



Impact of Social Media in Farming in Nagpur Area

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ABSTRACT

Computers, smartphones, ATMs, and other devices are all included in the term "information and communication technology," or ICT. It can be broadly categorized as technologies that allow for electronic communication, information processing, and transport. Agriculture is one of the most important sectors in our country. This essay will describe how the advancement of information and communication technologies (ICTs) during the previous five years has considerably helped Nagpur's agricultural sector. It will look at data on how new ICTs affect farmers' access to information and other services that could help them improve their farming techniques, productivity, and way of life in the Nagpur region. With the help of this knowledge, the company and its employees will be better able to understand how ICTs affect agriculture. 250 farmers from 10 different villages spread over two tahsils in Maharashtra's Nagpur district were chosen as a sample for the current study on farmers' attitudes toward information and communication technologies.

Keywords: Agriculture, social media , ICTs

Introduction:

The term "social media" is commonly used these days, yet it can be challenging to define what it actually means. The phrase "social media" has two components: The first one is social and has to do with people's intrinsic need to interact with others. The second component of the word describes the means by which we interact with other people or the outside world. As a result, the word "social media" refers to how we interact with people through establishing reliable relationships and providing products that consumers are willing to buy.

Social media has fast become the most popular channel among young people in India. Every company owner is interested in learning how social media marketing, the hottest new marketing idea, may benefit their firm. Through the use of social media, you can ensure that your brand is successfully and favorably promoted by making it known to the general public and relinquishing control over the dissemination of your message.

A global information society is emerging as a result of ICT's unequalled development, applications, and transformation of people's ways of working, learning, and interacting.

Greater knowledge access is swiftly becoming a potent tool for empowering people and communities in their quest for better opportunities, dignity, and quality of life.

Traditional media has been employed rather successfully in underdeveloped countries. The dissemination of agricultural themes has been greatly aided by rural radio in particular. Print, video, television, movies, slides, pictures, plays, exhibitions, etc. have all helped to speed up the flow of information (Munyua, 2000).

The activity of developing and deploying cutting-edge ICT applications in the rural domain with a primary focus on agriculture is known as ICT in agriculture, or e-agricultural. Many solutions to some agricultural issues are offered by technology. It's thought of as a field in development that concentrates on enhancing agricultural and rural development through better information and communication technologies. The term "ICT" is used here to refer to all forms of information and communication technology, including hardware, software, networks, mobile devices, and services. This includes both cutting-edge Internet-era gadgets and sensors and other more traditional tools like landlines, satellites, televisions, radios, and radios.

A wide range of new opportunities for agricultural technology transfer have been made possible by information and communication technology, which will improve the effectiveness and accuracy of communications at relatively reduced costs. ICT are rapidly becoming as a key tool in economies all around the world. These innovations are improving communication, facilitating the transfer of knowledge and skills, and revolutionizing how information is accessible and shared. Each and every business, including agriculture, is impacted by technology. Instead of knowledge about agricultural technology and a collection of practices, farmers today need to know about market prices in domestic and international marketplaces as well as opportunities for value addition. Farmers are starting to prioritize quality, timeliness, and post-harvest technology and storage since they are now more focused on high returns than on high production.

It is also essential to have knowledge about government programs, input prices and availability, early illness diagnosis, and pest and disease management. Information is crucial to the productivity of agriculture.

Literature Review

In their study, "Information and communication technology in agricultural development," Shik. N. Meera, Anita Jhamtani, and D.U.M. Raon came to the conclusion that organizations and departments involved in agricultural development must recognize the potential of ICT for the quick distribution of information to farmers.

Dr. PDKV conducted research on how ICT and mobile technology are affecting agriculture in Maharashtra. According to the report, successful e-governance initiatives, increased ICT infrastructure, and other ICT projects have given rural Maharashtrians more influence.

A study conducted by Mr. Nitin Bhagachand Bachhav looked at the information needs of rural farmers in Maharashtra. Our first look at how information might affect the agricultural sector as a whole comes from this study. The survey found that farmers are becoming more conscious of the importance of information and how to use it.

Anvesha Banerjee conducted analysis on how ICT may connect India and Bharat in agriculture. As the government evaluates and develops policies for the welfare of the agricultural community, with a particular focus on marginal and small farmers, ICT must be the key to that. It should be used in agricultural activities.

When Surabhi Mittal and Gaurav Tripathi looked into how mobile phone technology could be improved, they found the following: The study has highlighted a number of advantages offered by the characteristics of mobility, targeted content delivery, and simplicity of mobile phones.

