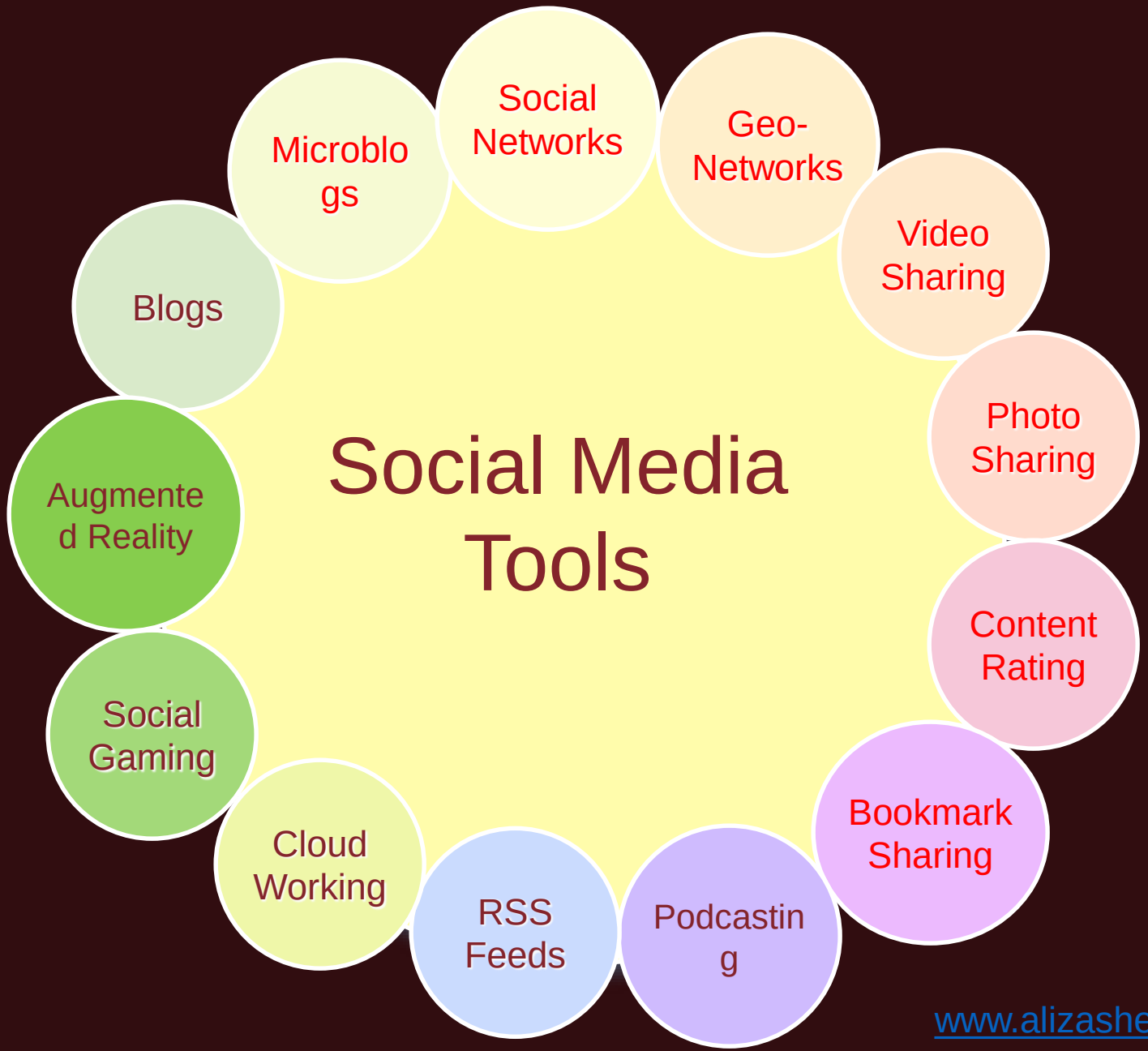
Social Media for Agricultural Extension and Advisory Services

Dr. Saravanan Raj
Director (Agricultural Extension)
MANAGE, India &
Lead, GFRAS Interest Group on ICT4RAS
saravanan.raj@manage.gov.in

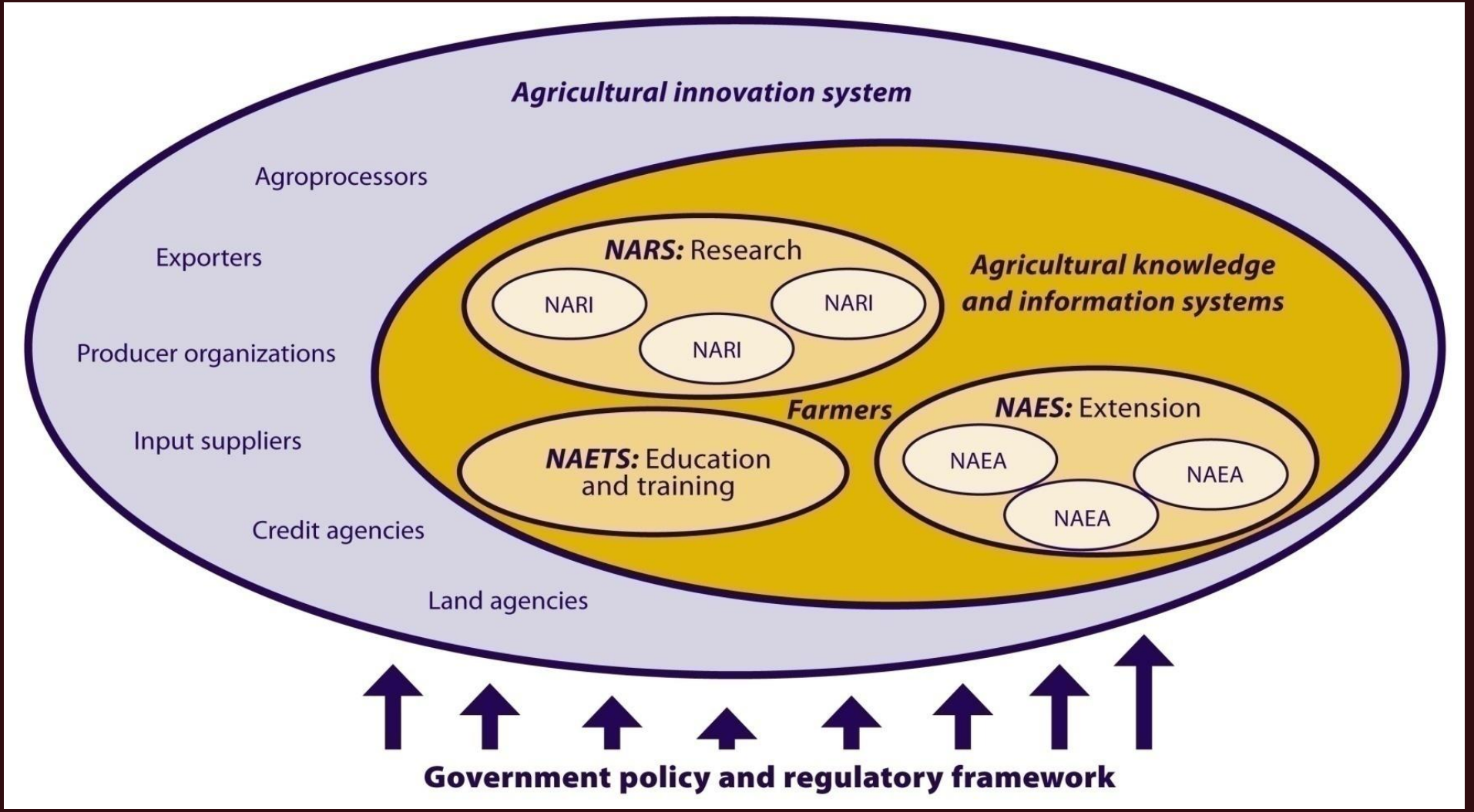
&

Dr. Suchiradipta Bhattacharjee
MANAGE Fellow
suchiradipta.b@manage.gov.in

social media
content
information
networking
industrial
internet
sharing
reach
people
electronic
using
different
also
blogs
transform
sites
individuals
television
December
applications
Examples
production
community
Online
article
anyone
means
typically
time
compared
September
now
technological
multiple
research
created
small
news
U.S
devices
describe
almost
one
including
infinite
art
direct
tweets
monitoring
use
instant
even
may
consum
build
others
mobile
Business



www.alizasherman.com



Source: W. M. Rivera, G. Alex, J. Hanson, and R. Birner, Enabling agriculture: The evolution and promise of agricultural knowledge frameworks,in *Proceedings of the Association for International Agricultural and Extension Education, AIAEE 22nd annual conference, Clearwater, Florida, USA, May, 14–19, 2006, available at http://www.aiaee.org/2006/index.html*

Networking for AE&AS?

- New and complex challenges
- New capacities
- Increasing pluralism
- New relationships
- Knowledge flows
- Partnerships in AIS

JAN 2017

GLOBAL DIGITAL SNAPSHOT

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

7.476 BILLION

URBANISATION: **54%**

3.773 BILLION

PENETRATION: **50%**

2.789 BILLION

PENETRATION: **37%**

8.047 BILLION

vs. POPULATION: **108%**

2.549 BILLION

PENETRATION: **34%**

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; INTERNETLIVESTATS; CIA WORLD FACTBOOK; FACEBOOK; NATIONAL REGULATORY AUTHORITIES; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; LIVEINTERNET.RU; KAKAO; NAVER; NIKI AGHAEI; CAFEBAZAAR.IR; SIMILARWEB; DING; EXTRAPOLATION OF TNS DATA; MOBILE: GSMA INTELLIGENCE; EXTRAPOLATION OF EMARKETER AND ERICSSON DATA.

Hootsuite™ we are social

Challenges

- Ensuring participation
- Internet and IT infrastructure issues
- Institutionalizing social media
- Continuous engagement
- Measuring the impact
- Creating awareness at organizational level
- Allocating time to update content

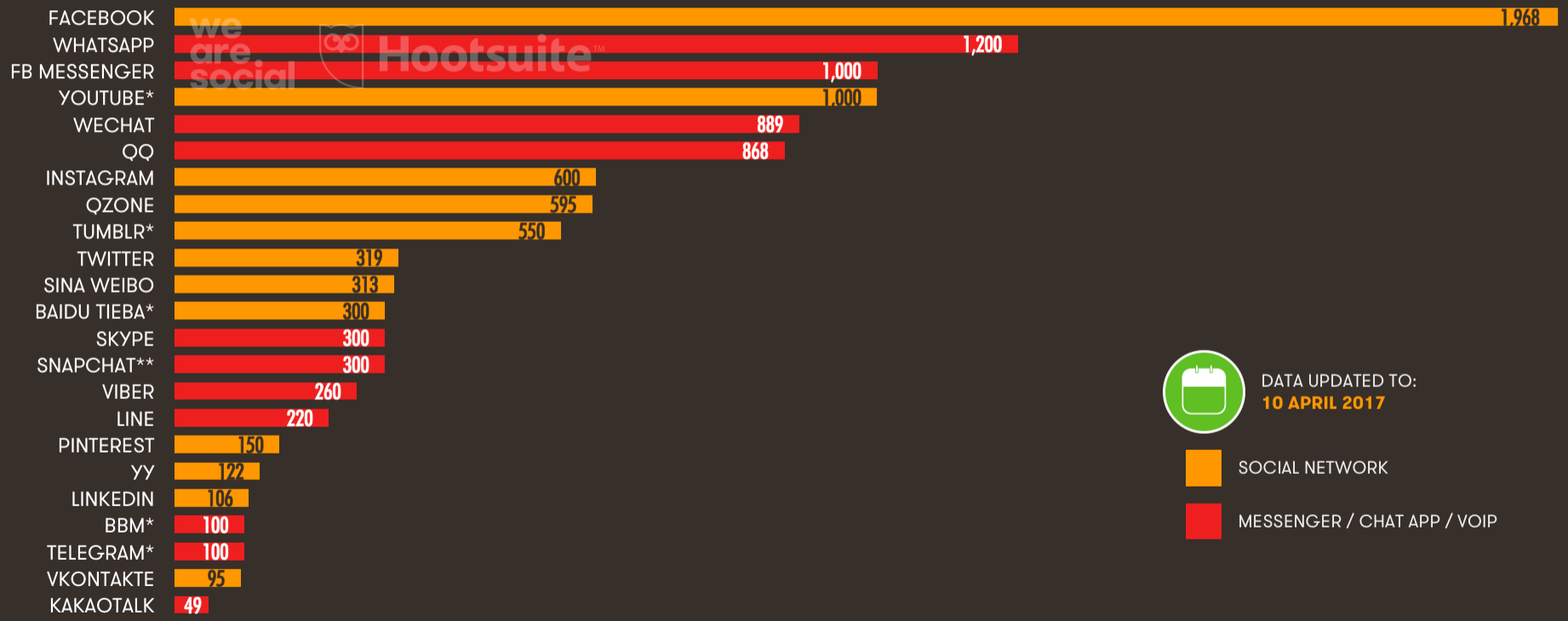
Opportunities

- Internet based apps
- Forming global/national interest groups
- Reaching one to many
- Greater engagement and dialogue
- Integration of a wide range of stakeholders
- Catalyst for resource mobilization

APR 2017

ACTIVE USERS OF KEY GLOBAL SOCIAL PLATFORMS

BASED ON THE MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS FOR EACH PLATFORM, IN MILLIONS



SOURCES: WE ARE SOCIAL ANALYSIS; LATEST COMPANY EARNINGS RELEASES, PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA; ALL AS OF JANUARY 2017.
***NOTE:** PLATFORMS IDENTIFIED BY AN ASTERISK (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE OUT OF DATE AND LESS RELIABLE.
****NOTE:** SNAPCHAT DOES NOT PUBLISH MONTHLY ACTIVE USER DATA. THE FIGURE USED HERE WAS REPORTED BY BUSINESS INSIDER IN JUNE 2016, BASED ON DAILY ACTIVE USERS.

