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Role of Media in Agriculture Development

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Abstract

Media plays a crucial role in agricultural development by providing farmers with timely and accurate information that helps improve productivity and sustainability. Through platforms such as radio, television, newspapers, and digital tools, farmers gain knowledge about modern farming techniques, weather forecasts, pest management, market prices, and government schemes. This access to information enables better decision-making, reduces risks, and promotes the adoption of innovative practices like organic farming and improved irrigation methods. Additionally, digital media and mobile technologies have enhanced communication by allowing direct interaction between farmers, agricultural experts, and policymakers. Media also contributes to rural empowerment by increasing awareness, encouraging participation, and supporting farmers during emergencies through early warnings about natural disasters. Overall, media acts as a powerful link between knowledge sources and farmers, driving agricultural growth and improving rural livelihoods.

Keywords: Development, Information, Communication, Sustainability

Introduction

Media plays a crucial role in agricultural development by acting as an effective channel for sharing information, knowledge, and innovations with farmers. It helps disseminate timely updates on improved farming practices, weather forecasts, pest and disease management, market prices, government schemes, and modern agricultural technologies through newspapers, radio, television, mobile phones, the internet, and social media. By providing reliable and accessible information, media enables farmers to make informed decisions, adopt scientific methods, increase crop productivity, reduce production risks, and improve their income. It also strengthens communication between farmers, agricultural experts, researchers, and policymakers, encouraging the exchange of ideas and the adoption of sustainable farming practices. Thus, media serves as a powerful tool for agricultural extension, rural development, food security, and the overall growth of the agricultural sector.

Major Agriculture Programmes

- **Annadata Sukhibhava Scheme:** Provides direct financial assistance to farmers (around ₹20,000 per year) to support crop investment and improve income stability.

- **YSR Zero Interest Crop Loan Scheme:** Offers crop loans up to ₹1.75 lakh at zero interest (if repaid on time), helping farmers avoid debt burdens.
- **Dr. YSR Free Crop Insurance (PMFBY):** Insurance scheme that protects farmers from crop losses due to natural calamities and ensures financial security.
- **Rythu Sadhikara Samstha–Community Managed Natural Farming (APCNF):** Promotes chemical-free, sustainable farming methods to improve soil health, reduce costs, and increase farmer income.
- **Rythu Bharosa/“Raitanna...Meekosam” Programme:** A farmer outreach and support initiative that provides financial help, awareness, and guidance on best agricultural practices.
- **Agricultural Technology Management Agency (ATMA):** A farmer-oriented programme that provides training, skill development, and technology transfer in agriculture and allied sectors.
- **Polam Pilusthondi Programme:** Extension programme where experts visit villages regularly to guide farmers directly at the field level.

- **GAP-Polambadi Programme:** A training initiative (14-week programme) teaching scientific and eco-friendly farming practices to improve crop quality and yields.
- **AP Agriculture Apps (APAIMS/AP AGRI):** Digital platforms using AI and data to monitor schemes, provide advisories, and improve agricultural management.
- **National Food Security Mission (NFSM):** Increases production of pulses, cereals, and nutri-crops through improved technologies and demonstrations.
- **Rashtriya Krishi Vikas Yojana (RKVY):** Supports agricultural infrastructure, innovation, and development projects at the state level.
- **National Mission on Oilseeds and Oil Palm (NMOOP):** Encourages cultivation of oilseeds and oil palm to reduce import dependency.
- **Farm Mechanization & Kisan Drones Programme:** Provides subsidies on farm machinery and promotes drone technology for spraying and monitoring crops.
- **Micro Irrigation (PMKSY/APMIP):** Promotes drip and sprinkler irrigation with subsidies to save water and increase efficiency.
- **Pre-Monsoon Dry Sowing (PDMS):** Helps farmers sow crops before monsoon to reduce costs and improve productivity in low rainfall areas.
- **Smart & Precision Farming Policies:** Uses AI, sensors, and digital tools for pest control, crop monitoring, and better farm decisions.

