ICTs in Agricultural Extension:

Concepts, Innovations and Applications

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Next Gen Academic Services Private Limited
1942/2956, Lane R4, Jagamohan Nagar, Khordha, Odisha, 751030, India
e-mail: books@ngenpub.com, Website: https://ngenbook.com/

Published by:

Next Gen Academic Services Private Limited

1942/2956, Lane R4, Jagamohan Nagar, Khordha, Odisha, 751030, India
e-mail: books@ngenpub.com; Website: https://ngenbook.com/

ISBN (eBook): 978-81-996718-1-2
ISBN (Paperback/softback): 978-81-996718-2-9

First Edition: 2026
First Published: 30 April 2026

Composed, Designed & Printed in India

About the Editors

Dr. Abhijeet Satpathy is presently serving as Assistant Professor-cum-Junior Scientist in the discipline of Agricultural Extension Education at Tilka Manjhi Agriculture College, Godda, Jharkhand, a constituent college under Birsa Agricultural University, Ranchi, India. He completed his undergraduate degree from IGKVV, Raipur, his postgraduate and doctoral degree was from Odisha University of Agriculture and Technology, Bhubaneshwar, Odisha, India. Dr. Satpathy is actively engaged in teaching, research, and extension activities, with a focus on areas such as extension communication, farmer producer organizations (FPOs), agroecological practices, youth engagement in agriculture, and experiential learning in agricultural education. He has been involved in guiding undergraduate students, coordinating academic programs such as RAWE (Rural Agricultural Work Experience), and contributing to capacity-building initiatives for farmers and rural youth. He has published several research papers, book chapters, and technical articles in reputed national and international journals and has presented his work in various seminars, conferences, and workshops. He has also participated in several national training programs and academic development initiatives and is associated with professional societies in the field of agricultural extension. He continues to contribute towards strengthening the linkage between research, education, and field-level agricultural development.

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Preface

Agriculture is entering a decisive phase of digital transformation. Information and Communication Technologies (ICTs) are no longer peripheral tools in agricultural development; they are central to how knowledge is generated, shared, interpreted, and applied in farming communities. From mobile advisory services and digital knowledge platforms to artificial intelligence, remote sensing, social media, e-learning, e-governance, and data-driven decision support systems, ICTs are reshaping the practice of agricultural extension in both developed and developing contexts.

The book *ICTs in Agricultural Extension: Concepts, Innovations and Applications* has been prepared to provide students, researchers, extension professionals, academicians, development practitioners, and policymakers with a comprehensive understanding of the evolving role of ICTs in agricultural extension. It brings together conceptual foundations, practical applications, emerging innovations, and contemporary challenges associated with the use of digital technologies in agriculture and rural development.

Agricultural extension has traditionally depended on interpersonal communication, field demonstrations, training programmes, print materials, radio, and television. While these approaches remain relevant, the increasing complexity of agriculture demands faster, more inclusive, and more interactive systems of knowledge delivery. Farmers today require timely information on weather, markets, pests and diseases, input use, government schemes, climate-smart practices, value addition, and entrepreneurship opportunities. ICTs provide a powerful means to address these needs by reducing information gaps, improving advisory reach, strengthening feedback mechanisms, and supporting evidence-based decision-making.

This book discusses ICTs not only as technological tools but also as instruments of empowerment, capacity building, innovation, and institutional transformation. The chapters cover fundamental concepts of ICTs, their role in agricultural knowledge management, digital extension systems, mobile-based advisory services, e-learning, social media, cyber extension, artificial intelligence, precision agriculture, and other emerging applications. The uploaded chapter compilation shows that the book begins with the broader landscape of ICTs, including their concepts, components, advantages, limitations, digital divide concerns, and relevance for sustainable development, and then moves toward agricultural knowledge management and related extension applications.

A major strength of this volume is its focus on both opportunities and constraints. Digital agriculture cannot succeed merely by introducing tools; it requires digital literacy, reliable connectivity, locally relevant content, institutional support, affordability, inclusiveness, data security, and user trust. The book, therefore, highlights critical issues such as the rural digital divide, gender gaps in technology access, privacy and cybersecurity concerns, skill limitations, and the need for participatory, context-specific ICT interventions.

