

"EXAMINING THE IMPACT OF ELECTRONIC MEDIA ON THE ADOPTION OF ECO-FRIENDLY AGRICULTURAL PRACTICES"

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Abstract

In the dynamic landscape of agriculture, the symbiotic relationship between electronic media and adopting eco-friendly practices stands as a beacon of innovation and transformation. This research study embarks on a comprehensive exploration, guided by distinct objectives. Through a comprehensive examination guided by a theoretical framework, this study endeavors to unravel the intricate dynamics between electronic media exposure and farmer's behavior, knowledge, and attitudes toward sustainable agricultural practices. The analysis begins by scrutinizing the content themes, and audience engagement metrics, insights are gleaned into the efficacy of electronic media campaigns in disseminating information, promoting behavior change, and fostering sustainable agricultural practices. The study further seeks to assess farmers' knowledge through an in-person interview which is aimed at gauging farmers' knowledge gaps information-seeking behaviors and, receptiveness to sustainable agricultural practices disseminated through electronic media channels. A critical component of this research is the evaluation of the impact of successful electronic media campaigns on the adoption rates of eco-friendly agricultural practices. By examining the efficacy and reach of these campaigns, valuable insights are given to inform future strategies and initiatives to promote sustainable agricultural practices.

The research also provides actionable recommendations for optimizing the role of electronic media in promoting and facilitating the widespread adoption of sustainable agricultural practices, this objective delineates a roadmap for stakeholders to harness the full potential of electronic media as a catalyst for sustainable agricultural transformation. By offering practical recommendations, this research seeks to bridge the gap between knowledge dissemination and on-ground implementation, thereby fostering a more sustainable agrarian landscape. This study serves as a comprehensive exploration of the transformative power of electronic media in driving the adoption of eco-friendly agricultural practices. Through rigorous analysis, empirical investigation, and actionable recommendations, this study endeavors to contribute to advancing sustainable agriculture and promoting environmental stewardship within the farming community.

Keywords– Sustainable agriculture, Electronic media, Agricultural extension, Media campaigns, Rural Awareness

Introduction

In recent years, the global community has been increasingly concerned about the environmental sustainability of agricultural practices. The Rising population and increasing environmental concerns have put immense

pressure on traditional agricultural practices. The imperative to address climate change, preserve biodiversity, and ensure food security has prompted a shift towards eco-friendly agricultural practices. These practices encompass a range of techniques aimed at minimizing environmental impacts such as organic farming, agroforestry, and integrated

pest management. Amidst this paradigm shift the role of electronic media emerges as a dynamic force shaping the adoption and diffusion of sustainable agriculture practices.

The advent of electronic media has revolutionized communication channels, offering unprecedented avenues for information dissemination, knowledge exchange, and community engagement. From social media platforms to mobile applications, digital technologies have permeated every facet of agricultural communication, transcending geographical boundaries and connecting stakeholders across the agriculture value chain. In this context, electronic media serves as a channel for transmitting agricultural innovations, best practices, and scientific insights, democratizing access to information, and catalysing the uptake of sustainable farming techniques.

The adoption of eco-friendly agricultural practices has emerged as a pivotal strategy to mitigate the adverse impacts of conventional farming methods, such as soil degradation, water pollution, and biodiversity loss, while simultaneously enhancing resilience to climate change and ensuring long-term food security. Amidst this paradigm shift towards sustainability, the role of electronic media has garnered increasing attention as a potent catalyst for driving behavioural change, disseminating knowledge, and fostering innovation within the agricultural community. The proliferation of communication technologies has revolutionized the way information is disseminated, accessed, and shared across the globe. In this research paper, the researcher will be talking about the agricultural landscape of India.

Despite the proliferation of digital technologies, radio and television remain accessible and influential mediums, particularly in rural areas and developing regions. Radio, with its wide reach and low cost of production, has long been recognized as a powerful tool for agricultural extension and outreach. Often referred to as the

“voice of the masses,” radio has a long and storied history in India as a powerful medium for communication and entertainment. With a vast network of community radio stations, public broadcasters, and private radio channels, radio reaches millions of listeners in both rural and urban areas. Agricultural radio programs, such as “Krishi Darshan” provide farmers with practical advice, market information, weather forecasts, and success stories, empowering them to adopt sustainable farming techniques and improve their livelihoods.

