

“IMPACT OF SOCIAL MEDIA PLATFORM ON AGRICULTURE DEVELOPMENT AND THEIR FUTURE”

Rajasmita Panda¹, Dr. Binod Sinha²

¹ Research Scholar and Assistant Professor College of Computer Studies, Sri Balaji University Pune-411033 Maharashtra, India

² Professor of Marketing, Balaji Institute of Modern Management Sri Balaji University, Pune-411033

ABSTRACT:

Social media platform is very essential platform in order to share the knowledge, ideas, strategies and creating network among the farmers. It consists of Facebook, Instagram, whatsapp and YouTube. Social media platform is one of the important tool for agriculture development and their extension due to provides number of benefits such as reaches up to large number of advanced farmers, getting informative information, discuss the various key problems going on in agriculture production and marketing, easily access through the smartphone and brings all the farmers and other stakeholders under the single platform. This research investigation was based on exploratory and analytical research method. This research investigation was purely based on primary data which was collected through the self-structured google form of questionnaire. Researcher has also concluded that social media platform was effecting upon the development of agriculture sector in selected research area. It is used in order to searching the market place, make connectivity with advanced farmers, understand the demand for agriculture products at domestic market as well as international market, search the information for enhancing the farming activities, entertainment and chatting in selected research investigation area during the given time period.

Key Words: Social Media, Agriculture Sector, Benefits and Constraints.

INTRODUCTION:

Social media is one of the very significant part of information and communication technology (ICT). It could be a collective term for websites and different applications that specialize in communication, interaction, content-sharing and community based inputs. It also creates awareness about the various ongoing development in agriculture sector and allied sector, provides informative information, knowledge and ideas within agro-based community, buildup the strong relationship among the agro-based community, discussing the key burning issues and problems in agriculture sector. Agriculture sector is highly important sector in India. Majority of people are directly and indirectly depending upon the agriculture and allied sector. Now a day, information becomes an important part of today's virtual world. Social media is one of the very important mode of providing essential information to all the social media users. It is digital network that is used to share video, audio, opinions, ideas, different content and personal message with each other. Currently, social media plays an important role in agriculture extension due to number of benefits such as highly cost effective methods, reaches up to large number of people, users creating informative content, discusses the problems, easily access through the smartphone and brings all the stakeholders under the single platform. Social media platforms used in agriculture extension consist of YouTube,

Instagram, Facebook and whatsapp. These are being used to share agriculture based informative information with agro-based community.

Literature Review:

Social media platform helps to deliver informative information among the different agriculture sub-sectors in India. It was not fully exploited by agriculture extension to reach out to farmers in India. (Thakur, D., and Chander, M., 2018.). Notable benefits of social media derived by agro-based community helps to minimize losses in agriculture sector and allied sector. Required Information related to agriculture extension is easily available, learning the regularly, creating social capital and delivery of multi-model information through the social media platform. Majority of agro-based community uses Whatsapp, Facebook and Youtube in order to understand agriculture extension. (Mamgain, A., Joshi, U., and Chauhan, J., 2020). Facebook, YouTube and WhatsApp was most preferred social media platform because of easy to use and user friendly interface. (Suchiradipta, B., and Raj, S., 2018). Majority of farmers are using social media platform in order to seeking agro-based information with most positive attitude (Kipkurgat, T., Onyiego, M. and Chemwaina, S., 2016).

The research study evaluated the role played by Social Media in Agriculture Industry. The study identified four main pillars of the value of social media for agriculture industry viz., Networking, Industry Knowledge, Extension and Marketing, Consumer Engagement and Crisis communication. (Lathiya, A., Rathod, A., & Choudhary, K. 2015).

The role of social media platforms in rural areas of Telangana was an area of study. The study revealed that use of social media was still low for marketing agricultural produce and sharing farming practices is still on the lower side. People in rural areas use WhatsApp/Facebook for sharing farming/business-related information. The further research on social media use could be explored extensively (Rai, G. A., & Shahila, Z. 2013).

