



RESEARCH ARTICLE :

Knowledge of information and communication technology tools by orange growers

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SUMMARY : The present study on knowledge of information and communication technology tools by orange growers” was undertaken in Chandur Bazar and Morshi taluka in Amravati district with sample size of the 120 respondents. The data were collected on personal, socio-economic, communicational and psychological characteristics of respondents, knowledge about of ICT tools studied with the help of pre structured interview schedule. Findings revealed that majority (45.00%) of the respondents belonged to middle age group *i.e.* between 36 to 50 years, high proportion of respondents (38.33%) were educated upto junior college level, large proportion of respondents (30.83%) had medium land holding, high proportion of the respondents (37.50%) had medium annual income between Rs. 2,00,001 to 3,00,000/-, majority of respondents (80.00%) had undertaken orange on an area of (0.65 to 3.80 ha), majority of respondents (60.00%) had medium experience between 4.10 to 24.41 years in orange cultivation, majority of the respondents (49.00%) belonged to medium category of social participation, majority of the respondents (72.50%) were in medium level of extension contact and majority of the respondents (67.50) had medium market orientation. In case of knowledge about ICT tools majority of respondents (64.16%) were having medium knowledge about ICT tools. In case of ICT tool wise knowledge, great majority of the respondents had knowledge about ICT tools *viz.*, majority (95.83%) of the respondents had knowledge about mobile phones, followed by internet (94.16%) and SMS service (94.16%), 93.33% respondents had knowledge about television. Findings of relational analysis revealed that education and market orientation were positive and highly significant with the knowledge at the level of 0.01 per cent of probability. Land holding, annual income, area under orange cultivation, social participation and extension contact were found to be positive and significant relationship at 0.05 per cent level of significant with knowledge of whereas, age and experience in orange cultivation was found negative and highly significant relationship with the knowledge of respondents at 0.01 per cent level of probability.

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