The editors and contributors have attempted to present the subject in a manner that is academically sound, practically relevant, and useful for teaching, research, and field-level application. The content is expected to support undergraduate and postgraduate students of agricultural extension, agricultural communication, rural development, and allied disciplines. It will also be useful for Krishi Vigyan Kendras, agricultural universities, development agencies, NGOs, government departments, agri-startups, and extension personnel working at the interface of technology and farming communities.

We hope this book will encourage readers to view ICTs not as replacements for human extension workers, but as complementary systems that can strengthen the reach, responsiveness, and effectiveness of extension services. The future of agricultural extension will depend on the intelligent integration of human expertise, local knowledge, digital tools, and inclusive communication strategies. In this context, this book is a modest contribution toward understanding and applying ICTs for more efficient, equitable, and sustainable agricultural development.

We express our sincere appreciation to all chapter contributors for their scholarly efforts and valuable insights. We also acknowledge the support of all individuals and institutions who contributed directly or indirectly to the preparation of this volume. It is our expectation that this book will serve as a useful academic and professional resource and stimulate further research, innovation, and field-level experimentation in ICT-enabled agricultural extension.

Editors

Contents

Chapter 1

Exploring the Landscape of ICTs: Concepts, Applications and Challenges in the Digital Age

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Abstract

Information and Communication Technologies (ICTs) are pivotal in transforming industries, governance, education, and societal interactions. ICTs encompass a broad spectrum of technologies that facilitate communication, data management, and information sharing across diverse sectors. This chapter delves into ICT concepts, their global and national status, types, functions, and the meanings of key terms such as e-governance, e-learning, and m-learning. Additionally, it explores the advantages and limitations of ICTs, emphasising their impact on modern economies and everyday life. With a focus on the critical role of ICTs in bridging digital divides and promoting sustainable development, the chapter highlights how ICTs foster innovation, economic growth, and educational advancements. Readers will also gain insights into the challenges of adopting ICTs, including privacy, security, accessibility, and skill gaps. Through an in-depth examination, this chapter provides a comprehensive understanding of the potential and challenges of leveraging ICTs for sustainable development and innovation in the 21st century.

Keywords: ICT, E-governance, E-learning, M-learning, Digital Divide.

1.1 Introduction

Information and Communication Technologies (ICTs) are a collection of technological tools and resources used to communicate, create, store, and manage information. They play a significant role in transforming industries, governance, education, and societal interactions worldwide. ICTs have become the backbone of modern economies, driving innovation and enabling businesses and governments to operate more efficiently. ICTs emphasise the Network society, the information age, social transformation, and the digital

ISBN: 978-81-996718-2-9

Chapter 2

Role of ICTs in Agricultural Knowledge Management

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Abstract

To increase the competitiveness of small and medium-sized businesses, this study examines the crucial interaction between knowledge management and information and communication technologies. In the rapidly changing global economy, ICT enables knowledge management processes, including knowledge generation, transfer, reuse, and capture. This promotes creativity, efficiency, and adaptation. Using tools such as project extranets, workflow systems, and groupware applications, the article emphasises how ICT can revolutionise knowledge management, enhancing organisational memory and decision-making. Furthermore, it has been demonstrated that incorporating ICT into KM makes it easier to store, retrieve, and share information electronically, overcoming organisational and geographic constraints. The study highlights the importance of ICT in advancing knowledge management initiatives and ensuring sustained organisational progress in both developed and developing countries by addressing obstacles and providing strategic insights. Applications like project extranets and workflow management systems in industries like construction are prime examples of how ICT promotes teamwork and the growth of organisational memory. The results highlight the strategic value of ICT in overcoming time, space, and resource constraints, especially in emerging nations where the digital revolution is accelerating socio-economic development. In the end, this study highlights the critical role that ICT plays in enabling SMEs to successfully use knowledge management (KM), negotiate the challenges of globalisation, and participate in the emerging global digital economy. The information offered offers a strong framework for utilising ICT in knowledge management to attain long-term growth and a competitive edge.

