

## **THE ATTITUDE OF FARMERS ABOUT ORGANIC FARMING**

**C. D. Patel<sup>1</sup>, V. P. Vejpara<sup>2</sup> and V.S. Parmar<sup>3</sup>**

1 & 2 Department of extension education,NAU, Navsari - 396450

3 College of Agriculture, JAU, Amreli - 365601

Chiragpatelaau@gmail.com

### **ABSTRACT**

*Organic farming has become very much popularized all over the world. The demand of organic foods is also motivating the farmers to do organic farming. In India, Assam is the organic state of the country and since the last decade, the organic farming has been getting a big push in Gujarat too. Many farmers of the state are practicing organic farming. Once the farmer had adopted the organic farming, number of questions arises before them for profitable organic farming. The present study was conducted in Navsari district of South Gujarat. Total 120 organic farming followers were selected for the study. An Ex-post-facto research design was used in the present investigation. . The well structured interview schedule was developed to measure attitude of farmers about organic farming .The study revealed that the majority of the organic farming followers had favorable attitude towards organic farming.*

**Keywords:** organic farming, attitude

### **INTRODUCTION**

After the post green revolution in India, it lead to substantial increase in the production of food grains through the use of improved crop varieties and higher level of inputs viz; fertilizers and plant protection chemicals. These results in stagnation or even decline in production and productivity of major crops, receding groundwater table in many areas, low diversity of production system, increasing production costs, leaving agriculture as an uneconomic and non-viable enterprise for resource poor farmers. The damage caused through agrochemical pollution to environment and human health is found to be irreparable (Thakur *et al.*, 2003).

As the natural resources of any country are the national treasure, we need proper planning to make best use of them. Therefore, suitable management practices are urgently needed to preserve the production potential of agricultural lands. Worldwide, there is a strong concern that the solution of problems of conventional farming now lies in organic farming. It is somewhat modified form of natural farming and carried out through internal farm and home produced low cost, natural organic biological inputs with cultural and mechanical methods to increase agricultural production without the use of inorganic inputs.

It assumed that certain characteristics of organic farming made them distinctive from the conventional farmers. The farmers may be driven by several motives to shift towards organic farming. Organic farming projected as a farming system with better prospects, remedy to solve present

problems of conventional farming and sustainable methods of cultivation. Farmer's attitude about organic farming is very important to study because individual behaviour is based on attitude he/she possesses. Considering the above view in mind, study was carried out to know the "Attitude of farmers about organic farming"

### **OBJECTIVE**

To study the attitude of farmers about organic farming

### **METHODOLOGY**

The South Gujarat region is consisting of seven district including Navsari. The total list of organic farming followers in South Gujarat was prepared purposively from the different sources like Research Centre on Organic Farming (NAU, Navsari), KrishiVigyan Kendra (NAU, Navsari), Gujarat Organic Products Certification Agency (GOPCA, Ahmedabad) and JATAN (NGO, Vadodara) and other sources. More number of organic farming follower's was in Navsari district. To justify the main objective of the study, 120 organic farming followers were selected from the complete list by using simple random sampling method. Ex-post-facto research design was used in the present investigation. The teacher's made scale containing 20 statements was used to measure the attitude of respondents towards organic farming. The respondents were grouped in to three categories by using standard deviation and mean. The same score was used to find out the correlation with independent variables.

**RESULTS AND DISCUSSION**

Attitude refers to the degree of positive or negative feeling towards some psychological object. The psychological object of the present study has been conceptualized as the organic farming. The outcome of this objective provides ample spheres to produce suitable extension strategies for organic farming to make more applicable. With this considering, this variable was selected for this study.

The feelings of the respondents about organic farming were collected and grouped into three categories by using mean and standard deviation as (i) less favorable attitude (up to 64 score), (ii) favorable attitude (64 to 70 score) and (iii) highly favorable attitude (above 70 score). The data in this respect are presented in table 1.

**Table 1: Distribution of the respondents according to their level of attitude towards organic farming n=120**

Sr. No.	Level of attitude	Frequency	Percent
1	Less favorable attitude	16	13.33
2	Favorable attitude	81	67.51
3	Highly favorable attitude	23	19.16

Mean= 69.96

S.D=8.22

The data of the table 1 revealed that the majority (67.51 percent) of the respondents had favorable attitude towards organic farming, followed by 19.16 and 13.33 per cent of them had highly favorable and less favorable attitude towards organic farming, respectively. This might be due to that the majority of the respondents had possessed higher level of education, more mass media exposure and high social participation. So, they think more positively about organic farming as compare to negative thinking.

**Relationship between personal profile of the respondents and their towards organic farming**

The relationship between personal profile of the organic farming followers viz.; age, education, family size, occupation, land holding, herd size, annual income, social participation, mass media exposure, scientific orientation and innovativeness with attitude towards organic farming followers were worked out with the help of correlation of coefficient (r).

