

ICT for Agriculture Management

MBA378

Objective:

To include infrastructure required for ICT in agriculture, implementing ICT techniques and understanding networking paradigms like LAN, MAN, WAN, Transmission media and internet.

UNIT-I:

Introduction & scope of ICT in Agriculture, Need for ICT in Agricultural Extension. National Policies on ICT in Agricultural Extension. Role of communications in ICT: Concept, elements & their characteristics. Methods of communication: meaning and function. Forms of communication. Role of Mass Media in dissemination of farm technology. Modern communication media: electronic video, tele text, tele conference, computer assisted instruction.

UNIT-II


Telephone/Mobile Technology: Farmer Call Centre, SMS Broadcast Service, m-krishti. ICT initiatives of NGOs and Private Companies. ICT initiatives by ICAR and SAUs, Value Added Services, Fisher Friend Project, SMS Services to farmers by Department of Agriculture.

UNIT-III


Introduction to Networking, advantages of networking. Network Types: LAN, MAN and WAN; simple PC Based Network: Intranet and Internet; Servers and Clients, Introduction to Network Media, Transmission modes, topology and protocol.

UNIT IV

Transmission Media: Guided Media (twisted pair cable, Coaxial Cable, fiber optic cable), Unguided media (radio waves, microwaves, infrared), Topology. Hardware building Blocks of a network e.g. switches, routers, gateways etc. Circuit switched, packet switched and message switching networks.



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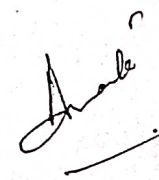

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SUGGESTED READINGS

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2. A.S. Sandhu, 2004. Text book on Agricultural communication process and methods. Oxford & TBH.
3. R Saravanan, C Kathiresan & T Indra Devi, 2011. Information & communication technology for agriculture and rural development. New India Publ. Agency.
4. R Saravanan 2010. ICTs for agricultural extension, New India Publ. Agency.
5. Peterson & Davie, Computer Networks, 4th Ed. ELSEVIER.
6. Andrew S. Tannenbaum, Computer Networks, Pearson Education, 2003.
7. Stallings, Data & Computer Communication, 8th Ed., Pearson.


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