Thematics Journal of Geography

ISSN:2277-2995
Vol-8-Issue-12-December-2019

An Impact Study on Rethinking Welfare on Farmer's Economical Development and Dairy Development Using The New Hybrid Tool: Social Media Marketing.

PallaviKumari
MBA, Department of Management Studies
Bharath Institute of Science and Technology,
Selaiyur, Chennai, Tamil Nadu 600 073
Bharath Institute of Higher Education and Research

ABSTRACT:

In the Information era, rapid advancement in Information and communication Technology, Internet has made it so easy communicating around the clock 24 * 7.The capable Smartphone and Internet is most effective weapon in online networking promoting and had created numerous inspired portable applications. This paper accentuates the relationship between the farmer's development in rural areas and social media marketing. For agricultural development practitioners, social media tools can expand the reach of your community, strengthen partner relationships, support programmatic initiatives, and provide a vital means to increase the visibility of your public profile and engagement discussion on usage of mobile social media. A new scheme is being launched to involve all the agricultural experts of the agricultural universities and many institutes in the country for effective and deeper reach of scientific farming to the villages. Each expert will associate himself with one particular village for guidance for agricultural development through new technologies using social network and creation of awareness about the role of these institutes in addressing agriculture related problems based on science and technology, strategies have been formulated to match the science and technology and socioeconomic scenario of the future. Both primary data and secondary data are using in this study. Based on data collected from 110 respondents, the different perceptions are identified. Correlation matrix used to find the various perceptions using social media marketing. This paper concludes that to achieve India Vision 2020, social media networks have to gear up more in rural areas of the country.

KEYWORDS: Social media, agriculture, dairy development, information and communication technology, face book, twitter.

INTRODUCTION OF THE STUDY

Social media has completely changed the topography of personal communication and taking on the world of professional communication as well. Aided by mobile phones, social media is spreading fast across the world. While urban areas are already having large number of active social media users, rural areas are soon following suit. At present, there are 2.078 billion social media users in the world. Facebook was a country; it would have been second most populated. Around 500 million tweets are sent every day. YouTube is the 2nd largest search engine and 3rd most visited site on the web. In agriculture sector too, social media is gaining popularity. Professionals are using them to form networks and farmers are taking to social media to talk to peers and consumers. All big things in agriculture – new technology or innovations, seminars and meetings, workshops and trainings, reports, publications – get tweeted or hash tagged. Facebook, Twitter, YouTube, and blogs are the major platforms for agricultural information dissemination. The uses of socially

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

integrated messaging apps are also increasing in the rural areas. But still, there is a difference in the intensity of use in developed and developing countries – basically due to economic conditions and infrastructure availability. Inspite of the differences, use of social media is picking up in rural areas of developing and least developed countries as well. Social media is the most recent form of digital communication and on a global scale, we can love it, we can hate it but it can't be ignored anymore. The millennial have made social media an inseparable part of their lives which connects them with the rest of the world. Accessing news through social media by using mobile devices is also gaining popularity **(Italy, 2015).** The power of social media has expanded beyond revolutionizing personal communication to a socio-political level bringing social revolutions and toppling governments. Few other important applications of social media like – polls, events, group discussions, forums, documents, webinars, chats (individual, groups, memories, advertisements etc). These applications are very useful for extension professionals for planning, organizing, and evaluating extension programmes. The face book also gives insights of the user engagement and offer several publishing tools. The dairy development function supports the development of the dairy sector into a sustainable, competitive and vibrant sector as well serving as an advisor to government on dairy industry development policies and legislative measures in respect to the provision of linkages between research in many organizations and support to dairy farmers through many social media applications such as Face book, Twitter, LinkedIn and Google+, Instagram, Snap chat.

MARKETING INFORMATION ON MOBILE

REUTERS MARKET LIGHT (RML) :

It was launched in October 2007 by Thomson Reuters group. It was intended to provide farmers with agricultural market price information, weather as well as crop advisory information via the mobile phone .About 1 million Indian farmers from an estimated 50,000 villages have used this service across 17 states. Through sharing among farmers, it is estimated to have reached 5 million farmers. At present, RML is available in 13 states in India, covering over 450 crop and crop varieties and more than 1300 markets. With this service, individual farmers gained up to INR 2,00,000 ($ 4000) of additional profits, and savings of nearly INR 4,00,000 ($8000), marking a significant return on their investment.