Keywords: Data, Global Economy, ICT Tools, Knowledge Management

ISBN: 978-81-996718-2-9

Chapter 3

E-Extension in India: Enhancing Agricultural Practices Through Digital Innovation

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Abstract

Agricultural extension plays a pivotal role in equipping farmers with the knowledge and skills necessary to enhance agricultural productivity. The advent of e-extension has revolutionised this field by leveraging digital platforms to provide timely and accessible information, thereby improving farm management and increasing farmer income. This chapter provides a comprehensive review of various e-extension initiatives in India, highlighting their impact on agricultural practices and rural development. Launched in 2000, AGMARKNET provides real-time market information via the National Informatics Centre (NIC) e-governance portal. The e-NAM initiative, launched in 2016, aims to unify agricultural markets nationwide and create a single national market. The Indian Council of Agricultural Research (ICAR) has developed several programs, such as the Rice Knowledge Management Portal and Pusa Krishi, to disseminate specialised agricultural knowledge. State Agricultural Universities (SAUs), such as Tamil Nadu Agricultural University, have created portals, such as the TNAU Agritech Portal, to provide technological support to farmers. The private sector has also contributed significantly through initiatives like ITC's e-Choupal and the Kisan Call Centre, which offers multilingual support to farmers. NGOs, such as Digital Green and the M.S. Swaminathan Research Foundation, have developed applications like the Fisher Friend Mobile Application to provide essential information to farmers and fishermen. Collectively, these initiatives strive to modernise agricultural practices, bridge the digital divide, and foster sustainable rural development. This chapter also discusses the challenges and future directions of e-extension, emphasising the need for continuous innovation and collaboration to ensure the widespread adoption and effectiveness of these digital tools.

ISBN: 978-81-996718-2-9

Chapter 4

Digital Innovations in Agriculture: The Role of ICT in Rural Development

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Abstract

ICT, or Information and Communications Technology, is a crucial infrastructure for facilitating communication in the digital world. It is increasingly used in agriculture, particularly in developing countries like India, to provide farmers with accurate, timely, and relevant information and services. ICT tools such as Digital Kiosks, Telecentres, Websites, Web Portals, Community Radio, Kisan Call Centres, Mobile Extension, and M-Learning applications have contributed to the growth and development of agricultural programs in rural areas. However, challenges such as ICT illiteracy, lack of relevant content in local languages, and accessibility remain. Knowledge centres, internet-based communities, play a critical role in providing rapid, efficient, and cost-effective access to agricultural information and knowledge. Digital kiosks, freestanding, interactive displays, offer benefits such as great customer experience, business efficiency, reduced labour costs, increased sales, and quick returns. A website is a collection of files accessible through a web address, managed by a person or organisation. It offers advantages such as 24/7 customer access, trust building, and the ability to explore and purchase products or services from anywhere. Web portals are specially designed websites that bring information from various sources, but they can be expensive, take months to set up, and store sensitive user data. Farmers' call centres provide critical support to farmers, agricultural workers, and rural communities, improving agricultural productivity, livelihoods, and food security. Mobile phone-based advisory services, also known as mobile agriculture (m-agriculture), utilise mobile phones to provide farmers with agricultural advice, information, and services. These services aim to improve agricultural productivity, increase farmers' incomes, and enhance food security. M-extension refers to the use of mobile phones for communication.

