



“EXPANDING KNOWLEDGE HORIZONS- A STUDY OF SOCIAL MEDIA WITH REFERENCE TO FARMERS”

Dhanashri V. Waghole¹, Dr. Mayur A. Dande²

¹Student, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering, Shegaon, Dist – Buldhana, Maharashtra

² Assistant Professors, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering, Shegaon, Dist – Buldhana, Maharashtra

Introduction

Social media is a bigger thing of our daily lives in the digital world. It has completely changed, since before social media, if you wanted to stay up to date on the news or daily activities, you had to go to the near house newspaper stand in the morning and purchase a local edition covering the previous week's events. The most recent information and breaking news of recent activities are available online nowadays. Many individuals read through their feeds just before going to bed, and it's probably the last thing they do before getting out of bed.

Social media is a big platform that available us to communicate with others by sharing our point of views, ideas, experience and information. Social media is a user-generated material and provide opportunities for individuals to interact with one another. Naturally, the rise in social media usage over the past ten years has coincided with a significant rise in the amount of time individuals spend online. Social media with the mobile phone adoption demonstrates that rural people are willing to invest in and accept any new technology that will significantly enhance their quality of life. A rising social media presence will increase farmers' knowledge, while instructive articles or videos will quickly attract farmers searching for assistance. Agriculture and farming have seen several transformations in recent years. The major causes for these advances are rising prices and decreased yields from traditional farming methods. These new agricultural techniques are more than simply the future of agriculture; they may hold the secret to human existence.

Literature Review

Farmers have benefited from social media by gaining access to more knowledge or information. Now day world has become digital, and everyone has tried to learn computer literacy skills or knowledge, and farmers also in that way are willing to invest in purchasing a mobile phone. Farmers may benefit from social media in a multiple area-

Accessing Information

Marketing and Sales

Networking and collaboration

Access to Financing

Benefit of Government policies

- Use of Social Media in Agricultural Extension: Some Evidence from India

In this paper the author research on how social media beneficial for the extension of agricultural purpose. For that author use some evidence from India. By Author Perspective Social media offers farmers the chance to co-create material and encourages farmer collaboration on learning. Social media makes it simple to engage in develop technology of farmers. Hence, these platforms facilitate quick and inexpensive communication and information to the farmers. They mention the social media tools like Facebook, we chat, WhatsApp Twitter, Blogs, Pinterest, YouTube, Instagram, Wikis, Facebook messenger, Snap chat, and other social media tools are available but his point of view In the Indian context, the three most popular social media tools are Facebook, WhatsApp, and YouTube and he mention the slight differences between them.

He observes the world development report and also mention in this paper. The author said that WhatsApp, Facebook, and YouTube these three social media tools help to investigate the social media use by the farmers. Based on this example of social media help to enhance agriculture extension education.

- Social Media Help Farmers: For Improving Agriculture Practices

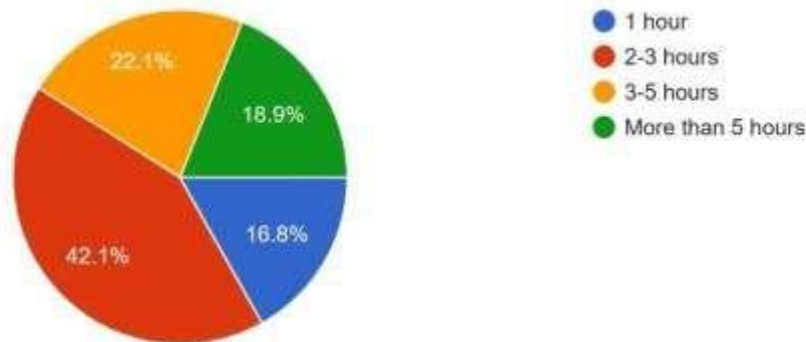
In this paper author most focus on the computer literacy skill. from his point of view computer literacy skill is required to use social media it help to exchange, transmit and connect the knowledge, information and thoughts. By the 2021 statistic author mention the use of the social media in India, how does it work, find most popular tool use on social media and also what are their reasons, advantages, disadvantages and challenges. This social media use in agricultural marketing it help to extension of the agriculture. By the conclusion of this paper It saves farmers both time and money. Farmers get quick and reliable information since they may contact with agriculture professionals at any time.

The data for analysis was gathered by the distribution of a 20-questions Google form to farmers, which resulted in 95 responses, and 5 respondents were gathered through personal interviews. Data analysis was performed on five of the twenty questions.

Data Analysis and Interpretation-

How many hours do you spend on social media every day?

