

Drivers for the behavioural receptiveness and non-receptiveness of farmers towards organic cultivation system

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Introduction

- The excessive use of chemicals is an inorganic food production method, which made the health-conscious people explore and follow organic farming.
- The present study highlights the acceptance and perception of farmers and consumers towards organic farming and its benefits from farm level to marketing of the final product to ensure sustainability.
- Furthermore, for the farmers, it is essential to stand individually with self-interest and zeal to become a "successful farmer" following the pattern, integration and certification of organic farming.
- The scenario and prospect of organic farming, highlighting the barriers, which hinder a farmer from adopting and investing sustainably are also taken into account here.

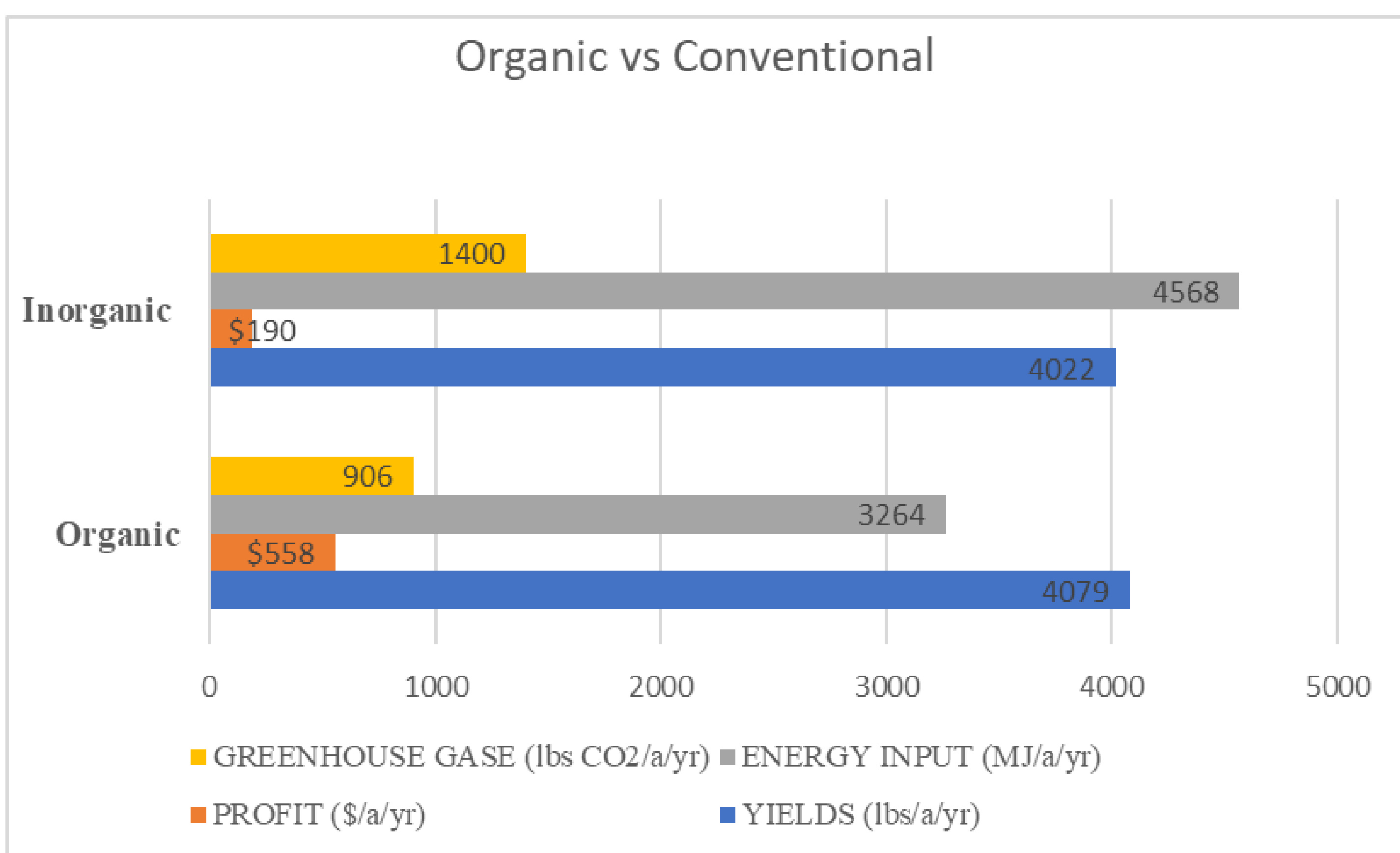


Fig. 1. The differences observed in yield, profit, sustainability and energy parameters in Organic vs Conventional.