Agriculture Related Acts

Agriculture in India is governed by several important laws and policies designed to support farmers, regulate markets, and ensure sustainable development. Key agriculture-related acts include the Essential Commodities Act 1955, which controls the production, supply, and distribution of essential goods to prevent hoarding and price rises; the Agricultural Produce Market Committee Act, which regulates agricultural markets and ensures fair trade practices for farmers; and the Minimum Wages Act 1948, which protects farm laborers by setting minimum wage standards. The Seeds Act 1966 ensures the quality of seeds supplied to farmers, while the Fertilizer Control Order 1985 regulates the sale and distribution of fertilizers. Environmental and land-related acts like the Land Reforms Acts and Environment Protection Act 1986 also play a role in sustainable agriculture. Together, these acts create a legal framework that supports agricultural production, protects farmers' interests, and promotes efficient use of resources.

Agriculture Related Movements in AP

Agriculture-related movements in Andhra Pradesh have played an important role in protecting farmers' rights, improving land distribution, and addressing rural issues. One of the earliest was the Zamindari Abolition Movement, which aimed to eliminate feudal land systems and give ownership rights to cultivators. The Telangana Peasant Armed Struggle was a major farmer uprising against landlords and exploitation, demanding land rights and fair treatment. Another significant movement is the Ryot Movements, where farmers protested for better crop prices, irrigation facilities, and government support. In recent years, farmers in the state have also participated in the broader Indian Farmers Protest 2020–2021, raising concerns about agricultural laws, minimum support prices, and market security. Additionally, local movements and farmer unions in Andhra Pradesh have actively campaigned for loan waivers, crop insurance, and

improved irrigation projects. Overall, these movements have significantly influenced agricultural policies and strengthened farmers' voices in the state.

Review of Literature

Pradeep Kumar T. L., Harish M. C., Shailesh, and Y. H. Preeti (2022) stated that agricultural journalism plays a crucial role in transferring scientific agricultural knowledge from research institutions to farmers through mass media such as newspapers, radio, television, and magazines. They emphasized that this communication helps in reducing the gap between research findings and actual adoption by farmers, thereby improving agricultural productivity and awareness among rural communities.

Babita Adhikari, Pragya Goswami, and S. K. Kashyap (2020) highlighted that development journalism through mass media has significantly contributed to agricultural and rural development in India. According to them, media platforms such as radio programs, agricultural magazines, and electronic media initiatives like Farm School on AIR have empowered farmers by providing timely information and strengthening rural communication systems.

Nawab Khan, Badar Naseem Siddiqui, Nanak Khan, and others (2020) reviewed that mass media including newspapers, television, radio, and mobile phones plays a very important role in agricultural development by providing farmers with updated information on weather forecasts, market prices, and modern farming techniques. They found that media improves farmers' decision-making and helps in increasing agricultural productivity in rural areas.

Mahendra Kumar Yadav and Rahul Kumar Darji (2024) observed that mass media not only disseminates agricultural information but also promotes sustainable farming practices. Their study showed that media helps farmers learn about soil health management, water conservation, and environmentally friendly farming methods through documentaries, news, and educational programs.

Parvaiz Akhter, Tanveer Hussain, and Bilal Ahsan (2021) explained that mass media serves as an important source of agricultural information and helps in the diffusion of agricultural innovations among farmers. They noted that media channels increase awareness and encourage farmers to adopt improved agricultural technologies for better yield and income.

Research Methodology

Sampling Method

Survey method was used for this study. A total of 30 respondents from Rajampet and Nandalur Mandals in YSR Kadapa district of Andhra Pradesh were selected for this study, each mandal 15 respondents were selected for this study. Primary data is collected directly from respondents. Secondary data is collected from Books and Journals, Newspapers and Magazines,

Aim: The aim of the study is to find out the Role of Media in Agriculture Development.

Objectives

- To understand the role of media in spreading agricultural information among farmers.
- To identify the types of media (radio, TV, mobile, internet, newspapers) used by farmers for agricultural knowledge.
- To examine the impact of media on farmers' awareness regarding modern farming techniques.

- To analyze how media influences farmers' decision-making in agriculture.
- To study the effectiveness of media in increasing agricultural productivity and income.
- To identify the problems faced by farmers in accessing agricultural information through media.

Hypotheses of the Study

- **H₀ (Null Hypothesis):** Media has no significant role in agricultural development.
H₁ (Alternative Hypothesis): Media plays a significant role in agricultural development.
- **H₀:** There is no relationship between media usage and improvement in farming practices.
H₁: There is a positive relationship between media usage and improvement in farming practices.
- **H₀:** Farmers do not depend on media for agricultural information.
H₁: Farmers depend on media for agricultural information.
- **H₀:** Media does not influence farmers' decision-making.
H₁: Media influences farmers' decision-making.