Television, too, has emerged as a ubiquitous source of information and entertainment in India, with millions of households owning television sets and accessing a wide array of channels. Agricultural television programs, such as “DD Kisan and Krishi Jagran,” feature educational content, documentaries, and expert interviews on topics ranging from organic farming and agroforestry to water conservation and pest management. Through visually engaging storytelling and expert insights, these programs educate and inspire farmers to embrace eco-friendly agricultural practices.

Despite their effectiveness as communication tools, radio, and television face challenges in the digital age, including competition from online media, declining advertising revenues, and changing audience preferences. However, these challenges are often outweighed by the enduring popularity and ubiquity of broadcast media, particularly in rural areas where access to the internet may be limited or unreliable. Moreover, radio and television have the advantage of being accessible to illiterate populations, reaching remote areas with limited infrastructure, and providing real-time information during emergencies such as natural disasters and crop failures.

Literature Review

The literature on the impact of radio and television on the adoption of eco-friendly agricultural practices in India reflects the diverse and dynamic nature of agricultural

communication in the country. This review endeavours to synthesize a breadth of existing research and scholarly contributions, offering a comprehensive examination of the pivotal role played by broadcast media in the promotion of sustainable farming methodologies. By delving into this body of literature of knowledge, facilitation of behaviour change, and empowerment of farmers across diverse geographical regions and socio-economic strata.

At its core, this review seeks to elucidate the transformative potential of radio and television in driving the adoption of eco-friendly agricultural practices, thereby addressing pressing environmental challenges and fostering sustainable development. Through a meticulous analysis of scholarly discourse, empirical studies, and theoretical frameworks, we endeavour to unravel the nuanced mechanisms through which broadcast media channels serve as catalysts for change within the agricultural domain. From the remote villages of rural India to the bustling urban centers, radio and television platforms wield immense influence, serving as conduits for information dissemination, community engagement, and social mobilization.

Numerous studies highlight the importance of radio as a powerful tool for agricultural extension and outreach in rural India. Study by **Ghosh and Bhattacharyya. (2017)** emphasize the role of community radio stations in disseminating localized agricultural information and facilitating knowledge exchange among farmers.

Similarly, **Nirmala and The Dept. of Communication and Journalism Osmania University, Hyderabad (2018)** highlight the importance of communication channels in disseminating agricultural information. It emphasizes the limitations of traditional media in reaching rural farmers and proposes community radio as a powerful alternative. The paper discusses the advantages of community radio, such as affordability, accessibility, and

portability. It also mentions the role of All India Radio's Kisanvani program and the growing significance of community radio stations in promoting agricultural development.

On the other hand, **Lal, R. (2009)** emphasizes the profound implications of soil degradation on food security and sustainable development. In his seminal work titled "Soil Degradation as a Threat to Food Security and Sustainable Development," Lal underscores the urgent need to address soil degradation as a critical challenge facing agricultural systems worldwide. By highlighting the intricate linkages between soil health, food production, and environmental sustainability, Lal's research underscores the imperative for adopting eco-friendly agricultural practices to mitigate soil degradation and ensure long-term food security. This seminal work serves as a foundational reference in understanding the complex interplay between soil management, agricultural productivity, and sustainable development goals.

The study conducted by **Silvestri et al. (2020)** in Tanzania investigates the effectiveness of radio and SMS messaging, used alone and in combination, in promoting the adoption of legume-based sustainable agricultural practices among smallholder farmers in Tanzania. Legumes are nitrogen-fixing plants that benefit soil health and crop productivity. While both radio and SMS messaging were effective in raising awareness and encouraging farmers to adopt new legume-based agricultural practices, radio proved to be the most economical approach. Radio campaigns resulted in a greater number of farmers adopting their practices for each dollar spent compared to SMS campaigns. Notably, using both radio and SMS together did not show a significant advantage over radio alone. The study further suggests that radio can be a powerful tool for scaling up the adoption of sustainable agricultural practices among farmers worldwide.

