

A Study on Farmers adaptability to organic farming in Tirupur District

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Abstract:

The aim of the study is to identify the adaptability of organic farming by farmers in tirupur district and to find out the level of satisfaction of farmers and its influence in the yield. The study is carried out through survey from 200 respondents. The results of the survey are analyzed using simple percentages. The findings revealed that farmers are slowly changing to organic farming. Further, the study revealed that farmers prefer to go for organic farming after attending awareness program on organic farming. The study is performed in a particular geographical area and this may be considered as a limitation to judge the adaptability of all farmers of various regions. As the world is moving towards non-chemical era, the organic farming mode is gaining popularity. So the present study has been attempted to reveal the impact of organic farming on the yield.

Introduction

Agriculture plays a vital role in the Indian economy since our country is predominantly agricultural country. The traditional method of farming were replaced by usage of pesticides and fertilizers for increasing the yield, keeping in view the quantity demanded and the cost price of the products. But as the end-users are becoming aware of the toxic effects of usage of chemical fertilizers, farmers are slowly switching over to traditional organic farming methods even when controlling for demographic and financial attributes. Setup and record keeping are especially important in explaining adoption, while health and safety are important in explaining which methods farmers use for agricultural goods production. Today most of the consumers are aware on organic products irrespective of high prices. Clearly, the perceptions of farmers vary across individuals and regions: one person may consider organic farming convenient, while another may find it cumbersome. Nevertheless, measuring these attributes is important for estimating the yield and for predicting future changes in the usage of farming techniques and demand for organic products.

Objectives of the Study

The following are the objectives of the study:

- To study the usage of organic mode of farming
- To identify the acceptance of organic products by consumers.
- To analyze the factors influencing organic farming.

Scope of the study

The proposed research work attempts to study the awareness and perception factors on organic farming. It also attempts to identify the factors influencing the organic farming and acceptance of organic products by consumers. The study was undertaken in Tirupur district.

Methodology

Both primary and secondary data were used for the purpose of the study. Primary data were collected through interview schedule from the respondents. The secondary data were collected from various books, journals, newspapers, fertilizer shops, Agricultural marketing societies and websites. The study is carried on descriptive research design with cross sectional analysis.

Sampling

Tirupur has agricultural area of 472629 ha, population of 2479052 of which male and female were 1246159 and 1232893 respectively. Tirupur district has 1 corporation, 5 municipalities and 16 Town panchayaths. The researcher has selected all these areas under census method for this study. The data was collected from 200 people selected at convenience and prominent locations with the help of a structured questionnaire.

Analysis and Interpretation:

The Primary data collected through structured questionnaire has been analysed and summarised as follows:

S.No	Demographic factor	Number of Respondents	Percentage
1	Gender		
	Male	162	81%
	Female	38	19%
2	Age (in years)		
	Up to 20 Years	18	9%
	21-40 Years	96	48%
	Above 40 Years	86	43%
3	Education Qualification :		
	Illiterate	12	6%
	Schooling	62	31%
	Under graduate	62	31%
	Post graduate	54	27%
	Professional	10	5%
4	Marital status:		
	Single	40	20%
	Married	160	80%
5	Area of Residence:		
	Semi-urban	48	24%
	Rural	152	76%
6	Monthly Family income :		
	Up to Rs 10000	76	38%
	Rs 10000- Rs 20000	24	12%
	Above Rs 20000	100	50%
7	No. of Family Members :		
	Up to three	140	70%
	Four and above	60	30%
8	Source of Awareness:		

	Cooperative Agricultural Markets	94	47%
	Newspapers	32	16%
	Internet & Mobile Advertisements	20	10%
	Shopping Places	44	22%
	Others	10	5%
9	Type of Product / Service Preferred:		
	Vegetables	82	41%
	Fruits	62	31%
	Rice	40	20%
	Cereals	16	8%
10	Factors influencing Choice of Organic Farming:		
	Product type	50	25%
	Price of Product	24	12%
	Place of Farming	32	16%
	Climatic Conditions	24	12%
	Soil Type	16	8%
	Technology & Government	38	19%
	Pride of farmer	16	8%
11	Level of Satisfaction on Organic Products:		
	High level	96	48%
	Medium level	74	37%
	Low level	30	15%
12	Level of Satisfaction on Realizing Yield:		
	High level	72	36%
	Medium level	92	46%
	Low level	36	18%

Inferences:

- Majority of the respondents are Male.
- Most of the respondents are in the age group of 21-40 years.
- Most of the respondents have at least high school and degree qualification
- Majority of the respondents are Married.
- Cooperative Agricultural markets are the main source of awareness for organic farming.
- Area of residence, Monthly family income and number of family members plays a major role in influencing the decision of organic farming.
- Product type, Price of product, Place of farming, Climatic conditions, Soil type, Technology and Government and farmer's pride are the main factors influencing the choice of organic farming.
- Vegetables followed by Fruits, Rice and Cereals are mostly Preferred for Organic farming by farmers.
- Most of the respondents have high level of satisfaction on organic products.
- Most of the respondents have medium level of satisfaction on realizing yield.

Limitations

As the limitations are common to almost all the studies in social survey, the present study is also subject to certain limitations. The researcher has collected data only from a limited sample of respondents and the respondents were covered at convenience and at prominent locations only.

Suggestions

1. In order to persuade farmers to go for organic farming, Government can offer subsidies for farmers.
2. The Farmers cooperative societies can also send communications to the farmers frequently informing them about the organic farming.
3. To retain old farmers and to attract new farmers special allowances and schemes with added features should be introduced besides attractive advertisements.
4. To reach out more farmers, tie-ups with agricultural societies can be arranged to cover the increasing needs of the people.

Conclusion

In this research paper an attempt has been made to study an overview of the development of organic farming in the present day trends since this is the need of the hour in Indian agricultural sector. The study also highlights the role of organic farming used by consumers and how replacement of nonorganic products has been made. Government will also have to play a role for encouraging organic farming and make its effective use by enhancing the awareness and skills of farmers. Also, with the increase in size of population, farmers can follow additional strategies to increase the yield. To conclude, the researcher states that households are most predominantly seeking organic products. Organic farming is in the midst of the agricultural development path and it will be emerge in the years to come.

References:

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