95 responses

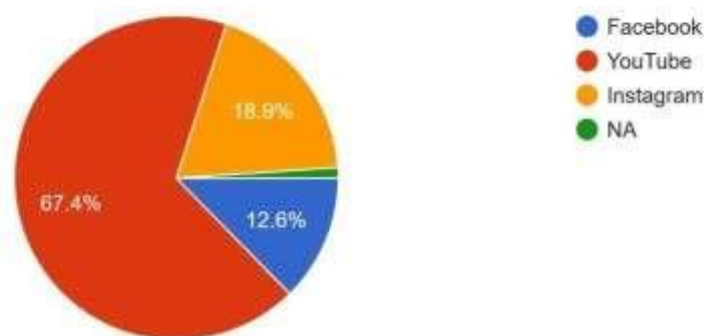


According to study results, farmers spend their preferred amount of time on social media. This is because people's social media usage may vary greatly depending on a variety of circumstances, including age, geography, and personal preferences. Means The study found that the farmers' choice of 2-3 hours received more answers. I think it is the preferred and accessible time for the farmers that farmers bring from their daily life.

Now a day social media usage is not limited to younger people, and people of all ages use social media to varying degrees. In recent years, older age groups have also increasingly adopted social media, partly due to the growing popularity of platforms like Facebook and Instagram among older demographics.

On Which social media channel you were most active ?

95 responses

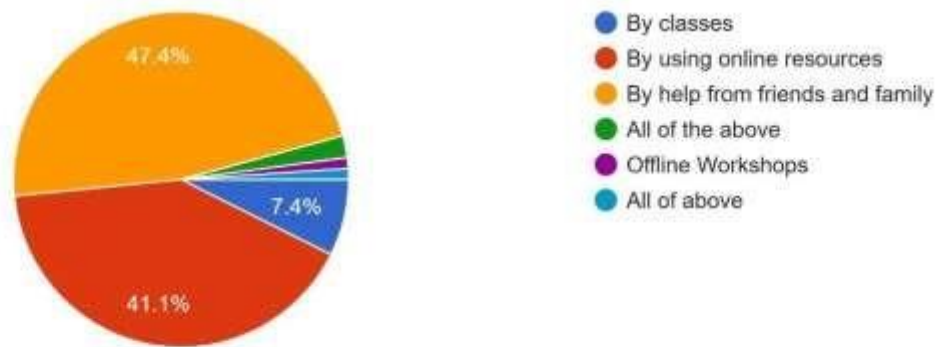


According to the survey responses, farmers are more active on the You Tube social media channel than on any other social media platform.

YouTube having more active users who view more than a million hours of content every day, making it the second-most popular search tool in the world behind Google. It is also a valuable platform for creators to share their content, build their audiences, and earn money through advertising. YouTube is certainly an important and popular social media channel, it is just one of many platforms that people use to connect with each other and share content online. I think you tube is a visualize tool of social media and it is easy to understand to every age people.

How can farmers learn computer literacy skills?

95 responses



In this survey question the most of the farmers prefer to learn computer literacy skills from their friends and family. Farmers who are already comfortable with modern technology can gain computer literacy from friends and relatives. Farmers can benefit greatly from learning computer literacy skills, family and friends can be instrumental in helping them acquire these skills.

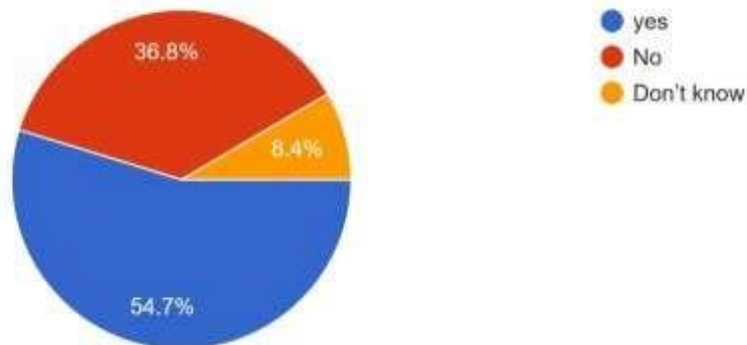
For asking help from friends and family they don't feel hesitated while it comes to online classes, online resources and offline workshop they are not able to handle and manage it properly and they are also not comfortable with it due to that from this survey get more response to the friends and family. For farmers, gaining computer skills from relatives and close friends may be an inexpensive and practical method to pick up new skills. From that farmers get the Informal training sessions, Remote support, Sharing resources. Farmers may find it easier to use technology and obtain practical experience in this way.

Farmers should ideally be aware of government plans and facilities that are available to support them in their agricultural practices. This knowledge can help them make informed decisions and access resources that can improve their farming operations. However, it may not always be the case that all farmers are aware of the government's plans and facilities.

