

Impact of Social Media on Indian Farming

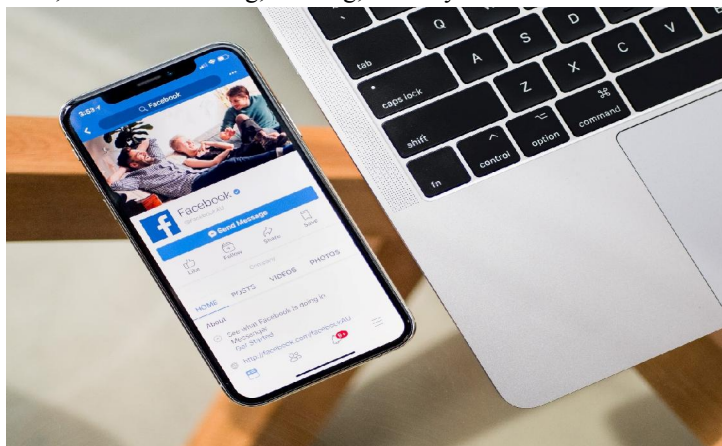
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Abstract: *In this paper, you will be able to understand how social media is helping farmers for better cultivation. Social media has evolved into a powerful method that connects millions of people worldwide from the comfort of our homes, transforming business by offering new channels for global communication and information sharing. Social networking and information sharing on online platforms have opened up new avenues of chance for farmers while providing them with tech-based solutions. The value of social media for the farming industry lies within the value of social capital. It brings the farmer, industry, and consumer closer together in order that there's additional transparency, engagement, trust, and authenticity in the supply chain*

Keywords: social media, social networking, farming, industry



I. INTRODUCTION

Back in the day, all the farmers used to gather at the market to discuss the weather and the state of agriculture. Also, farming information exchange was dominated by industrial media such as newspapers, television, and magazines. Nowadays, people, including farmers, spread information via social media platforms like Facebook, Twitter, YouTube, and blogs, whether it is about themselves or their farming operations.

Social media is becoming a totally essential tool in farming as it has the capability to connect with farmers and agribusiness people from around internationally huge geographical distances.

The farming industry is embracing social media and using it to network with other like-minded agricultural professionals as well as industry experts. In a society concerned with health and well-being, farmers are seeing a hugely positive reaction to their use of social media platforms such as Twitter, which allows the everyday person to communicate and engage with the farming world.

Social media is giving farmers and rural businesses a voice and providing invaluable networking opportunities for continuous two-way communication.

II. LITERATURE REVIEW

Social media is serving the essential objective and aim of agricultural extension however there's a necessity to make sure that the bulk of the agricultural stakeholders across middle and low-financial gain economies become active users of social media for agricultural functions. there's additionally a demand to higher regulate the content, genuineness, and

relevancy of knowledge that floats in social media, so increasing the necessity for structure participation. Findings show that there's a necessity to possess bound organization-to-consumer quantitative relations for social media usage as a result of the present organizations reaching only a few purchasers through social media. Also, there's AN pressing ought to promote Farmer and Farm girl's data teams (FFWKGs) within the rural areas, which is also on a pilot basis through Krishi Vigyan Kendra's (KVKs), Agricultural Technology Management Agencies (ATMs) and skilled NGOs operating in farm sector for accessing, absorbent, and sharing the data promoted by social media. These agencies, unitedly with State's/provincial development departments (agriculture and allied) and agricultural universities might think about acceptable mechanisms for guaranteeing the genuineness and pertinence of technical data disseminated through social media in a very specific agroecological state of affairs.

The findings powerfully recommend that social media are often effectively used among agricultural stakeholders for agricultural communication with correct and arranged coaching and policy at the individual, structural, regional, and national levels. but it additionally must be remembered that technology effectively reaches folks solely with adequate infrastructure. The Republic of India earned a cent percent electrification solely in 2018. There are several low financial gain countries across the world wherever that's, however, to be achieved, along with roads, markets, or different agricultural technology. In such situations, social media are often additional AN foil of digital, social, and economic differences instead of a bridge. it's in the judicial and pragmatic use of technology that success lies and social media aren't any totally different. it's a complementary tool to extension services and desires to be used in and of itself to reap edges.