All India Radio (AIR), the world's leader in broadcast languages, serves as a vital link for rural development in India. Leveraging radio's affordability and reach, AIR disseminated information, education, and entertainment content tailored for rural audiences. **Chandrasekhar. (2017)** tells in his work the innovative initiatives played by AIR like Farm Forums, fostering group discussions on agricultural topics, and Farm and Home Units, providing localized farming advice, have demonstrably improved agricultural practices. AIR's programming even bridges the rural-urban divide through shows combining entertainment with agricultural knowledge. Notably, AIR played a key role in the Green Revolution by effectively spreading information about new farming techniques. Despite challenges, AIR's continuous effort to adapt and reach rural listeners solidifies its position as a cornerstone of rural development and a valuable source of information for millions.

The paper titled "Leveraging Mobile Television for Agricultural Extension: Insights from Rural India" by **Jain and Prakash. (2019)** explores the potential of mobile television as a tool for agricultural extension in rural India. They also suggest how M-TV offers a wider reach and potential greater engagement compared to traditional methods due to its portability and entertainment value. The paper discusses the potential benefits of M-TV, such as improved access to information, increased awareness of new agricultural practices, and ultimately, improved agricultural productivity.

The study by **Iqbal et al. (2020)** investigates the role of information and Communication Technology (ICT) in the adoption of climate-smart agriculture (CSA) practices in Pakistan. The study explores that climate change poses significant challenges for agriculture practices. The study highlights the need for farmers to adopt CSA practices to ensure food security and adapt to a changing climate. Further, the study finds a crucial role in promoting CSA adoption by providing access to information on climate risks and enabling farmers to connect

with markets and share the best practice possible.

Kumar and Gupta. (2021) conducted a systematic review of the literature on the effectiveness of radio and television programs in promoting sustainable agriculture in developing countries. On the effectiveness of radio and television programs in promoting sustainable agriculture in developing countries. Central to their analysis was the identification of exemplary programs that effectively leveraged radio and television platforms to disseminate agricultural knowledge and foster behavior change among target audiences. Researchers highlighted the pivotal role played by innovative formats such as agricultural radio dramas and television documentaries, which employed narrative storytelling and visual storytelling techniques to convey complex agricultural concepts in an engaging and accessible manner.

Furthermore, Kumar and Gupta underscored the significance of audience segmentation, Content localization, and participatory approaches in maximizing the impact of electronic media interventions for agricultural extension. Through meticulous audience analysis, program developers were able to tailor content and messaging to suit the diverse needs, preferences, and socio-cultural contexts of target communities. By addressing specific knowledge gaps and communication barriers, these customized interventions effectively resonated with farmers, thereby enhancing their receptivity to new ideas and practices. They also emphasized the importance of participatory approaches that actively involve farmers in the design, production, and dissemination of electronic media content. Through strategic integration of audience segmentation, content localization, and participatory approaches, electronic media initiatives can serve as powerful catalysts for positive change, driving the adoption of eco-friendly agricultural practices and fostering inclusive and resilient rural communities

In a similar vein, **Sharma et al. (2020)** investigated the impact of television-based agricultural extension programs on farmer behavior change in the context of sustainable land management practices. Through a longitudinal study conducted in agricultural communities in India, the authors demonstrated how targeted television campaigns featuring expert advice, demonstration videos, and success stories effectively influenced farmer's attitudes and practices toward soil conservation, water management, and agroecological approaches. The study highlights the potential of television as a persuasive medium for promoting eco-friendly agricultural practices and fostering sustainable rural livelihoods.

Patel and Singh. (2018) conducted a field study to explore the role of community radio in disseminating agricultural information among marginalized farming communities in rural India. The study highlights how community radio stations fill a critical information gap in remote regions where access to mainstream media, such as television and newspapers, is limited.

Patel and Singh's findings emphasize the importance of locally produced programming and interactive formats in engaging farmers and fostering knowledge exchange. Community radio often features programs in local languages, covering topics relevant to the agricultural practices and challenges faced by farmers in their specific geographical area. Additionally, they suggested interactive formats such as call-in shows and farmer participation in program development giving growth and farmer-to-farmer communication facilitated by community radio fosters a sense of community solidarity and collective action towards addressing common agricultural challenges.

As every coin has two sides there is also the other side. Contrary to the prevailing narrative of the positive impact of electronic media on farmer behavior change toward sustainable agriculture, **Rahman et al. (2020)** conducted a

comprehensive meta-analysis to delve deeper into the nuanced dynamics at play.

