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## Profile and relational analysis of farmers following organic practices

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### Abstract

Maharashtra is leading state in adopting organic farming practices since from the year 2002-03. In the year 2021-22, in the area under of organic cultivation (Cultivation + Wild harvest), Maharashtra ranked third with production of 691419.72 MT, making the Maharashtra stands second highest producer of organic products. Hence the research objective was formulated to study the profile of farmers following organic practices in Marathwada region. An *ex-post facto* research design was used for the present investigation. Study was conducted in Aurangabad, Beed and Nanded district of Marathwada region in year 2021-22 data were collected from the 180 respondents. The findings suggested that, more than one third (34.45%) of the respondents educated up to higher secondary school (11<sup>th</sup> to 12<sup>th</sup>), more than half (52.22%) of the respondents had small size families, majority (96.11%) of the respondents had agriculture as a major occupation, near about half (49.45%) of the respondents belonged to small category of land holding, near about half (47.77%) of the respondents had annual income between Rs. 1,26,667 to Rs. 2,13,332/-. Majority (60.56%) of the respondents had small area under organic cultivation, more than three fourth (71.66%) of the respondents were having up to 8 years of farming experience, more than half (60.55%) of the respondents belonged to medium category of the social participation, more than three fifth (61.11%) of the respondents belonged to medium category of the mass media exposure, near about two third (63.89%) of the respondents belonged to medium category of the scientific orientation, majority (62.22%) of the respondents belonged to medium category of the economic motivation, more than two third (69.44%) of the respondents belonged to medium category of the innovativeness, majority (65.55%) of the respondents belonged to medium category of the knowledge. Regarding variables namely education, annual income, social participation, mass media exposure, scientific orientation, economic motivation, innovativeness and knowledge having positively and high significantly related with the attitude towards organic farming while area under organic cultivation were positive and significant relationship with the attitude towards organic farming.

**Keywords:** Profile, organic farming, organic farming followers, relational analysis, Marathwada region

### Introduction

Organic farming in India is not new, and is being followed from ancient time. Organic methods are able to increase farm productivity, repair environmental damages and weave small farm families into more sustainable distribution networks leading to improved food security if they organize themselves in production, certification and marketing. During last years an increasing number of farmers have shown lack of interest in farming and the people who used to cultivate are migrating to other areas. Organic farming is one way to promote either self-sufficiency or food security.

Organic Agriculture defined as a holistic production management system which promotes and enhances agro-eco system health including biodiversity, biological cycles and soil biological activity. It emphasizes the use of management practices in preference to the use of on farm inputs. This is accomplished by using, where possible, agronomic, biological and mechanical methods, as opposed to using synthetic materials to fulfill any specific function within the system” (Definition proposed for adoption by FAO/WHO Codex Alimentarius Commission).

India holds a unique position among 172 countries practicing organic agriculture, it has 15,99,101 organic producers, 1703 processors, and 745 traders. But, with merely 1.3 percent of organic share of total agricultural land under organic cultivation, the organic industry has a long journey ahead. India plays an important role in organic farming with 9119865.91 ha. area under organic cultivation and production of 3430735.65 MT organic produce, having export value of 5249.32 Crore.

Maharashtra is leading state in adopting organic farming. Since the year 2002-03 schemes for promotion of organic farming were initiated, apart from centrally sponsored schemes/

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missions, Maharashtra has initiated their efforts through department of Agriculture, NGOs, Farmers groups, progressive farmer and Contribute the Organic movement in the Maharashtra. In the year 2021-22, in the category of organic area (Cultivation + Wild harvest) Maharashtra ranked 3<sup>rd</sup> with production of 691419.72 MT, making the Maharashtra second highest producer of organic products. During year Maharashtra exported 85526.16 MT organic produce having market value of 696.71 Crore.

