

Sujith's Digital Agripreneurship: Integrating Technology and Video Content Creation in Modern Farming



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Abstract

In the era of rapid technological advancement, agriculture is undergoing a silent revolution driven by grassroots innovation. This paper explores the journey of Sujith, a progressive farmer from Kerala, India, who has transformed traditional farming into a dynamic entrepreneurial venture through the strategic use of technology and digital media. Sujith's story is not only one of resilience and adaptation but also a model for future agripreneurs seeking to bridge the urban-rural digital divide.

By integrating small-scale machinery, IoT-enabled soil monitoring, and solar-based irrigation systems, Sujith enhanced productivity and sustainability on his farm. Simultaneously, he leveraged platforms like YouTube to document his farming methods, equipment reviews, and visits to expos such as the Manorama Quickerela Machinery Trade Expo 2024. His engaging content has attracted thousands of subscribers and sponsorships, creating a revenue stream independent of crop cycles.

This dual role as a farmer and digital creator demonstrates the potential of tech-enabled agri-entrepreneurship in empowering rural communities. The paper presents a qualitative case study analysis focusing on his methods, digital strategies, community outreach, and challenges faced. The case concludes with implications for policymakers, educators, and aspiring agripreneurs. Sujith's model offers a scalable and replicable framework for sustainable, tech-integrated agricultural entrepreneurship, emphasizing the importance of digital literacy, innovation, and storytelling in redefining the future of farming.

1. Introduction

Agriculture has remained India's primary sector with over 50% of the workforce working in the field despite the challenges of low productivity, limited market access, and lack of technology. In recent years technology in terms of digital tools and content creation platforms have offered huge opportunities for rural entrepreneurs to exchange knowledge, market products and earn additional income. In this paper we will discuss Sujith, a farmer in Kerala that personifies the modern to market agripreneur. Sujith's journey of traditional farmer to digital content creator demonstrates how rural innovation executed through storytelling and technology can result in transformational agricultural growth in the field and online.

2. Background and Context

The agricultural sector in India faces numerous challenges:

- Fragmented landholdings
- Dependency on monsoons
- Fluctuating prices
- Poor digital infrastructure in rural areas

Farmers such as Sujith, are quietly revolutionizing small farming practice despite these challenges. Starting as a farmer on inherited land in rural Kerala, Sujith soon realized the benefits of mechanization and solar-powered farming tools. Once exposed to online, sometimes through tutorials or industry expos that catered to farmers, he rapidly progressed. Sujith's unique skill is sharing the experiences and lessons through digital media, and being active on YouTube.

3. Objectives of the Study

- To explore how a rural farmer uses technology to enhance agricultural productivity.
- To analyze the role of digital content creation in building farmer-led enterprises.
- To assess the impact of tech-driven entrepreneurship on rural livelihoods.

4. Methodology

The study adopts a qualitative case study approach:

- Interviews: Conducted with Sujith, neighboring farmers, and local agricultural officers.
- Observation: Multiple field visits were undertaken to understand real-time practices.
- Digital Content Analysis: Reviewed Sujith's YouTube videos, viewer engagement, comments, and subscriber growth.
- Secondary Sources: Referenced data from agri expos and government reports.

5. Data Collection Methods

• Interviews:

Semi-structured interviews were conducted with the following stakeholders:

- Sujith (Main Subject): 3 in-depth interviews (each lasting 45–60 minutes) were conducted to understand his journey, tools used, income streams, and community impact.
- Neighboring Farmers: 10 farmers within a 5 km radius were interviewed. 7 of them reported adopting at least one farming technique after watching Sujith's videos.
- Agricultural Officers: 2 officers from the local Krishi Bhavan and one from the Kerala Agricultural University's extension cell were interviewed. They acknowledged Sujith's growing impact as an informal knowledge disseminator.

• Observation:

Field visits were conducted during the sowing (July 2024), irrigation (September 2024), and harvesting (December 2024) phases. Observations focused on:

- Usage of solar-powered drip irrigation
- Compost preparation and organic mulching
- Machinery operation (tillers, sprayers, harvesters)
- Farmer interactions and field layout

Field notes were recorded and photographs were taken for documentation.

• Digital Content Analysis:

A systematic review of Sujith's YouTube content (from Jan 2023 to April 2025) was conducted.

- Total videos reviewed: 112
- Average video length: 8–12 minutes
- Top themes: Machinery reviews (42%), Sustainable farming techniques (28%), Expos and trade fair visits (20%), and Q&A sessions (10%)

• Engagement Metrics:

- Subscriber count: 52,300 (as of June 2025)
- Average video views: 13,500

- Total comments analyzed: 1,760
- Viewer demographics: Predominantly from Kerala and Tamil Nadu; emerging viewers from Maharashtra and Andhra Pradesh

Sentiment analysis of 150 randomly selected comments revealed 82% were positive, 12% neutral, and 6% critical or inquisitive.

- **Secondary Sources:**

The following documents were analyzed to triangulate findings:

- Manorama Quickerela Machinery Expo 2024 reports (exhibitor lists, farmer interactions, technology showcased)
- NABARD's 2022 Rural Aspirations Survey
- Indian Council of Agricultural Research (ICAR) reports on farmer-led innovations
- Agricultural Census 2021 and Ministry of Agriculture statistics

6. Analysis and Interpretation

The qualitative data collected through interviews, observations, digital content analysis, and secondary sources reveal multiple dimensions of Sujith's digital agripreneurship model. These insights provide a holistic view of how digital transformation can impact farming and farmer livelihoods.

