



## ORGANIC FRAMING: TRENDS AND PERSPECTIVES OF FARMERS- A STUDY IN THE STATE OF KARNATAKA

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### ABSTRACT :

*The new phenomenon that you see in the market today is sustainable consumption. Most of the consumers are conscious on what they consume and how it is going to impact on their overall health. There is increasing demand for yoga, natural and organic products. If we are looking from the supply angle it is evident that many times consumers find that organic products are not available in the shop. Farmers perspective is that organic products do not give much yield hence it cannot be produced in the larger scale. Also certification takes lot of time to convert from conventional land to the organic land. Hence this research is undertaken to understand the trend sand perspectives of farmers towards organic farming.*

**KEYWORDS :** Organic Farming, Sustainability, Trends and perspectives

### INTRODUCTION:

Organic farming is not the new concept. Predominantly in India it was practiced from ages. But due to green revolution and increased demand for the food products farmers were forced to move from organic farming to conventional farming. But due to increased requirements of the organic products in the market and consumer requirements and premium prices of the organic produce again many farmers are moving towards the organic farming.

Through this paper researcher has tried to understand the organic farming trends from the perspective of the farmers. Paper also throws light on what are the motivational factors for the farmers to adopt organic farming methods and also tries to understand the various challenges which are hindering the farmers from adopting the organic farming methods. There is also discussion on the Govt. and non government support that is required to promote the organic farming in the larger scale in the state of Karnataka.

### REVIEW OF LITERATURE:

Giovanucci (2005) inspected Organic Agriculture and Poverty Reduction in Asia, with highlight on China and India for International Fund for Agricultural Development (IFAD) Office of Evaluation. This examination evaluated common exercises that are different to the extent agro-organic zones, thing



composes, institutional structures, geographic zones, and market presentation. Taking a market arranged focus, the document moreover addresses key hypothesis issues and the legitimate sorts of characteristic agriculture, for instance, gathering of benchmarks, affirmation, basic affiliations, regard chains, and displaying channels. The report pointed out the nonappearance of capacity in

grandstand information or headway is reflected in the unassuming accomplishment of the associations or NGOs that endeavor promoting and bargains. Financing for advance or augmentation was another zone of inconvenience stood up to took after by the high cost of accreditation and help with quality organization and inside control.

Siddaraju (2005) presumes that in the current circumstance of Indian agricultural market, diminishment in the cost of age and threats in trim dissatisfaction are critical thoughts of the farmer.

Canavari, et al. (2007) inspected the European characteristic rustic zone from a socio-mild point of view and from an EU perspective. In the 1990s characteristic cultivating has known a strong headway and today it is considered as a consistent region and with a particular money related noteworthiness inside the green division.

Bhat (2009) highlighted the confirmation method took after by Organic Certification Nepal (OCN), and potential troubles and openings it will most likely go up against. The enthusiasm for characteristic affirmation is well ordered extending in Nepal in spite of the way that it is at a starting time.

Rajendran and Tholkappian (2010) upheld that natural agribusiness as a maintainable and practical cultivating framework. In India, numerous people and NGOs have been effectively occupied with this area. By and by, there are a few deterrents particularly in promoting the natural items.

Pandey, J., and Singh, A. (2012) surveyed the status, openings and possibilities of natural cultivating in India. The creators distinguished the imperatives that obstruct selection of natural cultivating, particularly for little homestead holders. Ranchers' worry towards natural cultivating in India is established in non-accessibility of adequate natural supplements, bio composts and nearby market for natural deliver and poor access to rules, affirmation and information costs.

Yesodha Devi, et al. (2013) watched that common sustenance is building up an aftereffect of individuals when all is said in done have started to recognize the way that today non-regular things pass on sully of chemicals.

Roychowdhury, R., et al. (2013) upheld that Organic developing is one of only a handful couple of procedures found to meet the objectives of viable cultivating. Sharma, A.K. (2014), communicated that Organic Agriculture is an exhaustive creation system continues running with the capable use and reusing of locally open resources.

Patidar, S., and Patidar, H. (2015) surveyed the agriculturist's perspective of characteristic developing and issues related with it, in Madhya Pradesh, India. The examination revealed that 67% of respondents have positive perception towards common developing.