Bhattacharjee Suchiradipta & Saravanan Raj

https://www.manage.gov.in/publications/resArticles/saravanan/3_The_online_culture_of_agriculture_explor.pdf

III. DISCUSSION



Social media in India

India virtually has the world's second-largest web user base by Gregorian calendar month 2015, reordering the USA, in line with a report, Internet in Asian country Report free by the Internet and Mobile Association of Asian country (IAMAI) and IMRB International. Asian countries can have 317 million web-accessed users by Oct 2016. One out of each six Indians accesses the net through mobile phones. In an Urban Asian country, the mobile web user base grew by sixty-five percent over last year to achieve 197 million in Oct 2015. Or else in Rural Asian countries, the mobile web user base is predicted to reach eighty-seven million by the Gregorian calendar month of 2015 and 109 million by June 2016. Web in Asian countries took quite a decade to move from ten million to one hundred million, and 3 years from 100 million to two hundred million, it took solely a year to move from 300 to 400 hundred million users. it's clear that;

these days the web is the mainstream communication in Asian countries that helps start-ups, little businesses, and digital Asian countries. Social media tools are unit compatible with most smartphones, allowing producers to remain to bear where they're. Several business firms have Facebook pages to speak with their shoppers. Conjointly several organizations have developed websites and mobile applications for agriculture extension.

Farmers use mobile primarily based agro-advisory services, with its reach among all the members in an exceeding farm family, sharing photos, videos and audio have conjointly gained quality among the farmers. The increasing range of apps for crop and weather info and alerts compatible with Apple, Android, and Windows operative systems indicates the increasing use of highly finished smartphones among the farmers of developing countries and additionally significantly, their awareness regarding the utility of the devices in farming.

Social media and its importance in Indian farming

Social media are computer-mediated technologies that enable the creation and sharing of data, ideas, career interests, and different sorts of expression via virtual communities and networks. There are some common options (Obar and Waldman, 2015; Kaplan and Michael, 2010; Boyd and author, two007) for social media:

Social media are interactive internet 2.0 Internet-based applications.

User-generated content, like text posts or comments, digital photos or videos, and information generated through all online interactions, are the lifeblood of social media.

Users produce service-specific profiles for the website or app that are designed and maintained by the social media organization.

Social media facilitate the event of online social networks by connecting a user's profile with those of different people and/or teams.

Social media use web-based technologies desktop computers and mobile technologies (e.g., smartphones and pill computers) to form extremely interactive platforms through that people, communities, and organizations will share, co-create, discuss, and modify user-generated content or pre-made content denote online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and people (Kietzmann and Kristopher, 2011). Social media is all concerning folks. it's the simplest way to make relationships, share data, and connect with various audiences of individuals. So, interacting on social media, whether or not it's Twitter, Facebook, or Pinterest, permits for developing a community and sharing stories in a very method that was ne'er potential before. the overall public still has religion in farmers and ranchers; however, some are still cautious of contemporary farm practices. it's vital that agriculture unites and it's an opportunity to inform its aspect of the story. Social media is a way to create your voice detected.

How to use social media

The easiest way to start on social media is to settle on a way to participate initially. Consider what your objectives are. Once you decide on the tool that works best for you, don't feel like you need to move on each network. Select one to specialize in at first and grow from there.

Within twenty years of its introduction, social media has taken the communication trade by storm. It's very clear that this trend will solely go up and the question currently is concerning how best will agricultural extension and consultatory services to move with ever-changing trends and utilize these technologies for growth. For extension organizations, communication has become a lot easier and hassle-free because personal contact becomes uncomplicated with social media and platforms like Facebook, Twitter, and WhatsApp that encourage high interaction among users benefiting everybody concerned.



Table 1. Major social media platforms used by farmers

Social media	Global (%)	India (%)
Facebook	64.7	45.8
WhatsApp	37.3	61.0
Google	32.5	16.3
YouTube	20.0	26.1
Blogs	22.2	9.4
Wikis	30.9	8.3
Twitter	23.4	7.2

Four key areas of using social media

Networking

- Reduce social isolation for farmers
- Enable farmers & agribusinesses to fulfill and network with different farmers, agribusinesses and customers domestically and globally
- Enable interaction directly with people of influence
- Provide you with a wealth of information and concepts from a variety of sources
- The AgChat model (Twitter online discussion group), which is widely utilized in the United States of America, the UK, Australia & Ireland, could be a nice idea for facilitating discussions of industry issues between farmers and agribusinesses.