Scientific orientation, job perception, technology management orientation, innovative proneness, information management orientation, and orientation towards the extension service profession of the extension agents had a significant and positive correlation with the perception was concluded in the research study (James, D. J., Shivamurthy, M., Lakshminarayan, M. T., & Ganesamoorthi, S. 2020)).

This study was conducted in Adamawa State. Facebook was found mail social media platform for agriculture information related on agrochemicals, improved crop, and Pest and disease control (Moruppa, S.Y., And Ijabula, S. (2021)).

The purpose of this study revealed that social and demographic factors affected farmer's knowledge capacity. These discoveries highlight the potential of extension programs using the internet and social media applications to improve communication efficiency among agricultural stakeholders within farming communities (Moonsammy, S., & Moonsammy, D. (2020).

Social media is the new upcoming area in agricultural marketing that has blogs, microblogs, pages, groups etc. From the analysis it is found that social media is very useful tool in agricultural marketing. Challenges were adoption of social media as tool of marketing.

People are less trusted on e-buying, e-selling of agricultural commodity on social media, Balkrishna, B. B., & Deshmukh, A. A. (2017).

Research Gap: Earlier studied have concrete evidence on role of social media in agriculture development and farming development. Our research study is focussed on impact of Social Media Platform on trend of Agriculture Income and uses of Social media in agriculture extension which reveal farmer's growth and development.

Objectives of Research Investigation:

- To know the impact of social media platform on agriculture extension in selected investigation area.
- To identify the uses of social media platform in agriculture extension in selected investigation area.
- To explore the effect of social media platform on trend of agriculture income in selected research investigation area.
- To gives suggestions and measures for development.

Research Methodology:

Present research investigation has tried to explore the impact of social media platform on agriculture extension, trend of agriculture income and factors determining the agriculture income in selected investigation area. Investigator has also collected information related to demographic characteristics, size of land holding, holdings of assets, major sources of income, uses of social media and respondents' opinions about the benefits of social media in selected investigation area. This research investigation was based on exploratory and analytical research method. In this investigation, researcher has used purely primary data that was collected through the self-structured google form, personal interview and observation method. Researcher has collected primary data from Pune district. Investigator has send google form to farmers through the e-mail, Facebook and whatsapp. But, investigator has collected 74 respondents' responses from Pune district.

Results and Discussion:

In this research investigation, researcher has collected primary information related to demographic characteristics, holdings of assets, size of land holdings, major sources of income, trend of income generation, factors affecting upon the trend of farm income, uses of social media and benefits of social media platform for agriculture extension from selected respondents from selected research area during the given time.

Demographic Information of Selected Respondents from Selected Research Area (2022).

Here, investigator has collected demographic information of selected respondents such as age, gender, income and number of family members from selected investigation area.

Table No: 1 Demographic Profile Of Selected Respondents (2022)			
A.	Age-Wise	Classification	Of Selected Respondents

	Age	Frequency	Percentage
a)	Less Than 20	10	13.5
b)	20-40	37	50.0
c)	40-60	7	9.5
d)	More Than 60	20	27.0
	Total	74	100
B.	Gender-Wise Classification Of Selected Respondents		
	Gender	Frequency	Percentage
b)	Male	64	86.49
c)	Female	10	13.51
	Total	74	100.00
C.	Income-Wise Classification Of Selected Respondents		
	Income	Frequency	Percentage
a)	Less Than 2 Lakh	37	50.0
b)	2 To 4	12	16.2
c)	4 To 6	10	13.5
d)	6 To 8	7	9.5
e)	8 To 10	5	6.8
f)	More Than 10 Lakh	3	4.1
	Total	74	100.0
D.	No Of Members In Family Of Selected Respondents		
	No Of Members	Frequency	Percentage
a)	Less Than 2	5	6.8
b)	2 To 4	49	66.2
c)	More Than 4	20	27.0
	Total	74	100.0

Source: Field Survey, 2022.