Scope of the Study

The scope of this study is limited to understanding the role of media in agricultural development among rural and farming communities. The study covers various forms of media such as radio, television, newspapers, mobile phones, and digital platforms like social media and internet-based applications. It focuses on how these media sources help farmers in obtaining information related to crop production, weather forecasts, pest control, market prices, and government schemes. The study also includes the impact of media on improving agricultural practices, productivity, and income levels of farmers.

This research is useful for students, researchers, agricultural departments, and policymakers to understand the importance of media in rural development and to improve communication strategies in the agricultural sector.

Data Analysis and Interpretation

Table 1: Age-wise Distribution

Age	No. of Respondents	Percentage
18-25	05	17.00%
26-40	10	33.00%
41-60	15	50.00%
Total	30	100.00%

The above table shows the age-wise distribution of 30 respondents in the study on the role of media in agricultural development. It is observed that the majority of respondents belong to the age group of 41–60 years, accounting for 15 respondents (50%). This indicates that middle-aged and older individuals form the largest group in the survey, suggesting that they are more actively involved in agriculture and more likely to engage with media for agricultural information.

The second highest group is the age category of 26–40 years, with 10 respondents (33%). This group represents economically active individuals who are likely to adopt modern farming practices and use media sources such as mobile phones and television for agricultural updates.

The least represented group is 18–25 years, with only 5 respondents (17%). This shows that younger individuals are less involved in farming activities or may have limited participation in agricultural information-seeking behavior.

Overall, the table indicates that the study is mainly dominated by middle-aged respondents, who are more relevant to agricultural decision-making. This age distribution is important because it reflects that media's role in agriculture is mostly influencing experienced and active farming groups rather than younger participants.

Table 2: Educational Qualification

Educational Qualification	No. of Respondents	Percentage
Illiterates	07	23.00%
Below Tenth	14	47.00%
Inter	05	17.00%
Degree	02	07.00%
PG	02	07.00%
Total	30	100.00%

The above table presents the educational qualification-wise distribution of 30 respondents. It is observed that the largest group consists of respondents who are educated below tenth standard, accounting for 14 respondents (47%). This indicates that a significant portion of the respondents have only basic education, which may influence their dependence on simple and easily accessible media sources such as radio and television for agricultural information.

The second major group is illiterates, with 7 respondents (23%). This shows that nearly one-fourth of the respondents have no formal education, which highlights the importance of audio-visual media and verbal communication in delivering agricultural knowledge to them.

Respondents with intermediate (Inter) education account for 5 respondents (17%), indicating a moderate level of education where individuals may have better understanding and may also use mobile phones and basic digital media for information.

Table 3: Which media sources do you regularly use?

Media Sources do you Regularly use	No. of Respondents	Percentage
Radio	02	07.00%
Television	03	10.00%
Mobile phone	08	27.00%
Internet/Social media	13	43.00%
Newspapers	02	07.00%
Agricultural magazines	02	07.00%
Total	30	100.00%

The above table shows the distribution of media sources regularly used by 30 respondents for obtaining agricultural information. It is observed that Internet/Social media is the most commonly used media source, with 13 respondents (43%). This indicates a strong shift towards digital platforms such as WhatsApp, YouTube, Facebook, and other online applications for accessing agricultural knowledge, suggesting that modern farmers are increasingly relying on digital communication for updated and fast information.

The second most used media source is the mobile phone, with 8 respondents (27%). This shows that mobile phones play a significant role in agricultural communication, as they provide easy access to calls, SMS services, mobile apps, and internet-based information, making them a convenient tool for farmers.

Television is used by 3 respondents (10%), indicating that it still serves as a useful source of agricultural information, especially through agricultural programs, news channels, and awareness campaigns.

The least used media sources are Radio, Newspapers, and Agricultural magazines, each with 2 respondents (7% respectively). This shows that traditional print and audio media have limited usage among the respondents in comparison to digital and mobile-based platforms.

Overall, the table clearly indicates that digital media, especially internet/social media and mobile phones, dominate as the primary sources of agricultural information. Traditional media such as radio, newspapers, and magazines are gradually losing importance, although they still play a minor role in reaching some sections of the rural population.

