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SOCIAL MEDIA: BOON TO AGRICULTURE

*Ajay Kumar Prusty¹, Bibhuti Prasad Mohapatra²,
Sandeep Rout³, Rupashree Senapati¹ and Chitrasena Padhy¹*

Abstract

In the current scenario, social media plays an important part in the transfer of information and communication in the agricultural community of India. Emerging through the Covid-19 pandemic, social media was very important for the transfer of information because of the shutdowns. It is very effective as everyone can connect with each other anytime and anywhere through social media. The present study shows how social media improves farmers through effective information grasp. What are social media and some kinds of it were discussed here.

Keywords: Facebook, social media, youtube, WhatsApp.

#General Article

¹M.S.Swaminathan School of Agriculture, [Centurion University of Technology and Management](#), Paralakhemundi, Gajapati, Odisha-761211, India.

²Department of Extension Education, College of Agriculture, Odisha University of Agriculture and Technology, Bhubaneswar, Odisha-751003, India.

³Faculty of Agriculture, Sri Sri University, Cuttack, Odisha-754006, India

Email - sandeeprou1988@gmail.com