As the increase in the cost of production, inputs and inorganic fertilizers became more expensive and it also affects the soil productivity adversely. Organic farming emerge as a obvious choice. As organic farming became popular and gaining importance it is important to know which independent variables affect the attitude of the respondents to carry out organic farming practices. It is beneficial to the farmers and policy makers to identify the factors which are responsible to make positive attitude.

## Material and Methods

### 1. Research design

An *ex-post facto* research design was adopted in this study. An *ex-post facto* research is a systematic empirical inquiry. The researcher does not directly control the variables because their manifestation have already occurred and inherently unmanipulable (Kerlinger, 1964) [12].

### 2. Method of sampling

Sampling was done at four stages viz., the selection of districts, selection of talukas, selection of villages and selection of respondents.

Three districts selected purposively viz., Aurangabad, Beed and Nanded from on the basis of maximum number of farmers following organic farming practices, from these selected districts two talukas were selected purposively on the basis of maximum number of farmers following organic farming practices so from Nanded district Loha, and Billoli. From Beed district, Parali V., and Ambajogai. From Aurangabad district Gangapur and Paithan. Thus, total six talukas were selected from the three districts for the study. From each selected taluka 3 villages were selected purposively on the basis of maximum number of farmers following organic farming practices for that purpose list obtained from Organic Farming Research and Training Centre, VNMKV, Parbhani, and State Department of Agriculture, Maharashtra. Hence eighteen villages were selected for conducting the study. So from each village ten respondent organic following farmers were selected randomly and we considered them as respondents, thus making a sample of 180 respondents.

### 3. Selection of variables

The focus of the present investigation was to investigate relationship between selected characteristics and attitude of the farmers towards organic farming. Thus, the thirteen independent variables and one dependent variable were selected for the present study. Independent variables namely education, size of family, occupation, land holding, area under organic cultivation, annual income, farming experience, social participation, mass media exposure, scientific orientation, economic motivation, innovativeness and knowledge.

### 4. Statistical tools and techniques

Data were collected with the help of pre-tested, well

structured interview schedule. Statistical tools such as frequency, percentage, mean and standard deviation were used for data analysis. The final categories were made on the basis of mean± standard deviation. For relational analysis Pearsons coefficient of correlation was used.

## 5. Research hypotheses

**(H<sub>0</sub>):** There was no significant relationship between the selected characteristics of the organic farming followers with attitude of the farmers towards organic farming

## Results and Discussion

### 1. Profile of the respondents

#### 1.1 Education

It was seen from table 1 that, more than one third (34.45%) of the respondents educated up to higher secondary school (11<sup>th</sup> to 12<sup>th</sup>), followed by 27.23 percent of them educated up to secondary school (8<sup>th</sup> to 10<sup>th</sup>), 10.00 percent educated up to middle school (5<sup>th</sup> to 7<sup>th</sup>), 09.44 percent educated up to under graduate level, 08.88 percent educated up to primary school (1<sup>st</sup> to 4<sup>th</sup>), 05.56 percent of them were illiterate and 04.44 percent having education up to post graduate level. From above finding it can say that, majority (61.68%) of the respondents possess education above secondary level, this indicates that respondents know the significance of the education to understand and adopt modern agricultural practices. It was also observed that because of their family background they generally involved in agricultural activities in their early days that restricting them to go for higher education.

The above findings are similar with the findings of Damor (2013) [4], Pawar (2014) [17] and Tripathi (2021) [19].

#### 1.2 Size of family

Size of family play important role in availability of household labour in family. Data presented in Table 1 indicated that, majority (52.22%) of the respondents had small sized families having up to 4 members in their respective families, followed by 40.00 percent of them had medium sized families (5 to 6 members) and 07.78 percent of them had large families (above 6 members).

Hence from result it was observed that, more than half (52.22%) of the respondents had small sized families (up to 4 members), possible reason for above, because of the fragmentation of joint families into nuclear families. Another reason might be due to the family planning which results in lesser members in the family. Also it was observed that, those who have large sized families hesitate to take decision regarding taking up modern agricultural practices like organic farming, because they have more members depend upon them as compare to the small families.