Hootsuite™ we are social

FACEBOOK

Most popular

1.9 BILLION unique monthly users

predominantly female

83% of online women

75% of online men

AGES 18-49 best place to reach Millennials and Generation X

Generation X spends almost 7 hours per week on social media

75% of users spend 20 minutes or more on Facebook every day

Facebook for ARD

https://www.facebook.com/groups/Livestock.TN

https://www.facebook.com/groups/madhualan/

Twitter for ARD

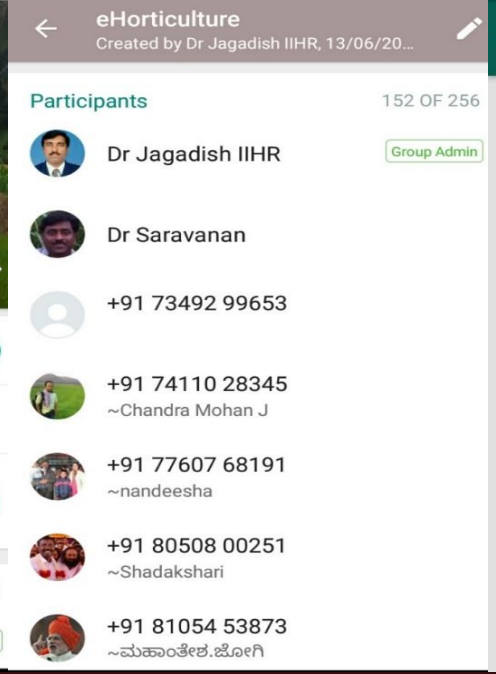
Mute
Until 23/02/2018

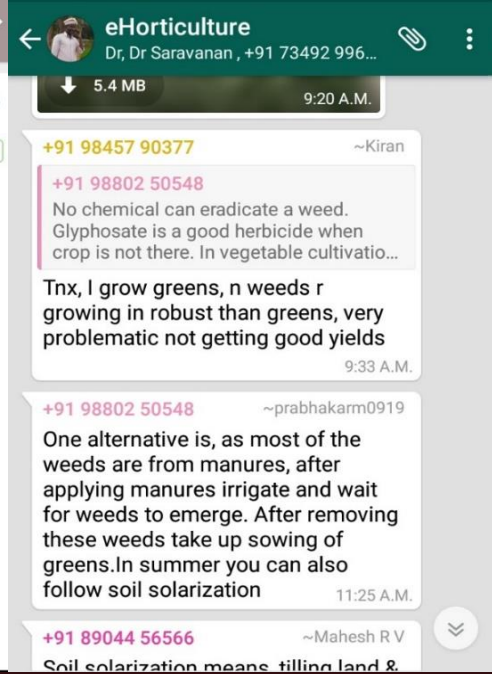
Custom notifications

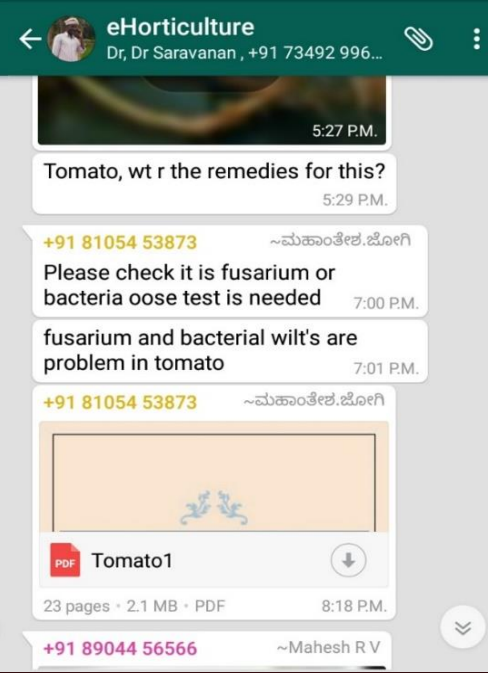
Encryption
Messages you send to this group are secured with end-to-end encryption. Tap for more info.

Participants 152 OF 256

Dr Jagadish IIHR Group Admin







WhatsApp in ARD

Media 22 >

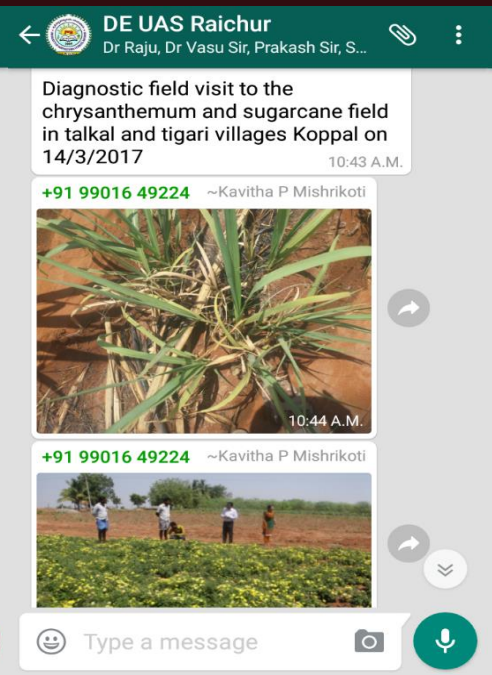
Mute
Until 15 December

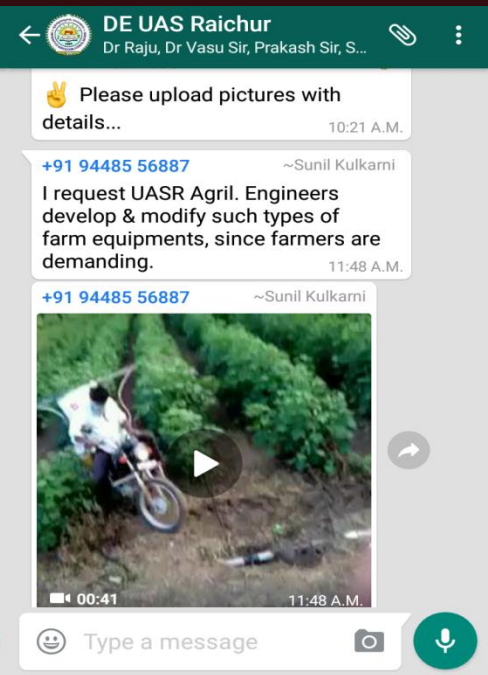
Custom notifications

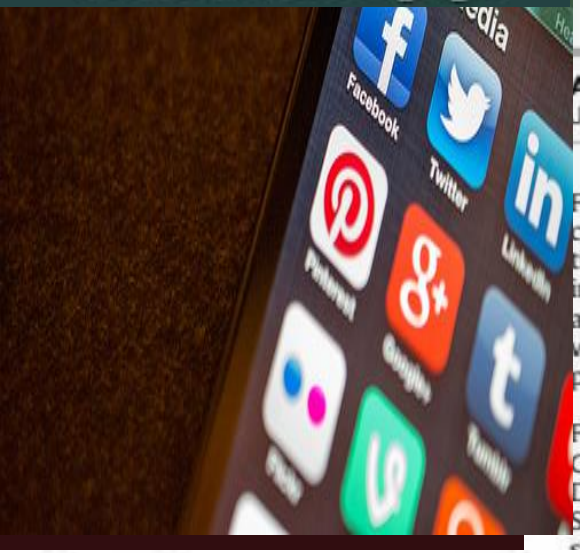
Encryption
Messages you send to this group are secured with end-to-end encryption. Tap for more info.

Participants 37 OF 256

Dr Raju Teggelli Glb Group Admin







Punjab farmers turn to WhatsApp group for farming solutions

ANJU AGNIHOTRI CHABA
JALANDHAR, JULY 2

FROM CROP health to seed procurement, soil health, use of fertilisers and pesticides — farmers in Punjab can now get immediate advice via a WhatsApp group which includes agricultural experts.

The group, 'Young Innovative Farmers', was set up by Gurdaspur Agriculture Development Officer Dr Amrik Singh on August 15 last year. "I started it with a few farmers, but Pradesh and Madhya Pradesh. State Principal Secretary K S Pannu and Gurdaspur Deputy Commissioner Dr Abhinav Trikha are also part of the group," said Singh.

"We have a shortage of staff in our department. If we visit a few villages daily, we can only meet a few dozen farmers. But on WhatsApp we can interact with several farmers daily," he said.

Some farmers upload photographs of their disease-hit crops to seek advice. "Whatever problem comes to us, we try to find a solution with the help of experts soil test-based fertilisers is made available.

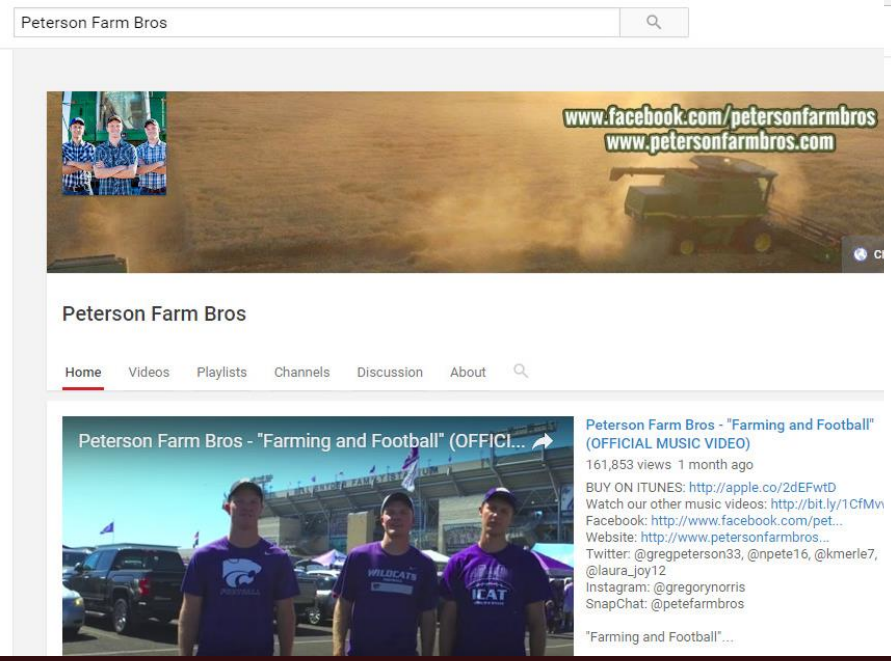
There is also an effort to create interest in the field of farming with farmers sharing good agricultural practices.

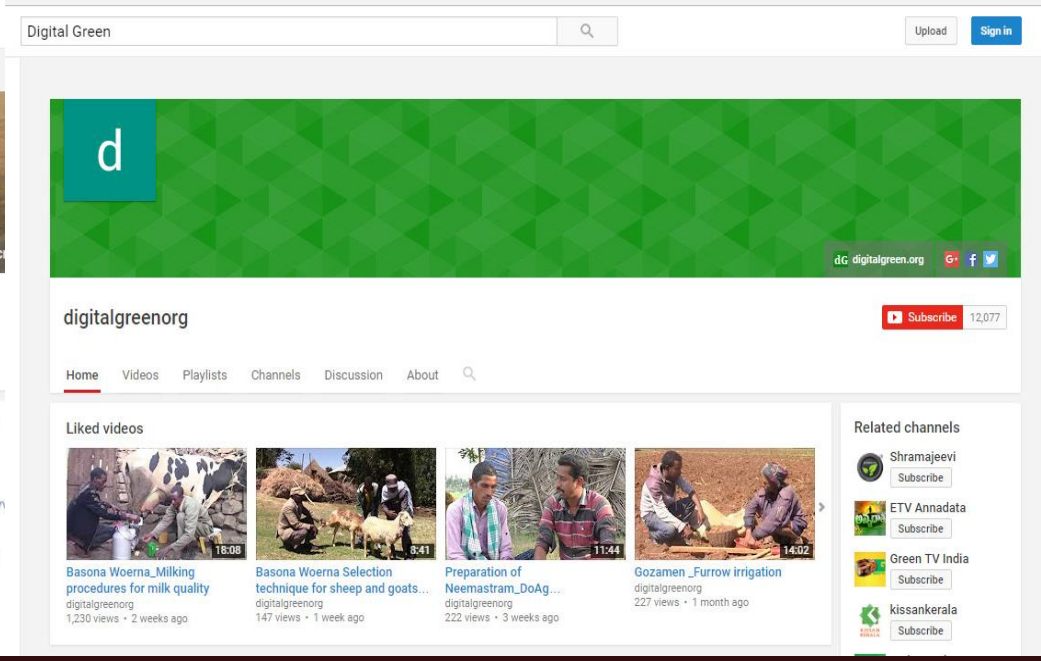
Jagroop Singh, who returned to his village in Gurdaspur after spending seven years in Australia, said he started farming after joining the group last November. He said that Dr Amrik Singh's four research papers, published in various journals, have also been made available to the group.

