Extension of Technologies: From Labs to Farms

By Nallusamy Anandaraja,K. Chandrakandan,M. Ramasubramanian

New India Publishing Agency, 2008. Hardcover. Book Condition: New. The focus of technology development in agriculture in the last half of 20th century was to increase the production efficiency of the farm. For this, the Indian farmers should be updated with latest knowledge to compete for global marketing. They must have the right information at the right time which is possible through new information technologies resulted in many non-agricultural fields. In the world of Information of Communication Technology, the most commonly available IT tools for transfer of agricultural technology in Indian context are radio, television, video, telephone and mobile phone, printed media, computer and internet. This book is an outcome of the rich experiences of research work carried out by the editors. Information technology has rooted well as one of the tools of Transfer of Technology which are being used by both public and private sectors for the benefit of farmers. Village Knowledge Centres of MSSRF, E-Choupals of Indian Tobacco Company, Kisan Kendras of Rallies, Kisan Bharath Kendras of United Phosphorus Limited, Cyber Extension services of EID Parry?s, Kisan Call Centres (KCC), AGRISNET AGMARKNET are few good examples to quote. Hence, this book entitled "Extension of Technologies: From Labs to...

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