The above findings are similar with the findings of Pawar (2014) [17] and Yadaw et.al. (2018) [26].

#### 1.3 Occupation

Occupation reveals the source of livelihood for the family. From Table 1, it was observed that, majority (96.11%) of the respondents had agriculture as their main occupation, followed by 02.22 percent, 01.12 percent and 00.55 percent of them had agriculture + labour, agriculture + business and agriculture + allied occupation, respectively. None of the respondents had agriculture + service as their occupation.

It was observed from above table that, majority of the

respondents had agriculture as their main occupation. This might be due to their ancestral traditional occupation, also the organic farming require proper attention and time so more interest and enthusiasm shown by respondents doing agriculture in performing organic farming.

The above findings are similar with the findings of Ramesh and Govind (2005) <sup>[20]</sup>, Pandya (2010) <sup>[1]</sup>, Jat (2020) <sup>[11]</sup> and Singh *et al.* (2020) <sup>[23]</sup>.

#### 1.4 Land holding

Land holding play important role in the farming occupation. Data presented in Table 1, revealed that, near about half (49.45%) of the respondents belonged to small category of land holding i.e. 1.01 to 2.00 ha., followed by 21.67 percent had semi medium category of land holding (2.01 to 4.00 ha.), 20.00 percent of them belonged to marginal category of land holding (up to 1.00 ha.), 08.88 percent belonged to medium category of land holding (4.01 to 10.00 ha) and none of them belonged to large category of land holding (above 10.01 ha.)

So it can be, inferred that, majority (71.12%) of the respondents having small to semi-medium sized land holdings. The probable reason might be that size of land holding reduced day by day due to fragmentation of land among the family members, as separation of families from joint to nuclear families. So it can be said that, organic farming was taken up by small land holders, as they want to maximize their profit through organic farming and are willing to take risk that prevail in agricultural production.

The above findings are similar with the findings Damor (2013) <sup>[4]</sup>, Prasanth (2016) <sup>[18]</sup>, Korde (2017) <sup>[13]</sup>, Vinayak (2017) <sup>[25]</sup>, Barik (2018) <sup>[1]</sup> and Tripathi (2021) <sup>[19]</sup>.

#### 1.5 Area under organic cultivation

It was observed from Table 1, that, majority (60.56%) of the respondents had small area under organic cultivation i.e. up to 0.67 ha., while 36.66 percent of them had medium (0.68 to 1.14 ha.) area and 02.78 percent of them had large (above 1.14 ha.) area under organic cultivation.

Above result indicated that, majority (60.56%) of the respondents had small area under organic cultivation. It is because of the respondents want to take organic farming practices on a manageable scale and want to increase organic area year by year as they receives profits through selling of organic produce.

#### 1.6 Annual income

Annual income provides the information about availability of the capital for farming. From the data presented in Table 1, indicated that, near about half (47.77%) of the respondents had annual income between Rs. 1,26,667 to Rs. 2,13,332/-, while 40.55 percent of them had annual income up to Rs. 1,26,666/- and 11.68 percent of them had annual income above Rs. 2,13,332/-.

The above findings suggests that, relatively high percentage (47.77%) of the respondents had annual income between Rs. 1,26,667 to 2,13,332/-, as the respondents had small and semi-medium sized land holdings and completely depending upon agriculture also agro-climatic conditions affect their agricultural production. That's why they want to follow organic farming practices to reduce their cost of cultivation and want to generate more income from it.

The above findings are similar with the findings Korde (2017) <sup>[13]</sup>, Singh *et al.* (2020) <sup>[23]</sup> and Ingale (2020) <sup>[8]</sup>.

#### 1.7 Farming experience

It was observed from Table 1 that, more than three fourth (71.66%) of the respondents were having up to 08 years of farming experience, while 22.22 percent of them having farming experience of 09 to 11 years and 06.12 percent of them having farming experience above 11 years.