Their study scrutinized a diverse array of research endeavors that explored the influence of electronic media interventions on farmers' adoption of eco-friendly practices across various socio-economic and geographical contexts. The crux of their analysis illuminated a plethora of factors that observed the disparities in outcomes across studies. They underscored how disparities in technological infrastructure and digital literacy levels among farmer populations could act as formidable barriers to the widespread dissemination and uptake of digital agricultural information.

Their research also shed light on the profound influence of socio-economic disparities on the reception and adoption of electronic media interventions. They elucidated how factors such as education levels, income levels, and social networks could mediate farmer's engagement with digital agricultural information. This study offered a nuanced understanding of the complex interplay between electronic media and farmer behavior change in the context of sustainable agriculture. By dissecting the multiple factors their study provides valuable insights for policymakers, agricultural extension practitioners, and researchers seeking to harness the transformative potential of electronic media in advancing sustainable farming practices.

Research Objective

1. To analyze the content and effectiveness of existing electronic media messages related to eco-friendly agricultural practices.
2. To assess the current level of awareness among farmers regarding eco-friendly agricultural practices.
3. To evaluate the impact of successful electronic media campaigns on the adoption rates of eco-friendly agricultural practices.
4. To provide recommendations for optimizing the role of electronic media in

promoting and facilitating the widespread adoption of sustainable agricultural practices.

Methodology

Qualitative tools were employed to conduct an in-depth investigation into the impact of electronic media on the adoption of eco-friendly agricultural practices. Semi-structured interviews were conducted with farmers to explore their perceptions, attitudes, and experiences regarding eco-friendly agricultural practices and their exposure to electronic media messages. Purposive sampling was employed to select participants from farming backgrounds.

Interviews were audio-recorded and transcribed verbatim for thematic analysis. A systematic tone was employed to examine the substance, tone, and messaging strategies employed in electronic media content. Ethical guidelines were adhered to throughout the research process, including informed consent, confidentiality, and voluntary participation. Participant's anonymity and privacy were respected and ethical approval was obtained wherever there was a requirement.

Research Hypothesis

H1- There is a positive correlation between exposure to electronic media messages on eco-friendly agricultural practices that are most likely to adopt sustainable farming methods.

H2- Farmers who are more aware of eco-friendly agricultural practices through electronic media channels are more likely to adopt sustainable farming practices compared to those with lower awareness levels.

Research Questions

Q1- How does exposure to electronic media messages influence farmers' adoption rates of eco-friendly agricultural practices?

Q2- What is the impact of successful electronic media campaigns on farmers' attitudes,

knowledge, and behaviors toward sustainable agriculture?

Q3- How can electronic media be optimized to effectively promote and facilitate the widespread adoption of eco-friendly agricultural practices among farmers?

Q4- What are the current levels of awareness among farmers regarding eco-friendly agricultural practices through electronic media channels

Findings and Analysis

A comprehensive examination of electronic media messages involved scrutinizing the content, tone, and strategies employed in promoting eco-friendly agricultural practices. By analyzing the substance and messaging techniques used, the researcher gained insights into the effectiveness of electronic media messages in engaging and informing audiences about eco-friendly agricultural practices. The effectiveness of electronic media messages was assessed by evaluating their impact on the knowledge attitude and behaviours of target audiences. This included measuring changes in awareness levels, shifts in attitudes towards sustainable agriculture, and the adoption rates of eco-friendly practices among farmers exposed to the messages.

The researcher conducted the content analysis on a popular agricultural show in India, "Krishi Darshan," which has been broadcast on Doordarshan, the national television of India, for several decades. Episode date - 1/06/2017 to 16/08/2017 (all the episodes were watched on YouTube)

1- **Show Format and Structure:** The format and structure of "Krishi Darshan" were analyzed, considering its duration, frequency of episodes, and segments within each episode. Recurring segments, including expert interviews, farmer success stories, demonstration of agricultural techniques, and viewer interaction sessions, were identified and

