

Evaluating Agriculture-Based YouTube Channels as an effective medium for Information Dissemination among Farmers

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Introduction

Agriculture is an important sector for the Indian economy, as it engages around 46.1% of its population and contributes 17.7% towards the Indian GDP in the fiscal year 2023 – 2024 (Gulati, 2024). The total food grain production in the country is around 11 million tonnes, higher than the year 2019-20.

Despite agriculture playing a crucial role in this country, this sector is burdened with a lot of challenges, such as keeping the pace with increasing demands of goods, poor physical infrastructure, uncertain weather conditions, lack of information, and limited resources for farmers. The worst consciousness of these issues leads to heavy debt on farmers, ill health and even increasing suicide cases. As per the National Crime Record Bureau, more than 1 lakh farmers have committed suicide in India in the last ten years (Fleck, 2024).

Every year the Indian government introduces many policies which aim to safeguard and promote the interests of farmers. However, the information gap remains the same. The actual information never reaches them the way it is meant to, and farmers are not able to access the benefits of these initiatives; they are not aware of the different technologies, ways to protect crops, advance farming techniques, fluctuating market prices and other beneficial information.

The present ratio of extension workers compared to the farmer's population is 1:1037, which cannot meet the knowledge needs of farmers. With such limited availability of extension workers, the media play an important role in the dissemination of information and knowledge among the Indian farmers.

The newspapers, television, radio and digital media are major sources among farmers for collecting information, especially with the increased penetration of the internet in the rural areas; social media is becoming an important source of information and entertainment among the Indian farming community.

With the help of social media, farmers can comfortably engage with other farmers, do agribusinesses and can promote and sell their crops directly to the customers. They can interact with experts and can gain their knowledge, experiences and advice. The daily need for agriculture-related information such as irrigation-related information, purchasing of crops, seeds and fertilisers and accessing better markets, better crop prices, for all these things, online platforms can be extremely Beneficial, it can keep them up-to-date on all farm-related news.

The use of video streaming media, such as YouTube, is very popular and influential; it has been a widely used medium for learning and educating. YouTube is used by farmers for the purpose of collaborative learning and to encourage self-learning. It is used as an educational instrument to enhance learning in an innovative and creative way too. According to MarketingtoFarmers.com in the last few months, 44% of farmers “watch videos to acquire information on products and services for their farms.”

There are many farmers in India who are doing farming, but besides that, they have become full-time YouTubers too. They have millions of subscribers and followers. Some of the famous farming-based YouTube channels are Indian Farmer, founded by two friends, Mr Akash Jadhav and Mr Santhosh Jadhav, founded and run by Mr Yash Jaat, has millions of subscribers, My Kisan Dost, Technical farming, Hello Kisan and many others. These channels are full of videos related to different farming styles, best quality of seeds, manure, remedies for a healthy lifestyle and videos related to animal husbandry and modern equipment and on many more topics.

The growing popularity of these agriculture-based YouTube channels makes them an interesting area of study to understand in detail what type of content these channels upload, their quality, format and other aspects. In this research paper, the top five agriculture-based Indian YouTube channels will be selected that are posting content in Hindi, and their last three months' content will be studied for understanding their content quality and the interaction of audiences on such content.

Review of Literature

A research study conducted at the Banga Krishi Vishwavidyalaya, West Bengal, clearly showed that social media has become an integral part of agricultural communication, and it is the next big step towards the agricultural extension services. The involvement of farmers with social media can raise awareness about agriculture in the general public and can increase their income. Around 81.54% of the respondents believed that social media can help in attracting a large number of customers (Mahavidyalaya, November, 2021).

The use of YouTube by farmers is based on a lot of factors, such as their education level and exposure to digital media. The challenges that make the farmers use these resources less are high cost of data and limited access to the internet. This was the result found from a study conducted in Bangladesh with around eighty farmers (Shahnaj Pervin, Islam, & Khatun, 2025).

YouTube farming-based videos have helped 55% of farmers in their knowledge enhancement, decision-making and better community engagement; they have also motivated them to adopt new practices, and 30% of farmers also agreed that social media platforms such as YouTube and WhatsApp is becoming their primary source of information (Chourase & Bute, 2023).