Materials and Methods

- Case Studies were conducted on farmer's perception of organic farming in different states of India.
- The survey was based on the four major dimensions of organic farming (Fig. 2).

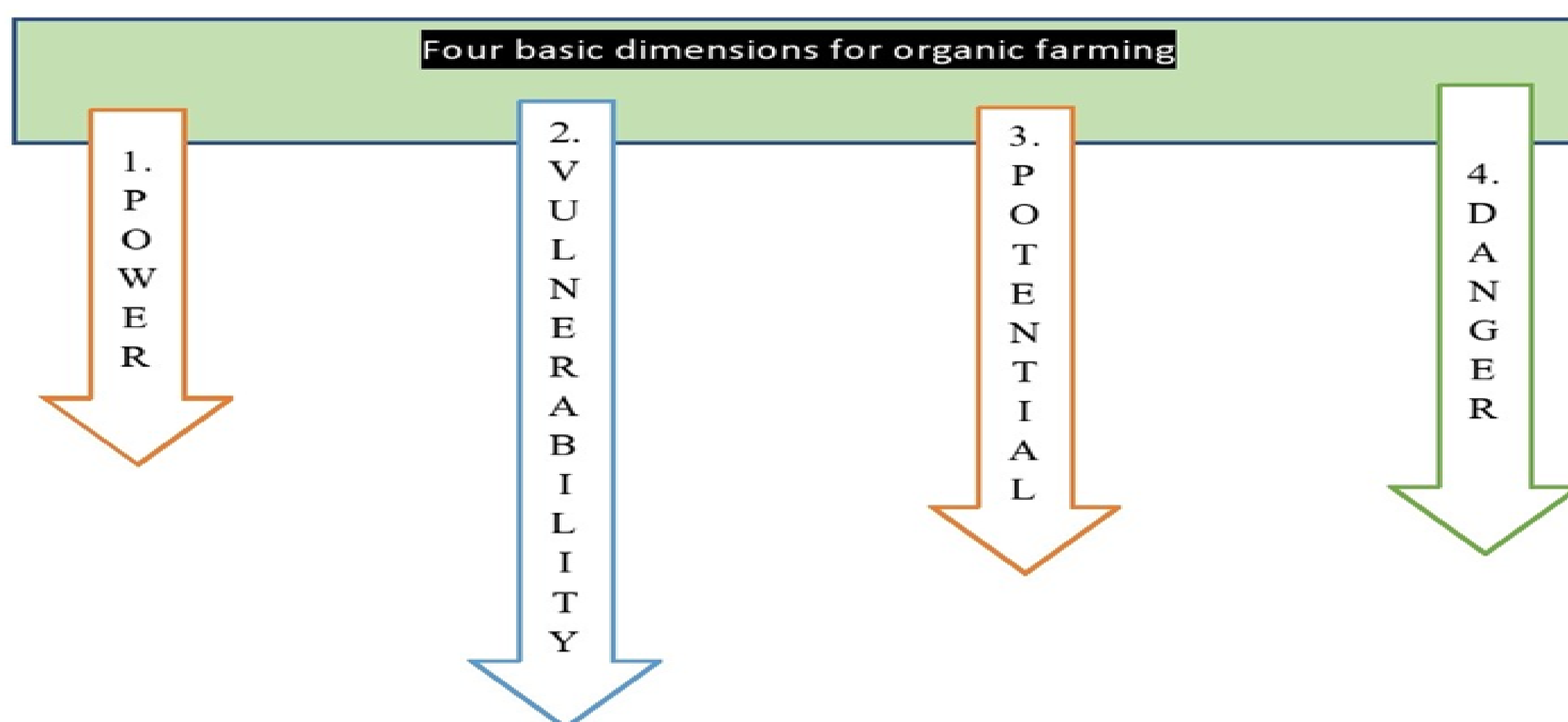


Fig. 2. The four dimensions of organic farming.

Conclusion

- The behavioral spectrum of farmers is generally based on their interest, the type of economic returns, benefits and other livelihood related issues.
- The receptiveness of farmers to adapt to organic farming is related to their literacy rates as well as their perception of economic security.
- About 95% of organic farmers faced the problem of lack of marketing knowledge and unavailability of organic inputs such as bio-fertilizers and biopesticide.

