

Promoting Organic Farming in Nagpur District: Leveraging Social Media's Impact

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Abstract: *In agricultural marketing, the usage of social media—which includes pages, groups, blogs, microblogs, and more—has increased recently. The study's source data and descriptive research methodology Farmers who utilise social media were interviewed in-depth and standardised surveys were used to collect the data. According to the survey, social media marketing of agricultural products is a highly effective strategy. Farmers spend less money and effort acquiring information. The most popular social media network for pages and profiles is probably Facebook. The most often used information source for apps is YouTube videos. WhatsApp is a practical social media network that is mostly utilised by groups of people that have similar interests. This research aims to investigate the role that social media plays in promoting organic farming*

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