformatics to researchers. This study reveals the application of digital technologies for disseminating of agricultural information in rural and urban areas. In this technology which includes use of TV, Call centres, Mobile phones, Community radio, Digital photography, video conferencing, Web portals, video, Internet enabled computer centres.

What is Digital tool?
Disseminating of agricultural information in rural and urban areas. In this technology which includes use of TV, Call centres, Mobile phones, Community radio, Digital photography, video conferencing, Web portals, video, Internet enabled computer. Digital technology is assisted due to existence of ICT projects (digital extension projects) .This digital technology assisting the farmer about changing agricultural pattern ,change in natural resources quality ,emerging market forces, globilization of markets and sustainability constraints this digital technology have been acclaimed to be the most effective media for diffusing the scientific knowledge to the masses.

Bioinformatics tool for Researchers
Now day’s bioinformatics playing important role for researcher to developing new variety on basis DNA sequences available on different web portal World Wide Web provides a
mechanism for unprecedented information sharing among researchers. Today, scientists can easily post their research findings on the Web or compare their discoveries with previous results, often spurring innovation and further discovery. This bioinformatics tools provides generic database, Specific database, biological database of different crops on web portals eg, National center for biotechnology information (NCBI). BLAST, Plant GDB, PLAZA, Grain gene, Gramene, Legume information System system (LIS). The information available on this portal assist researcher to development of new variety in short period.

Radio and TV
It disseminates the information by broadcasting the agricultural, forest, health and handicrafts information. It raises awareness in people. News announcements, Talks by experts ,Questions and answer session as part of phone –in-programmes (recorded and live) Demonstration and success story. This tools provide information on technology, critical farming practices relevant to season scheme of governments, Advertisement on new products, commodity prises, market status, talks of new technology by experts.

Call centers and Mobile apps
Kisan call canters which disseminates the information by interacting with experts. Information regarding on new technology, crop disease and pest there control measures; some information is got through the messages from the experts. Different mobile application also available regarding crop cultivation practices, Different market status, crop and animal husbandry weather information. Different varieties package of cultivation practices, etc

Digital Photography and video
It provide information regarding plant protection by sending digital pictures to experts through mail and advice is received from experts on phone or mail, Video provide information in form of audio visual regarding recorded video of experts. It includes the video of new technology, cultivation practice, changing cropping pattern,

Web portals, Internet –enabled computer services
It provides information available on different web side. information on crop production and protection ,agricultural statistics, new information e-commerce, prices information of different market, Information on government services ,weather, availability of inputs, eg Rice knowledge management portal, agropedia, etc

Newspaper and magazines
Newspaper and farm magazine are increasing rate of literacy in the country. It helps in the communication of agricultural information among the literate farmers. They are available in local languages easy to understand paper are available daily disseminating new information, magazine are available monthly or weekly in local language provide information regarding news, new technology ,crop cultivation practices and market prize.

Conclusion
In this paper, an attempt is made to deal about the importance and role of digital technology to disseminating information in rural and urban area as well as importance of bioinformatics to researchers.

References