Table no 1 focuses on demographic information of selected respondents from selected investigation area. Investigator has found that maximum percentage of selected respondents (50 percent) belongs to 20-40 age group and followed by 27 percent respondents belongs to more than 60 years old, 13.5 percent respondents belongs less than 20 years old and 9.5 percent respondents belongs to 40-60 age groups in selected investigation area at given time. In case of gender-wise distribution, 86.49 percent selected respondents belong to male category and 10 percent respondents belongs to female categories in selected investigation area during the given period. In case of income-wise distribution of respondents, maximum percentage of selected respondents (50 percent) were earning less than two lakhs and followed by 16.2 percent respondents were earning 2-4 lakhs, 13.5 percent respondents were earning 4-6 lakhs, 9.5 percent respondents were earning 6-8 lakhs, 6.8 percent respondents were earning 8-10 lakhs and 4.1 percent respondents were earning more than 10 lakhs from agriculture sector from selected investigation area during the same time. In case of family

members, maximum percentage of selected respondents (66.2 percent) were having 2-4 family members and followed by 27 percent selected respondents were having more than 4 family members and only 6.8 percent selected respondents were having less than 2 family members in selected research area at given period of time. In short, maximum percentage of selected respondents were having age in between of 20-40 years, earning less than 2 lakhs and having 2-4 members in family in selected investigation area at given time.

Holdings of Assets by Selected Respondents (2022).

In this study, investigator has also paid their attention on different assets holding by selected respondents from selected investigation area such as car, L.E.D TV set, cycles, smartphone etc.

Table No: 2			
Holding Of Assets By Selected Respondents (2022)			
Sr. No	Assets	Frequency	Percentage
a)	Car	10	13.5
b)	L.E.D TV Set	2	2.7
c)	Cycles	2	2.7
d)	Smartphone	42	56.8
e)	Smartphone, Car	3	4.1
f)	Smartphone, Car, Cycle, L.E.D TV Set	2	2.7
g)	Smartphone, L.E.D TV Set	7	9.5
h)	Smartphone, Cycles	3	4.1
i)	Smartphone, Cycles, L.E.D. TV Set	3	4.1
	Total	74	100.0
Source: <i>Field Survey, 2022.</i>			

Table no 2 indicates holdings of assets by selected respondents from selected investigation area during the given time. Researcher has observed that maximum percentage of selected respondents (56.8 percent) were having smartphone and followed by 13.5 percent respondents were having car, 9.5 percent respondents were having smartphone and L.E.D TV set, 4.1 percent respondents were having smartphone and cycles, 4.1 percent respondents were having smartphone, cycles, L.E.D TV set, 4.1 percent respondents were having smartphone and car, 2.7 percent respondents were having L.E.D TV set, 2.7 percent respondents were having cycles and remaining 2.7 percent respondents were having smartphone, car, cycles and L.E.D TV set in selected investigation area at given period of time. In short, only 2.7 percent selected respondents were having smartphone, car, cycles and L.E.D TV set in selected investigation area at given time period. There were also observed that maximum percentage of selected respondents (56.8 percent) were using smartphone in selected research area at given time period.

Size of Land-Wise Classification of Selected Respondents (2022).

Here, researcher has mainly focused on the size of land holding by selected respondents from selected research area at given time period.

Sr. No	Size Of Land	Frequency	Percentage
a)	Less Than 2.5 Acre	32	43.2
b)	2.5 - 5 Acre	22	29.7
c)	5 -10 Acre	7	9.5
d)	More Than 10 Acre	17	23.0
	Total	74	100.0

Source: *Field Survey, 2022.*

Table no 3 depicts size of land holding by selected respondents from selected research area at given time period. Investigator has found that maximum percentage of selected respondents (43.2%) were holding less than 2.5-acre land and followed by 29.7 percent respondents were holding 2.5 to 5 acres, 23 percent respondents were holding more than 10 acres and 9.5 percent respondents were holding 5-10-acre land from selected respondents from selected investigation area at given time period. in short, maximum percentage of selected respondents were holding less than 2.5 acres' land in selected investigation area at given time period.

