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Abstract: Since most of respondents were educated up to primary level and low level of literacy is one of the main cause of non utilization of ICT, therefore strong policy should be formulated for enhancing educational level of the community to enhance the access to ICTs. Awareness and access of ICT should be increased amongst people as ICT is an important media to increase the knowledge level of people. Mass media has been very instrumental in increasing the awareness of farmers towards different social issues but has a very limited impact on A.H sector. The level of interaction of the people to different types of mass media should be increased as for example more organization of KisanMela, KisanGoshthi, circulation of Newspapers, Magazines and increased internet literacy among the people. Significant difference was found between Near the block and Away from the block respondents as T value was significant ($P \leq 0.05$) for various parameters which were important indicator of their knowledge. So effective plans and schemes might be made to increase the radius and extent of people oriented extension programme by the government to make it more far reaching. Knowledge level of adoption of various animal husbandry practices is still dissatisfactory (Medium or Low), which means that the agriculture and animal husbandry practices should be made on more scientific lines for which farmer should avail proper knowledge and training.

Description: EFFECTIVENESS OF DIFFERENT COMMUNICATION SOURCES WITH SPECIAL REFERENCE TO ICTS FOR TRANSFER OF ANIMAL HUSBANDRY TECHNO

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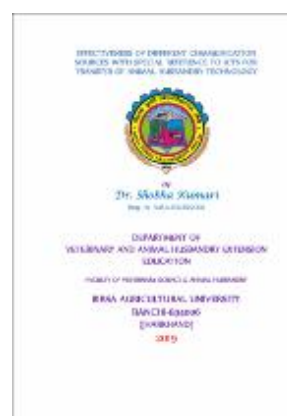
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