Interview Insights

- **Sujith's Perspective:** He reported a 75% increase in overall farm productivity over three years, attributing this to the integration of solar irrigation, mechanized tilling, and precision planting.
- **Neighboring Farmers:** Out of 10 farmers interviewed:
 - 7 adopted drip irrigation after watching Sujith's demonstrations.
 - 6 reported switching to organic composting methods.
 - 8 confirmed subscribing to his channel and watching weekly updates.
- **Agricultural Officers:** Officers validated Sujith's contributions to regional farming innovation. One officer noted that Sujith's YouTube videos were used as informal content in KVK (Krishi Vigyan Kendra) workshops.

Observation Findings Field visits revealed clear efficiency in Sujith's operations:

- Soil moisture sensors led to a 30% reduction in water usage.
- Mechanized sowing cut planting time by 50%.
- Mulching with farm waste reduced weed growth and helped maintain soil health.
- Pest control methods demonstrated reduced chemical use with organic alternatives like neem oil sprays.

Table 1: Impact of Technological Interventions on Farm Productivity

Intervention	Measured Benefit	Source of Data
Solar Drip Irrigation	30% reduction in water usage	Field Observation
Mechanized Sowing	50% reduction in sowing time	Field Observation
Organic Mulching	Improved soil health, reduced weed growth	Farmer Interviews
IoT-based Soil Monitoring	15–20% more efficient fertilizer use	Secondary Sources (ICAR, 2021)

Table 1 illustrates the effectiveness of various farming technologies adopted by Sujith, as verified through field visits and supported by external reports.

Digital Content Analysis

- Videos reviewed: 112
- Viewership:
 - Total channel views: 4.2 million
 - Average views/video: 13,500
 - Engagement rate: 7.4%
- Top-performing videos:
 - "Solar Irrigation Setup for Small Farms" (65K views)
 - "Low-Cost Tiller Demo – Worth it?" (48K views)
- Comment sentiment:
 - Positive: 82%

- Neutral: 12%
- Critical/Questions: 6%

Sample comments indicate that farmers across Kerala and parts of Tamil Nadu and Andhra Pradesh consider his content authentic and applicable.

Table 2: Breakdown of Sujith's Income Sources (2024)

Source	Estimated Annual Income (₹)	% of Total Income
Crop Sales	₹3.5 lakhs	45%
YouTube Monetization	₹2.2 lakhs	28%
Affiliate Marketing & Sponsorships	₹1.4 lakhs	18%
Event Talks & Workshops	₹0.7 lakhs	9%
Total	₹7.8 lakhs	100%

Table 2 presents Sujith's diversified income structure, showing his financial dependency on both agriculture and digital entrepreneurship.

Secondary Source Validation

- The NABARD Rural Aspirations Survey (2022) found that 64% of youth are more likely to engage in farming if provided access to technology and digital tools.
- The Agricultural Census 2021 supports the context of small landholding farms like Sujith's (less than 2 hectares) comprising 86% of Indian farming households.
- ICAR's 2021 report on Farmer-Led Innovations corroborates the need for peer learning models that Sujith embodies.

Economic Interpretation

- **Income Growth:**
 - 2022 (pre-digital expansion): ₹2.6 lakh/year
 - 2024 (post-digital integration): ₹7.8 lakh/year (3x growth)
 - Digital revenue now constitutes over 50% of his income
- **Return on Investment (ROI):** Estimated ROI from digital tools (camera, editing software, internet infrastructure) = 180% within the first year

These findings underscore how technology, content creation, and entrepreneurial agility can enhance both income and influence. Sujith's model is not only sustainable but also scalable, especially with institutional support and digital infrastructure expansion.

7. Case Study: Sujith's Digital Agripreneurship

Technological Integration on the Farm: Sujith has incorporated various tools such as:

- Mechanized tillers and harvesters
- IoT-based soil moisture sensors
- Drip irrigation using solar-powered pumps
- Organic mulching and composting units

These interventions have significantly improved efficiency and sustainability.

Rise of the YouTube Farmer:

Sujith's YouTube channel features:

- Equipment reviews and demonstrations
- Farm tours
- Tutorials on seed treatment and pest control
- Expos and trade fair visits

With over 50,000 subscribers and consistent video engagement, Sujith has emerged as a trusted voice in the regional agri-community.

Income Diversification:

Besides traditional farming, Sujith now earns through:

- YouTube monetization

- Affiliate marketing with agri-equipment brands
- Sponsored content
- Speaking at workshops and agri expos

8. Impact and Community Engagement

Sujith's influence is evident in the following:

- Neighboring farmers have adopted similar tech-based methods.
- His videos are used as informal training tools by agri-extension workers.
- Young rural youth are inspired to explore agri-tech careers.

He has also built a Telegram group and Facebook page to address questions and build a knowledge-sharing ecosystem.

9. Challenges Faced

Despite his success, Sujith encountered:

- Initial skepticism from traditional farmers
- High initial costs of digital equipment
- Inconsistent internet connectivity in rural areas
- Limited language-specific resources for technical knowledge

10. Discussion

Sujith's story underscores the growing importance of digital literacy in agriculture. His ability to blend traditional knowledge with modern technology and content creation has created a self-sustaining ecosystem.

The model also poses questions for scalability:

- How can more farmers be trained in digital content creation?
- Can institutions integrate such models into formal agri-education?
- What role can public-private partnerships play in funding and promoting such innovators?

11. Conclusion

The fusion of agriculture and digital communication via Sujith is suggestive of future agri-entrepreneurs. Sujith's story highlights the need to democratize access to agricultural technology and digital storytelling and position an entrepreneurial mindset in rural communities. Policymakers, educators, and development agencies should pay attention to initiatives like this from the ground-up. With the right support and infrastructure, India could have a generation of digitally enabled agripreneurs who may redefine rural prosperity.

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Conflict of Interest

We declare that there is no conflict of interest regarding the publication of this paper.

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