Christos Fotopoulos, Athanasios Krystallis, (2002) the present examination endeavors to offer more experiences into the Greek natural market. It inspects the natural items as "eco-products", reasonable for "green" shoppers, who are biologically/earth ecology-aware and who are worried about wellbeing and quality-of-life issues.

Joris Aertsens et al (2009) the characteristic thing business sector can be considered as a creating business area. Since the 1990s it has experienced quick improvement, and store chains have transformed into the business channel with the greatest bit of the pie and are the essential driver for energize advancement.

## RESEARCH METHODOLOGY:

### Objectives of the Study:

1. To evaluate farmers understanding of organic farming.
2. To analyze factors influencing the farmers to move from conventional to organic farming
3. To identify challenges of organic farming from the farmers perspective .
4. To identify support system existence for organic framing in the state of Karnataka

**Type of research :** Descriptive research

**Sampling method:** Simple Random Sampling (Data for the study was collected from farmers involved in organic farming as per the details available in the Karnataka state organic farming directory-2014)

**Sample size:** 200

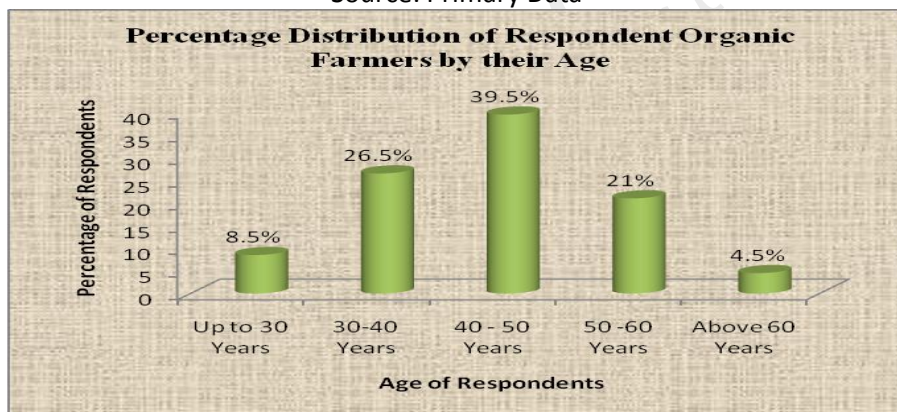
**Data collections tools used:** Personal interview and questionnaire was used to capture perceptions of the farmers.

**Data Analysis and Discussions:**

**Table 1: Distribution of sample Organic farmers by their Age**

Age of Organic Farmer		Number of Respondents	Percent
Valid	Up to 30 Years	17	8.5
	30-40 Years	53	26.5
	40 - 50 Years	79	39.5
	50 -60 Years	42	21.0
	Above 60 Years	9	4.5
Total		200	100.0

Source: Primary Data



**Figure 1: Percentage Distribution of Respondent Organic Farme**

**Table 2: Distribution of Sample Organic farmers by their Educational Status**

Educational Status	Number of Respondents	Percent
Middle School	15	7.5
Matriculation	38	19.0
Higher Secondary Class	93	46.5
Graduate	54	27.0
Total	200	100.0

Source: Primary Data

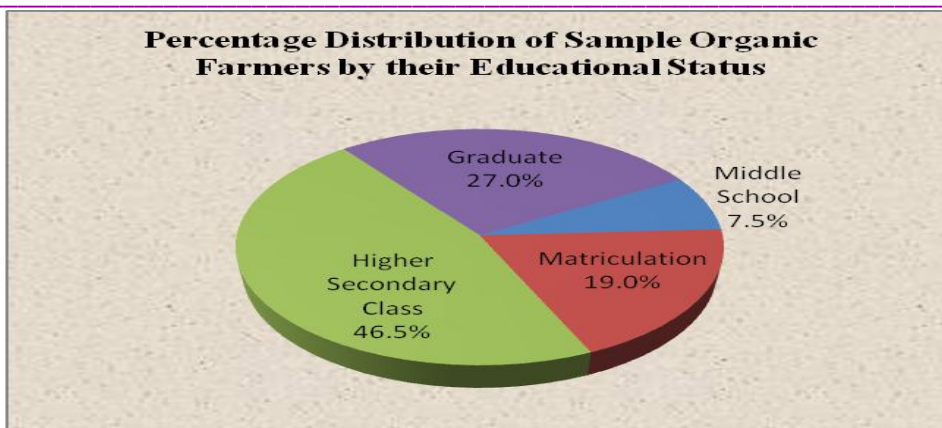


Figure 2: Percentage Distribution of Sample Organic Farmers by their Educational Status

