

Relationship between ICTs Application with Production and Protection Technology: Lesson from Rural Punjab-Pakistan

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Abstract : The main objective of this paper is to identify the relationship between Information Communication Technology (ICTs) applications with Agricultural development in the process of communication at rural Punjab-Pakistan. The authors analyzed the relationship of ICTs applications with the most prominent factor for the Agricultural Information Services (AIS) in the Agricultural Extension Approaches (AEA). The data collection procedure was started from Jan. 2015 and completed in July 2015. It is the one of the part in PhD studies at China Agriculture, University Hadian-Beijing China. It was observed that on major constraint in the AIS disseminated was the limited number of farmers especially and unknown the farmers about new ICTs technology for Agriculture at rural areas. Majority of ICTs application e.g. Toll free number; Robo Calls; Text message was highly significances in the AIS approach. The recommendation is communication and capacity building one of the indispensable elements for sustainable and agricultural development and Agricultural extension should be provided training to farmer about new ICTs technologies to access and use of it for Sustainable Agriculture Development (SAD) and update the scenario of flow of information also with try to established ICTs hub at the village level.

Keywords : ICTs, AEA, AIS, SAD, rural farmers

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