"Usability of ICT Tools in Rural Market Development"

Dr.Vinod Kumar Patidar
Principal, Indore Institute of Law

Abstract
The main objective of this research paper is to bring knowledge of ICT tools and their Application in Rural Market the review of literature which is complete finding the key points and facts about the gap between technology and current Rural Market. the main objectives of this research paper to create awareness ICT effects and importance of the new technology as challenges in rural market.

1. Introduction:

The Madhya Pradesh Economy an overview the State Finance Commission is expected to recommend its scheme of devolution of resources from the state government to local bodies against the background of is view of finances of the state government. Such a review needs to make against the backdrop of the state economy, in terms of its growth in different manifestations. The state economy and its growth would provide the economic base for generating resources to be mobilized and deployed by the state government and local bodies, for the socio-economic development of the people of the state. The quantum of resource generation, both tax and non-tax revenue is inextricably linked with the process of growth of the economy in different directions. The demands for public expenditure are largely to be met by the availability of resources for achieving a normative level of economic development. The Rural Market and the The beginning and starting of ICT for development can be defined into three periods. Information and Communication Technology (ICT) Development mid-1955s to late-1995s. During this focus was on computing data processing for back-office applications in large government and private sector organizations in developing countries. Information and Communication technology (ICT) for Development late-1990s to late-2000s. A 2010-12 research report from the governance and social development resource center found very few ICT for development activities have proved sustainable. Recent research has stressed the need to shift from a technology approach where the emphasis is on technical innovation towards an approach that emphasizes innovative use of already established technology (mobiles, radio, and television, Internet). However, applications of ICTs for development, E-government,

2. Review of Literature:

According to the discussion of different Researcher facts and figure comes out**. V.L.V. Kameswari EJISDC (2011) (**G.B. Pant University of Agriculture and Technology, India**)** According to this paper Information is one of the key inputs in agriculture and information deficits constrain agricultural productivity in India. This paper discussed the agricultural

information seeking behavior of farmers in the state of Uttarakhand India. Author tried to explain the reasons behind use of certain media including ICTs - by the farmers over other available sources. It was observed that, though farmers have access to a wide range of media sources they mostly relied on middlemen, and local and official sources for agricultural information. Among new ICTs, mobile phones were widely available in the study area but were mostly being used for post sale inquiry rather than price negotiation, accessing markets or price information or increasing production efficiency. In the rural Indian context, the availability of ICTs does alter the reciprocal relationship between the seller (farmer) and the buyer (middlemen). In the absence of formal and effective institutions, the middleman is also the supplier of seeds, fertilizers, pesticides and credit to the farmers and this skewed relation limits the advantage that can be derived from use of ICTs. While this study indicates that the possible advantages from use of ICTs in rural areas are offset by an absence of other input agencies, interventions in other parts of the country indicate that the entire agricultural supply chain can be made more efficient by use of ICTs.

Hence, rather than negating the possible benefits that can be derived from the use of ICTs in agriculture sector, this study points to issues that need to be addressed simultaneously. **Dr G V Ramaraju1, Dr. T.S Anurag, Dr. Hrishikesh Kumar Singh, Shambhu Kumar (July 2011)** The major findings of this study are crucial for choosing and designing the future strategy and system to provide 'Information to the farmers as and when they require'. There is a requirement for an integrated approach which should cater to the problems faced by farmers in using ICT applications, such as accessibility, acceptability, simplicity, timely & useful information related to agriculture in their respective locations/area. In view of the above, the following approach is envisaged as a ICT based holistic extension system where. There is a need felt for aggregation when catering to the farmer queries in multimedia mode i.e. voice mode (in local language) along with text, image and video. Requirement of farmers through friendly and simple interfaces to access information and advisory services in effective manner preferably through smart phones. Need is to develop a combination of push and pull based interactive system (essentially pull based) so that the communication can be possible in both ways, i.e from farmers to expert and vice versa.It is essential to interlink location specific information from various service providers to cater to the specific needs of the farmers.

A necessity for maintaining farmer's database with their farming details, to enable an expert to provide appropriate solutions to the concerned farmer's Requirement of expert support system which has user friendly interfaces and reference content (e.g. SAU's Knowledge repository, farmer's details, FAQs from the farmers query, etc) for fast and proactive delivery of advices. The system should also facilitate an expert to be virtually available by giving him any time anywhere access. **Jenny C. Aker(2011)** findings says that Agriculture can serve as an important engine for economic growth in developing countries, yet yields in these countries have lagged far behind those in developed countries for decades. One potential mechanism for increasing yields is the use of improved agricultural technologies, such as fertilizers, seeds and cropping

techniques. Public-sector programs have attempted to overcome information-related barriers to technological adoption by providing agricultural extension services. While such programs have been widely criticized for their limited scale, sustainability and impact, the rapid spread of mobile phone coverage in developing countries provides a unique opportunity to facilitate technological adoption via information and communication technology (ICT)-based extension programs. This article outlines the potential mechanisms through which ICT could facilitate agricultural adoption and the provision of extension services in developing countries. It then reviews existing programs using ICT for agriculture, categorized by the mechanism (voice, text, internet and mobile money transfers) and the type of services provided. Study identify potential constraints to such programs in terms of design and implementation, and conclude with some recommendations for implementing field-based research on the impact of these programs on farmers' knowledge, technological adoption and welfare **S.Mahendra Dev June 2012.** This paper examines the roles and challenges of small holding agriculture in India.