Table 4: Access media for agricultural information

Access Media for Agricultural Information	No. of Respondents	Percentage
Daily	12	40.00%
Weekly	13	43.00%
Occasionally	05	17.00%
Never	-	-
Total	30	100.00%

The above table represents the frequency of access to media for agricultural information among 30 respondents. It is observed that the highest number of respondents, 13 (43%), access media weekly for agricultural information. This indicates that a majority of the respondents regularly but not daily depend on media sources to stay updated with agricultural practices, weather updates, and market information.

The second largest group consists of 12 respondents (40%), who access media daily. This shows a strong dependency on media for continuous agricultural updates, suggesting that a considerable number of farmers actively seek real-time or frequently updated information to support their farming activities.

A smaller portion of respondents, 5 (17%), access media occasionally. This indicates irregular usage of media for agricultural purposes, possibly due to limited access, lack of awareness, or reliance on traditional farming knowledge.

It is also noted that none of the respondents fall under the category of never accessing media, which clearly shows that all respondents, in some form, use media for agricultural information.

Overall, the table highlights that media is widely used among respondents for agricultural purposes, with the majority accessing it either daily or weekly. This reflects the growing importance of media as a reliable source of agricultural information in rural development.

Table 5: Access to a Smartphone

Access to a Smartphone	No. of Respondents	Percentage
Yes	30	100.00
No	-	-
Total	30	100.00%

The above table shows the availability of smartphones among the 30 respondents. It is observed that all respondents, i.e., 30 (100%), have access to a smartphone, while none of the respondents reported having no smartphone.

This indicates a very high level of smartphone penetration among the respondents, which reflects the growing use of mobile technology in rural and agricultural communities. The complete availability of smartphones suggests that farmers and other respondents can easily access digital media platforms such as WhatsApp, YouTube, Facebook, and

agricultural mobile applications for obtaining information related to farming.

The result also highlights that smartphones have become an essential communication and information tool in the present era. Since all respondents have access to smartphones, it creates a strong foundation for the effective use of digital media in agricultural development.

Overall, the table clearly shows that smartphone access is universal among the respondents, which plays a significant role in improving access to agricultural information and supporting modern farming practices through digital media.

Table 6: Ever received agricultural information through media

Ever Received Agricultural Information through Media	No. of Respondents	Percentage
Yes	30	100.00
No	-	-
Total	30	100.00%

The above table shows whether respondents have ever received agricultural information through media sources. It is observed that all 30 respondents (100%) reported that they have received agricultural information through media, while none of the respondents stated that they have never received such information. This clearly indicates that media plays a universal role in disseminating agricultural information among the respondents. It shows that every respondent, directly or indirectly, depends on media platforms such as television, mobile phones, internet/social media, radio, or newspapers to obtain information related to farming practices, weather updates, pest control measures, and market prices.

The result highlights the strong influence of media in rural agricultural communication. It also reflects that media has successfully reached all respondents and contributed to spreading awareness and knowledge regarding agriculture.

Overall, the table confirms that media is an effective and widely accessed source of agricultural information, as all respondents have benefited from it in some form. This emphasizes the important role of media in supporting agricultural development and improving farmers' knowledge and decision-making.

Table 7: Type of agricultural information do you get from media

Type of Agricultural Information do you Get from Media	No. of Respondents	Percentage
Weather updates	02	07.00%
Crop cultivation techniques	05	17.00%
Pest and disease control	07	23.00%
Market prices	06	20.00%
Government schemes	05	17.00%
New farming technologies	05	17.00%
Total	30	100.00%

The above table presents the different types of agricultural information received by 30 respondents through various media sources. It is observed that pest and disease control information is the most commonly received category, with 7 respondents (23%). This indicates that farmers are highly concerned about crop protection and rely on media to manage pests and diseases effectively to reduce crop loss.

The second most received information is market prices, with 6 respondents (20%). This shows that media plays an important role in helping farmers stay updated about current market trends, which supports better selling decisions and income generation.

Three categories—crop cultivation techniques, government schemes, and new farming technologies—each account for 5 respondents (17% respectively). This indicates that media is moderately effective in spreading awareness about modern farming methods, government support programs, and technological advancements in agriculture.