**Table: 2 Relationship between personal profile of the respondents and their level of attitude**

n=120

Sr. No.	Independent Variables	Coefficient of correlation (r)
X <sub>1</sub>	Age	-0.3608**
X <sub>2</sub>	Education	0.3019**
X <sub>3</sub>	Size of family	0.2121*
X <sub>4</sub>	Occupation	0.3994**
X <sub>5</sub>	Land holding	0.4175**
X <sub>6</sub>	Herd size	0.1835*
X <sub>7</sub>	Annual income	0.2255*
X <sub>8</sub>	Social participation	-0.0589 <sup>NS</sup>
X <sub>9</sub>	Mass media exposure	0.7443**
X <sub>10</sub>	Scientific orientation	0.4874**
X <sub>11</sub>	Innovativeness	0.2378**

NS= non-significant \* = significant at 0.05 level  
\*\* = significant at 0.01 level

**(1) Age and attitude**

The results reported in table 2 indicated that the calculated value of correlation coefficient (-0.3608\*\*) for the parameters was found negative but highly significant. It indicates that there was highly significant relationship between age and level of attitude of organic farming followers towards organic farming. It implies that the level of attitude is highly affected by the age of respondent. The reason may be the old age farmers don't wants to take risk of organic farming.

**(2) Education and attitude**

A perusal of the data presented in table 2 shows that the calculated value of correlation coefficient (0.3019\*\*) was found positive and highly significant. It reveals that education had positive and highly significant relationship with level of attitude of the respondents towards organic farming. It is fact that the any person having good educational level, they can think, plan, decide and execute properly. Educational level can also influenced on attitude of farmers towards organic farming. This may be the reason behind this result.

**(3) Size of family and attitude**

It is observed from the table 2 revealed that the calculated value of correlation coefficient (0.2121\*) for the parameters was found positive and significant. It refers that there is significant relationship between size of family and level of attitude towards organic farming. The probable reason for this result might be that the number of family member in a family is more that affects on attitude of head of

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the family.

### **(4) Occupation and attitude**

On the basis of results presented in table 2 observed that the calculated value of correlation coefficient (0.3994\*\*) was found positive and highly significant. It shows that the occupation had positive and highly significant relationship with level of attitude of organic farming followers towards organic farming. This might be due to that the majority of organic farming followers were engaged with farming + A.H. They had followed organic farming for economic betterment. So, the occupation may have affected on the attitude of farmers.

### **(5) Land holding and attitude**

It is apparent from the table 2 revealed that the calculated value of correlation coefficient (0.4175\*\*) was found positive and highly significant. This results shows that there was positive and highly significant relationship between land holding and level of attitude of organic farming followers towards organic farming. The probable reason might be that the respondents having more land holding have more resources for following organic farming and they possessed favorable attitude towards organic farming practices.

### **(6) Herd size and attitude**

The results of the study reported in table 2 shows that the calculated value of correlation coefficient (0.1835\*) was found positive and significant. It indicates that there was a significant relationship between herd size and level of attitude of respondents towards organic farming.

### **(7) Annual income and attitude**

The data in table 2 reported that the calculated value of correlation coefficient (0.2255\*) was found positive and significant. It indicates that the income had positive and significant relationship with the level of attitude of organic farming followers towards organic farming. This might be due to that the majority of the organic farming followers had more than ₹ 2,00,000/- annual income that have affected on attitude of farmers towards organic farming.

### **(8) Social participation and attitude**

The data presented in table 2 shows that the calculated value of correlation coefficient (-0.0589NS) was found negative and non-significant. It implies that there was non-significant relationship between social participation and level of attitude of respondents towards organic farming. Reason behind this result might be that the majority of the organic farming followers had possessed membership in

organization working at village level like dairy cooperative and farmers' cooperative.

### **(9) Mass media exposure and attitude**

It is evident from the table 2 revealed that the calculated value of correlation coefficient (0.7443\*\*) was found positive and highly significant. It can be concluded from this results that the mass media exposure had positive and highly significant relationship with level of attitude of respondents towards organic farming. When the farmers are using more mass media or media for getting information about organic farming, they acquires more information about organic farming and that may have affected on attitude of the respondents. This might be the reason for this result.

### **(10) Scientific orientation and attitude**

The data presented in table 2 shows that the calculated value of correlation coefficient (0.4874\*\*) was found positive and highly significant. This result indicates that the scientific orientation had positive and highly significant relationship with the level of attitude of organic farming followers towards organic farming. This might be due to the fact that more the orientation of farmers with scientific technology or information, more will be the knowledge about organic farming technology and thereby the attitude of organic farming followers have been affected.

### **(11) Innovativeness and attitude**

A perusal of data presented in table 2 revealed that the calculated value of correlation coefficient (0.2378\*\*) was found positive and highly significant. This results shows that there was positive and highly significant relationship between innovativeness and level of attitude of respondents towards organic farming. The farmers with more innovativeness they would have always been ready to accept the innovative ideas without any delay. This might have influenced on the attitude of respondents towards organic farming practices.

## **CONCLUSION**

The study has revealed that majority of the farmers had favorable attitude towards organic farming. It means farmers had positively think about organic farming or it can be say organic farming able to attract the farming community. Further, Education had positive and highly significant relationship with their awareness, while education, occupation and mass media exposure had positive and highly significant relationship with their knowledge. Whereas, education, occupation, land holding, mass media exposure, scientific orientation and innovativeness had positive and highly significant relationship with their attitude towards

organic farming.

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