"It has changed my views on farming. I now use limited for-

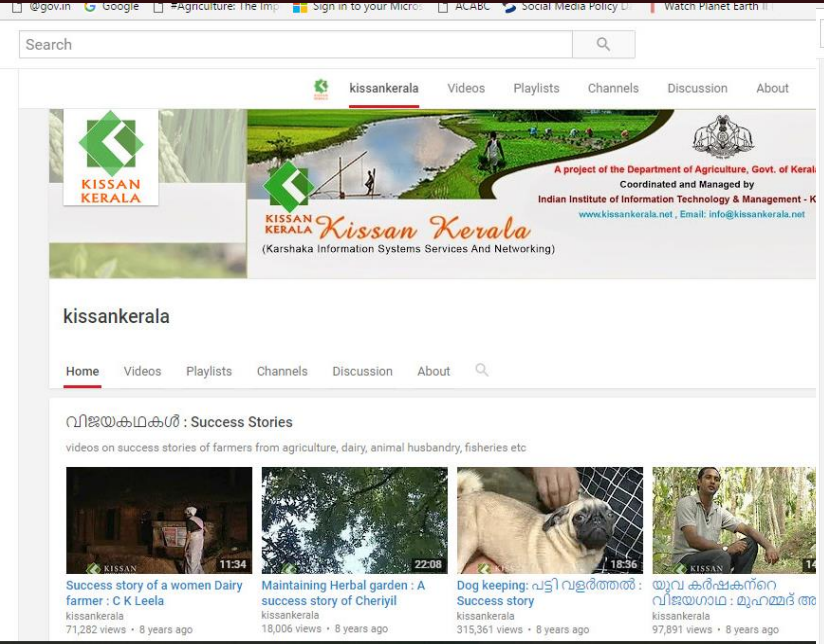
Gurdaspur agriculture officer using WhatsApp to connect with farmers

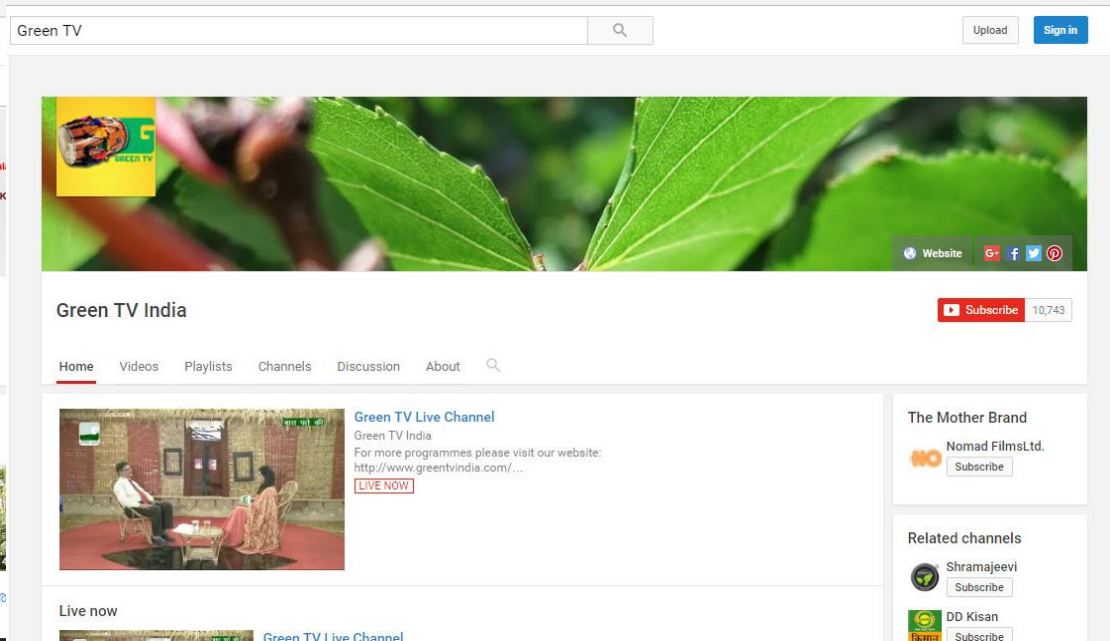
CREATES A GROUP OF 40 FARMERS, SHARES FARMING TIPS, NEW METHODOLOGY, ADDRESSES THEIR TROUBLES





YouTube in ARD

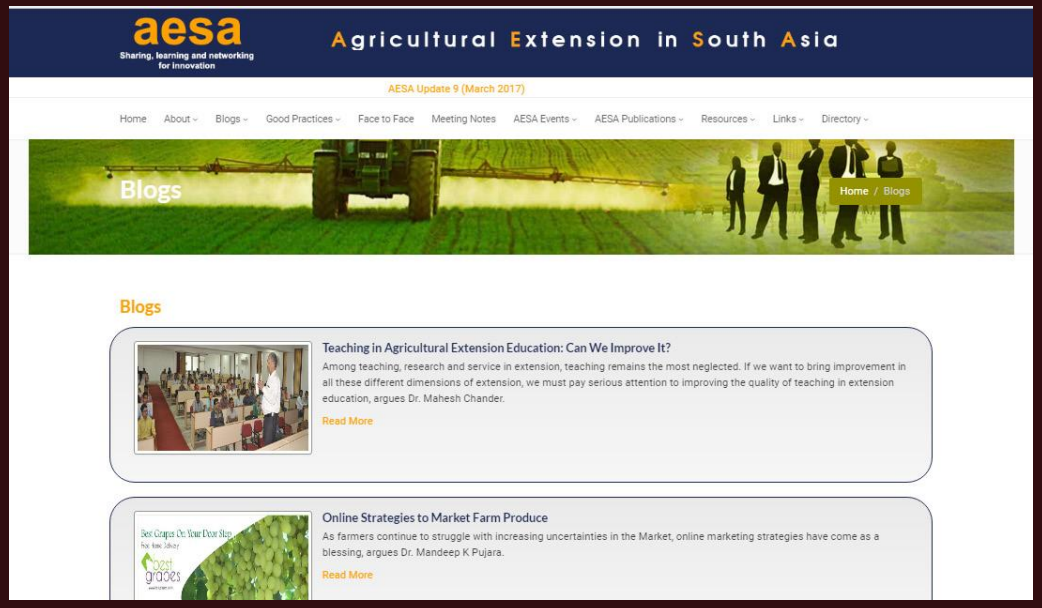




THE WORLD BANK
IBRD • IDA
Working for a World Free of Poverty
English
Search
ABOUT
DATA
RESEARCH
LEARNING
NEWS
PROJECTS & OPERATIONS
PUBLICATIONS
COUNTRIES
TOPICS
World Bank Blogs
Home
Bloggers
Tags
Choose Blog
Languages: English | Español | Français | Русский | 中文 | العربية | 日本語
Lens on Lao Species: World Wildlife Day 2017
SUBMITTED BY GEORGE STIRRETT ON FRI, 03/03/2017
Share
Tweet
SHARE
Lao PDR's forests are home to incredible and diverse flora and fauna. One of the areas with a high concentration of biodiversity and endangered native species is the Nam Et Phou Louey National Protected Area in Luang Prabang, which borders Houaphan and Xieng Khuang provinces.
Located in the northern area of the country, it is the second largest protected area in Lao PDR, and co-managed by the provincial offices of forest resources conservation and local communities.
Since 2013, the World Bank has supported this area with an $800,000 grant under the Nam Et Phou Louey Tiger Landscape Conservation project. Together with the Wildlife Conservation Society, our implementing partner
Featured Bloggers
Jim Yong Kim
President, World Bank Group
Paul Romer
Chief Economist & Senior Vice President of the World Bank
Laura Tuck
Vice President, Sustainable Development
Tariq Khokhar
Global Data Editor & Senior Data Scientist

Sponsor: Rashtriya Krishi Vikas Yojana (RKVY)
TNAU AGRITECH PORTAL
transforming the lives of farmers
English | தமிழ்
Home | About Us | Success Stories | Farmers Association | Farmers' Innovation | Publications | Contact
Search
TNAU Agritech Portal :: Important Blogs
Agroforestry - A blog on Agrihortisilviculture
Agweb
All About Agriculture
Abid Hussain Kheti bari
Agwired
Agricultural Biodiversity
Alex Tiller's Blog on Agriculture and Farming
Agriculture Science
Agriculture Investor
Agriculture Fact
Agricultural Marketing Service
Agricultural Knowledge Bank
Asian-Agriculture
Advocatesforag
Agricultural Scientists | Abhinav Blog
Breed of Kongadesam
Development Dialogues
Digital Library for Poor
Earth File
Farmgate Blog
Rural Reporter
Plantwise
Fertile Soil Solutions
Farmers Bloggers
Geekgardener's Weblog
Goat and Sheep Farming
Grassroutes Journeys [Videos]
Indian Agrarian Crisis
Innovative farming solutions
ICT4ARD
ICT in Nepalese Agriculture
International Agriculture and Development
Iowa Farmer Today
JurnoJK
Kerala Farmer Online
Knowledge of Agriculture
Laquihonandsons
Mlakshmanan
Michele Payn-Knoper
MCX NCDEX Agri Commodity Tips
Fin4Ag2014
World Bank Blogs
International Institute for Environment and Development
Natural Resource Report
Organic Farming
Ozindag
Photography Art in Tamil
Progressive Farmer
Palmyra
Real Agriculture
School of Organic Farming
Seametrics
Staple Food Millets!
Strong Opinion
Sustainable Agriculture
Science of Agriculture
Sustainable Farming
Tamil Nadu Regional Cattle
Virtual Diary
Wandering Mist
Women Agricultural Network
Preventing Postharvest Loss
World Economic Forum
PAEPARD
Farming Futures

Blogs in ARD


aesa
Sharing, learning and networking for innovation
Agricultural Extension in South Asia
AESA Update 9 (March 2017)
Home
About
Blogs
Good Practices
Face to Face
Meeting Notes
AESA Events
AESA Publications
Resources
Links
Directory
Blogs
Home / Blogs
Blogs
Teaching in Agricultural Extension Education: Can We Improve It?
Among teaching, research and service in extension, teaching remains the most neglected. If we want to bring improvement in all these different dimensions of extension, we must pay serious attention to improving the quality of teaching in extension education, argues Dr. Mahesh Chander.
Read More
Online Strategies to Market Farm Produce
As farmers continue to struggle with increasing uncertainties in the Market, online marketing strategies have come as a blessing, argues Dr. Mandeep K Pujara.
Read More

GFRAS Global Survey on Social Media for Agricultural Extension

and

Social Media in Agricultural Extension in India

- Online survey questionnaire - social media platforms Facebook and Twitter, emails, and web portals of AESA, e-Agriculture, and GFRAS

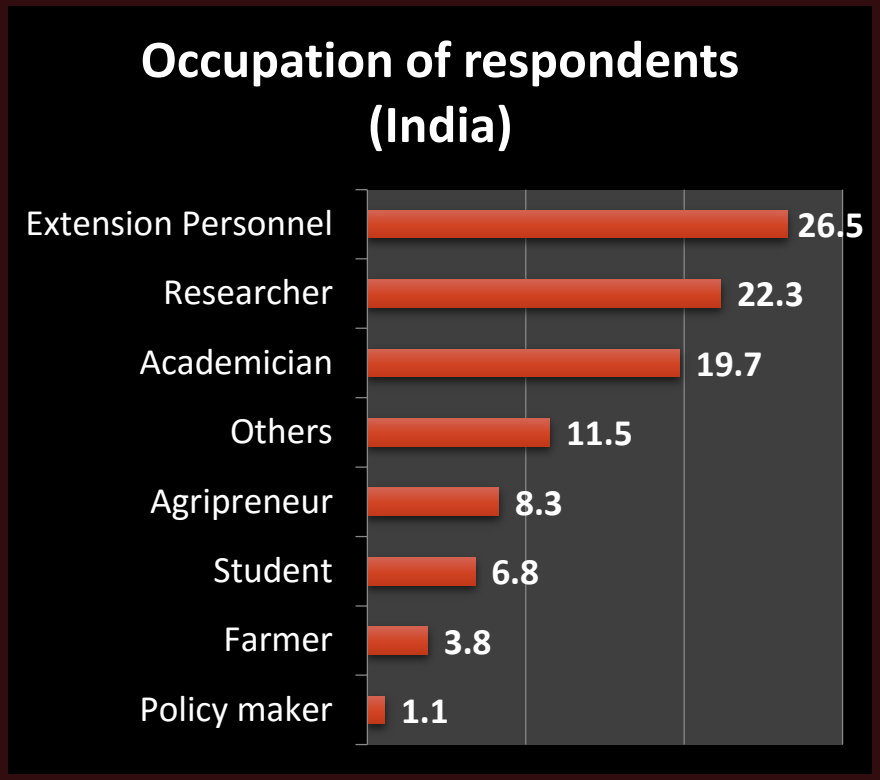
Global Survey

- Number of respondents: 229
- **Number of countries: 62**
- 78.5 % respondents from developing countries

