

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

as well as in Open J-Gate, India [link of the same is duly available at infibnet of University Grants Commission (U.G.C.)]

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	HIGH PERFORMANCE ORGANIZATION AND ORGANIZATIONAL EFFECTIVENESS IN BAPPEDA (DEVELOPMENT AND PLANNING BOARD), ACEH- INDONESIA FIFI YUSMITA & DR. VIMALASANJEEVKUMAR	1
2.	SOCIAL ENTREPRENEURS IN BANGLADESH DEWAN MAHBOOB HOSSAIN & MOINUL HOSSAIN	7
3.	IMPACT OF WORKING CAPITAL MANAGEMENT ON FIRM'S PERFORMANCE: EVIDENCES FROM LISTED COMPANIES OF INDIA DR. AVANISH KUMAR SHUKLA	13
4.	ENGLISH TEACHERS' EMOTIONAL INTELLIGENCE AND ITS IMPACT ON THEIR ORGANIZATIONAL CITIZENSHIP BEHAVIOUR IN SRI LANKAN SCHOOLS U.W.M.R. SAMPATH KAPPAGODA	18
5.	A QUALITATIVE INQUIRY OF LEADERSHIP PRACTICES AND ITS BEHAVIORAL AND PSYCHOLOGICAL OUTCOMES MADIHAREHMANFAROOQUI	23
6.	LINKING ORGANIZATIONAL CULTURE, STRUCTURE, AND ORGANIZATIONAL EFFECTIVENESS FAKHRADDIN MAROOFI, AFSHINGHASEMI & SAMIRA DHGHANI	29
7.	SWOT ANALYSIS: AN INSTRUMENT FOR STRATEGIC PLANNING – A CASE STUDY GOMATESH M. RAVANAVAR & DR. POORNIMA M. CHARANTIMATH	35
8.	THE ROLE OF HRM PRACTICES IN ORGANIZED RETAILING A STUDY OF SELECT RETAILERS IN BANGALORE CITY LAKSHMI NARAYANA.K, DR. P. PARAMASHIVAIAH & DR. SREENIVAS. D. L	41
9.	WATER CRISIS AT COAL CAPITAL OF INDIA: A PRAGMATIC STUDY OF ROOT CAUSES, IMPACT AND SOLUTION OF WATER CRISIS IN REGIONS OF WORKING COAL MINES OF BHARAT COKING COAL LIMITED DHANBAD ABHINAV KUMAR SHRIVASTAVA & DR. N. C. PAHARIYA	46
10.	PORTFOLIO MANAGEMENT OF INDIAN MUTUAL FUNDS: A STUDY ON DIVERSIFIED EQUITY FUNDS PERFORMANCE E. UMA REDDY & C. MADHUSUDANA REDDY	50
11.	A STUDY OF DIFFERENCES IN PERCEPTION OF EMPLOYEES ABOUT THE HRD CLIMATE PREVAILS IN THE ENGINEERING INSTITUTE ON THE BASIS OF AGE GROUP MUKESH KUMAR PARASHAR & DR. MURLIDHAR PANGA	54
12.	INSTITUTIONAL FINANCING OF AGRICULTURE IN INDIA WITH SPECIAL REFERENCE TO COMMERCIAL BANKS: PROBLEMS FACED BY FARMERS – AN EMPIRICAL STUDY DR. KEWAL KUMAR & ATUL GAMBHIR	58
13.	MULTIPLE FACETS OF ORGAN TRANSPLANTATION IN A TERTIARY CARE HOSPITAL MANAGEMENT, INDIA DR. PRAKASH.K.N, DR. CYNTHIA MENEZES, DR. ANNAPURNA RAMESH & S. HARISH BABU	61
14.	FDI, TRADE, AND ECONOMIC GROWTH IN SINGAPORE--EVIDENCE FROM TIME-SERIES CAUSALITY ANALYSES DR. G. JAYACHANDRAN	66
15.	AN EVALUATION OF MICRO CREDIT IMPACT ON RURAL POOR WOMEN – A CASE STUDY IN BELLARY DISTRICT, KARNATAKA K. S. PRAKASHA RAO	77
16.	APPRECIATION AND APPREHENSIONS OF INDIAN CORPORATE SECTOR ABOUT CORPORATE SOCIAL RESPONSIBILITY DR. B. M. HARSHAVARDHAN, DR. A. PRASAD & A V LAL	84
17.	SOCIAL MEDIA MARKETING: THE NEXT FRONTIER (AN EXPLORATORY STUDY ON SOCIAL MEDIA MARKETING PROSPECTIVE WITH REFERENCE TO PUNE CITY) GUNJIN SINGH	92
18.	ROLE OF INFORMATION TECHNOLOGY IN AGRICULTURE AND AGRO-BASED INDUSTRIES DR. B. RAMACHNADRA REDDY, E. LAVANYA & P. HUSSAIN BASHA	97
19.	ADVENTURE TOURISM POTENTIAL: A STUDY OF KASHMIR FARHAT BANO BEG & DR. ASHOK AIMA	99
20.	INVENTORY MODEL IN A FUZZY ENVIRONMENT WITH ITS ASSOCIATED COSTS IN EXPONENTIAL MEMBERSHIP FUNCTIONS K. PUNNIKRISHNAN & K. KADAMBANAM	102
21.	EMPLOYEES PERSPECTIVE VIEW TOWARDS PERFORMANCE APPRAISAL AND TRAINING PROGRAMMES PRACTICED IN SUGAR INDUSTRIES IN ERODE DISTRICT M. SELVI SRIDEVI & DR. L. MANIVANNAN	107
22.	INTEREST IN MANAGEMENT EDUCATION: THE CURRENT TREND AND ITS IMPLICATIONS VIJENDRA KUMAR S. K. & ANCY MATHEW	116
23.	IMPACT OF CORPORATE GOVERNANCE PRACTICES ON THE FIRM PERFORMANCE: AN EMPIRICAL EVIDENCE OF THE SMALL AND MEDIUM ENTERPRISES IN INDIA PARTHA SARATHI PATTNAYAK & DR. PRIYA RANJAN DASH	119
24.	A REVIEW OF HUMAN ERROR IN MAINTENANCE AND SAFETY ROSHAN KURUVILA	124
25.	SEARCH-EXPERIENCE FRAMEWORK: A CASE OF MOVIE INDUSTRY T. SAI VIJAY & TANUSHREE GOSWAMI	127
26.	GENDER EQUALITY AND INCLUSIVE GROWTH: IN CASE OF PUNJAB DR. SANGEETA NAGAICH & PREETI SHARMA	132
27.	ESTIMATION OF POPULATION MEAN USING RANKED SET SAMPLING DR. SUNIL KUMAR, DR. SANDEEP BHOUGAL & RAHUL KUMAR SHARMA & DR. KULDIP RAJ	139
28.	A GOAL PROGRAMMING FORMULATION IN NUTRIENT MANAGEMENT OF FERTILIZERS USED FOR RUBBER PLANTATION IN TRIPURA NABENDU SEN & MANISH NANDI	142
29.	A STUDY ON THE FACTORS INFLUENCING INDIVIDUAL INVESTOR BEHAVIOR IN IT SECTOR SINDU KOPPA & SHALINI .P	145
30.	RELIGION, LAW & THE ROLE OF STATE NITUJA KUMARI & MOHD YASIN WANI	150
	REQUEST FOR FEEDBACK	154