From results it was observed that, majority (71.66%) of the respondents had farming experience up to 8 years, as the organic agriculture is a new practice and farmers take some time to understand the benefits of the organic farming. Also the initiatives taken by the government institutions in recent years resulted in creating awareness among the farmers. Also the majority of the respondents doing organic farming under government sponsored scheme viz., PKVY launched in year 2015-16. The above findings are similar with the finding of Pawar (2014) <sup>[17]</sup>.

#### 1.8 Social participation

Participation in various organization as member or as a office bearer provide many social benefits. From Table 1, it was revealed that, about three fifth (60.55%) of the respondents belonged to medium category of the social participation, while 23.34 percent belonged to low category and 16.11 percent of them belonged to high category of social participation, respectively.

The findings from the above table shows that, majority of the respondents belongs to medium category of social participation. This might be due to that, they had membership of one or two organizations like Cooperative societies, NGO's FPO's, Organic farming groups and Grampanchayat, etc. for their personal interest and benefits and does not hold any significant position in mentioned organizations. So put them in medium category of social participation.

The above findings are similar with the finding of Ramesh and Govind (2005) <sup>[20]</sup>, Sihare *et al.* (2017) <sup>[22]</sup>, Korde (2017) <sup>[13]</sup>, Sahoo (2019) <sup>[21]</sup>, Dharmanand *et al.* (2020) <sup>[6]</sup> and Ingale (2020) <sup>[8]</sup>.

#### 1.9 Mass media exposure

Mass media are important in case of respondent want to seek information related to organic farming. From Table 1, it was observed that, majority (61.11%) of the respondents belonged to medium category of the mass media exposure, while 20.56 percent and 18.33 percent of them belonged to high and low category of mass media exposure, respectively.

From result it was observed that, more than three fifth (61.11%) of the respondent belonged to medium category of the mass media exposure, probable reason for above finding because of respondents good education and their will to seek information regarding new agricultural practices such as organic farming. Respondents were found habitual to watch 'TV' to get information they watch programmes on 'Doordarshan' and other commercial channels, they also use internet to get information. They also read 'News papers', 'Extension publication', 'Farm magazines' which publish and highlights the importance of organic farming in their regional language.

The above findings are similar with the findings Ramesh and Govind (2005) <sup>[20]</sup>, Jaganathan *et al.* (2009) <sup>[9]</sup>, Dharmanand *et al.* (2020) <sup>[6]</sup> and Ingale (2020) <sup>[8]</sup>.

#### 1.10 Scientific orientation

It is the degree to which a farmer is orientated to the use of

scientific methods in decision making and farming. From Table 1, it was observed that, near about two third (63.89%) of the respondents belonged to medium category of the scientific orientation, while 22.22 percent and 13.89 percent belonged to low and high category of scientific orientation, respectively.

The above findings suggest that near about two third (63.89%) of the respondents falls under medium category of scientific orientation, as the farmers want to adopt new agricultural practices that gives them better results, also want to experiment with their agriculture to increase level of their livelihood, but in other hand their experience and time required for getting results and their nature of following practices that are exists from their ancestors holding them back and put them in a medium category of scientific orientation.

The above findings are similar with the findings Korde (2017) [13] and Tanweer (2019) [4].

### 1.11 Economic motivation

Economic motivation referred as the extent to which an individual is oriented towards achievement of the maximum economic ends such as maximization of profits. From Table 1, it was observed that, majority (62.22%) of the respondents belonged to medium category of the economic motivation, while 21.12 percent and 16.66 percent of them belonged to low and high category of economic motivation, respectively.

This might be because of majority of the respondents orientated towards larger yields and economic profit which can be achieved through trying new ideas and growing crops which can earn instant profit. As their interest and risks changes according to the situations placing them in medium category. They have understood the importance of organic farming to reach higher income, with reasonable level of risk and high degree of interest. As the organic farming is a new technique and the respondents choose it worthy as compared to other and they are ready to invest and achieve better profits from it.