IFFCO KISAN SANCHAR LTD:

The Mobile operator Bharti Airtel partnered with IFFCO to form a joint venture company in 2008, to provide 5 free daily voice updates on mandi prices, farming techniques (including dairy as well as animal husbandry), weather forecasts, rural health initiatives and fertilizer availability, etc. mainly targeting the 55 million farmers who are members of IFFCO. As of the date of this report they are now active in the states of Andhra Pradesh, Bihar, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Karnataka, Kerala, Rajasthan, Uttaranchal, Madhya Pradesh, Maharashtra, Orissa, Punjab, Tamil Nadu and West Bengal.

MANDI ON MOBILE:

The BSNL, the national state owned Telecommunications Company and On Mobile a Private-sector VAS provider partnered with the Uttar Pradesh Agricultural Marketing Board (MandiParishad) in late 2008 to start a service called "Mandi on Mobile.

DIGITAL GREEN:

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

Digital Green combines technology and social organization to improve the cost-effectiveness and broaden the community participation of existing agricultural extension systems. By building on existing social linkages and using technology, Digital Green seeks to amplify the impact of agriculture extension workers who help farmers become more productive. Digital Green records live demonstrations of agricultural practices by experts, transmit them to a

large database and distribute them on DVDs to local organizations for dissemination among small and marginal farmers. Digital Green uses low-cost and portable technology viz. camcorders, TVs and Pico projectors for the production and dissemination of videos. Videos are based on content identified by the community, feature local farmers, are created in local dialects, and are duly checked for accuracy by agricultural experts.

SIGNIFICANCE OF THE STUDY

Facebook dominates the global social media landscape with 1.415 billion active users and 47 percent of all internet users as of March, 2015. Micro blogging site Twitter had 284 million active users and on an average there are 500 million tweets per day. Instagram, with 53 per cent of the internet users aged 18–29, grew 50 per cent between March and December, 2014 and exceeded Twitter. Tumblr's user base grew 120 per cent in 2014. LinkedIn dominated the professional social networks with 347 million registered members and 39 million students. Non-English speaking networks like Qzone in China have exceeded Twitter, Instagram and Google+ with 639 million users. Instant messaging and chat apps account for 3 of the top 5 global social platforms. Whatsapp has 600 million users, Facebook messenger has 500 million users, WeChat has 468 million users, Viber has over 200 million users, and Snapchat grew 56 per cent in 2014.

OBJECTIVES OF THE STUDY

1. The research has been conducted with the following objectives:

- To analyze the interestingness in the social media network.
- To analyze the social media marketing and its agricultural usage.
- To know about the central government and state government schemes in agriculture using online portals.
- To create awareness about agricultural strains and its solutions.
- social media networks have to gear up more in rural areas of the country
- To empower farmers and people living in rural areas with pertinent and high quality information and services, through affordable communication network, in a sustainable manner.
- To work concertedly to develop content and services which will improve informed decision making by people living in villages.

REVIEW OF LITERATURE

Social media refers to the internet-based digital tools for sharing and discussing information among people. It refers to the user generated information, opinion, video, audio, and multimedia that is shared and discussed over digital networks **(Andres and Woodard, 2013).**

Merriam-Webster (2015) defines social media as forms of electronic communication through which users can create online communities to share information, ideas, personal messages and other content.

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

The definition of **Ahlqvist et al. (2008)** is focused on three basic components – content, communities and Web 2.0 and operationalises social media as the interaction of people and also to creating, exchanging and commenting contents in virtual communities and networks.

According to **Michelle Chmielewski (2011**), social media is not about what each one of us does or says, but about what we do or say together, worldwide, to communicate in all directions at any time by any possible digital means.

