

MODERN TECHNOLOGY AND SOCIAL MEDIA FOR GOAT FARMING

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Abstract:

With the proper use and application of new scientific and technological inventions goat farming can made not only more modern but more profitable also. Innovative use of Information Communication Technology (ICT), Internet, Mobile phones, Android and multimedia, various Apps can lead to ideal goat farming. The present research paper explores various dimensions of social media platforms like WhatsApp, Facebook, Instagram, twitter etc. accelerating and enhancing the dynamics of goat farming. The application of these various social media apps and platforms culminates in taking this business to a new height.

Keywords: Goat farming, ICT, Internet, Website, Mobile phone and apps, Social media.

Introduction:

Traditional occupations, businesses can be made more prosperous and enhancing if they are supplemented with new scientific and technological inventions and innovations. Age old business of goat farming and its modern avatar of enclosed goat farming can be made technosavy and technological friendly. New technology can be used in various ways.

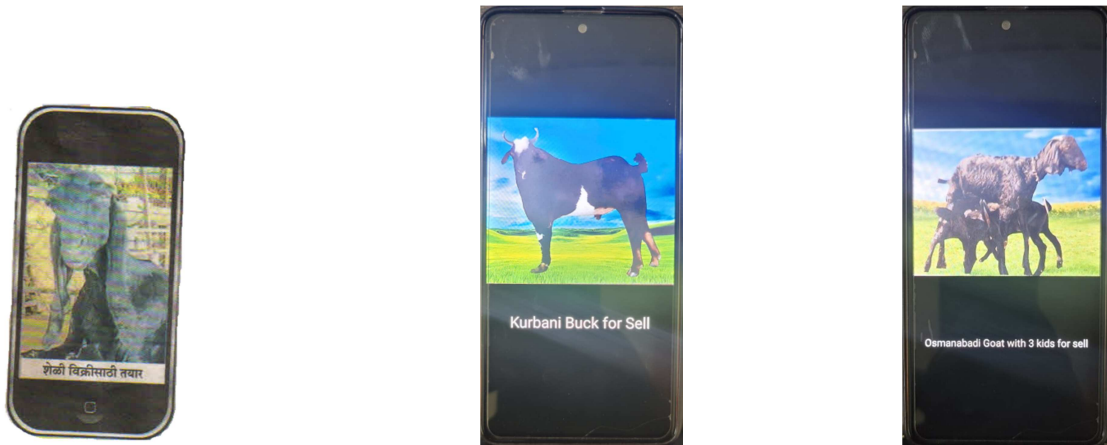
This study investigates various uses of ICT, Internet, Website, Mobile phone and apps, www, installed on it in goat farming for its betterment. No doubt cell phone or mobile phone can be used for communication in different ways like seeking medical

advice for a veterinarian – even traditional landline phones were used for seeking such advices (Chaugule, Rajkumar, 2022). But at that time you have to describe suppose the symptoms of a disease or a particular incidence. For example, suppose a goat is found not properly eating, having lost its appetite, not seen active or agile, sitting or standing in a dull manner at one place. From such symptoms a veterinarian can diagnose that these are the symptoms of anorexia i.e. lack of appetite accompanied with fever. It may be caused by some viral infection etc. and some treatment is prescribed. But now with the help of an android or multimedia mobile handset/ cell phone, network, internet, various apps available on it – with pixel camera, digital camera- you can easily click a photo shoot/ a picture of the ailing animal, upload it with the help of one of the mobile apps and within a fraction of second send it to the veterinarian who will now more accurately diagnose the illness/ disorder and if his physical visit to the goat farm is not possible he can temporarily prescribe some treatment. All this is made possible simply because of the advent of new scientific and technological inventions (Silva, et al., 2022). All such various services can be made available through social media network. This research/ study likewise investigates the various dimensions of such technological benefits not only in illness and treatment but in various types of advices – nutrition, health care, rearing, breeding, vaccination, and deworming, dehorning, shade management but in marketing- selling and purchasing of goats also.

Materials and Methods:

A survey along with various interviews was conducted of all goat farmers in Marathwada region of Maharashtra State in India for over a period of approximately six months. Men and women goat farming entrepreneurs were interviewed face to face or by using various ICT tools like Zoom, Google Meet etc. The model questionnaire was prepared and sometimes sent to them on WhatsApp – some audio video clips, YouTube videos were made – to the effect that as to – to what extent the new scientific and communication technologies particularly accelerate/ boost their trade. The consolidated data of interviews – physical as well virtual, field visits were later on analyzed and it

culminated in revealing final findings as mentioned below. All entrepreneurs in goat farming business in any type - open, enclosed or traditional or modern, men or women, with special purpose like milk, meat or fur unanimously approved in positive the use of ICT in their business (Jadhav Vikas, 2020).



(Source: Daily Arowon, Dec. 4, 2022)

Observations and Results:

It is found that use of ICT, various tools, multimedia, android phones, and various apps, social media platforms like WhatsApp, Facebook, and YouTube etc. can be used in goat farming business in the following ways:

1. Medical use- in addition to the aforementioned use for medical treatment, advice about health care, seeking advice or treatment social media apps can also be used in following ways also (as explained in the introduction of this paper).
2. Telemedicine- a veterinarian can prescribe treatment with the help of social media platforms and advise how to take care of the goats (Pavse and Sangle, 2021).
3. Marketing/ sale – by uploading the photos of goats – bucks and she- goats on various media sites you can do marketing i.e. selling and purchasing of goats (Chaugule, Rajkumar, 2022).
4. ICT tools like Zoom, Google Meet and Class can also be used for organizing webinars or virtual meetings while sharing the experiences of different entrepreneurs. The various

pros and cons in this business can be presented by supplementing various photo- shoots or audio- video, YouTube clips etc (Patil, Manjusha, 2020).

5. Such devices and multimedia platforms can be used to upload and download the success stories of successful entrepreneurs in this business.

6. Young generation unemployed youths who are very much technosavy can be inspired and encouraged to undertake this business by the application of their glamorous limelight technology to offer employment to them and in a way eradicate/ remove unemployment among educated unemployed youths.(Mali, Ajit, 2020).

Conclusion:

It can be deduced and inferred that modern ICT reduces and lightens the sweating hardships many a times. You need not roam from bazar to bazar to sell your goats in rain, heat and cold. The very click of your mobile camera can photo shoot your commodity i.e. a goat even with all angles- it can be uploaded and sent to the purchaser (Chaugule Rajkumar 2022). It can be transported to him by any vehicle – all trade transactions of purchasing and selling can be done without coming face to face in physical contact/ existence of seller and purchaser. Even cash transactions/ payment can be made and received through net banking/ mobile banking, without any type of cheating or fraud and fully trust proof. All these things are done without physically coming face to face (Netke Suryakant, 2020) . The new generation is also eager to assist you – the senior and old generation in this matter and ultimately get involved in undertaking this business in their hands. Hence it is the very high need of time to apply modern mobile technology and social media in goat farming not only to modernize it but to make it more profitable and reducing human toil also (Chauhan, Shesrao et al., 2021).

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