The above findings are similar with the findings Pawar (2014) [17], Patil (2019) [16], and Singh *et al.* (2020) [23].

### 1.12 Innovativeness

Innovativeness means interest and desire of the respondent to seek changes in traditional method and introduced such changes in farming when practical and feasible. From Table 1, it was observed that, more than two third (69.44%) of the respondents belonged to medium category of the innovativeness, while 18.33 percent and 12.23 percent of them belonged to low and high category of innovativeness, respectively.

The above findings suggest that more than two third (69.44%) of the respondents falls under medium category of innovativeness. The probable reason might be because of respondents want more output from their primary source of occupation i.e. agriculture and they understood that by taking up old methods of farming it is not possible, that's why they adopting modern technologies such as organic farming to perform agricultural activities. They hope that sooner or later this can bring some changes in their economical conditions. It was also observed that some of them did not go for any new activity as they are very cautious about new agricultural technologies and take some time to adopt new agricultural technologies.

The above findings are similar with the findings Dharmanand *et al.* (2020) [6] and Ingale (2020) [8].

### 1.13 Knowledge

Knowledge is an information, understanding and skills that gained through learning or experience regarding organic farming by the individual respondent. From Table 1, it was observed that, near about two third (65.55%) of the respondents belonged to medium category of the knowledge, while 22.79 percent and 11.66 percent of them belonged to high and low category of knowledge, respectively.

This may be because of their education, their participation in training activities, their farming experience and their ability to acquire information related to organic farming.

The above findings are similar with the findings Chanpaneri (2012) [3], Jaiswal (2012) [10] and Tripathi (2021) [19].

## 2. Relationship between personal profile of the farmers with their attitude towards organic farming

Regarding correlation analysis data presented in Table 2, it was observed that, independent variables namely, education, annual income, social participation, mass media exposure, scientific orientation, economic motivation, innovativeness and knowledge having positively and high significantly related with the attitude towards organic farming while area under organic cultivation were positive and significant relationship with the attitude towards organic farming. The variable namely size of family, occupation, land holding and farming experience were non-significant with the attitude towards organic farming.

### 2.1 Education with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of education ( $r = 0.2718^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be because of the good educational level being able to influence the ability of thinking, planning, taking decisions and execution. As the respondents had better educational level and want to change their agricultural practices as they know about organic farming its importance and its benefits. So education influence positively to attitude of the farmers towards organic farming.

The above findings are in line with the findings of Darandale (2010) [5], Patel *et al.* (2017) [15], Korde *et al.* (2018) [13] and Tripathi (2021) [19].

### 2.2 Size of family with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of size of family ( $r = 0.0931^{NS}$ ) found to non significantly correlated with attitude of the farmers towards organic farming.

The above findings are in line with the findings of Ingale (2020) [8] and Singh *et al.* (2020) [23].

### 2.3 Occupation with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of occupation ( $r = 0.0356^{NS}$ ) found to non significantly correlated with attitude of the farmers towards organic farming.

The above findings are in line with the finding of Singh *et al.* (2020) [23].

#### 2.4 Land holding with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of land holding ( $r = -0.1216^{NS}$ ) found to non significantly correlated with attitude of the farmers towards organic farming.

The above findings are in line with the findings of Herath and Wijekoon (2013)<sup>[7]</sup> and Singh *et al.* (2020)<sup>[23]</sup>.

#### 2.5 Area under organic cultivation with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of area under organic cultivation ( $r= 0.1723^*$ ) found to had positively and significantly correlated with attitude of the farmers towards organic farming at 0.05 level of probability.

Probable reason for above trend because of, as the respondents are willing to take organic farming practices on a manageable scale and want to increase organic area year by year, so they are able to reduce the higher risk and develop a positive attitude towards organic farming.

#### 2.6 Annual income with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of annual income ( $r = 0.1850^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be because of organic farmers had annual income between Rs. 1,26,667 to 2,13,332/-, so they are able to generate sufficient income, also they get the benefits of organic certification while selling their produce and resulted in increased income so the annual income positively affect the attitude of the farmers towards organic farming.