Keywords: Agriculture, Relevant, Communication, Accessibility

ISBN: 978-81-996718-2-9

Chapter 5

ICT-Enabled Agricultural Markets: The Cases of e-NAM and AGMARKNET

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Abstract

Market intelligence and information systems (MIIS) are pivotal for modernising agricultural supply chains through the integration of Information and Communication Technology (ICT). This chapter explores how platforms such as e-NAM (Electronic National Agriculture Market) and AGMARKNET (Agricultural Marketing Information Network) leverage technology to enhance efficiency, transparency, and profitability in agriculture. e-NAM facilitates immediate online trading of agricultural products across various markets, minimising intermediaries and promoting better price discovery. AGMARKNET provides a comprehensive national database of market prices and trends, helping farmers make informed decisions about selling. These platforms not only improve market access and reduce transaction costs but also foster sustainable agricultural development by encouraging digital transactions, reducing waste, and upholding quality standards. The chapter highlights the benefits of using MIIS in agriculture, including better decision-making, reduced risk, increased market access, and improved productivity. It also discusses the role of ICT-enabled supply chains in increasing efficiency and transparency, and the benefits of e-marketing in expanding market reach and enhancing marketing effectiveness. Overall, the chapter underscores the transformative potential of ICT in agriculture, emphasising the need for continued innovation and investment to bridge the digital divide and ensure equitable access to market opportunities for all agricultural stakeholders.

Keywords: e-NAM, ICT, Market Intelligence, Sustainable Agriculture

5.1 Introduction

For farmers, dealers, and other agricultural stakeholders, market intelligence and information systems (MIIS) are vital resources. To help stakeholders make

ISBN: 978-81-996718-2-9

Chapter 6

Role of ICT in Agricultural E-Learning and E-Governance

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Abstract

Information and Communication Technology (ICT) has significantly transformed e-governance and e-learning in the agricultural sector, empowering farmers and rural communities with enhanced access to information, training, and government services. These advancements contribute to socio-economic growth by improving transparency, efficiency, and inclusivity. E-learning platforms offer flexible educational opportunities, while e-governance initiatives streamline service delivery and enhance citizen engagement. Despite these benefits, implementing ICT in agriculture faces challenges such as digital divides, resistance to change, and inadequate policies. This discussion explores the applications of ICT in agricultural extension, the benefits of e-learning platforms, and the technical, economic, and social challenges associated with e-governance. It underscores the need for continued innovation and investment to bridge the digital divide and ensure equitable access to ICT-enabled services for sustainable agricultural development.

Keywords: E-governance, E-learning, ICT, Socio-economic Growth, Sustainable Agriculture

6.1 Introduction

Information and communication technology generally comprises computer networks, telephones, electronic media, the transfer of audio and video signals, and control and management functions based on networks and technology. ICT's main functions are the creation, transmission, storage and processing of data (Hill & Shaw, 2011).

ISBN: 978-81-996718-2-9

Chapter 7

Modern Decision-Making Tools: Expert Systems and Decision Support Systems

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Abstract

The integration of Decision Support Systems (DSS) and Expert Systems (ES) has significantly enhanced managerial decision-making and knowledge preservation in modern organisations. This paper explores the evolution of these systems, from the early 1970s to the development of Framework-Based Expert Systems in the late 1980s. It highlights the role of ES in capturing and applying expert knowledge to solve complex problems. The chapter also discusses the characteristics and components of DSS, categorising them into knowledge-driven, document-driven, data-driven, communications-driven, and model-driven systems. Additionally, it outlines the importance of Management Information Systems (MIS) in supporting organisational operations and decision-making processes. By examining the synergies between DSS, ES, and MIS, this paper underscores their collective impact on strategic planning and operational efficiency. The conclusion emphasises the necessity for organisations to leverage these systems to optimise operations, foster innovation, and ensure sustainability in a dynamic business environment.

Keywords: Decision Support Systems, Expert Systems, Management Information Systems, Strategic Planning, Sustainability

7.1 Introduction

Expert system development has been recorded since the early 1970s (Hetem, 2000). Recent studies have also highlighted the role of extension strategies in bridging the gender digital divide (Saha et al., 2024). Expert systems provide a mechanism for building a firm's institutional or corporate memory. They are used to preserve knowledge so that one's experiential learning is not lost when