Social media are basically digital technologies facilitating communication of user generated content through constant interaction **(Terry, 2009; Kaplan and Haenlein, 2010).** In a nut shell, social media are web based tools of electronic communication that allows users to interact, create, share, retrieve, and exchange information and ideas in any form (text, pictures, video, etc.) that can be discussed upon, archived, and used by anyone in virtual communities and networks.
Aspects of social media that makes them an important and accessible tool in development communication are their easy access through mobile phones, mass-personal communication and mass-self communication, a larger set of weak ties to ensure receipt of novel ideas, high degree of connectedness, and likability and content sharing across multiple platforms **(Hemsley and Mason, 2013).**

social media has spread the concept of virality, social media itself has been viral in the world of communication. As of January 2015, 29 per cent of the world population was active on social media, a 12 per cent increase from January, 2014, and 23 per cent of these accounts are accessed from internet enabled mobile phones. Geographic factors and location sensitivity are not an innovation in marketing; these factors have been previously employed in marketing for decision making.

MATERIALS AND METHODS

SAMPLE SIZE:

The sample size was fixedas110 respondents on the basis of convenience sampling from the category of simple random Sampling Method.

DATA COLLECTION:

Data Collection techniques allow the researcher to systematically collect information about objects of study (people, objects, phenomena) and about the settings in which occur. In this collection of data the researcher has to be systematic.
Both the Primary and Secondary data collection method were used in the paper. First time collected data are referred to as Primary Data. In this research the primary data was collected by means of structured questionnaire.. Data which has already gone through the process of analysis or were used by someone else earlier is referred to Secondary Data. This type of data was collected from the books, journals, articles and thesis.

TOOLS USED FOR ANALYSIS

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

STATISTICS FOR SUICIDES COMMITTING BY FARMERS

		Suicides committing by farmers due to increasing loans must be stopped	Reason in suicides	What is your financial status	Do farmers in the area have alternative sources of income?	Sizes of fields	Lack of rains affects the productivity badly	Labor is easily available or not and much expensive	The agricultural tendering platform-software people interesting
N	Valid	110	110	110	110	104	110	110	110
	Missing	3	3	3	3	9	3	3	3
Std. Error of Mean		.033	.088	.079	.068	.048	.040	.040	.045
Median		1.00	1.00	1.00	3.00	2.00	1.00	2.00	1.00
Mode		1	1	1	3	2	1	2	1
Std. Deviation		.345	.918	.832	.711	.493	.421	.421	.468
Variance		.119	.842	.692	.505	.243	.177	.177	.219
Skewness		2.149	.935	1.259	-.865	-.398	1.320	-1.320	.792
Std. Error of Skewness		.230	.230	.230	.230	.237	.230	.230	.230
Maximum		2	4	4	3	2	2	2	2

1. DESCRIPTIVE STATISTICS

DESCRIPTIVE STATISTICS

	Mean	**Std. Deviation**	**Analysis N**
Income	1.51	.812	104
children	1.15	.363	104
Experience	3.15	.553	104
Profession	3.22	.653	104
How long have you been using social networking sites?	1.84	1.167	104
How many friends in total do you have in all your social networking sites?	5.11	.723	104
Purposes	3.16	1.006	104
Do farmers in the area have alternative sources of income?	2.52	.638	104
Farmer's Family Condition	1.60	.718	104
Sizes of fields	1.60	.493	104

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

Do you have storage place and market for your yield?	1.31	.464	104
Are you aware of Government plans and facilities?	1.31	.464	104
For what purposes do you receive/transfer money?	1.50	.724	104
How frequently do you need to exchange money?	1.77	.423	104
Agricultural research university and institutions enough	1.72	.451	104
Most part of population depends on agriculture	1.24	.429	104
Training to farmers should be provided	1.77	.611	104
Govt. should enhance farmers to start assisted works like Dairy, Poultry ,Fishery etc.	1.58	.664	104
Direct payment of crops value should be made to farmers through online	1.87	.343	104
New Research Universities and institutions should be opened	1.67	.471	104
Suicides committing by farmers due to increasing loans must be stopped	1.14	.353	104
Reason in suicides	1.77	.927	104
Lack of rains affects the productivity badly	1.24	.429	104
Labour is easily available or not and much expensive	1.82	.388	104
Special aids given to farmers in case of lack of rain	1.77	.611	104
The agricultural tendering platform-software people interesting	1.34	.475	104
Some ICT initiatives using agricultural development	3.67	.645	104

