

# Impact of Social Media on Indian Farming

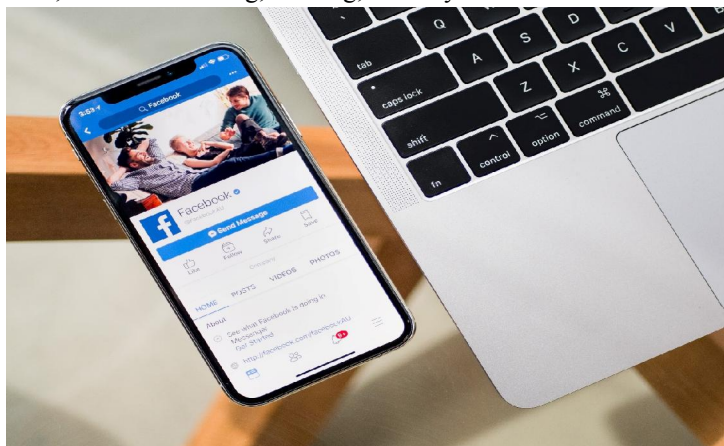
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**Abstract:** *In this paper, you will be able to understand how social media is helping farmers for better cultivation. Social media has evolved into a powerful method that connects millions of people worldwide from the comfort of our homes, transforming business by offering new channels for global communication and information sharing. Social networking and information sharing on online platforms have opened up new avenues of chance for farmers while providing them with tech-based solutions. The value of social media for the farming industry lies within the value of social capital. It brings the farmer, industry, and consumer closer together in order that there's additional transparency, engagement, trust, and authenticity in the supply chain*

**Keywords:** social media, social networking, farming, industry



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