A case study conducted in Pollachi, Coimbatore district, Tamil Nadu, brought out that ICT tools are more dominantly utilised by large-land farmers in comparison with small-land farmers. For using ICT in agricultural activities, it firstly requires a positive attitude towards using ICT tools and applications. Young farmers are more involved in collecting agriculture-related information through their mobile phones. But lack of knowledge, inadequate ICT infrastructure, lack of training for farmers and other language and traditional constraints often prohibit a majority of farmers from using ICT tools that are frequently used in farming and related activities (K.Lokeswari, July, 2016).

In another study conducted in the district of Kapurthala found that more than 98% of farmers own a mobile phone, which is primarily used for social communication; however, 78% of farmers say they occasionally use their mobile phones for agriculture advisory purposes, such as calling agriculture departments or relatives or agriculture agents to enquire about the price of produce. It was discovered that mobile phones are the most effective source among farmers for exchanging agricultural information. (Sharma, June, 2014).

Women farmers living in the USA, people use social media for meeting the information need and for increasing their sales. It helps in saving their time as they get instant solutions to their problems. Facebook is an important part of many women farmers' businesses. models; it helps them in getting many new customers, and through this, they are able to boost their sales. It also helped them in marketing their fruits and vegetables and other products.

The majority (50%) of farming youths agreed that social media is a very useful tool for learning about farming and saving time and money (32.50%). The awareness level of farming and non-farming youth about the programme/policy related to youth and agriculture was very low; adoption of the policy or programme was also very low due to a lack of awareness and education. As a result, there is a need to improve the education and awareness levels of youths through training and educational programmes. (Daigle, 2020).

In Ghana mobile phones are considered the widely accessed tool among the farmers for searching agriculture-related information. The farmers use mobile phones to gather information related to access to agriculture inputs (87%), accessing market information (70%), taking expert advice (52%), monitoring financial transition (54%), acquiring information related to fertilisers and pesticides (98.8%), and information on disease control on crops and animals, transportation and weather updates (75.3%) (Atiso, 01/01/2021).

In South Nigeria, through this research it was found out that media (WhatsApp and Instagram) are improving farmer efficiency and turnover through a significant reduction in the cost of marketing agricultural products. (Henry Inegbedion, 2021).

Objectives

- To understand the characteristics of agriculture-based YouTube videos in Hindi.
- To understand the themes on which the content is mostly shared on the leading agricultural YouTube channels in Hindi.
- To find out the various styles and formats used in agriculture-based YouTube channels in Hindi.
- To analyse the audience comment session for understanding their interactions on the content.

Research Methodology

In this study content analysis methodology was used for analysing the content posted on the selected agriculture-based YouTube channels in Hindi. The content posted on these channels was analysed for three months from 1st January to 1st April 2026 (01/1/26 – 01/4/26).

For selecting the leading agriculture-based channels, keywords such as 'agricultural', 'vlog', 'kheti', 'pashu palan', 'top' and other keywords were used. The search results contained a number of YouTube channels, out of which the top five channels were selected.

The researchers choose purposive sampling while selecting the channels based on total subscribers and agricultural content available in Hindi. A code sheet was prepared with some major pointers such as themes, video quality, other information provided and more. With the help of Excel, the further results were found.

The top five selected channels are mentioned in the table below.

Table 3.1 describes the detailed information about the agriculture-based selected channels:

S.NO.	Channel Name	Subscribers	Videos	Years of Established
1.	Farming Leaders	5.98M	1.4K	Sep 7, 2019
2.	Indian Farmers	3.69M	1.6K	Jun 11, 2018
3.	Technical Farming	2.48M	928	Oct 2, 2018
4.	My Kisan Dost	1.37M	540	Dec 4, 2015
5.	Ravizone Farming Leaders	1.28M	1.1K	Dec 22, 2015

Data Analysis

Around 128 videos were analysed from the selected five agriculture-based channels; based on the above-mentioned categories, their detailed results are presented below:

Table 4.1 presents the characteristics of agriculture-based YouTube channels in Hindi

Video Duration	Percentage
5 – 10 min	30%
10 – 15 min	45%
15 – 20 min	25%
Video Description	
Present	90%
Absent	10%

Table 4.2 presents the continued characteristics of agriculture-based YouTube channels in Hindi

Variables	Percentage
Video Quality	
4K	65%
4K and below	35%
Other Information Presence	
Website	10%
Phone Number	10%
Social Media	25%
Blog	
Email Address	20%
Physical Address	
Endorsement of the Products	60% 40%

Table 4.3 presents the themes on which content most of the agriculture-based videos were made.