India

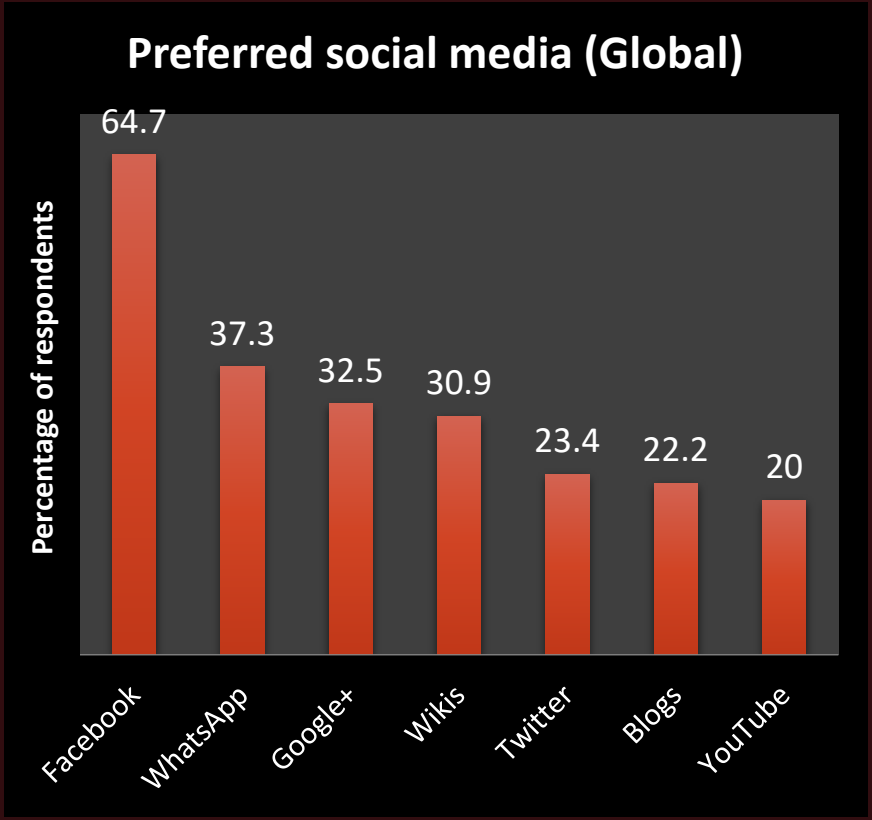
- Number of respondents: 264
- Respondents from 26 states and 3 UTs

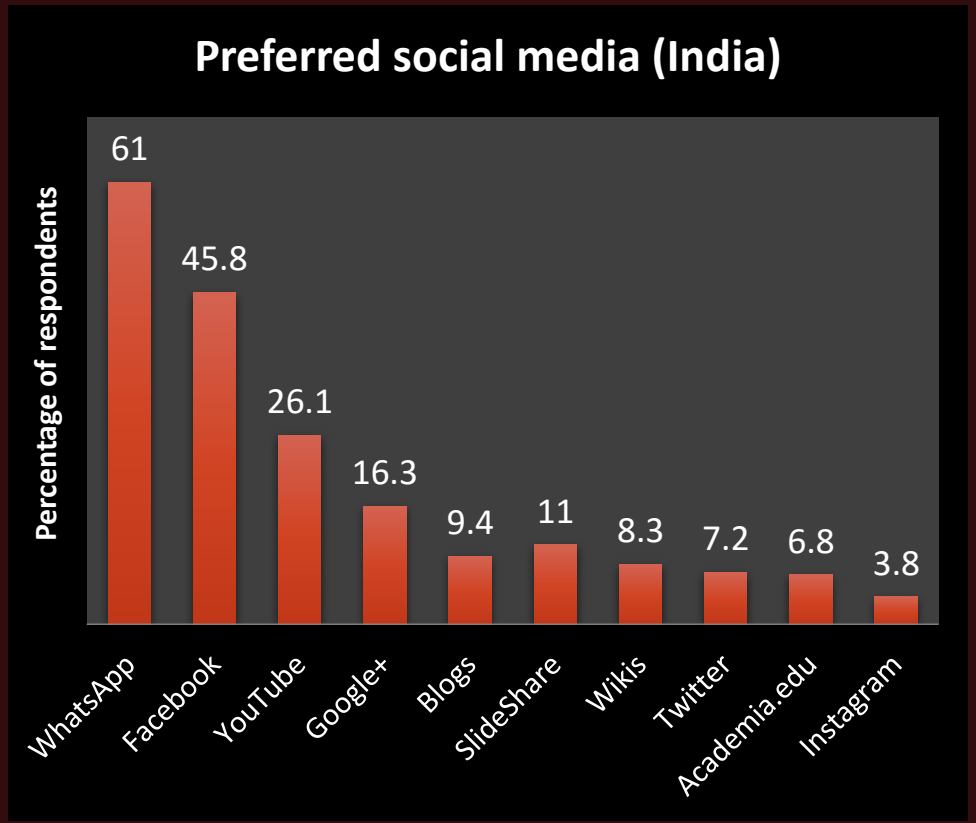
Occupation of respondents



In the global survey, 78.50 % respondents from developing countries, 13.90 % from developed countries and 7.60 % of respondents were from underdeveloped countries

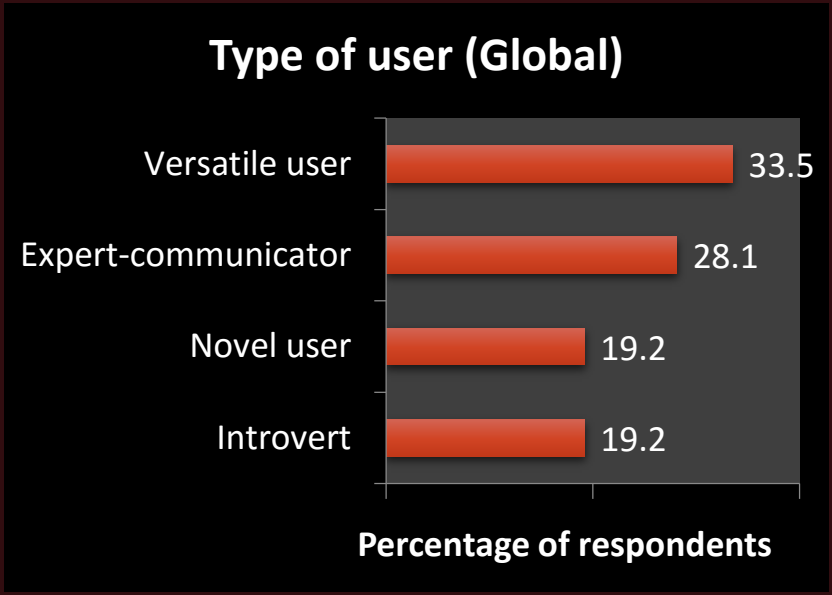
Social media preference

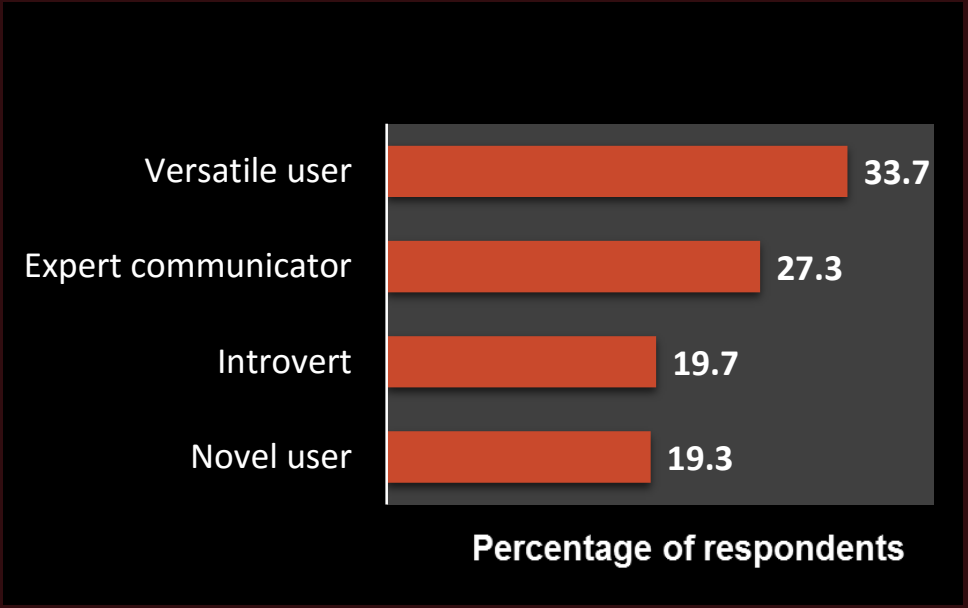




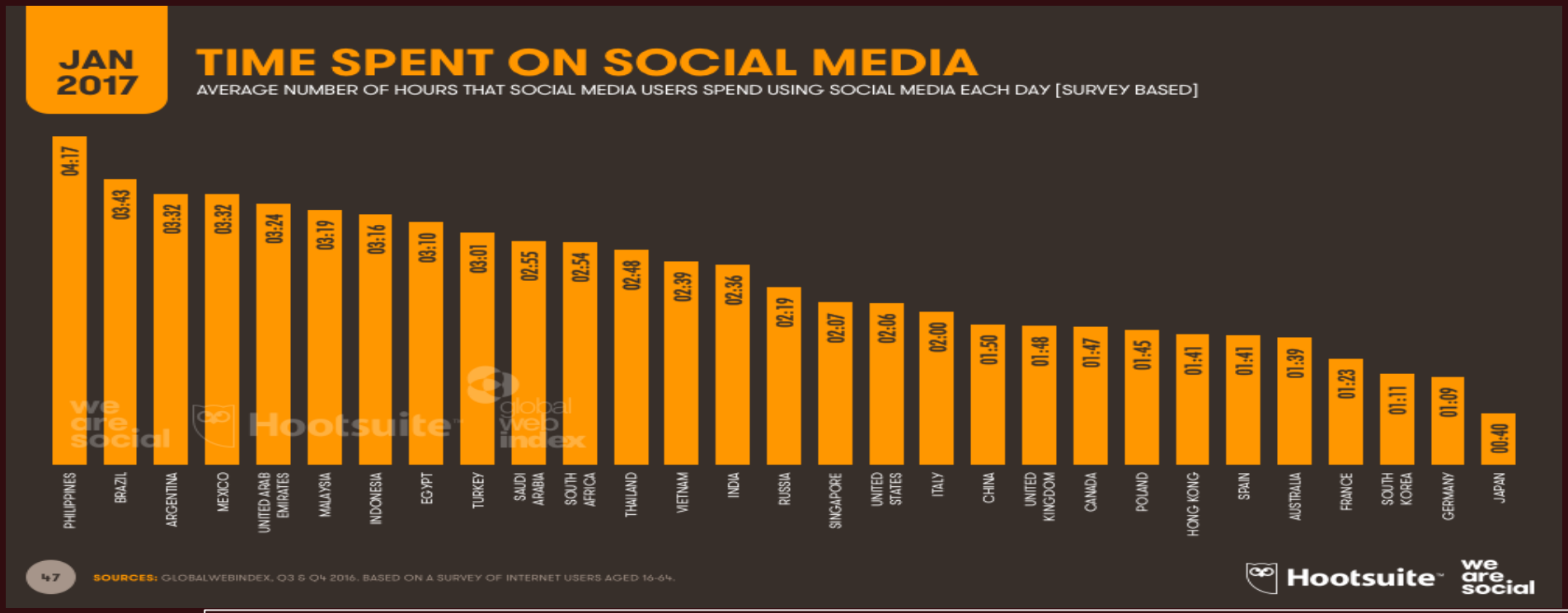
Social media participation

Personal mobile phones (68.2% and 45.7% resp.), personal laptop (60.1% and 10.2% resp.), personal computer (49.8 % and 8.3% resp.), office computer (41.7 % and 24.6% resp.) were the preferred devices for accessing social media





- **Introvert** - only update profile and mostly communicate through private messaging
- **Novel user** - updates profile, actively seek out information, spend time tagging photos, logs in between 1-5 hours a week
- **Versatile user** - updates profile, sends public and private messages, shares links, comment on discussion threads, mostly in social media for professional activities
- **Expert communicator** - logs in several times a day, actively engaged in all social media/networking activities, stay updated and interact very frequently both professionally and personally