ISBN: 978-81-996718-2-9

Chapter 8

The National e-Agriculture Strategy: Innovations for Sustainable Development

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Abstract

The National e-Agriculture Strategy presents a comprehensive approach to integrating digital technologies into the agricultural sector to foster development, sustainability, and innovation. This strategy leverages digital tools, including mobile applications, data analytics, e-commerce platforms, and remote sensing technologies, to enhance agricultural productivity, expand market access, and support smallholder farmers. It underscores the importance of developing robust digital infrastructure, advancing digital literacy, and implementing policies that foster innovation while addressing critical issues like food security, rural development, and climate change. The strategy is built on a foundation of collaboration among government, businesses, farmers, and other stakeholders, emphasising capacity building, information access, and effective resource management to empower farmers to make informed decisions, increase output, and reduce environmental impact. The National e-Agriculture Strategy envisions a digital transformation of the agricultural sector that can improve farmers' livelihoods, reduce poverty, and support sustainable food systems, enabling nations to achieve their development goals and build a more resilient agricultural economy.

Keywords: Agricultural productivity, Food security, Rural development, Sustainability, Livelihoods

8.1 Introduction to e-Agriculture

The e-Agriculture Community of Practice, in collaboration with the Food and Agriculture Organisation (FAO) of the United Nations, the International Telecommunication Union (ITU), and the Technical Centre for Agriculture and Rural Cooperation (CTA), organised its 25th e-Agriculture forum titled

ISBN: 978-81-996718-2-9

Chapter 9

Digital Videos: Enhancing ICT Impact and Engagement

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Abstract

Digital videos have emerged as a crucial component of Information and Communication Technology (ICT), significantly altering various domains such as education, entertainment, and communication. This paper examines the diverse effects of digital videos within ICT, focusing on their applications, benefits, and associated challenges. It explores the evolution of video technology, from traditional formats to contemporary streaming services, and assesses their impact on user engagement, content creation, and information dissemination. Additionally, the study looks into how digital videos enhance accessibility, encourage creativity, and stimulate innovation in the digital era. By integrating current research and industry developments, this paper seeks to offer a thorough understanding of the importance of digital videos in influencing the future trajectory of ICT.

Keywords: Accessibility, Communication, Digital Videos, Education, Innovation

9.1 Introduction

In the contemporary digital landscape, digital videos have become a pivotal element of information and communication technology (ICT), fundamentally altering the ways we access, produce, and disseminate information (Pradhan et al., 2024). Whether through educational tutorials, entertainment media, virtual conferences, or social media interactions, videos have infiltrated virtually every facet of our daily existence (Saha et al., 2024) The advent of high-speed internet, cost-effective recording equipment, and intuitive editing software has made video production accessible to a broader audience,

ISBN: 978-81-996718-2-9

Chapter 10

Applications of GIS, GPS and Remote Sensing in Agriculture

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Abstract

Remote sensing plays a crucial role in modern agriculture by enabling the collection and analysis of data without direct physical contact. This paper explores remote sensing applications in precision agriculture, including crop monitoring, yield forecasting, nutrient and water management, pest and disease detection, and weed control. The integration of Geographic Information Systems (GIS) and the Global Positioning System (GPS) enhances the efficiency and accuracy of agricultural practices, contributing to improved productivity and sustainability. The study highlights how remote sensing technologies, combined with GIS and GPS, are revolutionizing agricultural monitoring and decision-making, paving the way for more precise and resource-efficient farming methods.

Keywords: Geographical Information System, Global Positioning System, Remote Sensing

10.1 Introduction

An essential technical method for gathering and evaluating data about an object, place, region, or phenomenon without making direct or physical contact is remote sensing. In India, Pisharathu Rama Piscatory is honoured for his contributions by being named the Father of Remote Sensing(Ramya et al., 2021). Technological advancements that were mostly created for other industries have been incorporated into agricultural production systems with positive results. The Global Positioning System (GPS), geographic information system (GIS), miniature computer components, automated control, in-field and remote sensing, mobile computing, advanced information processing, and telecommunications are some of the technologies that have emerged and come

