

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*

Keywords: Organic product, Organic Farming, product sale, Social media

I. INTRODUCTION

The "Social Media World" of today is what it's called. It's getting more and more usual to communicate information on agricultural products and agricultural marketing on social media sites like Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and others. Social media is being utilised in agriculture marketing more and more these days. More conveniences are being offered to farmers by various service providers. For example, the Mahakrishi plan is available from BSNL. Social media users have direct communication channels with customers, vendors, information sharing groups, etc. Farmers are using social media to increase productivity at every turn. Social media and information and communication technology (ICT) promote the exchange of concepts, information, and recommendations for a cause. In remote areas, mobile phone networking increases two-way communication.

Social media is a powerful tool that connects millions of people worldwide. Farmers use social media because it makes it possible for them to communicate virtually with agribusinesses, agrispecialists, and other farmers. To a certain extent, social media aids in agriculture marketing challenges. The main objectives of social media are awareness-building and knowledge exchange. Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and other social media sites are the most widely used among farmers. They post updates about harvesting and post-harvesting, advertise agricultural products, give market information, and address farmers' difficulties if they are pertinent to their familiar regions, all while using social media on a personal level to share their accomplishments and disappointments. Traditional media is very different from social media.

Social media users are creating their own communities, blogs, groups, and sites in order to share information. Additionally, this group participates in the buying and selling of agricultural goods. You can accomplish this by sending pictures, pictures, links, movies, and so on. This information sharing facilitates the creation of networks and the selling of farmers' produce. A plethora of blogs cover subjects related to agricultural marketing.

Social Media

A theory that highlights the features of social networking (Facebook, for example) Social network sites are web-based applications that allow users to do the following: (1) create a public or semi-public profile inside a system that is bounded; (2) list other users that they are connected to; and (3) view and navigate both their list of connections and

those made by other users inside the system. Depending on where they are, these links may go by different names or classifications. We shall employ the working definition below in this essay: Thanks to social media, people may cooperate, share, create, publish, discuss, and network through a range of new, mostly digital, formats and channels. There are many different types of social media platforms: blogs, social networking sites (Facebook, LinkedIn), discussion threads, microblogs (Twitter), social photographs, and video sharing (YouTube). Social Measures Some of the key benefits of social media in agricultural marketing include the ability to access a wealth of knowledge and ideas, the opportunity to build significant partnerships, and the ability to interact with additional customers and agricultural experts.

Organic Farming

Biological fertilisers derived mostly from plant and animal wastes, along with nitrogen-fixing cover crops for pest control, are the mainstays of organic farming. Created in response to the environmental damage that conventional agriculture's use of chemical pesticides and synthetic fertilisers was creating, modern organic farming offers numerous ecological benefits.

In comparison to conventional agriculture, organic farming uses fewer pesticides, minimises soil erosion, lowers the amount of nitrate that leaches into surface and groundwater, and recycles animal waste back into the farm. Reduced yields and generally increased food costs for consumers counteract these benefits. Indeed, yields of conventionally produced crops have been found to be roughly 25% higher than those of organic crops, however this may vary significantly depending on the type.

Objective:

- To study Role of social media for agricultural Marketing.
- To study role of social media to promote organic farming.
- To suggest the social media which will promote organic farming.

II. RESEARCH METHODOLOGY

This study is based on descriptive research on social media because the researcher's goal is to determine who utilises social media and who fits the study's criteria. In order to gather information from farmers for this study, the researcher randomly selected 100 resonances and held focus groups to gather information.

III. LITERATURE REVIEW

Morden media connects people who have similar interests and spans geographic distances. In order to obtain information, users also turn to social media and traditional media. Rhoades and Hall (2007) discovered a large number of blogs on agricultural topics. The idea, which explains why people selected a particular medium to satisfy their unique criteria, was applied in the study. The theory states that media consumers select the media platforms and content that best suit their need.

Audience satisfaction with a particular media choice is a prerequisite for the uses and pleasure links. The use of online media in agriculture affects sales, brand awareness, and customer interactions (Conrad Caine 2012; Uitz 2012). Buying and selling of agricultural goods is made possible by the use of internet media in the agricultural sector (Bitcom 2012).

IV. RESULTS AND FINDINGS OF THE STUDY

Table:-1

AGE	Frequency	Percentage
20-30	23	23
30-40	47	47
40-50	24	24
>50	6	6

The data shows that major respondents are from the age group of 30-40 years i.e. 47%. The age group 20-30 is 23%, below that the age group is 40-50 i.e. 24% and below age group is greater than 50 years is 6% only.

GENDER	Frequency	Percentage
Male	88	88
Female	12	12

Table:2

According to the data, male respondents made up 88% of the total respondents, while female respondents made up 12%. During interviews with farmers, it was discovered that men had more time to utilize social media than women did.

Table:3

Education	Frequency	Percentage
Illiterate	9	9
Non Matrix	42	42
Matrix	31	31
Graduate	16	16
Post Graduate	2	2

According to the data, 42% of respondents were non-matrix and 31% were matrix users.

During interviews with farmers, it was discovered that they are able to use social media and mobile devices.

Do you have social media accounts?

Table:-4

Yes	72
No	28

Social Media

According to data 72% respondents used social media and have their account on the social media.

Social Media	Frequency	Rank
Facebook	25	2
YouTube	14	3
Twitter	4	4
LinkedIn	2	5
WhatsApp	55	1

Table:-5

The information reveals that the majority of respondents have social media accounts. Facebook, YouTube, and WhatsApp are the three platforms they use the most.

Use of social media in agricultural marketing and gathering information

Table:-6

Parameter	Frequency	Rank
Information seeking	43	1
Sharing information	18	2
Selling / buying of agriculture commodity	10	4
Market rates	12	3
Solution of problem	9	5
Getting organic farming information	8	6

The data reveals that the majority of respondents use social media for information searching, followed by problem-solving. Farmers are using YouTube videos to find information since they can see it, according to the respondent's interview.

Findings

Numerous organisations have official blogs, groups, and social media pages. It answers the question with promptness. It saves farmers money and time. giving farmers up-to-date information Think about a weather report.

Network providers are providing more data at lower costs. It allows farmers to browse more. The focus that younger farmers take on using social media to promote agriculture is growing. They search YouTube and Facebook for additional information. WhatsApp is the app that farmers are most likely to use.

V. CONCLUSION AND IMPLICATIONS

The majority of farmers who use social media effectively are between the ages of thirty and forty. Nowadays, most farmers have smartphones with social media and internet apps installed. Farmers are using social media to share information and try new things. Social media platforms that are most frequently used in farm marketing include Facebook, YouTube, WhatsApp, Twitter, and LinkedIn. Most of them use social media on a regular basis. Several challenges related to the use of social media for agricultural marketing are examined. The information found on social media is not as trusted. Farmers are unable to choose how to apply and utilise the knowledge for their own purposes. These social media channels also provide a voice to those who are against contemporary farming methods.

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