



**INDIAN INSTITUTE OF TECHNOLOGY GUWAHATI  
SHORT ABSTRACT OF THESIS**

Name of the Student : AMEER SALMAN O M

Roll Number : 206141003

Programme of Study : Ph.D.

Thesis Title: Mapping Digital Media Technology and Everyday: Fieldwork among Farmers in Kerala

Name of Thesis Supervisor(s) : Prof. S. Mallick

Thesis Submitted to the Department/ Center : Department of Humanities and Social Sciences

Date of completion of Thesis Viva-Voce Exam : 28 October 2024

Keywords for description of Thesis Work : Digital media technology, Millennial farmers, Agriculture, Ethnography, Kerala

---

**SHORT ABSTRACT**

This ethnographic study explores how millennial farmers in Kerala engage with and conceptualize digital media technologies in their everyday agricultural practices. Recognizing the significant presence of millennials in contemporary farming, the thesis investigates their perceptions, aspirations, and challenges in navigating the digital influx within their agricultural practices and daily lives. Through interviews, observations, and narrative analysis, the study uncovers how millennial farmers in Kerala leverage digital tools for information seeking, communication, marketing, and knowledge sharing, creating emotional bondage and effectively bridging traditional farming knowledge with modern technological advancements. The findings highlight the emergence of a hybrid agricultural landscape where digital media technologies play a pivotal role in shaping the future of farming in Kerala.