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinara Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

AMITA

Faculty, Government H. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

ROLE OF INFORMATION TECHNOLOGY IN AGRICULTURE AND AGRO-BASED INDUSTRIES

DR. B. RAMACHNADRA REDDY
PROFESSOR
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVESITY
TIRUPATI

E. LAVANYA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVESITY
TIRUPATI

P. HUSSAIN BASHA
LECTURER IN COMMERCE
GOVERNMENT DEGREE COLLEGE
KURNOOL

ABSTRACT

In the light of globalisation, it is necessary for the industry related to agriculture, to review their present IT infrastructure with respect to marketing function and, undertake measures to strengthen the same. No single institution or organization can succeed in the task of e-powering farmers and rural India. At the same time, scattered and half hearted attempts cannot be successful in meeting the objective. Industries with major stake in villages, should come together to provide the initial impetus. Information technology has a major role to play in all facets of Indian agriculture in addition to facilitating farmers in improving the efficiency and productivity of agriculture and allied activities; the potential of information technology lies in bringing about an overall qualitative improvement in life by providing timely and quality information inputs for decision making. It can be argued that the next revolution in urgent need of focus is IT revolution in field of Indian farming.

KEYWORDS

IT, agriculture, agri-based industry.

1. BACK DROP

Indian agriculture is facing a tough challenge from the developed countries in this era of liberalization and WTO regime. So, in this situation, agriculture sector in India needs improvement in terms of cost, quality and output. To fulfill these needs, Indian farmers must be well informed about the latest trends in agriculture industry i.e., about new techniques of farming, new methods of cultivation, new crops, seeds, insecticides, pesticides water and nutrient management, and marketing of the produce. This can be possible only with the introduction of new millennium technology that is information technology (IT) in agriculture, which is playing an important role for sweeping changes in socio economic development in the era of globalization.

2. PRESENT SCENARIO OF IT

- * The mobile internet is overtaking the wired internet.
- * Networking is growing at a fantastic speed of 10-15% per month or about 200% a year.
- * Specialists forecast that, in less than 10 years from now, internet terminals would be as common as telephone instruments but much more useful.
- * About 99% of the districts have Optical Fiber Network (OFN) providing desired bandwidth of Internet connectivity for e-Commerce and e-Governance application in the country.
- * The farming community has more readily embraced the internet than general population in countries like USA, Canada, UK etc.

3. UNIQUE FEATURES OF INFORMATION TECHNOLOGY

- * Access to the storehouse of information is easy.
- * Information is available instantaneously.
- * Communication is interactive
- * Information from any point in the globe is available
- * Communication is dynamic and ever growing.

