

**RESEARCH ARTICLE :**

# Awareness and adoption of organic farming by the vegetable growers

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**SUMMARY :** The present study on awareness and adoption of organic farming by the vegetable growers was conducted in the year 2016-2017 in Amravati district. The relationship of the selected variable *i.e.* training received, possession of livestock, extension contact and innovativeness was found to be positively and highly significantly at 0.01 level of probability. The variables age, education, experience in farming, land holding, annual income showed positive and significant relation at 0.05 level of probability with awareness. The variable risk preference showed positive and non-significant relation with awareness possessed by the respondents. Regarding adoption, the variables *i.e.* age, training received, land holding, extension contact was found to be positively and highly significantly at 0.01 level of probability. The variable like education, experience in farming, annual income, possession of livestock, innovativeness showed positive and significant relation at 0.05 level of probability. Whereas the variable risk preference was found to be negatively non-significant relationship with adoption of organic farming practices. The majority of vegetable growers faced constraints in adoption of organic farming practices were non availability of organic material, low rates for organic vegetable, high labour wages, lack of timely finance, lack of subsidy on organic material, fluctuation in market rates, respectively, lack of guidance from extension personnel, lack of organic vegetable storage facilities, lack of awareness about organic farming practice, no guarantee of payment received from merchant, complicated method and lack of interest, respectively.

**KEY WORDS :**Awareness,  
Adoption, Organic  
farming, Vegetable  
growers, Constraints

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## **BACKGROUND AND OBJECTIVES**

The word organic originated from living and farming with the philosophy of organic is to make production system alive with long life; it is not just to replace fertilizers and pesticides with manures and predators but it is an ongoing dynamic process for making healthy soil and ultimately a vital living system of the world.

Organic farming is gaining gradual

movement across the world. Growing awareness of health and environmental issues in agriculture has demanded production of organic food which is emerging as an attractive source of rural income generation. While trends of rising consumer demands for organic are becoming discernible, sustainability in production of crop has become the prime concern in agriculture development. Organic products are grown under a system of

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agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases.

Vegetable plays a very important role in meeting the nutritional requirement of human being. In India, majority of population is vegetarian so increasing vegetable production is very important. For all vegetarians and non vegetarians, vegetable acts as protective food. They are rich in vitamins and minerals which are most essential for maintaining good health. Considering the above mentioned facts, present study was designed to study awareness and adoption of organic farming by the vegetable growers with the following specific objective:

#### **Specific objectives of study :**

- To study the profile of the vegetable growers.
- To study the awareness of the vegetable growers about organic farming practices.
- To study the extent of adoption of organic farming practices by the vegetable growers.
- To study relationship between profile of vegetable growers with their awareness and adoption of organic farming practices.
- To identify the constraints faced by the vegetable growers in adoption of organic farming practices.

#### **RESOURCES AND METHODS**

Present study was carried out in Amravati district of Maharashtra state. Bhatkuli, Chandur Bazar, Nandgaon Khandeshwar and Amravati tehsils were selected for the present study. Total 80 respondents were selected from the 10 villages by the method of simple random sampling for the research purpose. The schedule included questions pertaining to age, education, training received, experience in farming, land holding, annual income, possession of livestock, extension contact, innovativeness, risk preference, awareness and adoption.

The information from the respondent was collected by personal interview methods and their responses were considered for the purpose of present study. Mean, S.D. and co-efficient of correlation methods were used for analysis of the data.

#### **OBSERVATIONS AND ANALYSIS**

The findings of the study as well as relevant discussion have been summarized under the following heads:

##### **Relation analysis:**

In order to find out the relationship of the selected characteristics of the respondents with their awareness, correlation co-efficient were worked out.

##### **Relationship of the selected characteristics of the respondents with their awareness:**

The co-efficient of correlation of awareness with profile of the vegetable growers have been furnished in Table 1.