The above findings are in line with the findings of Darandale (2010)<sup>[5]</sup>.

#### 2.7 Farming experience with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of farming experience ( $r=0.0474^{NS}$ ) found to non significantly correlated with attitude of the farmers towards organic farming.

#### 2.8 Social participation with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of social participation ( $r=0.2980^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be because of respondents having membership in local organic groups, NGO's, and FPO's their participation in such things will helpful in sharing their knowledge and developing contact with other organic farmers, resulted in developing positive attitude towards organic farming.

The above findings are in line with the findings of Darandale (2010)<sup>[5]</sup>, Damor (2013)<sup>[4]</sup> and Tripathi (2021)<sup>[19]</sup>.

#### 2.9 Mass media exposure with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of mass media exposure ( $r=0.4884^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be due to continuous exposure of the respondents to the various mass media sources like TV, Internet, Newspapers and Extension publications all these exposes the respondents to became aware and to gain knowledge and

information about organic practices and also this information available in their local language. So more information they get about organic farming may affect their attitude positively. The above findings are in line with the findings of Darandale (2010)<sup>[5]</sup>, Damor (2013)<sup>[4]</sup> and Patel *et al.* (2017)<sup>[15]</sup>.

#### 2.10 Scientific orientation with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of scientific orientation ( $r=0.4583^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be due to the fact that more the orientation of respondents towards scientific technology or information more will be the knowledge about organic farming and thereby the attitude of the farmers towards organic farming have been affected positively.

The above findings are in line with the findings of Damor (2013)<sup>[4]</sup>, Patel *et al.* (2017)<sup>[15]</sup> and Tripathi (2021)<sup>[19]</sup>.

#### 2.11 Economic motivation with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of economic motivation ( $r=0.4396^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

Probable reason for above trend may because of most of the respondents want more economic profits with moderate risk and it is possible by taking up organic farming practices, so helpful in developing positive attitude towards organic farming.

The above findings are in line with the finding of Boppana *et al.* (2020)<sup>[2]</sup>.

#### 2.12 Innovativeness with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of innovativeness ( $r = 0.4566^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

This might be because of, the respondents with more innovativeness they would have always been ready to accept the innovative ideas without any delay and organic farmers want to take practices as they giving better result thereby the attitude of the farmers towards organic farming have been affected positively.

The above findings are in line with the findings of Jaganathan *et al.* (2009)<sup>[9]</sup>, Damor (2013)<sup>[4]</sup> and Patel *et al.* (2017)<sup>[15]</sup>.

#### 2.13 Knowledge with attitude of the farmers towards organic farming

It was observed that, correlation coefficient of knowledge ( $r = 0.5269^{**}$ ) found to had positively and high significantly correlated with attitude of the farmers towards organic farming at 0.01 level of probability.

Probable reason for above trend may because of most of the respondents had knowledge about organic farming practices received through attending trainings and also obtained from various sources. This knowledge helps them in producing good quality organic produce and making organic practices easy to follow, resulted in changing attitude of the farmers towards organic farming.

The above findings are in line with the findings of Jaganathan *et al.* (2009)<sup>[9]</sup> and Damor (2013)<sup>[4]</sup>.