Farmers are aware with the government plans and facilities by government websites and social media platform, agricultural extension services, local government officials. It is important for farmers to be aware of government plans and facilities that are available to support their agricultural practices, and for the government to communicate this information clearly and effectively

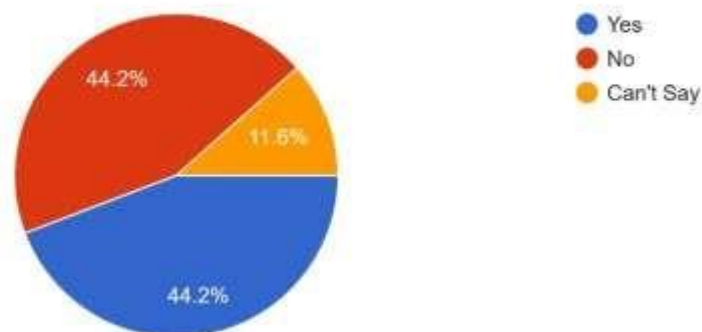
Are you aware with the Government plans and facilities?

95 responses



Is computer literacy age factor is required for seeking the farmers knowledge ?

95 responses



According to the study, both sides of the question's response are neutral.

No - While computer literacy can be helpful in accessing information, it is not necessary for learning from their experience and expertise in agriculture. Many farmers have extensive knowledge about their craft and the land they work on, which can be shared through traditional methods such as storytelling, mentorship, and hands-on training. Therefore, seeking farmers' knowledge can be done regardless of age or computer literacy.

Yes- as the amount and type of knowledge that a farmer has can vary depending on their age and experience. On the other hand, younger farmers may have more up-to-date knowledge of technology and modern farming practices. It is important to consider the age and experience of the farmers when seeking their knowledge, as both older and younger farmers can provide valuable insights and perspectives on agriculture.

Conclusions

Social media has the ability to positively improve farmer knowledge growth. Farmers now have access to a wealth of information and tools that were previously unavailable to them, thanks to the emergence of social media platforms. Farmers may learn about the newest agricultural practises, crop types, market trends, and weather conditions by using social media. They may also network with other farmers, discuss their experiences, and seek help on specific difficulties.

Furthermore, social media may be used by farmers to advertise their products and reach out to new clients. It may also assist farmers in developing their brand and establishing a strong internet presence.

Farmers may reach a larger audience and enhance sales by utilising social media. It should be noted, however, that not all farmers may have access to social media or the necessary skill to utilise it successfully. Furthermore, the information accessible on social media is not always precise or dependable, so farmers must be careful about the sources on which they rely. Overall, social media may be a beneficial technique for agricultural knowledge growth when utilised in connection with other sources of information and with correct way and training. We can observe how social media has benefited rural India today. Farmers are getting more educated and learning about effective farming. They are now aware of the market situation and know how to contact us if there are any problems.

Suggestions

Here are some ideas on how social media might help farmers enhance their knowledge:

- Join with the online farmer communities: There are several online agricultural communities where farmers may share their experiences, ask questions, and learn from one another. Farmers may interact with other farmers and industry professionals by joining Facebook groups, Twitter conversations, or other social media networks.
- Connect agriculture-related tools: Farmers may use social media to follow accounts that give agriculture-related news, updates, and insights. This will assist them in staying current with the newest trends, technology, and farming methods.
- Watching video- Farmers may learn about new agricultural techniques, equipment, and practises by watching farming videos on YouTube. Farmers may subscribe to agricultural channels on YouTube and watch videos to learn from.
- Interact with agribusinesses: You may also utilise social media to connect with agribusinesses and learn about their products and services. Farmers may learn about new goods and technology by following firms that manufacture agricultural equipment, supplies, and inputs.
- Attending webinars: Several agribusinesses and farming groups conduct online webinars that farmers may attend. Webinars are an excellent method to educate yourself on new agricultural techniques, technology, and best practises.

In the end, social networking might be a useful tool for farmers who want to increase their level of competence. Yet, it is important to have an understanding of the information's sources and to seek help and guidance when necessary.

References –

Predictive Factors for Farmers' Knowledge of Social Media for Sustainable Agricultural Development, Pratik K. Patel and Vinaya Kumar Hebsale Mallappa

<https://epubs.icar.org.in/index.php/ijee/article/view/128435>

<https://journal.enviroincj.in/index.php/ecj/article/view/114> 3

<https://www.sciencedirect.com/topics/earth-and-planetary-sciences/farmer-knowledge>

<https://www.outlookindia.com>

<https://www.researchgate.com>

<https://ccsniam.gov.in>

<https://www.ijcmas.com>

<https://agricoop.nic.in>

<https://pib.gov.in>