On critical examination in Table 1, it reveals that among the 10 independent variable training received, possession of livestock, extension contact and innovativeness was found to be positively and highly significantly at 0.01 level of probability. However age, education, experience in farming, land holding, annual income showed positive and significant relation at 0.05 level of probability with awareness. The variable risk preference showed positive and non-significant relation with awareness possessed by the respondents. Almost similar type of studies were also taken by Puri (2003); Gawande (2006); Todasum (2009); Borhude (2011); Neware (2011); Jaganathan *et al.* (2012); Boruah *et al.* (2015); and Borhude (2016).

On critical examination in Table 2, it reveals that among the 10 independent variable age, training received, land holding, and extension contact, was found to be positively and highly significantly at 0.01 level of probability. However, education, experience in farming, annual income, possession of livestock and innovativeness showed positive and significant relation at 0.05 level of probability with adoption. The variable risk preference showed negative and non-significant relation with adoption possessed by the respondents. Almost similar type of studies were also taken by Puri (2003); Gawande (2006); Todasum (2009); Borhude (2011); Neware (2011); Jaganathan *et al.* (2012); Boruah *et al.* (2015) and Borhude (2016).

##### **Constraints faced by the vegetable growers in adoption of organic farming practices :**

From Table 3 it was observed that majority of

**Table 1 : Co-efficient of correlation of profile of the respondents with their awareness**

Sr. No.	Variables	'r' value
1.	Age	0.2221*
2.	Education	0.2625*
3.	Training received	0.6904**
4.	Experience in farming	0.2649*
5.	Land holding	0.2720*
6.	Annual income	0.2284*
7.	Possession of livestock	0.3299**
8.	Extension contact	0.4034**
9.	Innovativeness	0.4091**
10.	Risk preference	0.1090NS

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively NS =Non-significant

**Table 2 : Co-efficient of correlation of profile of the respondents with their adoption**

Sr. No.	Variables	'r' value
1.	Age	0.3056**
2.	Education	0.2361*
3.	Training received	0.7016**
4.	Experience in farming	0.2331*
5.	Land holding	0.3221**
6.	Annual income	0.2687*
7.	Possession of livestock	0.2339*
8.	Extension contact	0.5207**
9.	Innovativeness	0.2467*
10.	Risk preference	-0.0092NS

\* and \*\* indicate significance of values at P=0.05 and 0.01, respectively NS =Non-significant.

**Table 3 : Constraints faced by the vegetable growers in adoption of organic farming practices**

Sr. No.	Constraints	Frequency	Percentage
1.	Technical		
	Lack of awareness about organic farming	34	42.50
	Non availability of organic material	62	77.50
2.	Financial		
	Lack of timely finance	43	53.75
	Lack of subsidy on organic material	42	52.50
3.	Marketing		
	Low rates for organic vegetables	59	73.75
	Fluctuation in market rates	42	52.50
4.	Labour		
	No guarantee of payment received from merchants	22	27.50
	Non- availability of labours	40	50.00
5.	Others		
	High wages of labour	57	71.25
	Lack of interest	12	15.00
	Complicated method	18	22.50
	Lack of storage facility	35	43.75

vegetable growers faced constraints in adoption of organic farming practices were non availability of organic material (77.50%), low rates for organic vegetable (73.75%), high labour wages (71.50%), lack of timely finance (53.75%), lack of subsidy on organic material, fluctuation in market rates (52.50%), lack of guidance from extension personnel (45.50%), lack of organic vegetable storage facilities (43.75%), lack of awareness about organic farming practices (42.50%), no guarantee of payment received from merchant (27.50%), complicated method (22.50%) and lack of interest (15.00%), respectively.

### Conclusion:

The relation of the characteristics of the respondent would revealed that among the 10 characteristics of respondents *i.e.* training received, possession of livestock, extension contact and innovativeness was found to be positively and highly significantly at 0.01 level of probability. The variables age, education, experience in farming, land holding, annual income showed positive and significant relation at 0.05 level of probability with awareness. The variable risk preference showed positive and non-significant relation with awareness possessed by the respondents. Regarding adoption, the variables age, training received, land holding, extension contact was found to be positively and highly significantly at 0.01 level of probability. The variable education, experience in farming, annual income, possession of livestock, innovativeness showed positive and significant relation at 0.05 level of probability. Whereas the variable risk preference was found to be negatively non-significant relationship with adoption of organic farming practices.

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