2. CORRELATION MATRIX

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

correlation matrix	Income	children	Experience	Profession	How long have you been using social networking sites?	How many friends in total do you have in all your social networking sites?	Purposes	Do farmers in the area have alternative sources of income?	Farmer's Family Condition	Sizes of fields	Do you have storage place and market for your yield?	Are you aware of Government plans and facilities?	For what purposes do you receive/transfer money?	How frequently do you need to exchange money?	Agricultural research university and institutions enough	Most part of population depends on agriculture
Income	1.00	0.85	0.75	0.76	0.91	0.68	0.87	0.48	0.87	0.52	0.87	0.87	0.95	0.35	0.39	0.84
children	0.85	1.00	0.66	0.51	0.82	0.53	0.78	0.32	0.76	0.35	0.64	0.64	0.81	0.23	0.27	0.76
Experience	0.75	0.66	1.00	0.82	0.73	0.88	0.83	0.68	0.72	0.55	0.76	0.76	0.75	0.53	0.52	0.86
Profession	0.76	0.51	0.82	1.00	0.69	0.90	0.82	0.75	0.75	0.67	0.80	0.80	0.79	0.64	0.64	0.67
How long have you been using social networking sites?	0.91	0.82	0.73	0.69	1.00	0.65	0.84	0.55	0.91	0.59	0.76	0.76	0.88	0.39	0.45	0.80
How many friends in total do you have in all your social networking sites?	0.68	0.53	0.88	0.90	0.65	1.00	0.82	0.74	0.68	0.61	0.74	0.74	0.70	0.65	0.63	0.70
Purposes	0.87	0.78	0.83	0.82	0.84	0.82	1.00	0.68	0.86	0.70	0.85	0.85	0.87	0.64	0.72	0.83
Do farmers in the area have alternative sources of income?	0.48	0.32	0.68	0.75	0.55	0.74	0.68	1.00	0.63	0.92	0.50	0.50	0.53	0.74	0.78	0.43
Farmer's Family Condition	0.87	0.76	0.72	0.75	0.91	0.68	0.86	0.63	1.00	0.69	0.79	0.79	0.92	0.46	0.52	0.76

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

Sizes of fields	0.52	0.35	0.55	0.67	0.59	0.61	0.70	0.92	0.69	1.00	0.55	0.55	0.57	0.67	0.76	0.46
Do you have storage place and market for your yield?	0.87	0.64	0.76	0.80	0.76	0.74	0.85	0.50	0.79	0.55	1.00	1.00	0.87	0.37	0.41	0.84
Are you aware of Government plans and facilities?	0.87	0.64	0.76	0.80	0.76	0.74	0.85	0.50	0.79	0.55	1.00	1.00	0.87	0.37	0.41	0.84
For what purposes do you receive/transfer money?	0.95	0.81	0.75	0.79	0.88	0.70	0.87	0.53	0.92	0.57	0.87	0.87	1.00	0.38	0.43	0.83
How frequently do you need to exchange money?	0.35	0.23	0.53	0.64	0.39	0.65	0.64	0.74	0.46	0.67	0.37	0.37	0.38	1.00	0.88	0.31
Agricultural research university and institutions enough	0.39	0.27	0.52	0.64	0.45	0.63	0.72	0.78	0.52	0.76	0.41	0.41	0.43	0.88	1.00	0.35
Most part of population depends on agriculture	0.84	0.76	0.86	0.67	0.80	0.70	0.83	0.43	0.76	0.46	0.84	0.84	0.83	0.31	0.35	1.00
Training to farmers should be provided	0.69	0.60	0.65	0.69	0.78	0.67	0.84	0.76	0.76	0.78	0.60	0.60	0.70	0.69	0.79	0.58
Govt. should enhance farmers to start assisted works like Dairy, Poultry ,Fishery etc.	0.82	0.68	0.68	0.73	0.93	0.66	0.82	0.66	0.94	0.72	0.74	0.74	0.85	0.48	0.54	0.70