4. ROLE OF IT IN AGRICULTURE

In the context of agriculture, the potential of information technology can be assessed broadly under two heads: (a) as a tool for direct contribution to agricultural productivity and (b) as an indirect tool for empowering farmers to take informed and quality decisions which will have positive impact on the way agriculture and allied activities are conducted. Precision farming, popular in developed countries, extensively uses IT to make direct contribution to agricultural productivity. The techniques of remote sensing using satellite technologies, geographical information systems, agronomy and soil sciences are used to increase the agricultural output. This approach is capital intensive and useful where large tracts of land are involved. Consequently it is more suitable for farming taken up on corporate lines.

5. IT AND THE FARMER

The farmer requires timely inputs on weather forecasts, sowing time, availability and recommendations on inputs, availability of credit, expert advice on maintaining his crop in healthy condition, information on markets' and on all other areas of interest to him and his family. Despite the best efforts and expenditure, the conventional apparatus could not meet these requirements satisfactorily. Herein lies the potential of IT which can efficiently address the concerns of farmers stationed at even remote locations.

6. SERVICES TO FARMERS

A project must be started with the help of Indian Space Research Organisation (ISRO), which utilizes satellite based sensing data and Geographical Information Systems (GIS) and Outputs Remote Sensing and GIS information, which can provide warnings on evolving crop stresses, crop vigor etc.

7. IT AND THE INDUSTRIES THAT PROVIDE INPUT TO AGRICULTURE

There are various industries that provide inputs such as fertilizer, seeds, hardware equipment etc., to agriculture. If these industries use the information technology, then they can satisfy the farmers with reliable service and they can also make high turnover.

8. IT AND THE INDUSTRIES THAT DEAL WITH AGRICULTURAL OUTPUT

The industry related to agriculture, either as a supplier of inputs or receiver of agricultural output, has a major stake to be competitive in this changing world. As the motivation is driven by the compulsion of staying fit, major segment of the industry has already embraced IT in a big way. The industries, which deal with agricultural outputs, may develop websites for their own and place their quotations on various agricultural outputs. It will be very helpful for the farmer to choose the best company who gives more money for his agricultural product. The industries may also use multimedia tools to attract the customers, by explaining their services graphically.

9. IT AND THE GOVERNMENT

Proper planning, monitoring and corrective action requires availability of timely information of right quality. The Central and State governments must hasten the process of computerization of all the records and transactions. Since the government has a major say in promoting agriculture, this will have cascading effect on the entire rural areas.

To begin with, it is necessary that the government agencies should accept conventional reports in the electronic format. Many State governments are showing interest in developing proper systems for e-governance. But the implementation of the same still requires a lot to be desired. The Central and State governments should also make information available for ready reference by those interested. Similarly, research institutions should exchange and provide information through a well-conceived network.

10. IT AND AGRICULTURAL ORGANIZATIONS/RESEARCH CENTRES

The agricultural organizations and research centers may give the correct and timely advice and information to the farmers through IT in order to rectify errors. The farmer can be benefited with results of these organizations and research centers.

11. IT AND INDIAN AGRICULTURE IN THE FUTURE

Technologically it is possible to develop suitable systems to cater to the information needs of the farmer. User-friendly systems, particularly with content in local languages, can generate interest in the farmers and others working at the grassroots. It is possible to create dedicated networks or harness the power of Internet to make these services available to all parts of the country.

It is suggested that it is useful to focus more on some agricultural products to maintain an unquestionable competitive advantage for exports. This will call for urgent measures to introduce state of the art technologies such as remote sensing, geographical information system (GIS), bio-engineering etc. India has made rapid strides in satellite technologies. It is possible to effectively monitor agricultural performance using remote sensing and GIS applications. This will not only help in planning, advising and monitoring the status of the crops but also will help in responding quickly to crop stress conditions and natural calamities. Challenges of crop stress, soil problems, natural disasters can be tackled effectively through these technologies.

12. CONCLUSION

The face of Indian agriculture can be transformed by a well-conceived deployment of IT. The key players involved in this process such as industry, government and educational institutions and research centers are required to make contributions in this endeavour. This initiative to develop necessary IT based agricultural services needs to be developed immediately.

In the light of globalisation, it is necessary for the industry related to agriculture, to review their present IT infrastructure with respect to marketing function and, undertake measures to strengthen the same.

No single institution or organization can succeed in the task of e-powering farmers and rural India. At the same time, scattered and half hearted attempts cannot be successful in meeting the objective. Industries with major stake in villages, should come together to provide the initial impetus.

Information technology has a major role to play in all facets of Indian agriculture in addition to facilitating farmers in improving the efficiency and productivity of agriculture and allied activities; the potential of information technology lies in bringing about an overall qualitative improvement in life by providing timely and quality information inputs for decision making. It can be argued that the next revolution in urgent need of focus is IT revolution in field of Indian farming.

13. REFERENCES

1. Indian Journal of Commerce, January - March, 2005.
2. Maheswari, IT and Agriculture, Sultan chand and sons, New Delhi.
3. www.indiastat.com.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