Table 3: Distribution of Sample Organic farmers by their Source of Inspiration

Source of Inspiration	Number of Respondents	Percent
Government department / University	17	8.5
Non-Government organization (NGO)	23	11.5
Multinational Company (MNC)	15	7.5
Friends/ Co-farmers	63	31.5
Self-realization	82	41.0
Total	200	100.0

Source: Primary Data

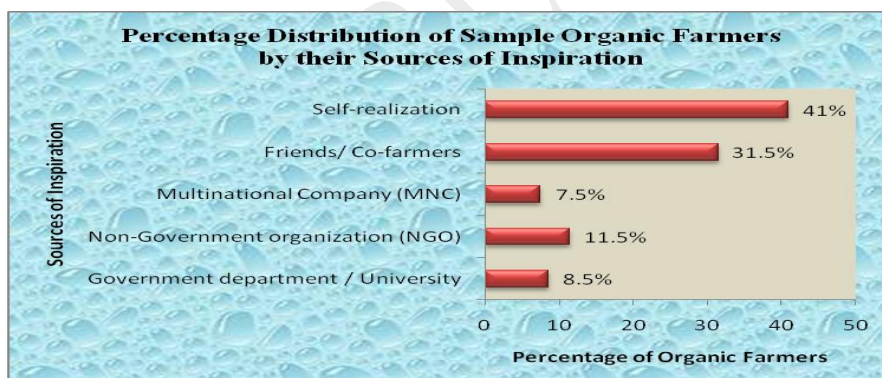


Figure 3: Percentage Distribution of Sample Organic Farmers by their Sources of Inspiration

Table 4: Distribution of Sample Organic farmers by their Type of Buyer

Type of Buyer	Number of Respondents	Percent
Corporate Bodies	21	10.5
Organic Retailers	119	59.5
Direct to Mandi	39	19.5
Self Retail Outlet	21	10.5
Total	200	100.0

Source: Primary Data

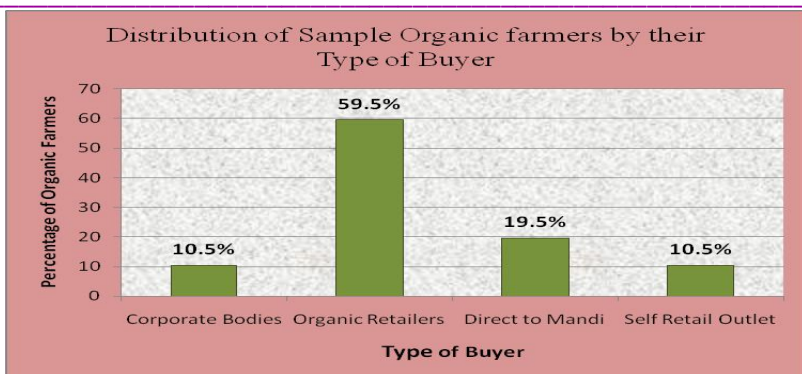


Figure 4: Distribution of Sample Organic Farmers by their Type of Buyer

Table 5 Distributions of Sample Farmers by their Status of Contract Farming

Status of Contract Farming		Number of Respondents	Percent
Valid	Under Contract Farming	11	5.5
	Not Under Contract farming	189	94.5
	Total	200	100.0

Source: Primary Data

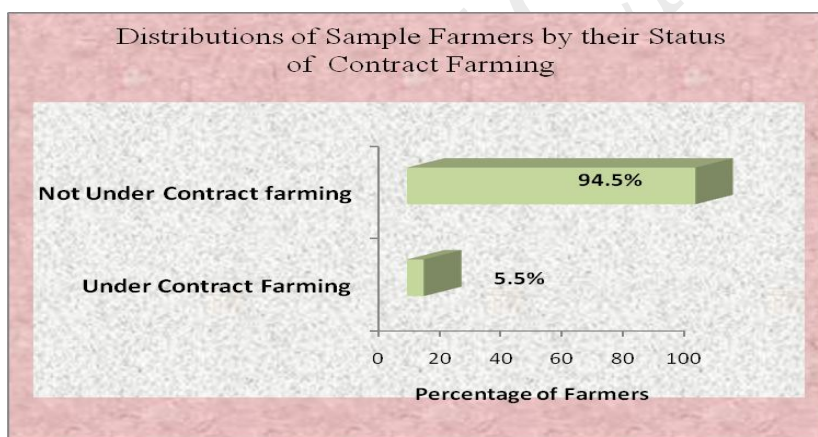


Figure 5: Distributions of Sample Farmers by their Status of Contract Farming

Table 6: Distributions of Sample Farmers by their Status of Recommending Organic Farming to other Farmers

