

# Youth as Agri-Influencers on YouTube: A New Pathway for Agricultural Extension

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## Abstract

The creation and consumption of agricultural information has been completely changed by digital platforms. Young people from rural and urban areas in India and around the world are rapidly pursuing careers as agricultural influencers on YouTube, where they share inventions, farming knowledge, and real-time advisories with millions of viewers. Youth are motivated to pursue this profession for a variety of reasons, including a strong interest in agriculture, prospects for financial rewards, digital access, and social recognition. At the same time, agri-influencers are playing an increasingly important role in digital agricultural extension, supplementing official systems with local, accessible content. The article investigates the mechanisms driving this phenomena, its contribution to modern extension systems, and both challenges and opportunities that await youth-driven digital agriculture.

**Keywords:** YouTube influencers, youth, agricultural extension, digital media, social media, India

## Introduction

Mobile phones and social media are reshaping agriculture's traditional extension methods, such as field seminars and printed advisories. With accessible data and cellphones, platforms like YouTube have emerged as key providers of farming knowledge for many rural people. Young content creators are converting this trend into a profession, blurring the distinctions between extension communication, rural entrepreneurship, and digital media engagement. Their content varies from climate-resilient techniques and pest control to mechanization ideas, which are frequently presented in local languages to promote accessibility. Social media platforms such as YouTube, WhatsApp, and Facebook are now popular sources of agricultural information among young people and farmers, often outperforming traditional channels such as radio in terms of relevancy and reach.

### The growing number of Agri-influencers on YouTube:

Agri-influencers are individuals or groups who post farm-related content on YouTube, including techniques, ideas, stories, and demonstrations. This content's popularity is derived from:

- **Local language reach:** By using regional languages, creators increase their relevance to local audiences.
- **Visual and hands-on learning:** Videos are simpler to comprehend than text-based alerts since they can depict actual field situations.

- **Community connection:** By engaging with viewers and answering comments, influencers create vibrant communities.

For example, Indian channels such as Farming Leader and Pramod's Life have millions of subscribers, demonstrating how local voices can attract widespread attention and trust. (ReelStars, 2024).

**Table:1 Top agricultural influencers in India who are revolutionising farming with their insightful content**

Youtubers	Channel	Subscribers
Santosh Jadhav	Indian Farmer	5.06M
P Nanda Kumar	Tamil Native Farmer	739K
Pramod Prajapati	Pramod's Life	10.5M
aka Darshan Singh	Farming Leader	6.51M

(ReelStars, 2024).

### 3. Factors Motivating Youth to Become Agri-Influencers

#### 3.1 Enthusiasm for Agriculture and Sharing of Information

A lot of young YouTubers are motivated by a desire to support other farmers and a deep personal interest in agriculture. They have a mission and a platform to positively impact rural development by exchanging knowledge and encouraging innovation.

#### 3.2 Income and Opportunities for Monetization

YouTube monetization mechanisms, sponsorships, and brand partnerships provide revenue streams that appeal to young people, particularly those looking for self-employment or entrepreneurial opportunities.

#### 3.3 Identity and Social Recognition

Young influencers become recognized and admired in both local rural networks and internet groups. In rural communities, digital channels have the potential to enhance a creator's reputation beyond conventional success criteria.

#### 3.4 Digital Technology and Skill access

The barrier to entry for content creation is reduced by the accessibility of mobile phones, video production equipment, and internet connectivity. According to a review, young people's engagement with agriculture is directly impacted by digital communication, which can also influence career choices by showcasing contemporary opportunities.

### 3.5 Exchange of Knowledge and Networking

Collaborative learning is promoted via social media. Through platforms, young people in agriculture can engage with professionals, researchers, and other practitioners, increasing their visibility and credibility.

### 4. Role of Agri-Influencers in Agricultural Extension

Agri-influencers often function as para-extension agents by:

- Converting scientific data into useful, regional language material.
- Quickly responding to new inquiries from farmers.
- Demonstrating cutting-edge innovations and climate-resilient methods.

Research shows that digital platforms are increasingly used by farmers and extension actors to share and access farm information, including through informal channels like YouTube and WhatsApp. This transition indicates a broader revolution of extension systems, with grassroots digital participation supplementing formal extension by increasing reach, timeliness, and relevance. Social media also allows farmers to participate in knowledge co-creation, disrupting old hierarchies of who owns agricultural information.

### 5. Practical Examples and Impact

In Punjab and other regions, farmers have adopted YouTube-based advisories for crop management practices, better irrigation scheduling, and pest management through peer-shared experiences. Studies indicate that social media use improved practices like adopting recommended varieties and scheduling irrigation based on climate advice.

Organizations like Digital Green have scaled video-based extension approaches, reaching millions of farmers with locally grounded content. Such models underline how video content can effectively support farmer learning and productivity improvements.

### 6. Difficulties Young Agri-Influencers Face

- Despite the potential, difficulties still exist:
- Income instability: Digital platform earnings might be erratic.
- Credibility and quality: Content that lacks proper training runs the danger of disseminating false information.
- Digital divide: Both makers and viewers are constrained by rural areas' limited access to dependable internet and digital literacy.
- Risk of misinformation: Viral content might put amusement ahead of truth.

### 7. Opportunities to Strengthen Digital Agricultural Careers.

- To increase impact, stakeholders can

- Conduct training in communication and digital video skills.
- Encourage coordination between agri-influencers and formal extension agencies.
- Create content standards and ethical principles to provide truthful advisories.
- Improve infrastructure to increase rural internet access.

By strengthening digital literacy and supporting credible content creation, agricultural stakeholders can better harness the potential of youth-led extension.

### 8. Conclusion

A digital revolution in agricultural extension is being led by young agri-influencers. Their work redefines how farmers learn, adopt climate-resilient practices, and interact with innovation in addition to reflecting shifting employment goals among young people in rural and urban areas. While challenges persist—especially around credibility and access—the continued growth of digital media offers a viable pathway for modern extension systems to evolve. Agri-influencers could be important allies in creating more resilient, inclusive, and digitally enabled agricultural communities with the right policies and training.

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