



Tractor to Technology: How Modern Media Informs, Alerts and Enlightens Farmers

Vaishnavi Raj Mishra*

Research Scholar
Department of Journalism and
Mass communication,
Banasthali University, Jaipur,
Rajasthan



Open Access

*Corresponding Author

Vaishnavi Raj Mishra*

Article History

Received: 8. 01.2023

Revised: 13. 01.2023

Accepted: 18. 01.2023

This article is published under the terms of the [Creative Commons Attribution License 4.0](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

Farming has been around since the dawn of time and is an essential part of our society. But with changing climates and global competition, farmers are increasingly turning to modern technology to ensure their success. Social media has become an important tool for farmers, providing them with the opportunity to connect with consumers, get feedback on products and promote their business. In this article, we will discuss how social media is supporting farming and revolutionising the industry in a big way.

In an increasingly complex and interconnected world, it is more important than ever for farmers to be well informed about the latest developments in their industry. The internet and social media provide a wealth of information and resources that can help farmers stay up-to-date on the latest news, research and best practices. Connecting platforms such as Twitter and Facebook offer another way for farmers to connect with others in their industry and stay informed about what's going on around them. Networking platforms such as LinkedIn, Twitter, YouTube and Business WhatsApp is acting as a powerful tool for farmers to connect with buyers as well as agribusinesses over large geographical distances.

There are many advantages to using these sources of information. They can help farmers save time by providing quick access to the latest information. They can also help farmers connect with others in their industry, which can lead to new business opportunities and relationships. In addition, these sources of information can help farmers stay ahead of the curve and make better decisions about their businesses.

How does new media supports agriculture?

Social media can be used to support farming in a number of ways. First, social media can be used to connect farmers with potential customers. By creating a profile on a social media site, farmers can reach a larger audience than they would if they were relying on traditional marketing methods.

Additionally, social media can be used to connect farmers with other farmers and agricultural professionals. This networking can lead to the exchange of information and ideas that can help improve farm operations. Finally, social media can be used to keep the public informed about what is happening on the farm. By sharing photos and updates on social media, farmers can give people a behind-the-scenes look at farm life and help build understanding and support for agriculture. For example,

- Karshak Mitra's YouTube channel changed the life of a 56-year-old farmer when his video on no-till broadcast rice received 3 lakh views. It caught the attention of Telangana Chief Minister K. Chandrasekhar Rao, who invited farmer Srinivasu Raju to a meeting to discuss farming methods.
- According to an agriculturepost.com article, in Vidarbha's agriculturally disadvantaged district of Yavatmal, more than 13 farmers have come together and formed a WhatsApp group to share information on farming activities and government programs.
- In India, states such as Maharashtra and Himachal Pradesh have recognised the need for new media in the agriculture sector and decided to support farmers by sharing their policies and programs related to agriculture on WhatsApp and invited

farmers to sign up on WhatsApp to help them solve their agricultural problems and provide advice.

- Not only in India, but also at the global level, New Zealand, the UK, the US and Australia are working with the AgChat model, an online discussion group on Twitter.

Tips for using social media for farming:

When it comes to using social media to support farming, there are a few key things to keep in mind. First, consider what platforms your target audience is using. Then, craft content that is both informative and engaging, and make sure to post regularly. Finally, don't forget to interact with your followers – answer their questions and create a community around your brand. By following these tips, you can effectively use social media to support your farming business.

CONCLUSION

Social media is an increasingly valuable tool for farmers, providing direct access to potential customers and enabling them to better promote their products. From creating a powerful presence on platforms such as Instagram and Twitter to leveraging technologies like drone imagery, social media can help farmers reach new audiences in more impactful ways than ever before. As the agricultural sector continues to grow and evolve, harnessing the power of social media will become even more important for those who are looking to succeed in this industry.