Status of Recommending Organic Farming	Number of Respondents	Percent
Recommend to other farmers	181	90.5
Not Recommend for Other Farmers	19	9.5
Total	200	100.0

Source: Primary Data

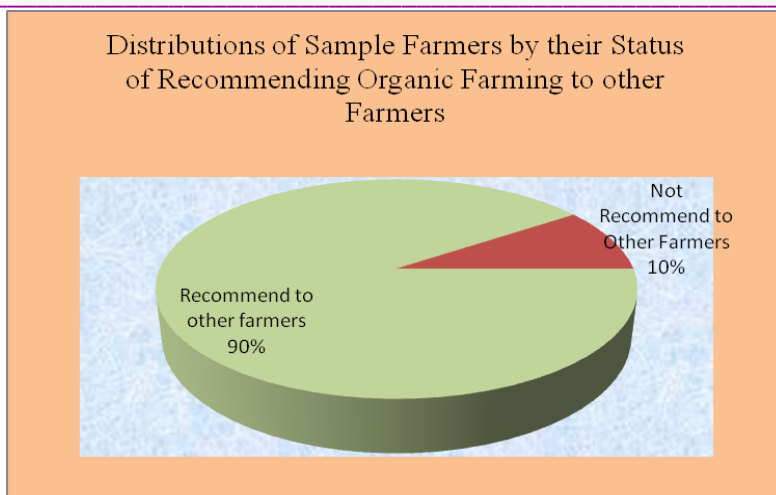


Figure 6 : Distributions of Sample Farmers by their Status of Recommending Organic Farming to other Farmers

Table 7: Distributions of Sample Farmers by their Plan of Increasing Area under Organic Farming

Status of Increasing Area	Number of Respondents	Percent
Plan to Increase the organic Area	161	80.5
No Plan to Increase the organic Area	39	19.5
Total	200	100.0

Source: Primary Data

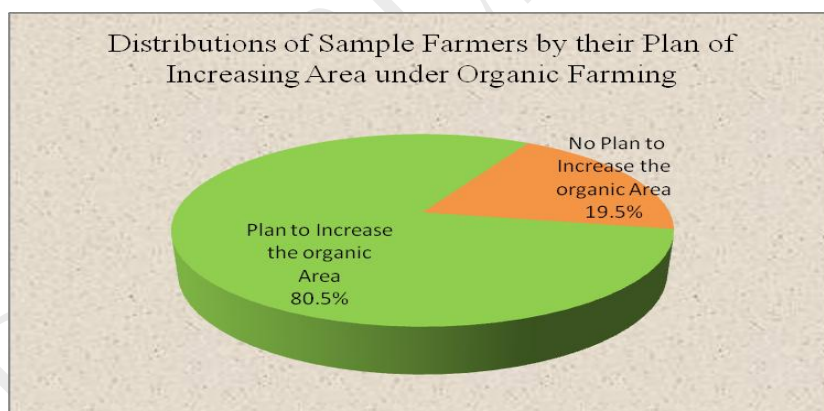
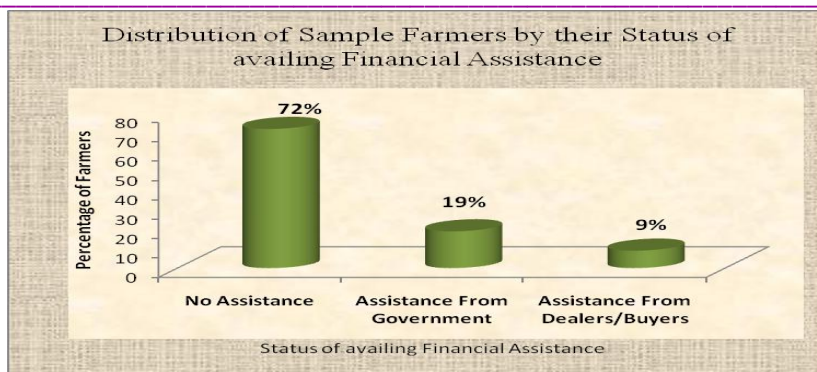