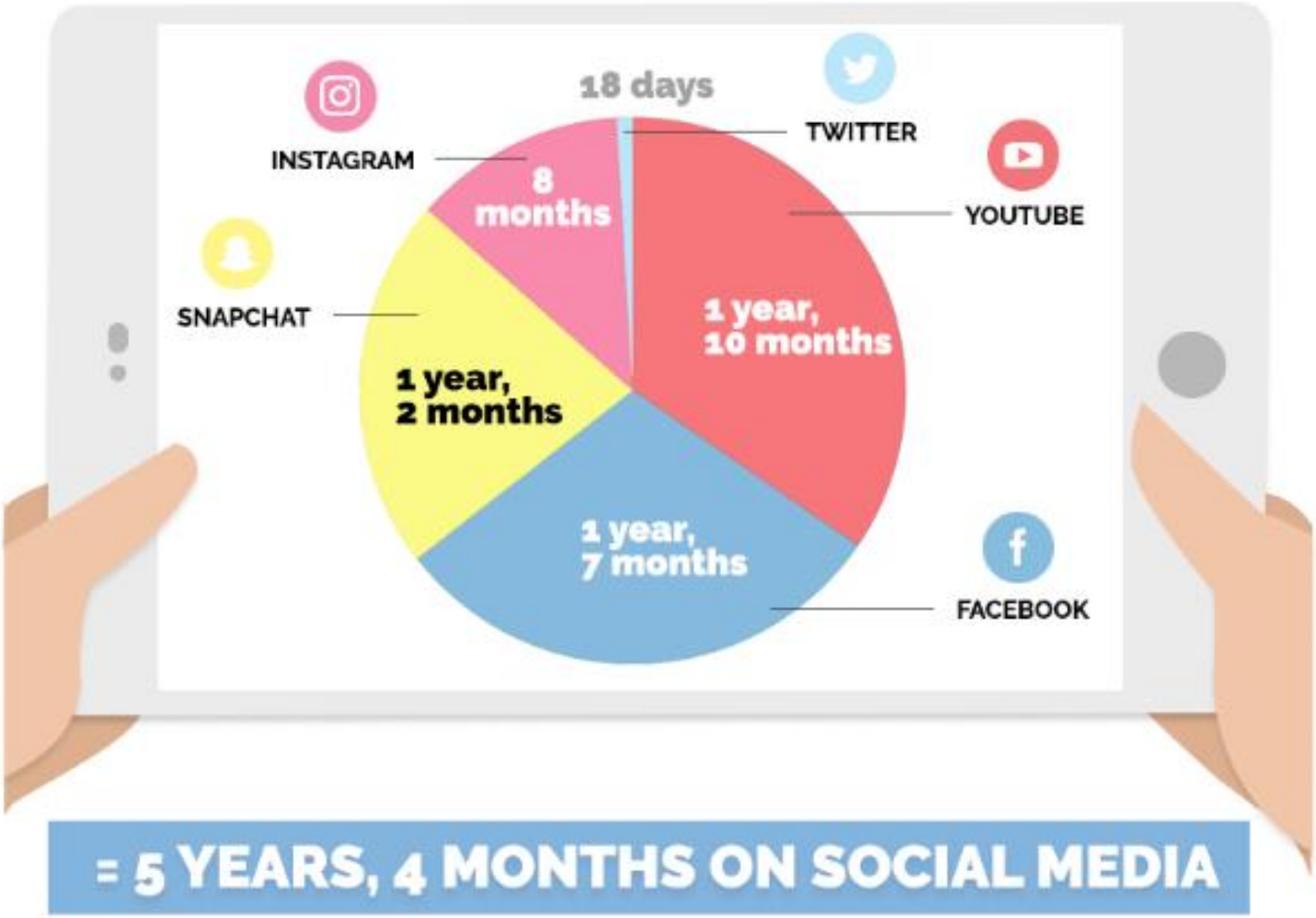
Global

- 21.7 % of the respondents used social media for 1-2 hours a day, 19.5 % used for 31-60 minutes a day, and 19.5 % used social media for 15-30 minutes a day
- 11 % of the respondents said they did not use social media everyday. Of those, 66 % used it for 3-5 times a week

India

- 23.5% of the respondents spent 31-60 minutes a day on social media, 23.1% spent 1-2 hours a day, 22.3% spent 13-30 minutes a day
- Only 5.3% did not use social media everyday. Of those, 42.8% used social media 3-5 time a week

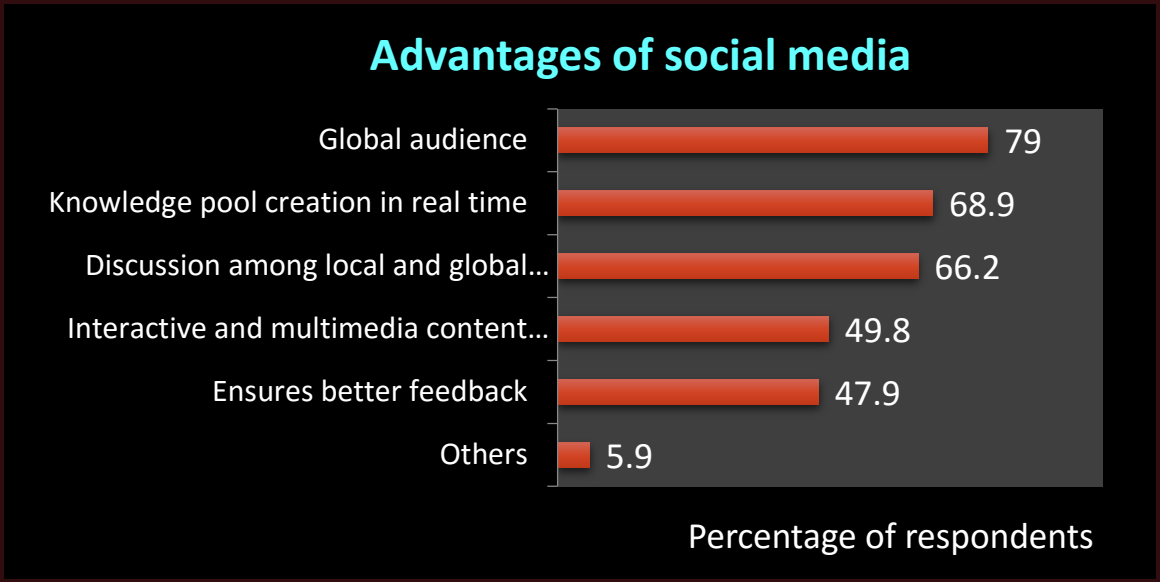
TIME SPENT ON SOCIAL IN A LIFETIME

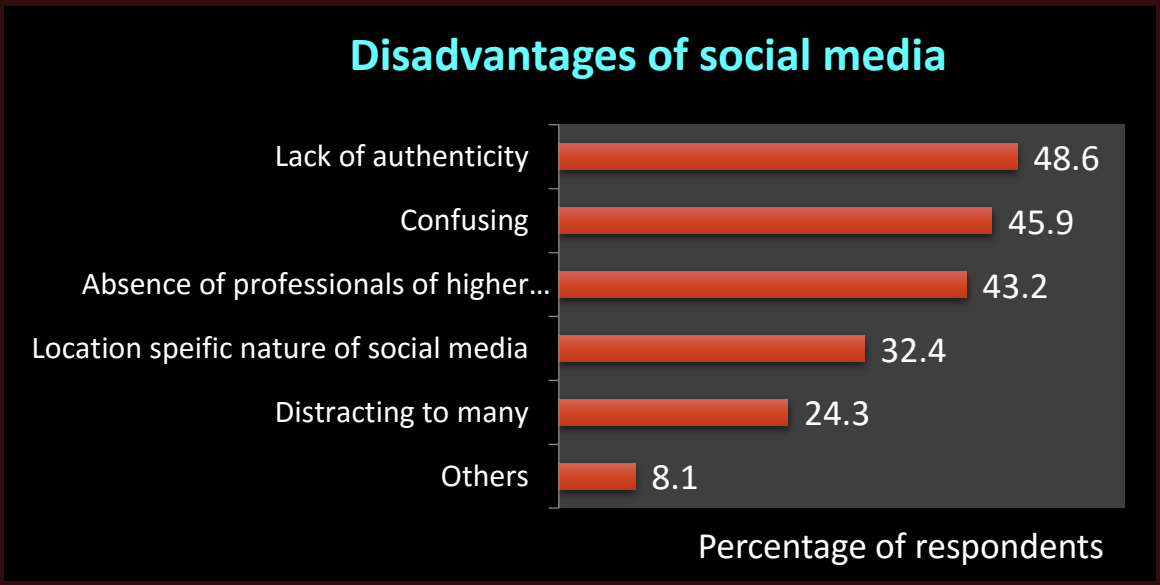


= 5 YEARS, 4 MONTHS ON SOCIAL MEDIA

Attitude towards social media in AEAS

95% of respondents believed social media to be useful in AEAS





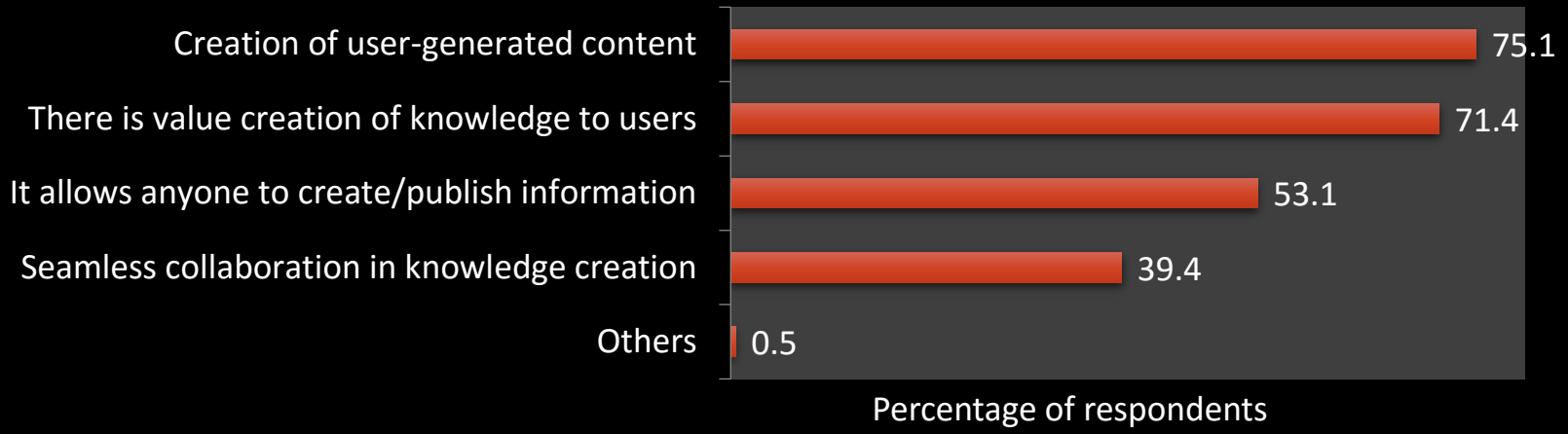
Concerns for not using social media for agricultural information (Global)

- Research-extension-farmer-market linkage is not yet cohesive
- Lack of authentic information
- Very few use social media for professional use
- Lack of awareness and competence on use of social media among extensionists
- Slow/faulty internet connection

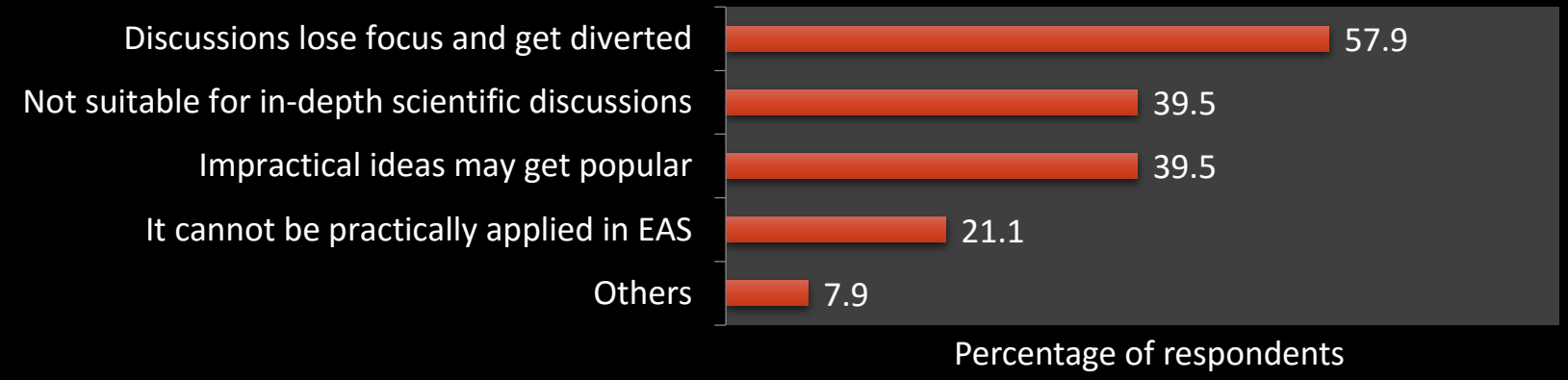
Concerns for not using social media for agricultural information (India)

- No social media account dealing with agricultural information
- Lack of interest
- No social media account

Advantages of social construction of information (Global)