The least received category is weather updates, with only 2 respondents (7%). This suggests that fewer respondents are using media specifically for weather-related agricultural planning, even though it is an important factor in farming decisions.

Overall, the table clearly shows that media provides a variety of agricultural information to farmers, with a strong focus on pest control and market-related data. It also highlights that while modern agricultural knowledge is being shared through media, there is still scope to improve awareness regarding weather-based farming information.

Table 8: Which media is most useful for agricultural information

Media is Most Useful for Agricultural Information	No. of Respondents	Percentage
Radio	05	17.00%
TV	07	23.00%
Internet	10	33.00%
Mobile apps	05	17.00%
Newspapers	03	10.00%
Total	30	100.00

The above table represents the respondents' opinion regarding the most useful media for agricultural information among 30 respondents. It is observed that Internet is considered the most useful source, with 10 respondents (33%). This indicates that digital platforms are becoming the primary source of agricultural knowledge, as they provide fast, updated, and easily accessible information on farming practices, market prices, and weather updates.

The second most useful media is Television, with 7 respondents (23%). This shows that television still plays a significant role in rural areas through agricultural programs, news channels, and awareness campaigns that help farmers gain visual and practical knowledge.

Both Radio and Mobile apps are equally preferred, each with 5 respondents (17%). This indicates that traditional media like radio is still relevant, especially in rural areas, while mobile applications are also gaining importance as they provide easy and personalized agricultural information.

The least preferred media is Newspapers, with 3 respondents (10%). This suggests that print media is becoming less popular compared to digital and electronic media, possibly due to lower literacy levels and the faster availability of information through mobile and internet sources.

Overall, the table clearly shows that internet-based media is the most useful source of agricultural information, followed by television. Traditional media like newspapers are gradually declining in importance, while mobile-based and digital platforms are becoming increasingly significant in agricultural communication and development.

Table 9: Has media helped you improve your farming practices

Has Media Helped you Improve your Farming Practices	No. of Respondents	Percentage
Agree	17	57.00%
Strongly disagree	13	43.00%
Disagree	-	-
Total	30	100.00%

The above table shows respondents' opinions on whether media has helped them improve their farming practices. It is observed that a majority of respondents, 17 (57%), agree that media has helped them improve their farming practices. This indicates that more than half of the respondents feel that media plays a positive role in enhancing agricultural knowledge and supporting better farming decisions such as crop management, pest control, and use of modern techniques.

On the other hand, 13 respondents (43%) have shown strong disagreement with the statement. This suggests that a considerable portion of respondents do not feel that media has significantly influenced or improved their farming practices. This may be due to factors such as lack of trust in media information, limited practical applicability, or reliance on traditional farming methods.

It is also noted that no respondents fall under the "Disagree" category separately, which indicates a clear division of opinion between agreement and strong disagreement, rather than moderate responses.

Overall, the table indicates that media has a moderately positive impact on improving farming practices, as a majority of respondents acknowledge its usefulness. However, the presence of a large proportion of disagreement also suggests that there is still a need to improve the reliability, accessibility, and practical relevance of agricultural information provided through media.

Table 10: Your overall opinion on the role of media in agricultural development

Overall Opinion on the Role of Media in Agricultural Development	No. of Respondents	Percentage
Very important	18	60.00%
Important	10	33.00%
Moderately important	02	07.00%
Total	30	100.00%

The above table presents the overall opinion of 30 respondents regarding the role of media in agricultural development. It is observed that a majority of respondents, 18 (60%), consider media as very important in agricultural development. This indicates that most respondents strongly believe that media plays a crucial role in providing agricultural information, improving farming practices, and supporting farmers in decision-making.

The second largest group consists of 10 respondents (33%), who feel that media is important. This shows that a significant portion of respondents also recognize the usefulness of media, though they may not consider it the most critical factor in agricultural development.

Only 2 respondents (7%) stated that media is moderately important, indicating that a very small proportion of respondents have a relatively lower level of confidence in the role of media in agriculture.

Overall, the table clearly shows that the majority of respondents have a positive perception of media's role in agricultural development. This highlights that media is widely accepted as an important tool for spreading agricultural knowledge, improving awareness, and supporting rural development.