CONCLUSION and RECOMMEDATIONS

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

We are concluded that Social media marketing communicating with each every corner in this world and to enhancing the knowledge about the agriculture and its dairy development Agriculture is Backbone of our country but now a day it destroys many lands for many factors such as water irrigation problem, not Proper climate situations, etc. we are recommended for this problem agriculturist involved in E-agriculture using online portals to improve the cost-effectiveness and broaden the community participation of existing agricultural extension systems. By building on existing social linkages and using technology.

REFERENCES

1. Kim, D., & Ammeter, A.. (2008). Examining Shifts In Online Purchasing Behavior: Decoding The 'Net Generation'. Allied Academies International Conference. Academy of Information and Management Sciences. Proceedings, *12*(1), 7-12. Retrieved October 9, 2010, from ABI/INFORM Global. (Document ID: 1559955801).
2. Lazer, W., Kelley, E.J. (1973). Social Marketing: Perspectives and Viewpoints. Homewood: Richard D. Irwin.
3. Michael A. Stelzner (2010), Social Media Marketing Industry Report, "How Marketers are using social media to grow their businesses", Social Media Examiner, April 2010.
4. Nora Ganim Barnes, Eric Mattson, "Still Setting the Pace in Social Media: The First Longitudinal Study of Usage by the Largest US Charities", University of Massachusetts Dartmouth Center for Marketing Research, 2008.
5. Social Media in India – An Overview by techie devil on June 11, 2010 in Social Media http://www.internetmarketingjournal.org/social-media-india.
6. http://www.zitzsolutions.com/internet-marketing-services/social-media-optimization-marketing.
7. http://www.analectic.org/social-media-marketing-brands-india.
8. http://www.analectic.org/brand-engagement-on-social-media-industry-perspective.
9. http://www.socialmediaexaminer.com/3-new-studies-prove-social-media-marketing-growth/#more-2583.
10. B. Krishnamurthy and G. Cormode, "Key differences between Web 1.0 and Web 2.0." First Monday, Vol. 13, Number 6.
11. http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2125/1972
12. Macnamara. J, "Public communication practices in the Web 2.0-3.0 mediascape: The case for PRevolution." *Prism*, 2010, *vol. 7*, No. 3. http://www.prismjournal.org.
13. M. Goodchild, "Citizens as Voluntary Sensors: Spatial Data infrastructure in the World of Web 2.0." International Journal of Spatial Data Infrastructures Research, 2007. John, "The Conversational Interface: Our Next Great Leap Forward. 2003".
14. S.Rubel, "Web 2.0 is Branding 2.0." 2005,Vol. XI, No. VII. http://www.moveo.com/data/White_Papers/GettingThereDave_103002006
15. Web 2.0.http://en.wikipedia.org/wiki/Web_2.0.
16. Improving agricultural extension. A reference manual Edited by Burton E. Swanson Robert P. Bentz,Andrew J. Sofranko Prepared under the guidance of the Extension, Education and Communication Service Research, Extension and Training Division Sustainable Development Department Food and Agriculture Organization of the United Nations Rome, 1997 Reprinted 1998 M-67 ISBN 92-5-104007-9.
17. Impact of pesticides use in agriculture: their benefits and hazards by Md. Wasim Aktar,1Dwaipayan Sengupta,2 and Ashim Chowdhury2 Interdiscip Toxicol. 2009 March; 2(1):

Copyright ⓒ 2019Authors

ISSN:2277-2995
Vol-8-Issue-12-December-2019

18. 1–14. Published online 2009 March. DOI: 10.2478/v10102-009-0001-7 PMCID: PMC2984095.

Source: "Winners of 2010 World Business and Development Awards". International Chamber of Commerce.www.google.in

Copyright Ⓒ 2019Authors