Themes	Percentage
1) Storage of Fruits and Vegetables	10%
2) Dairy Farming	15%
3) Agri Business	30%
4) Organic farming	25%
5) Food Processing	5%
6) Advance agriculture Tools	5%
7) Vegetable farming method	10%

Table 4.4 Format of the content and its content type

Variables	Percentage
Monologue	40%

Documentary	5%
Interview/ Podcast	25%
Group Discussions	15%
News	10%
Research Piece	5%
Content Type	
Actual Video of Real Video	90%
Graphic Based	10%

Table 4.5 presents the comments by the audiences and the response to the video by the content creator

Comments on Video	Percentage
Positive	25%

Negative	20%
Neutral	5%
Query	40%
Suggestions	10%
Respond on Video	
Yes	65%
No	35%

Findings

The detailed findings from the above analysed content are presented below:

Around 90% of these videos had video descriptions, proper titles and hashtags, which means that the viewers will have a clear idea about the content and based on that, they can make their decision on whether they want to watch a video or not.

45% of the videos had a duration between 10-15 minutes, followed by 5 – 10 minutes and then 15 – 20 minutes.

Around 65% of the agriculture-based YouTube videos had 4K quality, which indicates that that are produced with good equipment and are properly edited. Good quality of content often brings more viewership to the content. The average viewership on the selected channels were between 500 – 1000. Some videos even have viewership up to fifty-eight thousand.

In many videos apart from the main content some additional information, such as the detail of their website details, phone number, and other social media handle details were described too.

In majority of videos the presenter was endorsing a particular brand product in the form of fertilisers, seeds, lifestyle products and others to purchase and use. Such videos was mostly seen in Indian farming and Technical farming YouTube channels.

The results reveal that most of the content of the videos was on agribusiness (30%) followed by organic farming, while 10% of the content was on vegetable farming methods. However, content on food processing and advanced agricultural tools was the lowest among the other themes.

This research study shows that monologue (followed by interview-based) and then group discussions are the most preferred format. The least used format are the research and documentary style.

When it comes to content type, most of the videos uploaded were made from real-time videos shot of the field and some in the studio, while a very limited amount of videos were made with the help of graphics.

The audience interaction in the comment section revealed that most of the audiences have query-based comments, such as requesting the price of the commodity, how to buy It's the best month to grow certain crops, etc. Followed by positive comments, then negative comments and at least neutral comments.

When it came to YouTubers' responses to the comments, it was found that YouTubers have responded to the queries in a limited manner; they have not responded back on all the videos they have posted, which suggests that they should be more active while solving the issues of their audiences for better engagement.

Limitation of Study

- Limited Sample Size
- Limitation of Time
- Language Barrier: Agriculture-based YouTube Channels in Hindi was selected, although there are many other channels positing similar kind of content in English and other regional languages were not part of this study.

Conclusion

YouTube and other platforms have altered how people access scientific information. The five agriculture-based YouTube channels selected for this study showed that the agriculture Based YouTube channels are running their channels in a professional manner. The quality of content posted in these channels are professionally produced, having good video quality, proper descriptions, titles and with different formats.

Agribusiness videos are among the most preferred videos with the maximum number of views. The audience engagement in the comment session was between 1- 50 comments on most of the selected content. The most common content type by the audience was 'queries', followed by 'positive' and then 'negative' comments.

The least type of comment category was 'neutral' comments. Although the YouTuber engagement with the audience was noted as limited. A comparative study between Hindi, English and at least one regional language-based agriculture YouTube channel must be studied together for more detailed content study, and the use of some theory can give more depth in future research.

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