

## Abstract

The implementation of Information and Communication Technology (ICT) is highly popular in the service and manufacturing sectors but is not a standard practice in the agricultural sector in Sri Lanka. However, the agricultural industry, especially paddy farming, is facing various problems and issues due to the lack of dissemination of relevant and accurate information. This study analyses how ICT implementation can enhance the effectiveness of the agricultural cultivation cycle. Here, the ICT implementation and its dimensions are the independent variables, whereas the efficacy of the agricultural cultivation cycle is the dependent variable. The selected sample comprises the farmers in the Eastern province of Sri Lanka.

*Keywords – Agricultural, ICT, Farmers, Sri Lanka*