

Social media

in agricultural extension and marketing

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Social media can play an important role in disseminating the timely and required agricultural information to the farmers. It has become a powerful tool that connects millions of people globally from the comfort of our homes and now-a-days it continues to grow in popularity with the increase in the number of smart phones, and the ease of use. The social media is sharing information and creating awareness among farming communities, about agricultural practices research, innovative work done in laboratories which is brought to land through agricultural extension personnel. Social media runs through Facebook, Twitter, YouTube, WhatsAspp, LinkedIn, Skype etc.

Key words: Agriculture, Extension, Markeing, Social Media

SOCIAL MEDIA can prove to be a powerful aide, if utilized up to its potential. The number of small-scale farmers is increasing. So, there is an immense need the agricultural information to be relevant and meaningful to farmers at right time, besides being packaged and delivered in a way preferred by them. In these

also helps to buy and sell agricultural inputs and produce, and by use of pictures, links, videos etc. This sharing of information facilitates the marketing of the farmers produce and formation of networks. Social media need to overcome following constraints:

- People are afraid of e-buying,

- Lack of programme apps on agricultural-based research and innovatians.

With the help to overcome the above said constraints, the level of social media can be increased to disseminate the agricultural information to the end user, while, use of social media in the field of agricultural marketing offer great opportunities for the buying, selling of agricultural commodities.

SUMMARY

Social media approach is lucrative and it can play more effective role to disseminate the agricultural and marketing information to the farming communities.



conditions social media can play an important role to disseminate the information in mass of farmers.

Social media allows users to communicate directly with the customers, service providers and information sharing centres etc. It

e-selling of agricultural commodity on social media.

- Farmers do have facilities of e-appliances in rural areas and need to learn more about social media.
- Cost of technology use in agricultural marketing is more.

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