Figure 7: Distribution of Sample Farmers by their Plan of Increasing Area under Organic Farming

Table 8: Distribution of Sample Farmers by their Status of availing Financial Assistance

Status of availing Financial Assistance	Number of Respondents	Percent
No Assistance	144	72.0
From Government	38	19.0
From Dealers/Buyers	18	9.0
Total	200	100.0

Source: Primary Data



**Figure 8: Distribution of Sample Farmers by their Status of availing Financial Assistance**

### **Table 9 Prospects of Organic Farming and Perception of Sample Farmers**

Farmers cultivating organic food products are the main elements in deciding the growth and development of organic farming. The concept of Organic farming is not new as it was practised by our forefathers before the invention of the use of chemical fertilizers and pesticides. Increasing population forced the policy makers to encourage the application of chemical inputs to manage the increased demand for food. But after realizing the ill effects of chemicals on human and animal health, soil degradation and environmental pollution, organic farming is getting popularized all over the world. Conventional agriculture uses synthetic pesticides and water-soluble synthetically purified fertilizers, but organic farmers are restricted by regulations to using natural pesticides and fertilizers. Organic farming methods combine scientific knowledge of ecology and modern technology with traditional farming practices based on naturally occurring biological processes. As an emerging method, organic farming is subject to many hardships such as lack of awareness among the consumers, higher pricing of produce, poor logistic support, lack adequate support from government and policy makers and strong competition with the conventionally produced items. Unlike conventional farming, a venture of organic farming needs a high commitment from the farmers as they are subject to various risks from seed preparation, fertilizer preparation, cultivation and marketing of their produce. Therefore, the present research captured the perception of presently cultivating organic farmers that would be a major input in assessing the prospects of organic farming.

### **Perception of Sample Farmers on Organic Farming**

In this study, fifteen statements (Table 4.47) on prospects organic farming were included in the survey questionnaire. Primary data on these statements have been captured on a Five Point Likert's scale as Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree which have been converted to numerical scales of 5,4,3,2 and 1 respectively. The overall perception of the sample farmers was computed as 3.496 out of 5, i.e., 69.92%. Also, the relative level of perception of the statements have been computed based on the average score which revealed that the statements 'Continual deterioration in soil fertility' and Awareness about the availability of organic product is low' were the statements of highest concern by the sample organic farmers. Perception Statements on Organic Farming held in the Study and their Relative level of Perception are presented in Table 4.47.

**Table 10: Perception Statements on Organic Farming held in the Study and their Relative level of Perception**

Stmt No	Statement	Mean Score	Std. Deviation	Rank for Mean Score
ST1	Higher selling price of organic produce as compare to conventional farming	3.54	0.80	8
ST2	Health hazards in conventional farming due to use of pesticides, fertilizers, etc.	3.48	0.84	9
ST3	Less production cost in organic agriculture	3.56	0.83	7
ST4	Continual deterioration in soil fertility	3.97	0.79	1
ST5	High input cost in conventional agriculture	3.32	0.90	11
ST6	Organic agricultural products have good future prospects i.e. increasing market demand	3.28	0.86	13
ST7	Growing concern of consumer towards health and food safety	2.90	0.99	15
ST8	Organic products have higher quality (nutritious value) than conventional products	3.29	1.05	12
ST9	Organic farming is eco-friendly	3.70	0.84	4
ST10	Higher return during conversion period	3.61	0.90	6
ST11	Certification process is very expensive	3.39	0.94	10
ST12	Certification process is very time consuming	3.74	0.94	3
ST13	Adoption of organic product will grow if availability is ensured	3.64	0.89	5
ST14	Only certified organic products are acceptable in the market	3.22	0.89	14
ST15	Awareness about availability of organic product is low	3.81	1.02	2

Source: Primary Data

**Table 11: Distribution of sample Organic Farmers based on their Level of Perception on Organic Farming**

Level of Perception on Organic Farming		Number of Sampled farmers	Percent
Valid	Moderate	24	12.0
	High	154	77.0
	Very High	22	11.0
	Total	200	100.0