Major Sources of Income of Selected Respondents (2022)

In this research study, researcher has also examined major sources of income of selected respondents from selected investigation area at given time period.

Sr. No	Sources of Income	Frequency	Percentage
a)	Selling Of Food Grains	30	40.5
b)	Selling's Of Vegetables And Fruits	17	23.0
c)	Poultry Farm	12	16.2
d)	Dairy Products	7	9.5
e)	Other	8	10.8
	Total	74	100.0

Source: *Field Survey, 2022.*

Table no 4 has examined major sources of income of selected respondents from selected investigation area at given time period. Researcher has observed that maximum percentage of selected respondents (40.5 percent) were earning their income from selling of food grains and followed by 23 percent respondents from selling's of vegetables and fruits, 16.2 percent from poultry farm, 9.5 percent from dairy products and 10.8 percent from other income sources from agriculture sector in selected research area at given time. In short,

maximum percentage of selected farmer were earning their income from selling of food grains, vegetables and fruits from selected investigation area at given time period.

Respondent's Response on Realization of Their Income Pattern and Their Trend in Last Three Years.

In this investigation, investigator has focused on respondent's response on realization of their income pattern and their trend in last three years.

Table no 5 examined respondent's response on realization of their income pattern and their trend in last three years. Investigator has observed that maximum selected respondents (63.5 percent) were realized trend of agriculture income pattern and 36.5 didn't realize trend of agriculture income pattern in selected research investigation area at given time. in case of trend of agriculture income pattern, investigator has observed that maximum percent of selected respondents (50 percent) were found constant trend of agriculture income pattern and followed by 29.7 percent of selected respondents were found decreasing trend of agriculture income pattern and 20.3 percent of selected respondents were found increasing trend of agriculture income pattern in selected research area at given time period.

Table No: 5			
Respondents Response On Realization Of Their Income Pattern And Their Trend In Last Three Years			
A.	Do You Realize Your Income Pattern In Last Three Years		
Sr. No	Particular	Frequency	Percentage
a)	Yes	47	63.5
b)	No	27	36.5
	Total	74	100.0
B.	Trend Of Income Pattern		
Sr. No	Particular	Frequency	Percentage
a)	Increasing	15	20.3
b)	Decreasing	22	29.7
c)	Constant	37	50.0
	Total	74	100.0
Source: Field Survey, 2022.			

In short, researcher has found maximum percentage of selected respondents were experienced constant trend in agriculture income and minimum percent of selected respondents were experienced increasing trend of agriculture income pattern in selected research investigation area at given time period.

Respondents Opinion about Factors Determining the Trend of Agriculture Income (2022)

In this research study, investigator has focused on respondents' opinion about factors determining the trend of agriculture income in selected research area at given time period.

Table No: 6
Respondents Opinion About Factors Determining The Trend Of Agriculture Income (2022)

Sr. No	Particular	Frequency	Percentage
a)	Government Policy	70	94.6
b)	Integrated Farming System	67	90.5
c)	Inter Cropping System	59	79.7
d)	Soil Fertility	73	98.6
e)	Kisan Credit Cards	45	60.8
f)	Relevant Information From Social Media	45	60.8
g)	Single Cropping Pattern	15	20.3
h)	Others	64	86.5
Multiple Responses: 74			
Source: Field Survey, 2022.			

Table no 6 indicates multiple responses of selected respondents on factors determining the trend of agriculture income in selected research area at given time period. Researcher has selected 74 respondents from selected investigation area of which 94.6 percent selected respondents were agreed with government policy determines trend of agriculture income, 90.5 percent agreed with adoption of integrated framing system, 79.7 percent agreed with adoption of inter cropping system, 98.6 percent agreed with fertility of soil, 60.8 percent agreed with use of kisan credit cards (KCC), 60.8 percent agreed with relevant information getting from social media platform, 20.3 percent agreed with single cropping pattern and 86.5 percent agreed with adoption of other types of methods in agriculture sector in selected research area during the study period. In short, researcher has found that government policy, fertility of soil, integrated farming system and inter cropping pattern were mainly determining trend of agriculture income in selected investigation area at given time period.