Industry knowledge, Extension, and Marketing

- Marketing exploitation of social platforms will alter agribusinesses to attach with a growing farming demographic online by providing content that's valuable.
- Lobbying on social media brings along a collective voice to cause action and alter by interacting with individuals of influence and power directly. Facilitating massive groups of people and discussion around the difficulty of importance is formed easier using these platforms. examples of this are:
- UK #sodairy campaign during which Twitter was used to coordinate protest efforts and unfold the message to the general public concerning what farmers were truly getting paid
- In Australia, the ban on live export caused a growing range of farmers to participate in social media to lobby politicians & #supportliveex
- Extension and information transfer of agricultural practices might reach a wider audience by using social media tools

Consumers Engagement

- Connecting and engaging with consumers are becoming a lot of important as our consumers progressively are exploring social media platforms to make purchasing decisions. This a chance for producers of food and fibre to use social media as a tool as a part of their marketing toolbox.
- Social Media permits farmers to be a part of the conversation surrounding controversial and emotional issues to try and do with farming practices E.g., animal welfare, genetic modification, and environmental issues. people are talking about our industry whether we are concerned or not.
- Allows farmers and also the agricultural industry to raised understand our consumer's wants and viewpoints.

Crisis Communication

- Communication methods for the agricultural industry should include social media by using two-way communication with authentic, efficient, and clear voices.
- Learning from the Fonterra botulism (food poisoning) case in 2013 highlights the requirement for effective communication on social media in the agricultural industry.

In all respects, it has been acknowledged that social media is not a silver bullet for every communication challenge that the industry has with respect to crisis communication, marketing, lobbying, and networking however it does add a lot of value in conjunction with traditional methods.

Organizational use of social media

In an age where information is power and in a sector like agriculture where information is one of the most important inputs in a production system, organizational use of social media is vital to the sector. It not only adds validity to the information shared but establishes linkages among stakeholders and forms a network of concentrated efforts. It also encourages communication within an organization as well as with clients, thus forming a favourable work environment. The majority of the respondents from both studies were of the opinion that an organization should have its own social media platform and most of the respondents felt that through social media usage, one can get more feedback; which can help in conducting need-based, area-specific and client-targeted research/training/ technology dissemination. While 77.5% of respondents in the global study and 66.7% of the respondents from the Indian survey said their organization used social media to connect with the clients.

Advantages and Disadvantages of social media

Advantages

- To know the natural activation techniques of soil and also the importance of weather.
- These platforms are self-help support systems that help us and one another.
- Social networking and data sharing on online platforms have opened up new avenues of chance for farmers while providing them with tech-based solutions.
- Farmers who are under stress can get emotional support via social media.
- Farmers continuously want information regarding pests, seeds, methodologies, weather, machinery and etc, and hence, social media platforms are a one-stop solution for them.
- Among farmers, Reuter's Market Light and IffcoKisan Sanchar are becoming more popular.
- It allows smarter farming through opportunities to find out from agricultural specialists.

Disadvantages

- Social media use too much might result in procrastination and a tendency to waste time.
- Spreading incorrect information and becoming entangled in it.
- Not all farmers have the education required to use these platforms effectively

IV. CONCLUSION

From the study, it can be concluded that social media plays a significant role in the farming industry. Social media gives knowledge about farming which is highly required among a majority of farmers in India. Most farmers make use of social media to seek a variety of agricultural information, mostly on a scientific, educational, and technological basis, including training information, agrochemicals, and technological information, in order to fulfill these informational needs. Through various user-friendly features of smartphones, laptops, and other electronic devices, social media can be used to communicate all types of information in relatively less time; however, in order to meet the information needs of different stakeholders, organizational usage of social media platforms should increase.

The study further concludes that a majority of farmers have a positive perspective toward the use of social media in seeking agricultural information therefore the idea is that social media is largely useful as a source of agricultural information which is also cheap and convenient. According to the above findings it is obtained that Facebook is the most common social media platform among farmers in the study area, a majority of whom use the media on a daily basis. Online marketing applications for agricultural products should be developed so that farmers can use the platform to connect with esteemed suppliers and customers both locally and internationally.

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