ISBN: 978-81-996718-2-9

Chapter 11

Smart Farming: IoT innovations in Agricultural Extension

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Abstract

The use of the Internet of Things (IoT) in agriculture and agricultural extension is transforming farming activities by enabling precision, efficiency, and sustainability. IoT systems, sensors, drones, and automated systems will gather and process real-time information about soil, crop, livestock, and environmental conditions. Such understandings enable farmers to use their resources effectively and make informed choices that enhance productivity and sustainability. The IoT can be used to provide personalised, timely, and data-driven farming advice by using agricultural extension, which is a critical aspect in the process of eliminating a divide between farmers and research institutions. Soil moisture sensors and weather monitoring devices are some of the tools that allow extension agents to provide location-specific recommendations on irrigation, pest management, and resource management. Nevertheless, there are a number of obstacles that hinder the massive application of IoT in agriculture such as the high initial investment, lack of proper infrastructure in the rural areas, and the issue of data security and privacy. There is a need to have collaborative efforts with the governments, the private sectors and the educational institutions to deal with these barriers and to have equitable access, affordability and capacity building. The future of IoT in agriculture promises to be bright, as the development of artificial intelligence and blockchain provides an opportunity of increased transparency, efficiency, and sustainability. This chapter discusses the game changer aspect of IoT in agricultural extension and how it has the potential to boost productivity, support sustainable farming practices, and deal with new issues in agriculture. The integration of smart technologies can help close knowledge gaps, enhance

ISBN: 978-81-996718-2-9

Chapter 12

Innovative and Disruptive Technologies for Agricultural Development

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Abstract

This paper explores the transformative impact of disruptive technologies across various sectors, with a particular focus on agriculture. Disruptive technologies, initially undervalued or considered inferior, have the potential to significantly reshape industries by offering more accessible, affordable, or efficient alternatives to existing systems. Key examples, such as the rise of the internet, artificial intelligence (AI), big data analytics, and blockchain, are highlighted for their role in driving innovation and altering traditional business models. In agriculture, AI and blockchain technology are emerging as crucial tools to enhance productivity and transparency. However, challenges such as high implementation costs and resistance to adoption remain prevalent, especially in rural areas. The paper also examines the increasing role of big data in agricultural decision-making, where advanced data mining and machine learning algorithms can improve analytics and outcomes. Additionally, the use of drones in precision farming is discussed, emphasising their benefits in monitoring crops, managing resources, and increasing operational efficiency. Despite the numerous advantages, drones face limitations, including regulatory hurdles, high costs, and technical constraints. Overall, this paper emphasises the need to strategically integrate disruptive technologies to unlock their full potential while addressing the barriers to their widespread adoption in sectors such as agriculture.

12.1 INTRODUCTION

Disruptive technologies are innovations that significantly alter industries, economies, and society. These technologies start by offering simpler, more affordable, or more convenient alternatives to existing products or services. Despite initially targeting niche markets or being seen as inferior, they evolve

ISBN: 978-81-996718-2-9

Chapter 13

Harnessing Social Media for Agricultural Engagement and Community Building

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Abstract

Social media platforms, with their cutting-edge capabilities and unmatched interconnectedness, have emerged as essential tools for audience interaction. This review examines the development of social media applications, their essential engagement elements, and techniques for productive audience involvement. Analytics, tailored content, and new developments in user involvement are prioritised. Best practices for using social media for relationship management, community development, and brand expansion are included in the review's conclusion. Social media programs have transformed audience engagement and community formation by enabling real-time interaction, content sharing, and collaborative discussion. Such programs allow users and organisations to connect, engage, and create robust virtual communities. Social media improves communication and fosters a sense of belonging among users through features such as live streams, comments, likes, and group discussions. This essay discusses how social media websites make audience engagement easier, the community-building strategies employed, and how social media has contributed to increased social engagement. It also considers challenges and trends that are likely to evolve as social media is harnessed to enable interactive, community-focused experiences.

