



---

## ROLE OF SOCIAL MEDIA PLATFORM IN AGRICULTURAL MARKETING

---

Mr.D.N.Karle<sup>1</sup>, Dr.Amit kumar Mishra<sup>2</sup>

<sup>1</sup>Research Scholar, Faculty of Management Sciences, Bhagwant University,  
Ajmer(Rajasthan)

<sup>2</sup>Asst. Professor, Faculty of Agricultural Sciences, Bhagwant University,  
Ajmer(Rajasthan)

Email id- dheerajkpatil@gmail.com

---

### Abstract:

Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. In Agriculture sector it provides growers (Farmers) with a quick and easy way to build relationships and interact with people in agriculture. Social media marketing is the use of social media platforms and websites to promote a product or service and also to establish a connection with its customers. Social media marketing has increased due to the growing active user rates on social media sites. In India, **Instagram** is the **most used social media platform** in **2022** with **76.50%** of the social media users enrolled. Few other social media platforms in India are **Twitter**, Facebook, WhattsApp, LinkedIn, Telegram, Youtube, Blogs, Snapchat,etc. Social media is very useful tool in agricultural marketing. It saves time and cost for getting information to the farmers regarding Markets, arrival of commodities, supply, demand, etc.

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Agricultural marketing brings producers and consumers together through a series of activities and thus becomes an essential element of the economy. Agricultural marketing system is an efficient way by which the farmers can dispose their surplus produce at a fair and reasonable price. National Agriculture Market or eNAM is an online electronic trading platform for agricultural commodities in India. The market facilitates farmers, traders and buyers with online trading in commodities. The market helps in better price discovery and providing facilities for smooth marketing of produce.

Social media is helping to raise awareness, strengthen communities, increase access to education and resources, change and influence cultures, and bringing economic opportunities.

**KeyWords:-** Social Media, eNAM-National Agriculture Market, Digital Marketing , Agricultural Marketing, Electronic Trading, economic opportunities.

**Introduction:-**

Agriculture plays a vital role in the Indian economy. Over 70 per cent of the rural households depend on agriculture. Agriculture is an important sector of Indian economy as it contributes about 17% to the total GDP and provides employment to over 60% of the population. India's economic sector is based on different activities in agricultural sector which plays a vital role in the national development. Agriculture and allied activities contributes country's largest employment source and a significant piece of its overall socio-economic development.

The key success of Indian agriculture largely depends upon infrastructure facilities such as irrigation network, flood control system, electricity supply, production capacity, cold storage facilities, user of information and communication technology, use of digital marketing and Social Media Platform in Agricultural Marketing. The term agricultural marketing comprises of two words- Agriculture and Marketing. Agriculture, generally means growing and/or raising of crops and livestock while, marketing encompasses a series of activities involved in moving of goods from the point of production to point of consumption. Farmers in India are using various ICT Information and Communication Technology platforms viz. mobiles, web-portals, information kiosks, e-markets, etc for marketing their produce. ICT platform adds market knowledge and give farmer greater confidence in understanding the demand and enhance ability to the control production and manage supply chains. Information and Communication Technology (ICT) supports farmers by facilitating access to markets by providing information and real-time data on market prices, weather forecasts, information on pests, seed varieties, planting techniques,etc. ICT application in the agriculture sector has started bringing transformation in the Indian agriculture by ensuring the free flow of information to the farmers

regarding the newer and better production techniques, agri management, commodity prices and agri marketing etc.

Major problems and challenges faced In agricultural marketing system in India are transportation cost, inadequate market infrastructure, lack of market information, lack of processing units, storage facility, price fluctuation, etc.

The primary dairy cooperatives are positively influencing the development of villages in India especially in Maharashtra. This paper highlights the important position of dairy industry in India's rural economy. The primary dairy cooperatives are positively influencing the development of villages in India especially in Maharashtra. This paper highlights the important position of dairy industry in India's rural economy. The primary dairy cooperatives are positively influencing the development of villages in India especially in Maharashtra. This paper highlights the important position of dairy industry in India's rural econo

#### **Objectives:**

1. To highlight the use of social media platforms in Marketing of Agricultural Commodities in India.
2. To examine the various challenges faced in utilization of social media platforms, Digital Marketing.