Respondents Response About the Use Of Social Media (2022)

Here, this research investigation has mainly examined multiple responses of selected respondents on use of social media platform in selected investigation area at given time period.

Table No: 7			
Respondents Response About The Use Of Social Media (2022)			
Sr.No	Particular	Frequency	Percentage
a)	Chatting	74	100.0
b)	Entertainment	74	100.0
c)	Search For Market For Our Products	64	86.5
d)	Searching For Technology Adoption In Framing Products	67	90.5
e)	Understand The Demand Of The Market	56	75.7

f)	Search For Information On How To Enhance Farming Activity	61	82.4
g)	Others	66	89.2
	Total	74	100.00
	Multiple Response= 74		
Source: Field Survey, 2022.			

Table no 7 examined multiple responses of selected respondents on use of social media platform in selected investigation area at given time period. Investigator has observed that maximum percentage of selected respondents (100 percent) were using social media platform for chatting and entertainment and followed by 90.5 percent respondents were using social media platform for searching the advance technology in order to adoption in farming products, 86.5 percent respondents were using social media platform for searching the market for agriculture products, 82.4 percent respondents were using social media platform for searching the information in order to enhance the farm activity and 75.7 percent respondents were using social media platform for understand the demand of the market and 89.2 percent respondents were using social media platform for other purpose in selected research investigation during the study period.

In short, researcher has observed that social media platform was also used for various purpose in agriculture sector such as searching the market place, make connectivity with advanced farmers, understand the demand for agriculture products at domestic market as well as international market, search the information for enhancing the farming activities, entertainment and chatting in selected research investigation area during the given time period.

Respondents' Response On Spending The Time On Social Media Is Giving Benefits For Enhancing Agriculture Income (2022).

In this research investigation, researcher has examined respondents' response on spending time on social media is giving benefits for enhancing agriculture income in selected research investigation area. Researcher has selected 74 respondents and collected their responses on social media is giving benefits for enhancing agriculture income in form of Likert scale.

Table No: 8 Respondents Response On Spending The Time On Social Media Is Giving Benefits For Enhancing Agriculture Income (2022).			
Sr. No	Responses	Frequency	Percentage
a)	Strongly Agree	22	29.7
b)	Agree	2	2.7
c)	Neutral	37	50.0
d)	Disagree	6	8.1
e)	Strongly Disagree	7	9.5

	Total	74	100.0
Source: Field Survey, 2022.			

Table no 8 shows respondents' response on spending time on social media is giving benefits for enhancing agriculture income in selected research investigation area during the given time period. Researcher has observed that maximum percentage of selected respondents (50 percent) were neutral about social media is giving benefits for enhancing agriculture income and followed by 29.7 percent selected respondents were strongly agreed with social media is giving benefits for enhancing agriculture income, 9.5 percent selected respondents were strongly disagreed with social media is giving benefits for enhancing agriculture income, 8.1 percent selected respondents were disagreed with social media is giving benefits for enhancing agriculture income and remaining 2.5 percent selected respondents were agreed with social media is giving benefits for enhancing agriculture income in selected research investigation during the study period.

Conclusion:

Researcher has concluded that government policy, fertility of soil, integrated farming system and inter cropping pattern were mainly determining trend of agriculture income in selected investigation area at given time period. majority of selected respondent were holding land less than 2.5 acres and very minimum percent of selected respondents were holding land in between of 5 to 10 acres in selected research area at given time. Researcher has also concluded that social media platform was effecting upon the development of agriculture sector in selected research area. It is used in order to searching the market place, make connectivity with advanced farmers, understand the demand for agriculture products at domestic market as well as international market, search the information for enhancing the farming activities, entertainment and chatting in selected research investigation area during the given time period. There were majority of selected respondents were earning their income from selling of food grains, vegetables and fruits in selected investigation area during the study period.

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