Keywords: Agricultural Communication, Community Engagement, Digital Extension Services, Social Media in Agriculture, Webinars and Knowledge Sharing

13.1 Introduction

Social media applications have redefined the way we connect and communicate in the digital age. These platforms, including Facebook, Instagram, Twitter, TikTok, and LinkedIn, have seamlessly integrated into our

ISBN: 978-81-996718-2-9

Chapter 14

Human-Computer Interaction: An Integrated Perspective

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Abstract

The multidisciplinary field of human-computer interaction (HCI) connects technological breakthroughs with human needs. This article highlights applications such as cultural heritage preservation and facial recognition-based emotional engagement while examining fundamental HCI concepts, including user-centred design, accessibility, and cognitive ergonomics. Alongside issues such as balancing complexity, ethical considerations, and cross-cultural design, emerging concepts such as augmented reality, AI-driven personalisation, and gamification are explored. HCI is redefining human interaction with digital systems by utilising cutting-edge technologies to provide inclusive and meaningful user experiences.

Keywords: Artificial intelligence, human-computer interaction, gamification, digital systems, user-centred design

14.1 Introduction

HCI is an interdisciplinary field concerned with designing, testing, and implementing computer systems and technologies for human use. It aims to understand how people use computers and other digital devices and to develop user-friendly, efficient, and accessible technology.

Emerging trends in HCI include artificial integration, accessibility, and enhanced user experience. For example, research has indicated that the use of artificial intelligence enhances usability and personalisation in interface design. Disruptive technologies are transforming the Indian agricultural landscape (Pradhan et al., 2024). Inclusive designs responsive to diverse user needs, such as those with disabilities, are also key highlights of research (Saha

ISBN: 978-81-996718-2-9

Chapter 15

Mobile-Based Agricultural Extension: Apps, Advisory Platforms and Farmer Services

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Abstract

Mobile-based agricultural extension has become one of the most influential pathways through which agricultural knowledge is produced, translated and delivered to farmers in the digital era. The spread of smartphones, mobile internet, vernacular interfaces, cloud-based data systems and app-driven service platforms has altered both the speed and the scale of advisory communication. Yet mobile extension is not simply a story of technological progress. It is also a story of institutional redesign, behavioural adoption, user trust, data governance and the continuing importance of human intermediation. This chapter examines the conceptual foundation, historical evolution, major functional domains, adoption dynamics, effectiveness, limitations and policy implications of mobile-based agricultural extension, with special attention to app-mediated farmer services. Drawing on contemporary scholarship and policy literature, the chapter argues that mobile advisory tools are most effective when they are farmer-centred, context-sensitive, multilingual, behaviourally informed and integrated with wider extension systems rather than positioned as stand-alone technological substitutes for field extension. The discussion highlights lessons for researchers, app developers, agricultural universities, public agencies and agri-tech firms interested in building robust, inclusive and ethically grounded digital extension ecosystems.

Keywords: agricultural extension, digital advisory, farmer services, mobile applications, smartphones

15.1 INTRODUCTION

Agricultural extension systems worldwide are under pressure to do more with fewer resources. Farmers require timely information on seeds, fertilisers, irrigation, pest outbreaks, weather variability, prices, post-harvest handling,

ISBN: 978-81-996718-2-9

Chapter 16

AI-Driven Agricultural Extension: Machine Learning, Chatbots and Predictive Advisory

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Abstract

Artificial intelligence (AI) is rapidly transforming agricultural extension from a predominantly information-delivery function into a more adaptive, data-intensive and decision-oriented service system. The relevance of AI-driven agricultural extension lies not in the novelty of algorithms alone, but in the potential to deliver timely, location-aware, context-sensitive, and scalable advisory support to farmers. Machine learning models, computer vision tools, predictive analytics, recommender systems, natural language interfaces, and AI chatbots are making it increasingly feasible to tailor advisories to crop stage, field conditions, weather signals, pest risk, and user queries. This chapter examines AI-driven agricultural extension with special emphasis on machine learning, chatbots and predictive advisory. It discusses the conceptual foundations of AI-supported extension, key applications, adoption and trust dynamics, inclusion challenges, ethical questions and institutional implications. The chapter argues that AI should not be treated as a substitute for extension systems, but as an augmentation layer that can improve timeliness, personalisation, and decision support when embedded within credible human and institutional arrangements. The discussion also highlights common implementation failures such as weak data quality, poor explainability, overclaiming, interface complexity and neglect of farmer diversity. The chapter concludes that the future of AI in agricultural extension lies in hybrid systems where computational intelligence supports human judgment, field validation and farmer-centred communication.