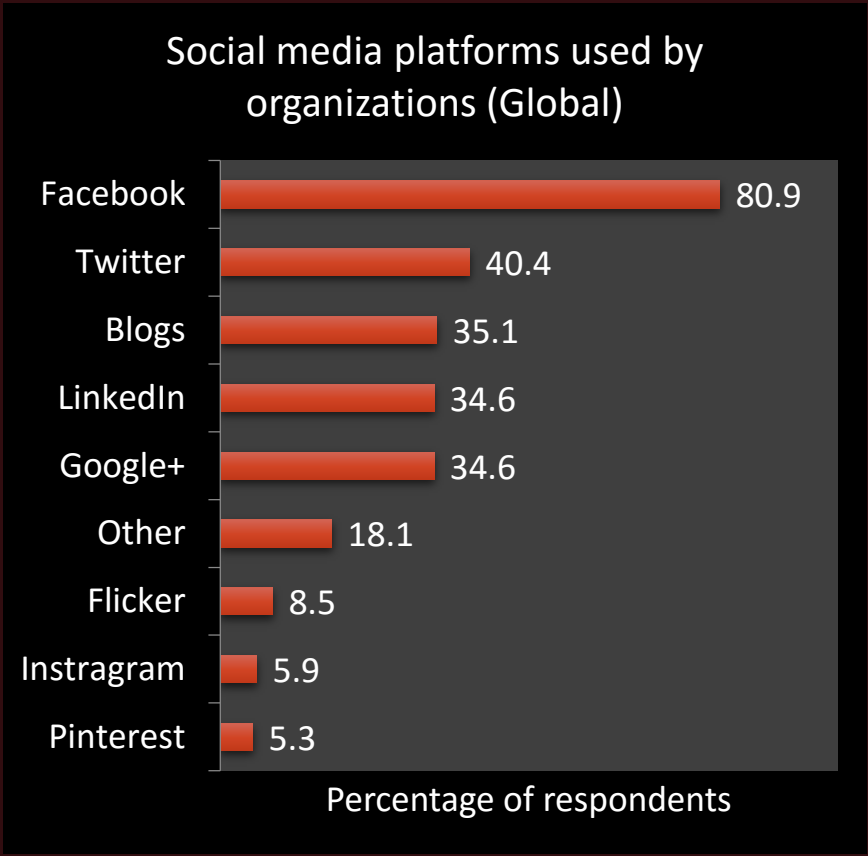


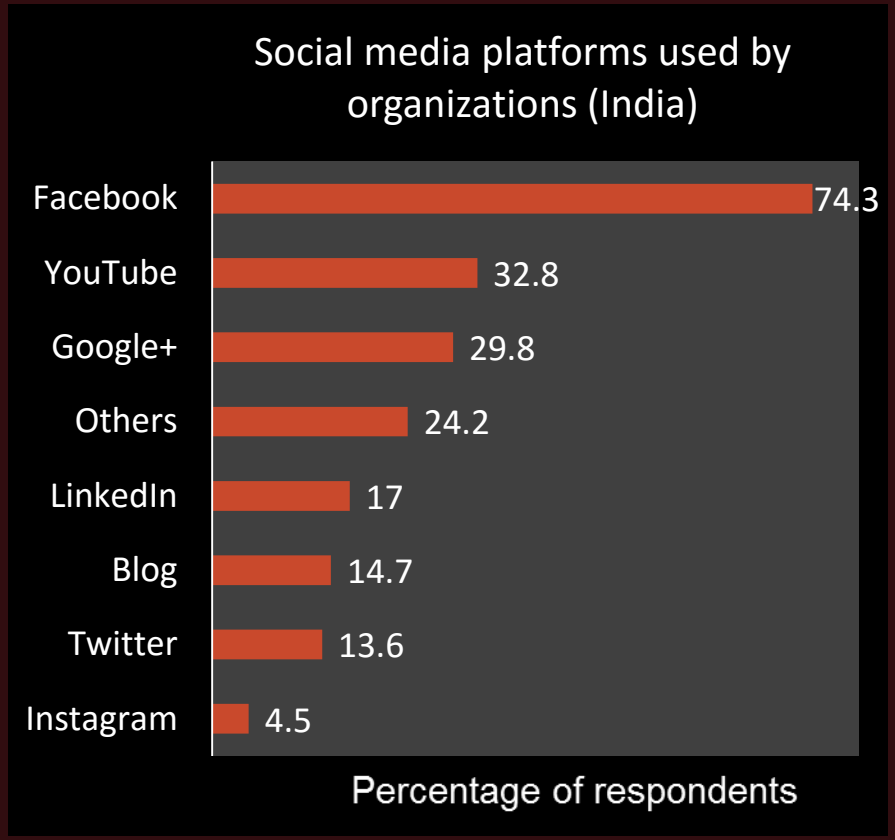
Drawbacks of social construction of information (India)



- Social construction of information: Development and publication of information socially by the users through and in social media.
- 95.20% of respondents globally believed social construction of information is an important feature of social media for agricultural extension while 4.80% respondents globally disagreed

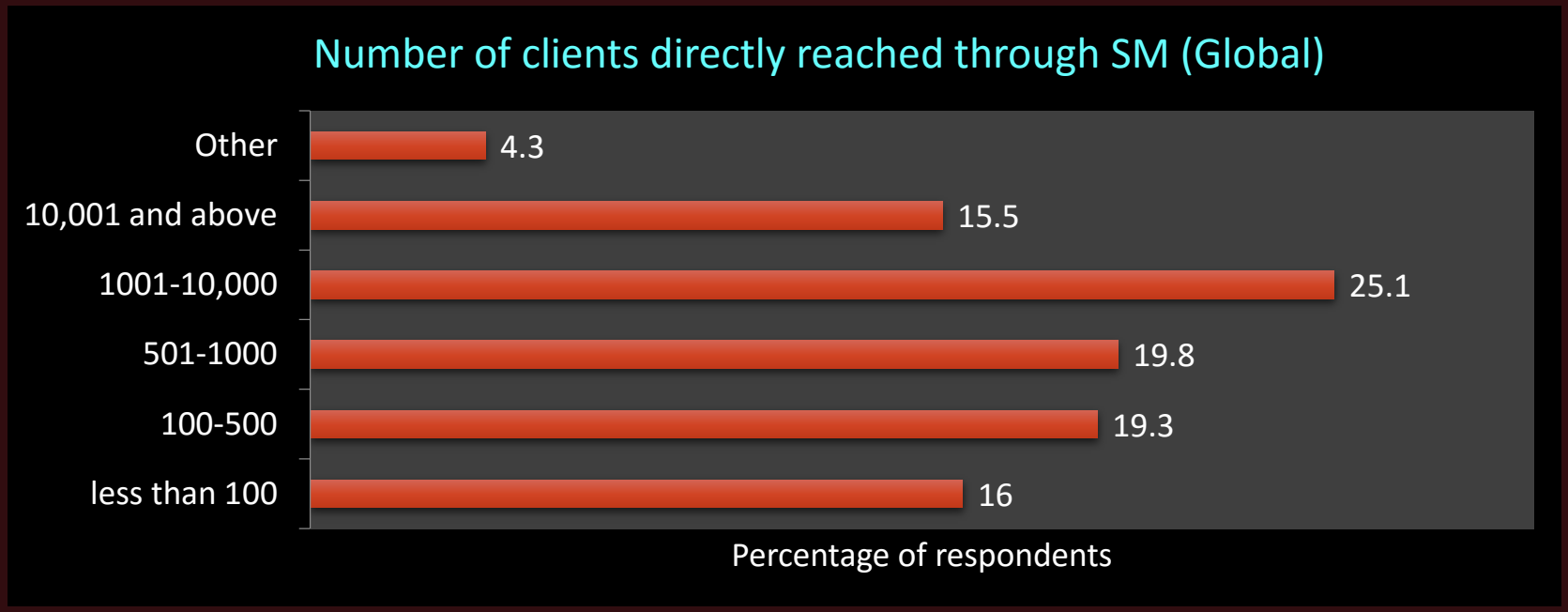
Organizational use of social media

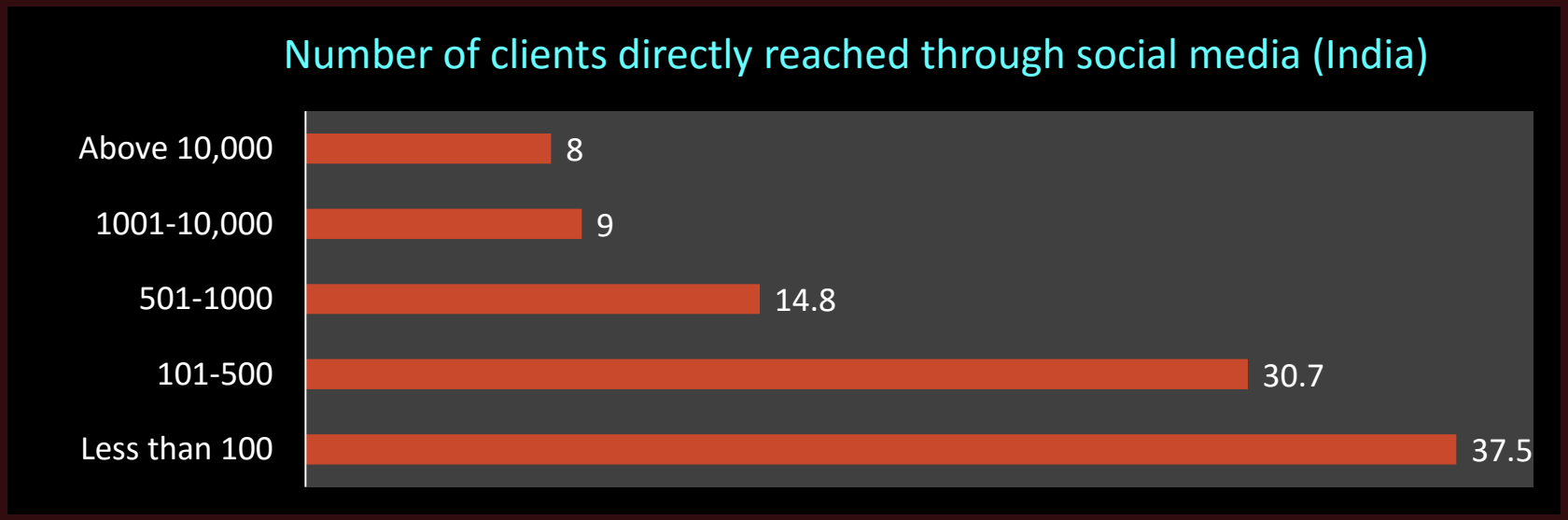




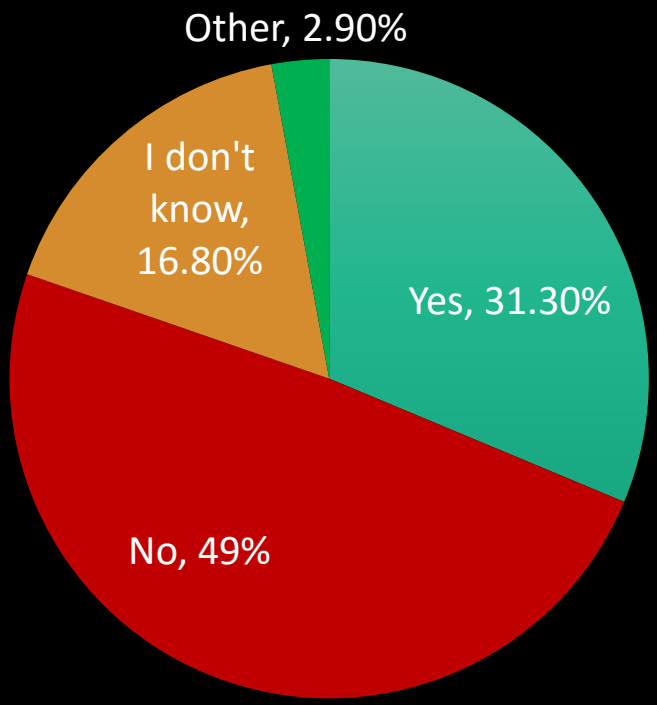
77.50 % of the respondent said their organization used social media to connect with the clients

66.70% respondents' organization used social media to communicate with clients


Number of clients directly reached through SM (Global)
Other
10,001 and above
1001-10,000
501-1000
100-500
less than 100
4.3
15.5
25.1
19.8
19.3
16
Percentage of respondents


Number of clients directly reached through social media (India)
Above 10,000
1001-10,000
501-1000
101-500
Less than 100
8
9
14.8
30.7
37.5

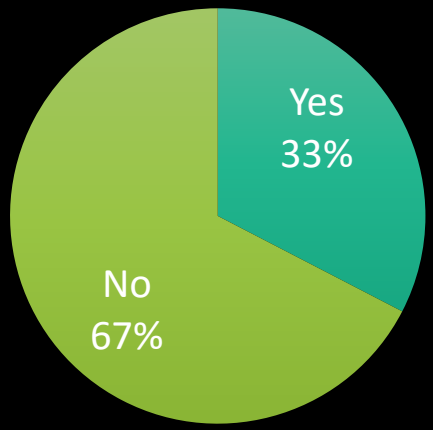
Organizational social media policy guidelines (Global)



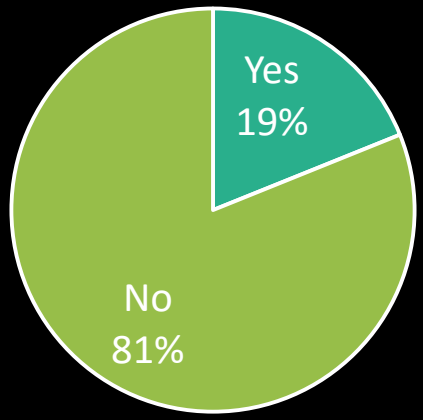
GoI has a social media guideline for its employees across sectors and organizations

Social media policies and guidelines are some broad outlines about how to behave online and maintaining decorum when representing the organization online.