#### **Results & Discussions:**

#### **To Highlight the use of social media platforms in Marketing of Agricultural Commodities in India.**

Digital marketing and use of social media platforms in the agriculture industry in India is not so popular, due to lack of education, lack of knowledge on how digital marketing will help their business in the new era of marketing. Digital marketing and use of social media platforms in Marketing of Agricultural Commodities will provide Good opportunity to the producers, processors, traders, etc to market their products not only to local and national but also in global market. Major benefit of use of social media in agricultural marketing is ability to gain wealth of knowledge and ideas, opportunity to establish key partnership, opportunity to reach wider consumers, experts in the field of Agriculture and

Allied sector. Different types of Social media platforms: Blogs, Microblogs (Twitter), Social Photos, Social Networking (Facebook, LinkedIn, Instagram, Snapchat), Video Sharing (YouTube). The use of social media in the field of agricultural marketing offers great opportunities for the buying, selling of agricultural commodities.

Digital marketing platforms are helpful to the farmers as they increase the selling price and reduce the marketing cost of their agriculture (products) output like cotton lint, paddy, maize grains, pulses, vegetables etc. Information, particularly through social media, has become an important commodity in today's digital world.

**To examine the various challenges faced in utilization of social media platforms, Digital Marketing.**

Social media is now a mainstream form of communication around the world, and continues to grow in popularity with the increase in the number of smart phones. Challenges faced in utilization of social media platforms, Digital Marketing are:-

-Adoption of social media as tool of marketing. -Most of the people are less trusted on e-buying, e-selling of agricultural commodity on social media. -Lack of knowledge of Electronic Medias. -Some of the farmers do not have computer knowledge & unable to operate android mobiles. -Risk of security Issues such as - Sometimes farmers may face risk of fake websites or fake online portals. -High risk factor in marketing of Farm products and manufactured products. As Farm products are produced in a particular season; they cannot be produced throughout the year. In the harvest season, prices fall, Perishable in nature. But the supply of manufactured products can be adjusted or made uniform throughout the year. Their prices therefore remain almost the same throughout the year.

**Conclusion:**

Using internet or electronic trading platforms and social media platforms in selling of agricultural products is changing marketing channels in the agribusiness industry. Now farmers will be able to sell their produce through

various e-market platforms, Digital Marketing. The pandemic of Covid-19 has created a platform to adopt innovative practices in marketing of farm products, fresh agricultural commodities through use of social media platforms.

Social media is helping to increase awareness, strengthen communities, increase access in education and resources, change and influence cultures, and bringing economic opportunities. Due to rapid growth in users of android mobile phone there is huge increase in social media users which has increased the scope of use of social media in various sectors of Development, Infrastructure, Digital Marketing, Education, Employment, Communication, etc. Social media platforms can be efficiently used among different stakeholders in agriculture and allied sectors through proper communication, to communicate and deliver all forms of information, data and to build a effective relationship among them. Social media plays an influential role and is very useful tool in agricultural marketing. It saves time and cost of the farmers for getting information related to various parameters in agricultural marketing. It enables Networking of (Farmer –Farmer) which can Reduce social isolation of farmers. Enable farmers & agribusinesses professionals to meet and create effective relationships and network with other farmers, producers, different stakeholders in agribusinesses and consumers at domestic or global level. Social media is the fastest way to communicate worldwide. Facebook is the most preferred social media platform by a large majority followed by Whatsapp, Google Plus, Twitter, Blogs and YouTube. YouTube is the most popular social media platform for agriculture professionals about 51% of farmers that use the site.

#### **References:**

1. Mukherjee, P. Joshi, N. Sharma, Raksha, and G. S. Mahra, "Social media in agriculture: A new paradigm for extension and advisory services," *Indian Farmers' Dig.*, vol. 3, pp. 4–7, 2017.
2. Anitha, H., Navyashree, C. (2015). Role of Information Technology in Agricultural Production and Marketing. *Adarsh Journal of Management Research*, 5(2), 11-16..

3. B. Balkrishna and A. A. Deshmukh, "A study on the role of social media in agriculture and its scope," *Global J. of Manage. and Bus. Res.: E-Marketing*, vol. 17, no. 1, 2017.
4. Bhargava, Y. 2015. Social media use doubles in rural India. *The Hindu*. <http://www.thehindu.com/todayspaper/social-media-use-doubles-in-ruralindia/article7335017> (Published on June, 20, 2015; Accessed on June 21, 2015).
5. Thakur and M. Chander, "Use of social media in agricultural extension: Some evidence from India," *Int. J. of Sci., Environment and Technol.*, vol. 7, no. 4, pp. 1334–1346, 2018.
6. Jijina C. K. and Raju G., "Social media and farmers," *Int. J. of Res. in Eng. and Technol.*, vol. 5, no. 19, pp. 20–25, 2016.
7. Meena, MS., Singh, K. (2012). *ICT Enabled Extension in Agricultural Sector*. Social Science Research Network.