Keywords: Agricultural Extension, Artificial Intelligence, Chatbots, Machine Learning, Predictive Advisory

ISBN: 978-81-996718-2-9

Chapter 17

Bridging the Rural Digital Divide: Inclusion, Access and Equity in Agricultural Extension

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Abstract

Bridging the rural digital divide has become central to the future of agricultural extension. Digital tools promise faster communication, wider outreach, more personalised advisory and stronger service integration, yet these gains remain unevenly distributed. The divide is not limited to internet connectivity or smartphone ownership. It also includes disparities in affordability, digital literacy, gendered control over devices, language accessibility, content relevance, trust in institutions, and the capacity to convert information into action. This chapter examines the rural digital divide from an agricultural extension perspective and argues that digital transformation in agriculture cannot be considered successful if it reproduces or deepens existing social inequalities. It synthesises current literature on rural digitalisation, gender-responsive digital extension, women farmers' access to ICTs and institutional strategies for inclusion. The chapter shows that the divide is multidimensional and that closing it requires more than infrastructure rollout. It requires farmer-centred design, human intermediation, multilingual services, digital capability-building, inclusive policy, and ethical governance. The analysis concludes that digital inclusion should be treated as a core extension objective rather than as a secondary implementation concern. Only then can digital extension contribute meaningfully to equitable agricultural development.

Keywords: agricultural extension, digital divide, digital inclusion, rural development, women farmers

17.1 INTRODUCTION

Agricultural extension is increasingly expected to operate through digital channels. Mobile phones, advisory apps, interactive voice systems, digital videos, social media groups and platform-based services are now widely

ISBN: 978-81-996718-2-9

Chapter 18

Data Privacy and Cybersecurity in Digital Agriculture: Protecting Farmers, Platforms and Advisory Systems

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Abstract

The expansion of digital agriculture has created new possibilities for precision farming, digital extension, farmer databases, smart sensing, online market linkage and AI-supported advisory. These developments are often presented as unqualified progress. However, digitalisation also raises serious concerns about data privacy, cybersecurity, ownership, consent, accountability, and system resilience. Agricultural platforms increasingly collect farm- and farmer-level information, such as land records, geolocation, cropping details, input use, advisory histories, and behavioural traces from app usage. Such data can improve service design and targeting, but they can also be misused, exposed or manipulated if governance and security are weak. This chapter examines data privacy and cybersecurity in digital agriculture from an agricultural extension perspective. It argues that digital transformation in agriculture will remain legitimate only if farmers are treated as rights-bearing participants rather than passive data sources. Drawing on recent literature on smart farming security, farm data ownership, food and agriculture cyber incidents, and governance of agricultural data, the chapter explains major threats, institutional gaps and practical safeguards. The analysis shows that privacy and cybersecurity should be embedded into digital agricultural design from the beginning, not added later as technical corrections.

Keywords: agricultural extension, cybersecurity, data governance, data privacy, digital agriculture

ISBN: 978-81-996718-2-9

ICTs in Agricultural Extension:
Concepts, Innovations and Applications

ICTs in Agricultural Extension: Concepts, Innovations and Applications presents a comprehensive overview of the growing role of digital technologies in transforming agricultural extension systems. The book explores key ICT concepts, digital advisory services, e-extension, mobile applications, e-learning, e-governance, agricultural market platforms, GIS, GPS, remote sensing, IoT, artificial intelligence, social media, cybersecurity, and the rural digital divide.

Designed for students, researchers, extension professionals, academicians, and development practitioners, this volume connects theoretical understanding with practical applications in agriculture and rural development. It highlights how ICTs can improve knowledge sharing, farmer advisory services, market access, decision-making, institutional efficiency, and inclusive agricultural growth.

The book also critically discusses the challenges of digital agriculture, including access gaps, digital literacy, data privacy, cybersecurity, affordability, and equity. With its multidisciplinary coverage, this volume serves as a useful resource for understanding how ICT-enabled extension can support sustainable, responsive, and farmer-centred agricultural development.

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