Training programs on SM use by respondent's organization (Global)



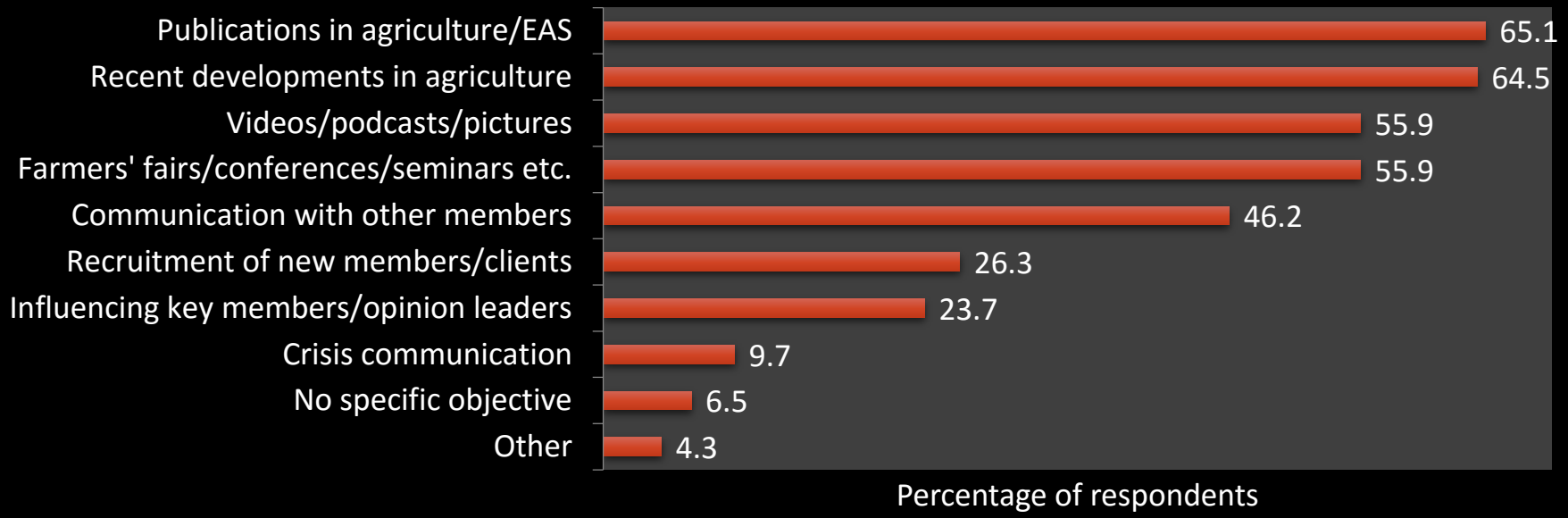
Training programs on SM use by respondent's organization (India)



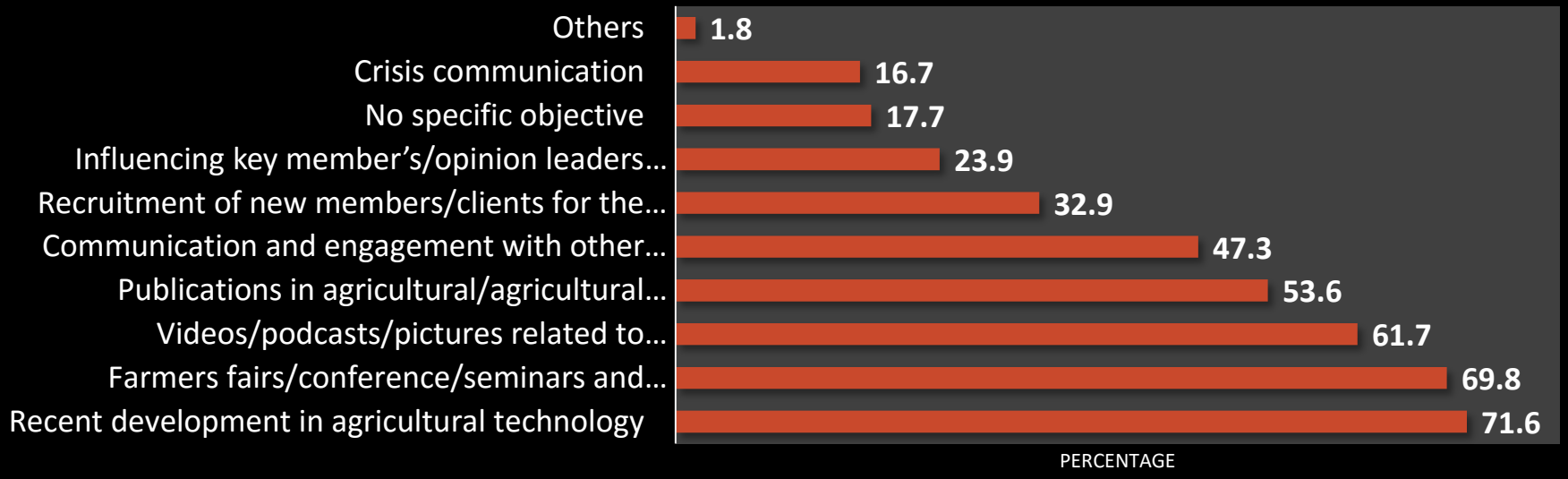
Major areas of training:

- Use of Facebook, blogs, Twitter, cloud computing
- Web 2.0 technologies for development
- Awareness about social media
- Using social media in transfer of farm technologies
- Training on creating blogs
- Making web pages and social media accounts

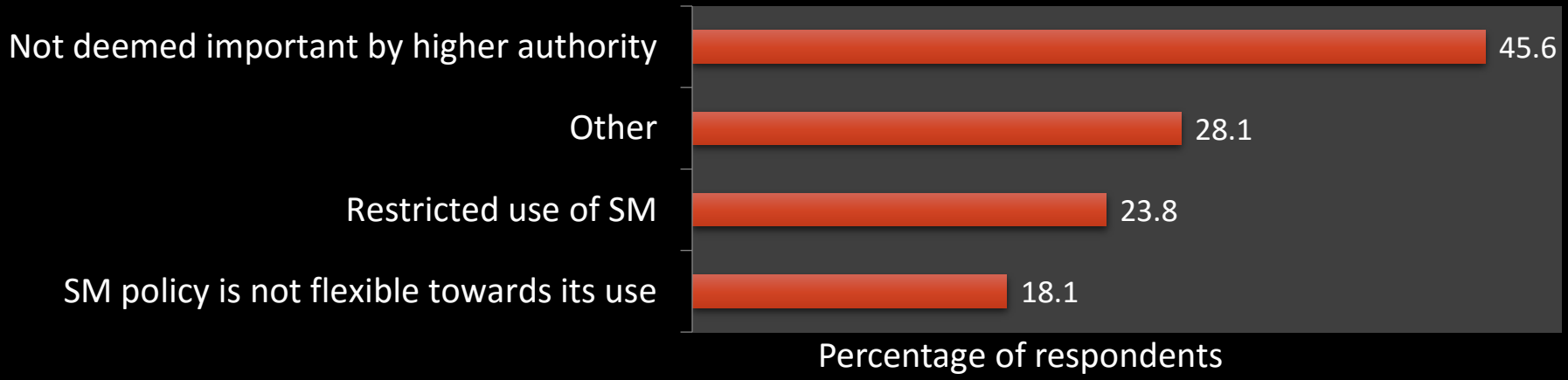
Type of information shared through social media (Global)



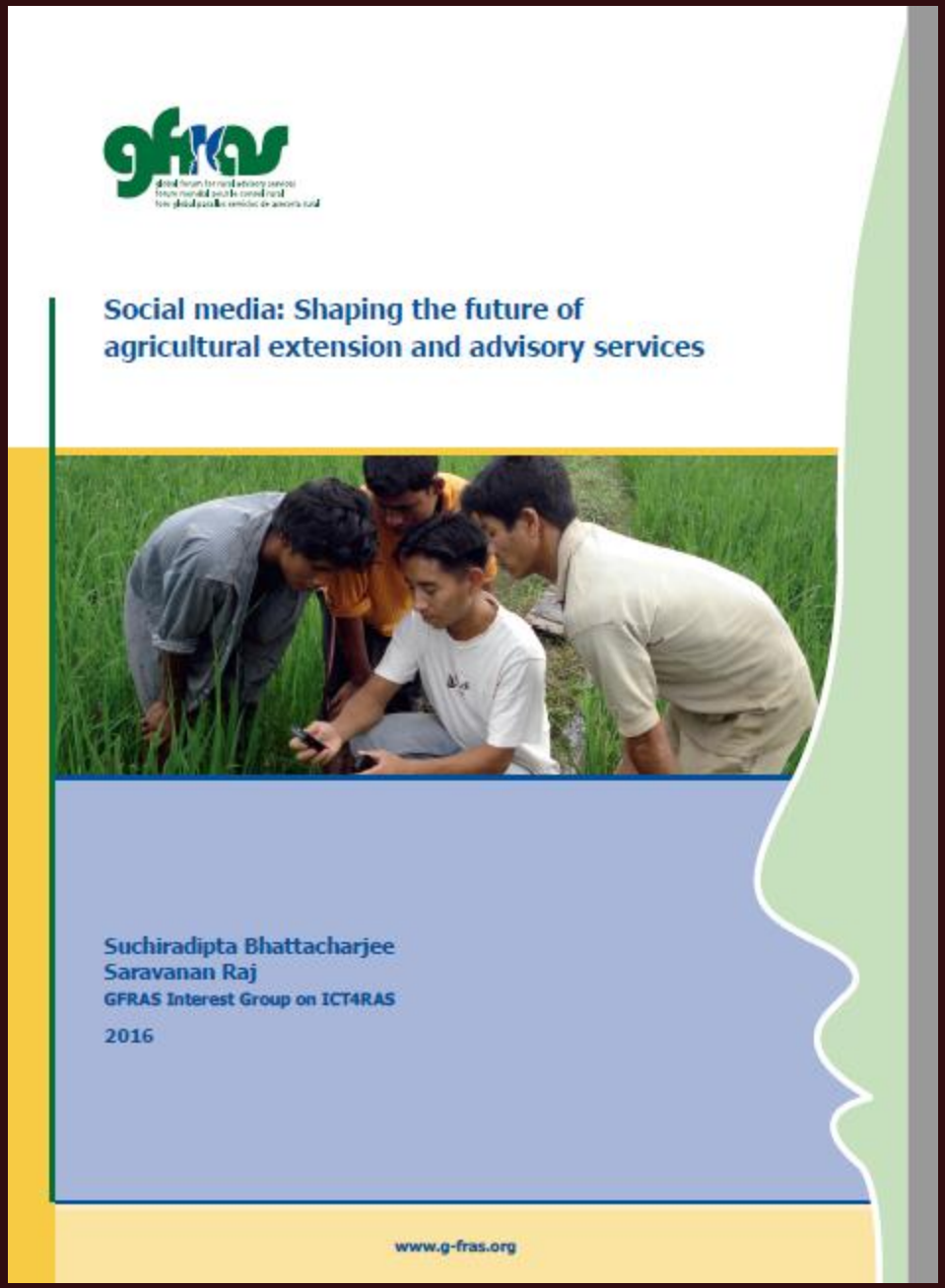
Type of information shared through social media (India)



