

Are Sri Lankan Farmers Ready to e-agriculture Transformation? Perspective on E-readiness Measurement

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There is consciousness that Information and Communication Technology (ICT) should be efficiently used to develop agricultural sector. E-agriculture is vital for supporting the promotion of agriculture products and to have an impact on the living standards of farmers. Before developing any e-agriculture technology, it is needed to measure the e-readiness as it will be an indicator to predict the utilization of technology. Quite a few e-readiness initiatives have been initiated to help developing countries' agriculture sector. Prior literature, a large variety of e-readiness tools currently exist, using a variety of questions, statistics, benchmarking and historic analyses. However, these indicators come with a particular perspective. The analysis of the literature demonstrates that most of the indicators of e-readiness related to technology infrastructure, human skills, people and accessibility and connectivity. However, the challenge is to construct a comprehensive model that would incorporate all the major driving forces of an economy that would directly effect on the improvement of e-agriculture. This paper provides a first attempt to conceptualize the scale to quantify the e-readiness of farmers in Sri Lanka utilizing the criteria 8Cs. The present study will be useful for policy makers as well as researchers for the measurement of e-readiness of farmers to know their preparedness and ability to use technological devices. The e-readiness measurement will be utilized to evaluate the farming community's readiness to engage in e-activities such as e-commerce and e-government.

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