Results

- On the basis of quantitative significance to the overall future of organic production among organic producers, "abundance of organic manure and water" with a universal preference of 0.144 was the most critical element under stress.
- Uttarakhand and Tamil Nadu though presents different climatic variation like the former is lavish in forest coverage (64% of the total area), and water resources (the upper catchment of snow-fed Ganga and > 1000 mm of annual rainfall), but the primary inputs and strategies thus remain similar for organic farming sustainability.



Table 2. Statistical analysis of certified organic farmers based on perception

Different response of respondents towards utilization of Organic manures			
Statistical analysis of certified organic farmers based on perception	Category	Number	Percent
Scenario1: Respondents distribution on eco-friendly activities according to their understanding	Low	47	26
	Medium	42	23
	High	91	50
	Total	180	100
Scenario 2: Respondents distribution based on their perception of organic manures	Low	26	15
	Medium	97	53
	High	56	31
	Total	1801	100
Scenario 3: Distribution of respondents on the profitability of organic manures	Low	30	16
	Medium	104	59
	High	43	23
	Total	180	100

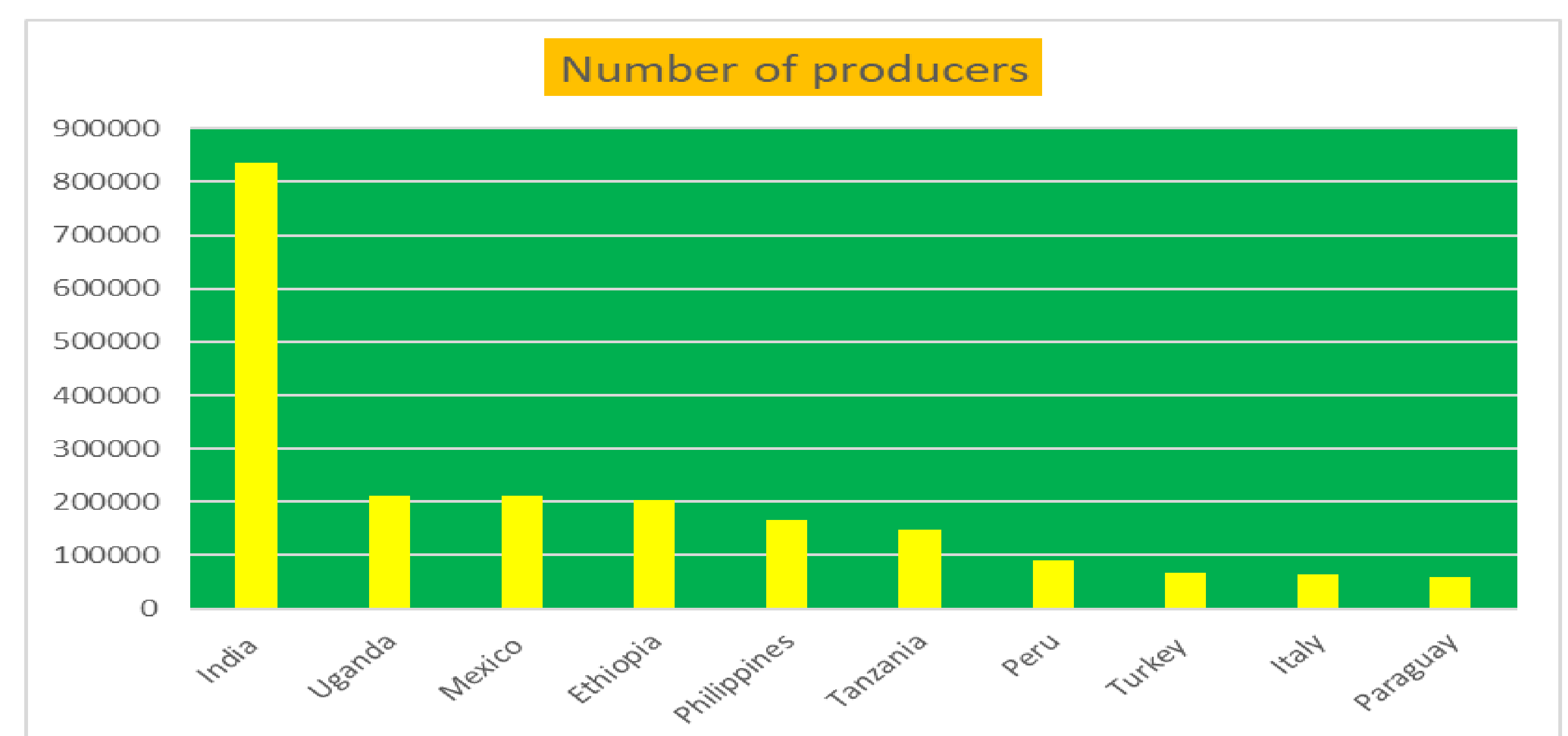


Fig. 3. Top countries with the most significant numbers of organic producers (FIBL 2019).