Objective of Study

1. To identify impact of social media helps to the farmers.
2. To study impact of social media in agriculture.
3. To study challenges in use of social media by farmers.

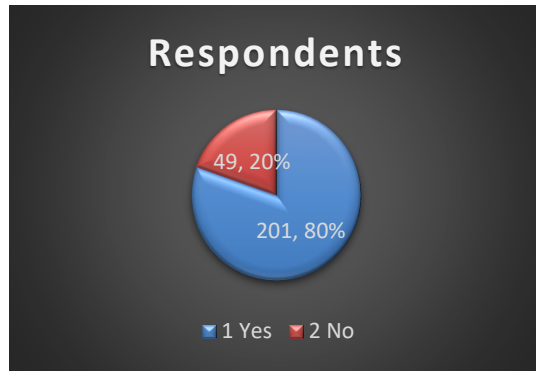
RESEARCH DESIGN AND METHODOLOGY

The research methodology of the present study is as follows: -

1. Research Design: The research design of the present study is descriptive.
2. Sample Design: The sample design of the present study comprises the following Elements:
 - Sampling Element: Marketers who are using social media as a tool in the Nagpur area are taken for study.
 - Sampling Unit and Sample Size: Sampling unit of the present study consists of 250 farmers under consideration.
 - Sampling Technique: The random sampling method is used to collect the data.
 - Research Approach: Survey (Primary data is collected through a self-structured questionnaire from the farmers of the Nagpur area.) The data collected is analyzed through bar charts, Line charts and pie charts.

Table 01: Use of Social Media for Farming

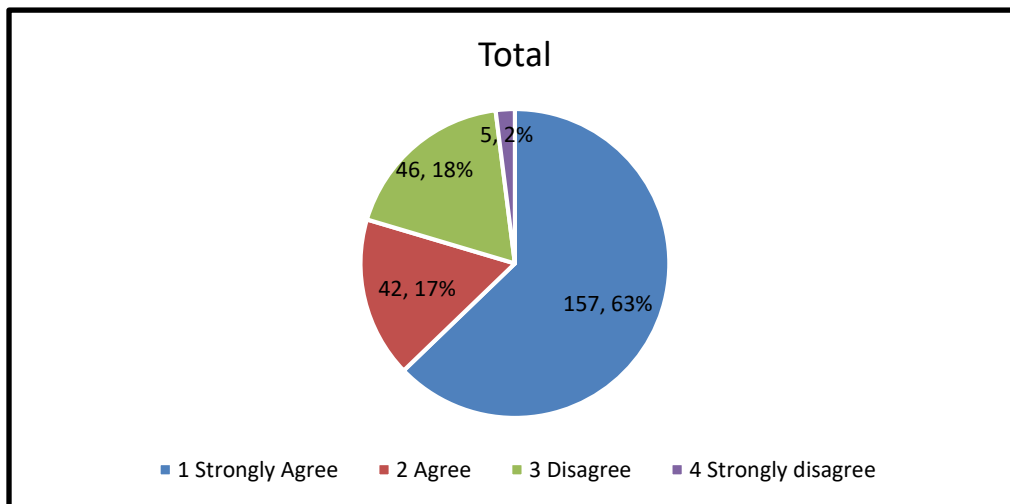
Sr.No.	Answer	Respondents
1	Yes	201
2	No	49
Total		250



The above chart shown the majority 80% respondents use the social media for the Farming and 20% respondents uses for other.

Table 02: Social Media is important to the Farming.

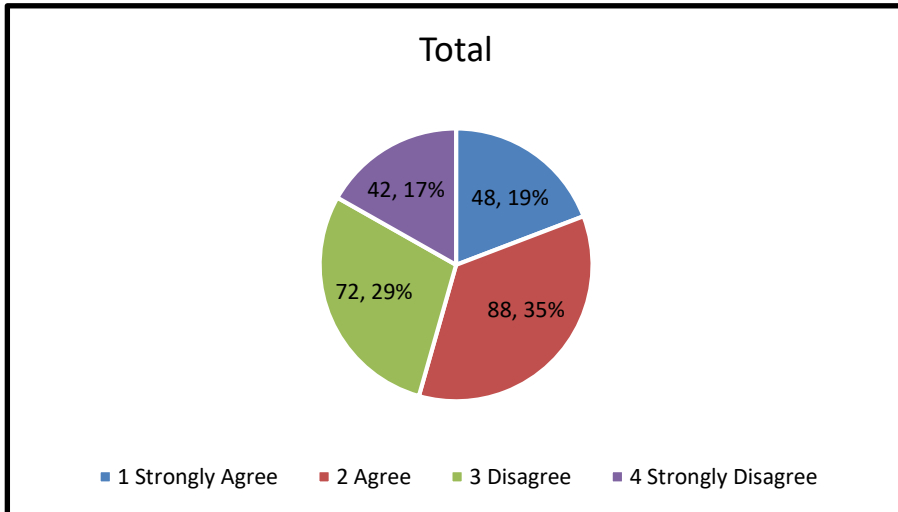
S. No.	Respondents	Total
1	Strongly Agree	157
2	Agree	42
3	Disagree	46
4	Strongly disagree	5
Total		250