Findings

- The above table shows the age-wise distribution of 30 respondents in the study on the role of media in agricultural development. It is observed that the majority

of respondents belong to the age group of 41–60 years, accounting for 15 respondents (50%). This indicates that middle-aged and older individuals form the largest group in the survey, suggesting that they are more actively involved in agriculture and more likely to engage with media for agricultural information. The second highest group is the age category of 26–40 years, with 10 respondents (33%). This group represents economically active individuals who are likely to adopt modern farming practices and use media sources such as mobile phones and television for agricultural updates. The least represented group is 18–25 years, with only 5 respondents (17%). This shows that younger individuals are less involved in farming activities or may have limited participation in agricultural information-seeking behavior.

- The above table presents the educational qualification-wise distribution of 30 respondents. It is observed that the largest group consists of respondents who are educated below tenth standard, accounting for 14 respondents (47%). This indicates that a significant portion of the respondents have only basic education, which may influence their dependence on simple and easily accessible media sources such as radio and television for agricultural information. The second major group is illiterates, with 7 respondents (23%). This shows that nearly one-fourth of the respondents have no formal education, which highlights the importance of audio-visual media and verbal communication in delivering agricultural knowledge to them. Respondents with intermediate (Inter) education account for 5 respondents (17%), indicating a moderate level of education where individuals may have better understanding and may also use mobile phones and basic digital media for information.
- The table (TABLE-3) clearly indicates that digital media, especially internet/social media and mobile phones, dominate as the primary sources of agricultural information. Traditional media such as radio, newspapers, and magazines are gradually losing importance, although they still play a minor role in reaching some sections of the rural population.
- Overall (TABLE-4), the table highlights that media is widely used among respondents for agricultural purposes, with the majority accessing it either daily or weekly. This reflects the growing importance of media as a reliable source of agricultural information in rural development.
- The table (TABLE-7) clearly shows that media provides a variety of agricultural information to farmers, with a strong focus on pest control and market-related data. It also highlights that while modern agricultural knowledge is being shared through media, there is still scope to improve awareness regarding weather-based farming information.
- The table (TABLE-8) clearly shows that internet-based media is the most useful source of agricultural information, followed by television. Traditional media like newspapers are gradually declining in importance, while mobile-based and digital platforms are becoming increasingly significant in agricultural communication and development.
- The table (TABLE-9) indicates that media has a moderately positive impact on improving farming practices, as a majority of respondents acknowledge its usefulness. However, the presence of a large proportion

of disagreement also suggests that there is still a need to improve the reliability, accessibility, and practical relevance of agricultural information provided through media.

- Overall, the table clearly shows that the majority of respondents have a positive perception of media's role in agricultural development. This highlights that media is widely accepted as an important tool for spreading agricultural knowledge, improving awareness, and supporting rural development.

Suggestions

Here are some useful suggestions on the role of mass media in agricultural development:

- Mass media should provide timely and accurate information on weather forecasts, market prices, and government schemes so farmers can make better decisions.
- Radio and television programmes should be broadcast in local languages to ensure accessibility for rural farmers.
- Media should focus on educational content, such as modern farming techniques, organic farming, and efficient irrigation methods.
- Use of digital platforms like mobile apps and social media should be increased to enable real-time communication between farmers and agricultural experts.
- Mass media should promote success stories of farmers to motivate others to adopt innovative practices.
- Awareness campaigns should be conducted about crop insurance, subsidies, and financial schemes available to farmers.
- Media should help in early warning systems for natural disasters like droughts, floods, and pest attacks.
- Collaboration between government, agricultural universities, and media organizations should be strengthened for reliable information dissemination.
- Efforts should be made to improve internet and digital access in rural areas so farmers can benefit from online resources.
- Media should encourage sustainable agriculture practices to protect the environment and ensure long-term productivity.

Conclusion

In conclusion, mass media plays a pivotal role in agricultural development by acting as a powerful link between knowledge providers and farmers. It helps in disseminating timely information about modern farming practices, weather conditions, market trends, and government schemes, thereby enabling farmers to make informed decisions. Through radio, television, print, and digital platforms, mass media promotes awareness, innovation, and adoption of sustainable agricultural methods. It also supports rural development by empowering farmers, reducing risks, and improving productivity and income levels. With the growing use of digital technology, the impact of mass media has become even more significant, making it an essential tool for achieving sustainable and inclusive agricultural growth.

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