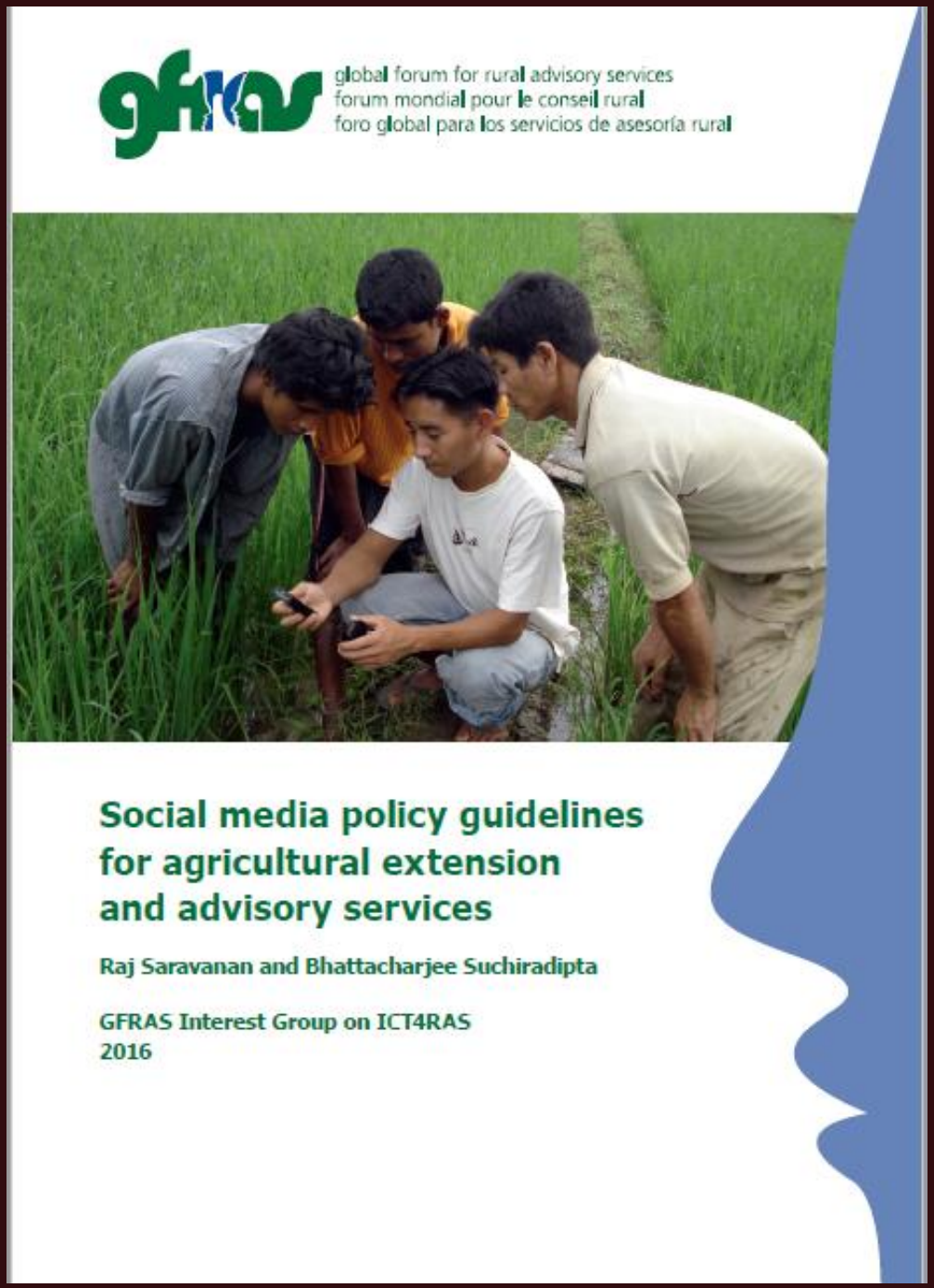
Institutional difficulties in using social media (global)



Institutional difficulties of organization in using social media (India)



Suchiradipta, B., and Saravanan, R., 2016. Social media: Shaping the future of agricultural extension and advisory services, GFRAS interest group on ICT4RAS discussion paper, GFRAS: Lindau, Switzerland. https://g-fras.org/en/knowledge/gfras-publications.html?download=414:social-media-shaping-the-future-of-agricultural-extension-and-advisory-services



Saravanan, R. and Suchiradipta, B., 2016. Social media policy guidelines for agricultural extension and advisory services, GFRAS interest group on ICT4RAS, GFRAS: Lindau, Switzerland. http://www.g-fras.org/en/knowledge/gfras-publications.html?download=415:social-media-policy-guidelines-for-agricultural-extension-and-advisory-services

aesa
Sharing, learning and networking for innovation

Blog 42: December 2014

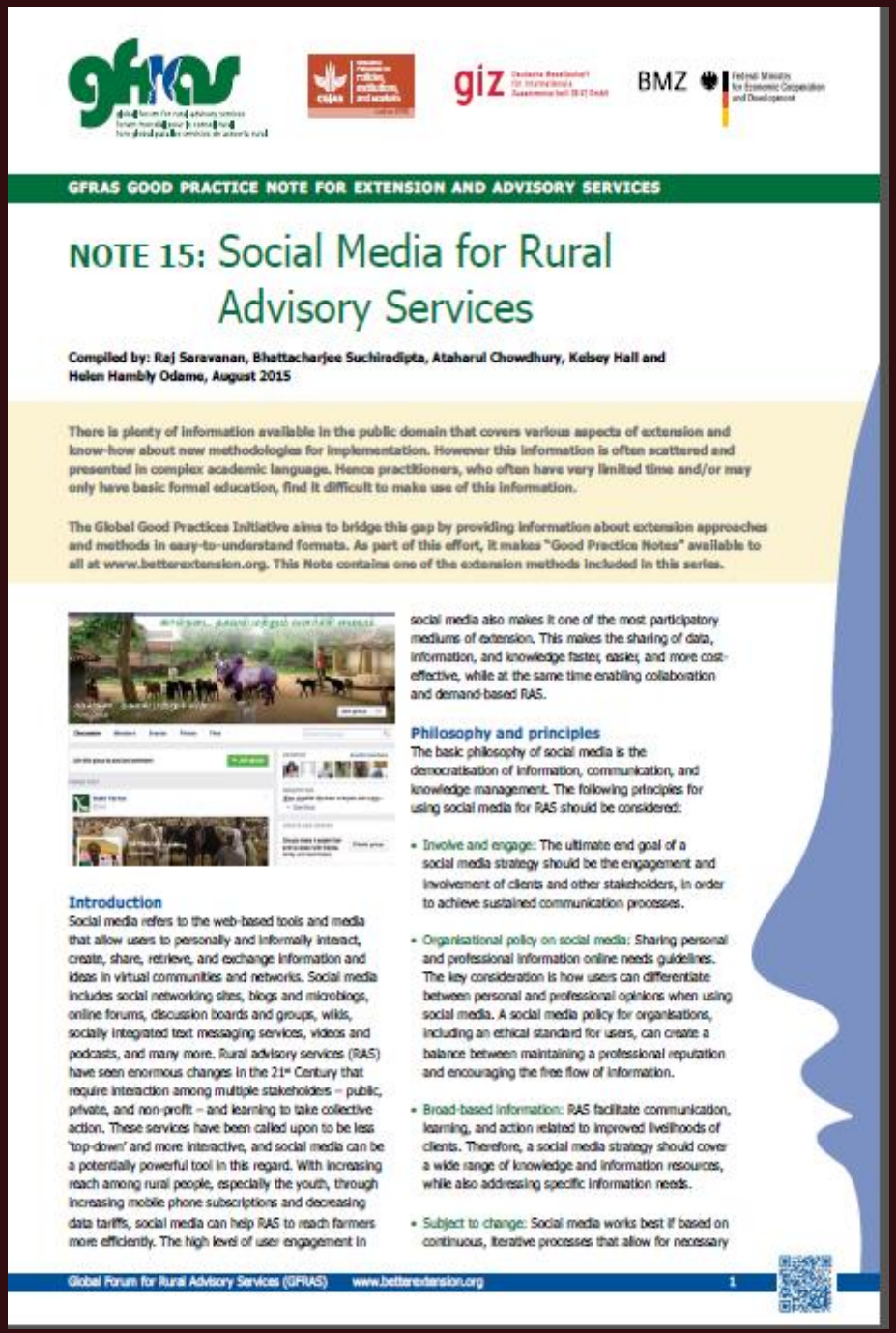
Agricultural Extension in South Asia

SOCIAL MEDIA: NEW GENERATION TOOLS FOR "AGRICULTURAL EXTENSION"?

Though Social Media applications can be effectively used by extension and advisory services, lack of awareness and skill about its use currently constrain its widespread use. Moreover the organisational culture within extension organisations also restricts exploitation of its full potential by extension professionals, argues Saravanan Raj and Suchiradipta Bhattacharjee in this blog.

Agricultural Extension and Advisory Services currently face several new and complex challenges. As articulated in the GFRAS Position Paper "The New Extensionist", it needs new capacities to effectively deal with these challenges (Sulaiman and Davis, 2012). The increasing pluralism in extension funding and delivery demands new relationships, knowledge flows and partnerships among the wide range of EAS providers and other actors in the Agricultural Innovations Systems (Davis and Heemskerk, 2012). Social Media can play an important role in enhancing interactions and information flows

Saravanan, R. and Suchiradipta, B. 2014.*Social media: New generation tools for "Agricultural Extension"?* AESA blog No. 42. December 2014.
http://www.aesagfras.net/Resources/file/Saravanan%20Final%20blog%2042.pdf



GFRAS GOOD PRACTICE NOTE FOR EXTENSION AND ADVISORY SERVICES

NOTE 15: Social Media for Rural Advisory Services

Compiled by: Raj Saravanan, Bhattacharjee Suchiradipta, Ataharul Chowdhury, Kelsey Hall and Helen Hambly Odame, August 2015

There is plenty of information available in the public domain that covers various aspects of extension and know-how about new methodologies for implementation. However this information is often scattered and presented in complex academic language. Hence practitioners, who often have very limited time and/or may only have basic formal education, find it difficult to make use of this information.

The Global Good Practices Initiative aims to bridge this gap by providing information about extension approaches and methods in easy-to-understand formats. As part of this effort, it makes "Good Practice Notes" available to all at www.betterextension.org. This Note contains one of the extension methods included in this series.

Introduction

Social media refers to the web-based tools and media that allow users to personally and informally interact, create, share, retrieve, and exchange information and ideas in virtual communities and networks. Social media includes social networking sites, blogs and microblogs, online forums, discussion boards and groups, wikis, socially integrated text messaging services, videos and podcasts, and many more. Rural advisory services (RAS) have seen enormous changes in the 21st Century that require interaction among multiple stakeholders – public, private, and non-profit – and learning to take collective action. These services have been called upon to be less 'top-down' and more interactive, and social media can be a potentially powerful tool in this regard. With increasing reach among rural people, especially the youth, through increasing mobile phone subscriptions and decreasing data tariffs, social media can help RAS to reach farmers more efficiently. The high level of user engagement in social media also makes it one of the most participatory mediums of extension. This makes the sharing of data, information, and knowledge faster, easier, and more cost-effective, while at the same time enabling collaboration and demand-based RAS.

Philosophy and principles

The basic philosophy of social media is the democratisation of information, communication, and knowledge management. The following principles for using social media for RAS should be considered:

- Involve and engage: The ultimate end goal of a social media strategy should be the engagement and involvement of clients and other stakeholders, in order to achieve sustained communication processes.
- Organisational policy on social media: Sharing personal and professional information online needs guidelines. The key consideration is how users can differentiate between personal and professional opinions when using social media. A social media policy for organisations, including an ethical standard for users, can create a balance between maintaining a professional reputation and encouraging the free flow of information.
- Broad-based information: RAS facilitate communication, learning, and action related to improved livelihoods of clients. Therefore, a social media strategy should cover a wide range of knowledge and information resources, while also addressing specific information needs.
- Subject to change: Social media works best if based on continuous, iterative processes that allow for necessary

GFRAS Global Good Practice Note

Saravanan, R., Suchiradipta, B., Chowdhury, A., Hambly Odame, H. and Hall, K. 2015. *Social Media for Rural Advisory Services*. Note 15. GFRAS Good Practice Notes for Extension and Advisory Services. GFRAS: Lindau, Switzerland. www.g-fras.org/en/download.html?download=355:ggp-note-15-social-media-for-rural-advisory-services

Extension NEXT

Bulletin No. 1, March, 2017

Social Media for Agricultural Extension

National Institute of Agricultural Extension Management (MANAGE)
(An organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)
Centre for Agricultural Extension Innovations and Reforms
Rajendranagar, Hyderabad – 500030, Telangana State, India
www.manage.gov.in

About the issue

Social media has changed the landscape of global development. Worldwide, it is not just shaping communication but also the future, by influencing opinions and mobilizing masses. This digital communication method has become an inseparable part of everyday life. With increased popularity, it has become the most used medium for business and development sectors alike.

This popularity though, is yet to reach a mass scale in agriculture all over the world and beyond the boundaries of developed nations. The documentation of the use of social media, in a few rural areas in lower and middle income economies, is minimal. Also, psychological, technical as well as institutional barriers, to some extent, limit the use of social media among the agrarian stakeholders.

Considering the growing popularity of social media among the young and old alike, irrespective of their urban or rural distribution, this issue focuses on the innovations, resources and examples that social media brings forth for agricultural extension and its implications on shaping the future of extension.

Implications for agricultural extension

- Makes extension professionals part of discussions and debates on extension
- Increasing awareness among urban consumers about farm to plate journey of food
- Increased reach
- Professional development of extensionists through networking, sharing ideas and opinions, conducting research
- Increased visibility of agricultural issues

- Helps crowd funding of development initiates in agriculture and allied sectors of rural development
- Provides insights and evidences required to influence policy and policymakers
- Capacity development for field functionaries, rural youth and farmers
- Facilitate innovation platforms for AIS
- helps to draw attention to the required interventions required for obtaining infrastructure, if not available

https://www.facebook.com/groups/gfras/
https://www.youtube.com/user/gfrassecretariat
https://twitter.com/infogfras?lang=en

https://www.facebook.com/groups/428431183848161/
https://www.youtube.com/channel/UC4TU2yvvaRQJOlv_scAyPpg
https://twitter.com/AESA_Extension

https://www.facebook.com/National-Institute-of-Agricultural-Extension-Management-258224801187342/?fref=ts
https://twitter.com/manage1987india

Like
Follow
Subscribe

https://www.facebook.com/saravanan.raj.904

www.saravananraj.net

www.manage.gov.in