3. Objectives:

1. To study about the ICT tools and techniques in Rural System.

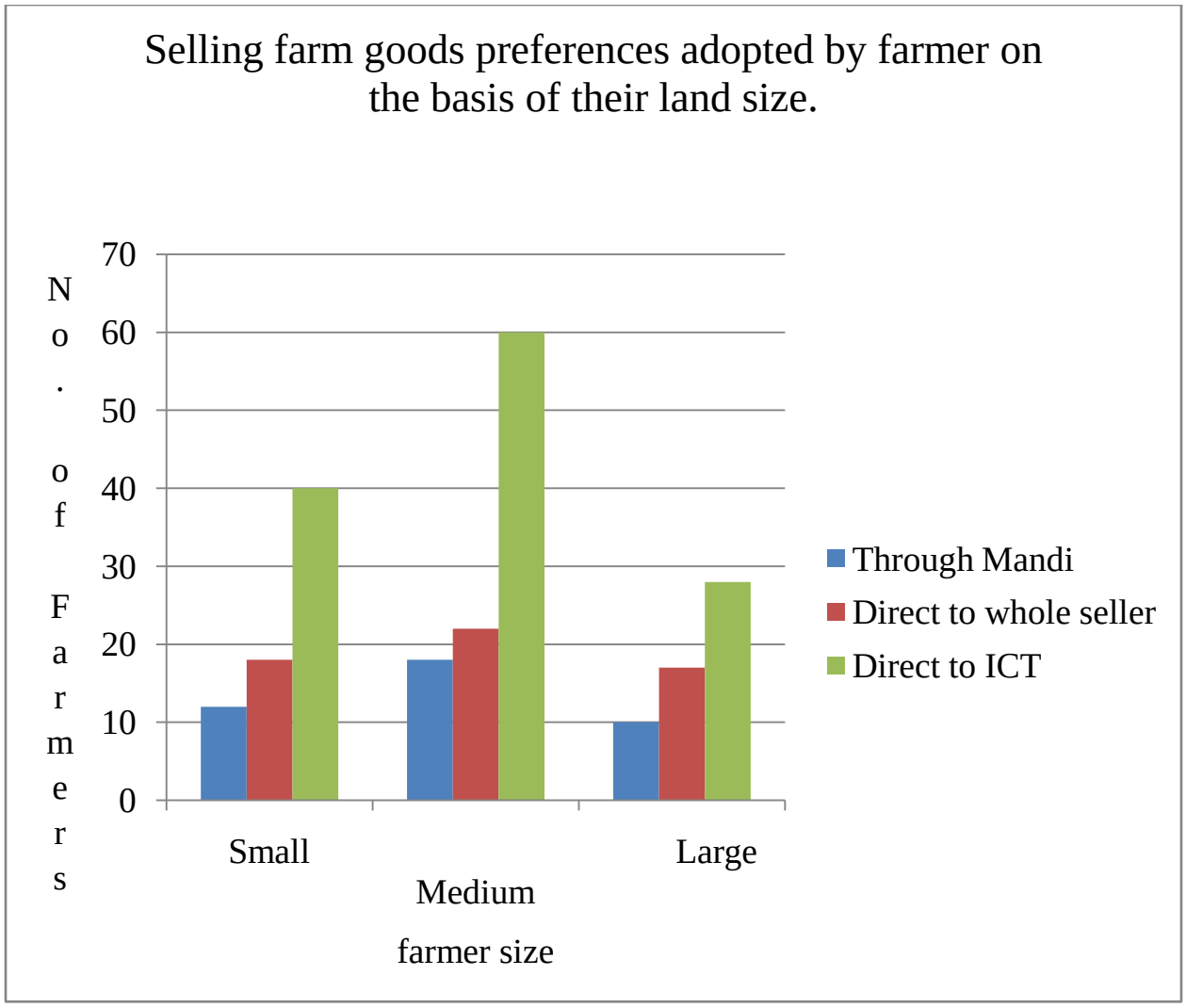
2. To know about the new innovation in the field of rural market.

4. Research Methodology

In this research paper the collection of data on the basis of 225 sample size of respondents which is completely based on survey basis and fully designed questionnaire. This research paper introduce about "Innovative of ICT tools in rural Market. After the implementation of CHI-Test facts and figure finding the confidence level shown in Research Analysis part.

5. Research Analysis:

With the help graph method it is shown that Selling farm goods preferences adopted by farmer on the basis of their land size.and the use of technology



6. Conclusion: As we have studied perceived benefits by ICT on the data provided by the 225 farmers. We found that the ICT can be more helpful to the rural economy by the improvement in their services. Farmers are regularly using the present services provided by ICT like the direct access to information .The ICT minimize transportation and minimize the barrier of time and distance Major results of our study given the major constraints in the growth of ICT utilization.

References:

1. Mishra, A.K. (2002), "International Banking in India-Part-I", http:// www.iima.faculty.mishraak.paper.htm
2. Saurinen,J. (1998), "International Technology and Development in Banking Sector",
3. Pradeep Kashyap and Siddharth Raut:the rural marketing ,Biztantra innovation in Management, dreamtech Press. New Delhi, 2008.
4. Badi R.V and Badi N .V Rural Marketing Himalya Publishing House, New Delhi, 2007.

5. www.scribd.com special research on cases and development.
6. Gomez (2001) "Customer Satisfaction in Online Banking 2001"
7. Lovelock, C.H. (1996), "Developing and Managing the Customer Service Function", Service Marketing, PHI: New Delhi.
8. Government of India, Ministry of Finance, Economic Survey, 2007-08.
9. Ministry of Rural Development , annual report (2006-2007)