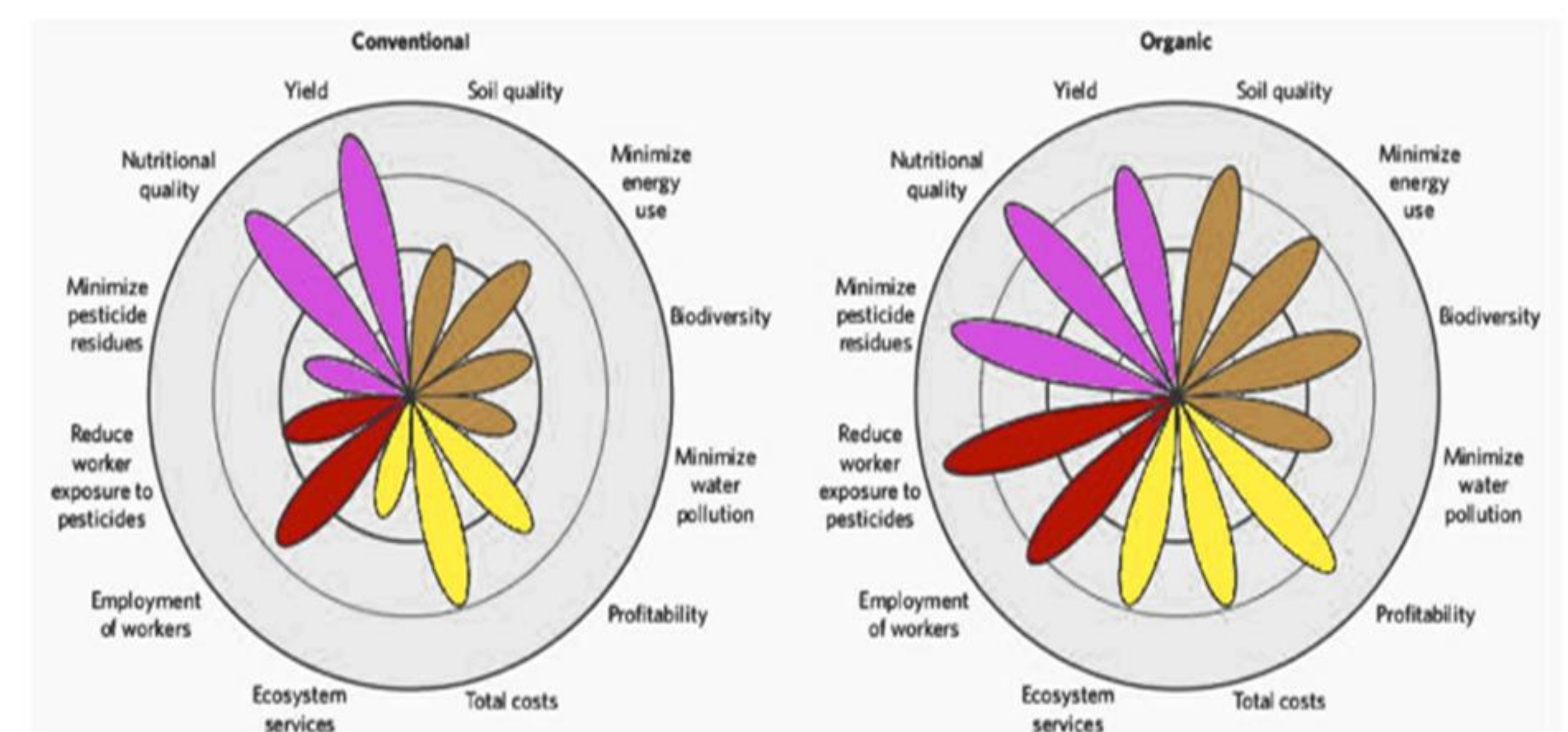


Fig. 4. Top countries with the most significant numbers of organic producers (FIBL 2019).