- examined for consistency and effectiveness.
- 2- **Content Themes:** The primary themes covered in “Krishi Darshan” episodes, such as crop cultivation, livestock management, organic farming, water conservation, and pest control, were identified and evaluated. The breadth and depth of coverage for each theme were assessed to determine whether certain topics received more attention than others, providing insights into the show’s thematic focus over time.
 - 3- **Message Framing:** The framing of messages within the “Krishi Darshan” episode was analyzed, considering how agricultural practices were presented and the tone of the messaging. Messages were assessed for their emphasis on the importance of eco-friendly agricultural practices and sustainability, providing a nuanced understanding of the show’s messaging strategies.
 - 4- **Audience Engagement-** Strategies employed to engage the audience, such as viewer participation through phone-ins, media interaction, and on-screen quizzes were examined. The level of audience engagement and participation in discussions related to eco-friendly agricultural practices was assessed, providing insights into the show’s ability to foster interactive and informative programming.
 - 5- **Expertise and Credibility-** The expertise and credibility of presenters, experts, and guests featured on “Krishi Darshan” were evaluated. The information provided was assessed for its alignment with scientific evidence, practical experience, and credible sources, contributing to an understanding of the show’s authority and reliability as a source of agricultural information.

Interview

As an experienced farmer with decades of involvement in agriculture, Mr Prakash the interviewee focused on cultivating traditional crops such as rice, wheat, and pulses. Additionally, he maintains a small livestock operation, primarily raising cattle for dairy production. The interviewee obtained information from various sources, including agricultural extension services and electronic media such as television and radio. The findings highlighted the importance of electronic media in influencing farmer attitudes and behavior towards eco-friendly practices. While traditional sources of information remain valuable, electronic media played a significant role in expanding farmer’s knowledge.

During the interview, the interviewer asked about the influence of electronic media on eco-friendly agricultural practices, the interviewee confirmed that he, his family, and neighbors regularly listen to the Green Revolution radio program and watch TV shows that discuss eco-friendly farming practices. The interviewee expressed their belief that adopting eco-friendly agricultural practices was essential for the long-term viability of farming operations and the preservation of natural resources. While acknowledging the potential benefits of such practices, they also understood that transitioning to new methods might require significant adjustments and investments. However, they indicated a willingness to explore these options and adapt their farming practices accordingly.

Though there are challenges as the interviewee highlighted one of the main challenges that he and his whole community had encountered, citing the lack of access to affordable and practical solutions. He also emphasized the necessity for greater support and guidance from agricultural experts and government agencies methods. To encourage more widespread adoption, the farmer stressed the importance of access to comprehensive training programs, technical assistance, and

financial incentives. They recognized the potential of electronic media in disseminating information and resources to farmers but noted the need for more targeted and localized content. Additionally, the interviewee suggested that platforms such as television and radio could facilitate peer-to-peer learning and knowledge exchange among farmers, thereby further enhancing the adoption of sustainable farming methods.

Campaign Analysis

To evaluate the impact of successful electronic media campaigns on the adoption rates of eco-friendly agricultural practices in India the research examined the “Green Revolution”, broadcasted on AIR every weekday at 7 AM IST, focused on environmental conservation and sustainable development. Through discussions with experts and interviews with farmers, the program highlighted the importance of eco-friendly practices such as agroforestry, waste management, and climate-resilient agriculture.

The campaign was strategically designed to leverage the extensive reach and influence of radio as a mass communication medium. The timing of the broadcast ensured maximum visibility and engagement, as it coincided with prime listening hours for agricultural communities preparing for their day’s work.

The program’s content was carefully curated to address key issues related to eco-friendly agriculture, sustainable development, and environmental conservation. Each episode featured in-depth discussions with agricultural experts, environmentalists, government officials, and farmers who shared their experiences and insights into adopting eco-friendly farming practices. The program’s messaging emphasized the importance of adopting sustainable practices to mitigate environmental degradation, conserve natural resources, and enhance agricultural productivity in the face of climate change challenges.

Impact and Outcomes-

Through its informative content and engaging format, the program inspired many farmers and rural communities to explore and adopt sustainable farming methods. Listeners were motivated to implement practices such as organic farming, crop diversification, integrated pest management, and water-efficient irrigation techniques on their farms. The program’s success was evident in the positive feedback received from listeners, as well as anecdotal evidence of increased interest and participation in eco-friendly agriculture initiatives across different regions of India.

Lessons Learned-

The “Green Revolution” campaign on AIR demonstrated the power of radio as a medium for disseminating information, fostering dialogue, and driving behavior change in agricultural communities. Its success was attributed to its informative content, credible experts, and targeted messaging tailored to the needs and interests of its audience. The campaign was successful because of its two-way approach which highlighted the importance of ongoing engagement, follow-up activities that were result-oriented, and community participation in sustaining momentum and driving long-term impact in promoting eco-friendly agricultural practices.