Source: Primary Data

**Chi Square Test for Significance of Relationship of Level of Perception on Organic Farming with the Socio Economic Variables**

Chi square test has been applied for testing the significance of the relationship between the levels of perception on the organic farming with the socio economic variables related to the respondents. Null Hypotheses H<sub>0</sub> : There is no significant relationship between the level of awareness of the respondents and the related socio economic variable, viz., Age, Educational Status, Source of Farming inputs, Source of Inspiration, Buyers of Organic Farm Produces, Status of Contract Farming, Recommending Organic Farming to Other farmers and Plan to increase area under organic farming, was tested at 5% level of significance against the alternate hypotheses H<sub>1</sub>: There is a significant relationship between the level of perception of



the respondents and the related socio economic variables. Chi Square test was carried out and the result indicated that none of the above variables got a significant relationship with the level of perception on organic farming. Consolidated results of Chi Square Test for Relationship between Level of perception on Organic farming and Socio Economic Factors are presented in Table 4.49

**Table 12: Consolidated Results of Chi Square Test for Relationship between Level of Perception on Organic Farming and Socio Economic Factors of Respondent Farmers**

Sl. No	Relationship between Level of Awareness and	Pearson Chi-Square	df	p value	Inference at 5% level of Significance
1	Age	12.983	8	.112	Relationship is not Significant
2	Educational Status	5.093	6	.532	Relationship is not Significant
3	Source of Farming inputs	2.154	4	.707	Relationship is not Significant
4	Source of Inspiration	7.448	8	.489	Relationship is not Significant
5	Buyers of Organic Farm Produces	.674	6	.995	Relationship is not Significant
6	Status of Contract Faming	.156	2	.925	Relationship is not Significant
7	Recommending Organic Farming to Other farmers	.285	2	.867	Relationship is not Significant
8	Plan to increase area under organic farming	.765	2	.682	Relationship is not Significant

Source: Primary Data

#### **FINDINGS AND SUGGESTIONS:**

1. Analysis of the age of the sample organic farmers revealed that About 39.5% of the respondents are in the age class of 40 to 50 years and another 26.5% are in the age class of 30-40 years. This revealed that a new venture of organic farming is attempted only young farmers due to perceived risks.
2. Educational status provided a confidence and support for a new attempt like organic farming. Analysis of educational status of the respondent organic farmers reveals that about 46.5% of them are with the higher Secondary level of education and 27% of them are graduates.
3. Analysis of data revealed that 41% of the respondents farmers are self-inspired, 31.5% are inspired by their friends and relatives, and 11.5 % are inspired by certain non-governmental organizations.
4. Analysis of the responses revealed that a meagre proportion of only 5.5 % of them were cultivating under contract farming while the majority of 94.5% are not under contract farming.
5. Analysis of data revealed that 90.5% of the respondents have stated that they would recommend organic farming to other farmers while 9.5% of the respondents have stated no to it.
6. About 80.5% of the respondents have stated that they do have a plan to increase the area under organic cultivation. But, 19.5% of the have stated that they have no such plan.
7. Analysis of these data revealed that 72% of the respondents could not avail and financial assistance. About 19% of them have availed financial assistance from government agencies and another 9% have availed financial assistance from their buyers.
8. The overall perception of the sample farmers was computed as 3.496 out of 5, i.e., 69.92%. Also, the relative level of perception of the statements have been computed based on the average score which revealed that the statements 'Continual deterioration in soil fertility' and Awareness about the availability of organic product is low' were the statements of highest concern by the sample organic farmers.

9. H1: There is a significant relationship between the level of perception of the respondents and the related socio economic variables. Chi Square test was carried out and the result indicated that none of the above variables got a significant relationship with the level of perception on organic farming.

Looking at the findings of the study it is very evident that only young farmers are interested in taking up organic farming and lot of thrust has to be given by the government to encourage the farmers to take up this task. PPP can be worked on to make the organic farming more quality oriented so that it can increase the demand.

#### CONCLUSION:

Most organic farmers are struggling due to poor policy measures, rising input costs and limited market, says a study by the Associated Chambers of Commerce and Industry of India (ASSOCHAM) and global consultancy firm Ernst & Young. The study conducted also revealed many of these factors. Hence concerned authorities have to concentrate on this and push the organic farming in India.

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