**Table 1:** Distribution of respondents according to their profile characteristics (n=180)

Sr. No.	Characteristics	Categories	Frequency	Percentage (%)
<b>Independent Variables</b>				
1.	Education	Illiterate	10	05.56
		Primary school	16	08.88
		Middle school	18	10.00
		Secondary school	49	27.23
		Higher secondary school/ Junior college	62	34.45
		Under graduate degree	17	09.44
		Post graduate degree	08	04.44
2.	Size of family	Small (Up to 4)	94	52.22
		Medium (5 to 6)	72	40.00
		Large (Above 6)	14	07.78
3.	Occupation	Agriculture + labour	04	02.22
		Agriculture	173	96.11
		Agriculture + allied occupation	01	00.55
		Agriculture + business	02	01.12
		Agriculture +services	00	00.00
4.	Land holding	Marginal (Up to 1.00 ha.)	36	20.00
		Small (1.01 to 2.00 ha.)	89	49.45
		Semi medium (2.01 to 4.00 ha)	39	21.67
		Medium (4.01 to 10.00 ha)	16	08.88
		Large (Above 10.01 ha)	00	00.00
5.	Area under organic cultivation	Small (Up to 0.67)	109	60.56
		Medium (0.68 – 1.14)	66	36.66
		Large (Above 1.14)	05	02.78
6.	Annual income	Up to Rs. 1,26,666/-	73	40.55
		Rs. 1,26,667 to 2,13,332/-	86	47.77
		Above Rs. 2,13,332/-	21	11.68
7.	Farming experience	Up to 8 years	129	71.66
		09 to 11 years	40	22.22
		Above 11 years	11	06.12
8.	Social participation	Low (Up to 1)	42	23.34
		Medium (2 )	109	60.55
		High (3 and Above)	29	16.11
		Mean= 02.03 SD =0.85		
9.	Mass media exposure	Low (Up to 4)	33	18.33
		Medium (5 to 9)	110	61.11
		High (10 and Above)	37	20.56
		Mean= 07.00 SD =2.82		
10.	Scientific orientation	Low (Up to 18)	40	22.22
		Medium (19 to 23)	115	63.89
		High (24 and Above)	25	13.89
		Mean= 20.64 SD =3.00		
11.	Economic motivation	Low (Up to 18)	38	21.12
		Medium (19 to 22)	112	62.22
		High (23 and Above)	30	16.66
		Mean= 20.38 SD =2.53		
12.	Innovativeness	Low (Up to 11)	33	18.33
		Medium (12 to 15)	125	69.44
		High (16 and Above)	22	12.23
		Mean= 13.43 SD =2.16		
13.	Knowledge	Low (Up to 17)	21	11.66
		Medium (18 to 22)	118	65.55
		High (23 and Above)	41	22.79
		Mean= 20.12 SD =3.21		

**Table 2:** Relational analysis between profile and attitude of the respondents towards organic farming

Sr. No.	Independent variable	Correlation coefficients ('r') values
1	Education	0.2718
2	Size of family	0.0931 <sup>NS</sup>
3	Occupation	0.0356 <sup>NS</sup>
4	Land holding	-0.1216 <sup>NS</sup>
5	Area under organic cultivation	0.1723 <sup>*</sup>
6	Annual income	0.1850 <sup>**</sup>
7	Farming experience	0.0474 <sup>NS</sup>
8	Social participation	0.2980 <sup>**</sup>
9	Mass media exposure	0.4884 <sup>**</sup>
10	Scientific orientation	0.4583 <sup>**</sup>
11	Economic motivation	0.4396 <sup>**</sup>
12	Innovativeness	0.4566 <sup>**</sup>
13	Knowledge	0.5269 <sup>**</sup>

\*\*Significant at 0.01 level of probability \* Significant at 0.05 level of probability

NS Non significant

## Conclusions

Regarding profile of the respondents it was clearly indicate that, high proportion of the respondents having education up to high secondary school level, having small size families, having agriculture as their major occupation with small sized land holding, having farming experience up to eight years. They were having good extent of social participation, mass media exposure, they belonged to medium category of scientific orientation, economic motivation, innovativeness and also having medium level of knowledge. From result it can be urgent need to improve the economic condition of the organic farmers by increasing their area under cultivation and improve their annual income, it also felt that they have medium level of knowledge so provision could be made to organize training so that it will improve their knowledge.

While education, annual income, social participation, mass media exposure, scientific orientation, economic motivation, innovativeness and knowledge having positively and high significantly related with the attitude towards organic farming while area under organic cultivation were positive and significant relationship with the attitude towards organic farming. This information is useful for developing effective plan to execute organic farming practices.

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