According to the graph above, 63% of respondents believe social media is important for farming, 17% agree, 18% disagree, and 2% strongly disagree.

Table 03: Measuring the Effectiveness of Social Media is tool for getting agriculture knowledge.

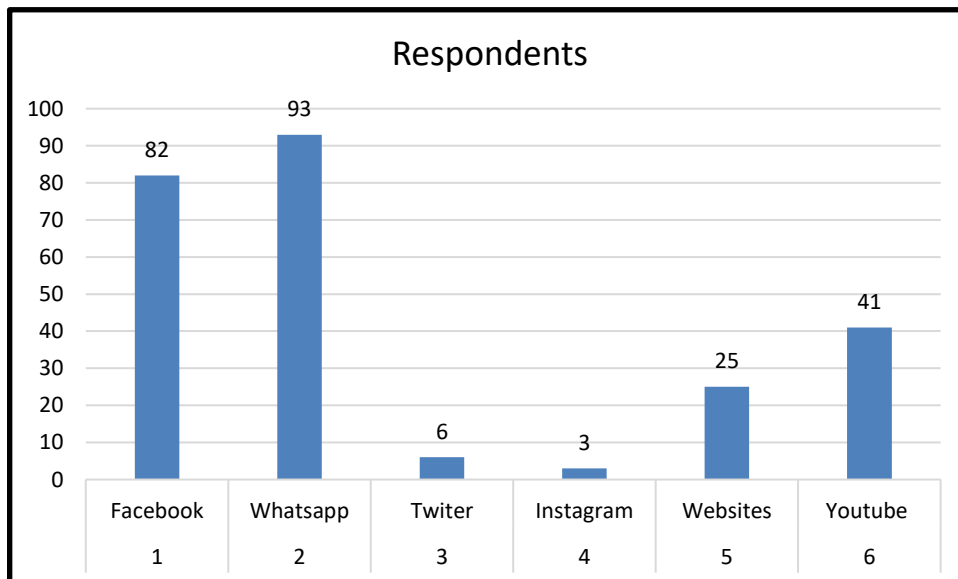
S.no	Respondents	Total
1	Strongly Agree	48
2	Agree	88
3	Disagree	72
4	Strongly Disagree	42
Total		250



We can see from the above graph that the majority of respondents—35%—believe social media to be useful for farming, 19% believe it to be useful for marketing, 29% believe it to be useless for farming, and 17% believe it to be useless for information gathering.

Table 07: Most popular Social Media for the Agree information

Sr.No.	Social Media	Respondents
1	Facebook	82
2	Whatsapp	93
3	Twiter	6
4	Instagram	3
5	Websites	25
6	Youtube	41
Total		250



According to the graph, the majority of respondents use Facebook, Whatsapp, and YouTube for agricultural information, while only a small percentage utilize Twitter and Instagram for their businesses.

Conclusion

Ages 30 to 40 make up the bulk of farmers who are using social media efficiently. Today, the majority of farmers utilize cellphones with social media and internet access. Farmers use social media to share knowledge, cutting-edge methods, etc. The most popular social media platforms for marketing and disseminating agricultural information are Facebook, YouTube, WhatsApp, Twitter, and LinkedIn. Most of them use social media frequently. Numerous concerns regarding the use of social media for agriculture marketing are being looked into. These social media platforms also give individuals who disagree with modern farming methods a voice.

The survey found that most respondents had a medium level of understanding of ICT tools, which is evident at the conclusion. It was found that the majority of farmers rely on television and mobile phones to get a wide range of agricultural information because of its accessibility and usability.

In order to create ICT awareness centers, it is required to introduce ICT-initiated programs of information provision at the village level, make ICT a common source for information gathering, and provide subsidized schemes, among other things.

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