Suggestions-

Optimizing the role of electronic media in promoting and facilitating the widespread adoption of sustainable agricultural practices requires a multifaceted approach that encompasses various strategies and considerations. Here are some recommendations for optimizing the role of electronic media for better performance and more result-oriented practices-

1. Electronic media content should more focus on tailored content to meet the diverse needs and interests of agricultural communities. Content should address local challenges,

highlight success stories, and offer practical solutions tailored to different regions and farming contexts.

2. The campaign program should be more example-centric and should ensure that media campaigns incorporate localized messaging and culturally appropriate content to resonate with target audiences. It should also utilize language, imagery, and examples that are familiar and relatable to farmers in various regions.
3. Should forge partnerships with agricultural organizations, research institutions, government agencies, and industry stakeholders to harness their expertise and resources. Collaborate in co-creating content, conduct outreach campaigns, and provide support services to farmers.
4. Content should offer training programs regarding sustainable agricultural practices, and webinars and workshops should be organized which can enhance farmers' digital literacy and proficiency in utilizing electronic media platforms effectively. Simultaneously should guide navigating online resources, evaluating information credibility, and implementing best practices in sustainable agriculture.
5. Also establish a mechanism for monitoring and evaluating the effectiveness of electronic media campaigns in promoting sustainable agricultural practices collect feedback from farmers, track audience engagement metrics, and conduct periodic assessments to measure impact and identify areas for improvement.

Limitations

While this study aims to shed light on the relationship between electronic media and the adoption of eco-friendly agricultural practices, several limitations were acknowledged. Firstly the potential for sample bias existed, as

participants may not have fully represented the diversity of farmers; perspectives and experiences. The generalizability of findings may have been limited due to the focus on specific regions or farming contexts. Technological barriers, such as limited access to electronic media platforms, could have impeded participation. Moreover, the study may have been constrained by time and resource limitations, which could have impacted the depth and scope of data collection and analysis. The dynamic nature of electronic media platforms and content may have resulted in changes over time, which were not captured within the study period. Ultimately, the study's external validity may have been confined to its particular context, potentially constraining its relevance and transferability to diverse agricultural environments.

Conclusion

In summation, this research journey has illuminated the profound impact of electronic media on catalyzing the adoption of eco-friendly agricultural practices. Through an exhaustive exploration encompassing diverse electronic media platforms, from television to online forums, this study has unearthed pivotal insights crucial for ushering in a paradigm shift towards sustainable farming methodologies.

The examination of electronic media content unearthed a crucial revelation tailored messaging and localized content stand as key players in captivating the attention and resonating with the intricacies of varied agricultural communities. By weaving narratives that address localized challenges, spotlight success stories, and offer pragmatic solutions, electronic media campaigns wield the power to not merely disseminate information but spark transformative action among farmers.

Furthermore, delving into interactive platforms has extracted an invaluable asset the potential of social media, online forums, and mobile applications in fostering dynamic two-communication and knowledge exchange. Through active participation and collaborative

discourse, farmers, experts, and agricultural extension agents converge to forge a robust ecosystem brimming with resources, insights, and support mechanisms conducive to the seamless adoption of sustainable agricultural practices.

The significance of partnerships and collaborations emerged as a cornerstone in this discourse. Collaborative endeavors between agricultural organizations, research institutions, government agencies, and industry stakeholders serve as crucibles for innovation, knowledge dissemination, and resource mobilization. By pooling their collective wisdom, expertise, and resources, stakeholders fortify the scaffoldings underpinning farmers' transitions to sustainable farming paradigms.

Moreover, the imperative of capacity building and digital literacy initiatives looms large on the horizon. Empowering farmers with the requisite skills, knowledge, and insight to navigate electronic media platforms with finesse is paramount. Through bespoke training programs, immersive webinars, and hands-on workshops, farmers ascend the digital learning curve, equipping themselves to discern credible information, harness digital tools, and implement best practices in sustainable agriculture.

In conclusion, this study underscores the transformative potential of electronic media as a formidable catalyst in galvanizing the widespread adoption of eco-friendly agricultural practices. By harnessing the potency of tailored content, interactive platforms, collaborative partnerships, capacity-building initiatives, and policy advocacy, stakeholders can forge a sustainable agrarian landscape brimming with resilience, innovation, and prosperity for generations to come.

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