Available online @ www.iaraindia.com
RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal
ISSN: 2250-1940 (P) 2349-1647 (O)
Impact Factor: 3.655 (CIF), 2.78 (IRJIF), 2.62 (NAAS)
Volume IX, Issue 30
January – March 2021
Formally UGC Approved Journal (63185), © Author

ORGANIC FARMING AND RURAL ENTREPRENEURSHIP DEVELOPMENT: A STUDY IN MYSURU DISTRICT, KARNATAKA

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Abstract

*The current agricultural crisis and the farmers situation in the era of globalization, increasing capitalization of agriculture, chemical intensive and bio-technology oriented farming and implications of soil and water degradation or depletion for farmers livelihoods. Food is our most basic need, the very stuff of life. 75 percent of the Indian population derives its livelihood from agriculture, and every fourth farmer in the world is an Indian, the impact of globalization on Indian agriculture is of global significance. Small and marginal farmers are pushed to extinction, as monoculture replace biodiversity crops, as farming is transformed from the production of nourishing and diverse foods into the creation of markets for seed company products, as farmers are transformed from producers in to consumers of corporate-patented agriculture products. Agriculture is the most important livelihood strategy in India, with two thirds of the country's workforce depending on farming. Most farmers are small and marginal farmers cultivating areas of less than two hectares. Increasing land fragmentation, diminishing natural assets, high costs for external farm inputs, indebtedness, and pesticide-related health issues have threatened the livelihoods of many farming families. So, organic farming is best and ultimate livelihood option for any kind of social horizon. If you are in any profession take big 'U' turns and lives and enjoy remaining life without any presser. Organic farming makes following assets Enhanced **NATURAL** assets – here all kind of natural assets will increased and without any environmental cause. Enhanced **SOCIAL** assets – organic farmers will get in same thread and they will discuss about new methods and connected to each other always .Enhanced **HUMAN** assets – by eating organic food and working in organic farm will improve the health. Enhanced **FINANCIAL** assets – here reduced the input cost and increased outputs. Famers will not apply for any loans because no need buy inputs. Enhanced **CULTURAL** assets – celebrate local festivals with related to agriculture and connected to our cultural roots. An attempt is made in this paper to analyse the socio and economic status of organic products producers and rural entrepreneurship in Mysore District.*

Keywords: *organic farming, Cultivation, rural entrepreneurship and Marketing Arrangements*

INTRODUCTION

The main idea behind organic farming is 'zero impact' on the environment. The organic farming is to protect the earth's resources and produce safe and healthy crop. Organic farming is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local

condition, rather than the use of inputs with adverse effects.

Organic farming combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Organic farming is being practiced in 130 countries of the world. The ill effects of chemicals used in agriculture have changed the mindset of some consumers of different countries who are now buying organic with high premium for health. Policy makers are also promoting organic farming for restoration of soil health and generation of rural economy apart from making efforts for creating better environment. The global organic area is 26 million hectare roughly along with 61 standards and 364 certification bodies roughly. The world organic market is now $26 billion. The organic area in India is 2.5 million hectare including certified forest area.

A) CONCEPT OF ORGANIC FARMING

Organic farming is not new to Indian agriculture community. Several forms of organic farming are being successfully practiced in diverse climate, particularly in rain fed, tribal, mountains and hill areas of the country. Among all agriculture systems, organic farming is gaining wide attention among farmers, entrepreneurs, policy makers and agricultural scientists for varied reasons such as it minimizes the dependence on chemical inputs (fertilizers, pesticides, herbicides and other agro-chemicals) thus safe guards and improves the quality of resources, and it is labour intensive and provides an opportunity to increase rural employment and achieve long term improvements in the quality of resource base.

B) ORGANIC FARMING AT GLOBAL LEVEL

According to the 2009 survey almost 31 million hectares are currently managed organically by more than 600000 farms worldwide. This constitutes 0.7 percent of the agriculture land of the countries covered by the survey. The continent with most organic land is Oceania with almost 11.9 million hectares, followed by

Europe with almost 7 million hectares, America 5.8 million hectares, Asia almost 2.9 million hectares, North America 2.2 million hectares and Africa 0.9 million hectare.

C) FAVORABLE EFFECTS OF ORGANIC FARMING ON ENVIRONMENT

Organic farming is much better for the environment than conventional farming. One of the greatest environmental problems today is energy consumption and organic farming. As a matter of fact, energy efficiency is around seven percent greater for the organic farming system. Other positive environmental aspects of organic farming include the use of much less fertilizer, and the complete avoidance of synthetic fertilizers, which are harmful to soil, water, animal and people. Also, the nitrate content of organic fields is significantly lower than on conventional farms due to the absence of soluble fertilizers. Organic farming focuses on preserving the habitats of all species and their surrounding environments, including the air and water. Organic farming releases much less carbon dioxide than does conventional farming. Carbon dioxide is the leading greenhouse gas that causes global warming.

ORGANIC FARMING IN INDIA

In Indian agriculture, organic manures have been used since Sir Albert Howard. A British agronomist way back in 1900 started the organic farming. The commercial organic farming, as practiced today, is still at a nascent stage. According to a survey of International Federation of Organic Agriculture movement and Stiftung Oekelogie and Landbou (SOEL) February 2005 India has about 76,326 hectare land under organic management. Which is only 0.05 per cent

of total agricultural land According to this survey; there are about 5,147 certified organic farms in India. The Indian organic farming industry is estimated at us20 million and almost entirely export oriented. Acceding to Agricultural and Processed food Products Export Development Authority (APEDA 2005), agency involved in promoting Indian organic products with a worth of rupees 72 million are being exported from India.

Organic farming is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological, cycles and soil biological activity. It emphasizes the use of management practices in preference to the use of off-farm inputs. This is accomplished by using, where possible, agronomic, and biological and mechanical methods, as opposed to using synthetic materials to fulfill any specific function in the system.
The approach and outlook towards agriculture and marketing of food has seen a quantum change worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the "market" that determines what it wants and what should be grown. The focus is now more on quantity and "outer" quality (appearance) rather than intrinsic or nutritional quality, also called "vitality". Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity. This immense commercialization of agriculture has also had a very negative effect on the environment. The use of pesticides has led to enormous levels of chemical build up in our environment, in soil, water, air, in animals and even in our own bodies. Fertilizers have a short-term effect on productivity but a longer-term negative effect on the environment where they remain for years after leaching and running off, contaminating ground water and water bodies. The use of hybrid seeds and the practice of monoculture have led to a severe threat to local and indigenous varieties, whose germplasm can be lost forever. All of this is for "productivity". In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The effects already show - farmers committing suicide in growing numbers with every passing year; the horrendous effects of pesticide sprays by a government-owned plantation in Kerala some years ago; the pesticide contaminated bottled water and aerated beverages are only some instances. The bigger picture that rarely makes news however is that millions of people are still underfed and where they do get enough to eat, the food they eat has the capability to eventually kill them. Yet, the picture painted for the future by agro-chemical and seed companies and governments is rosy and bright .Another negative effect of this trend has been on the fortunes of the farming communities worldwide.

This is where organic farming comes in. Organic farming has the capability to take care of each of these problems. Besides the obvious immediate and positive effects organic or natural farming has on the environment and quality of food, it also greatly helps a farmer to become self-sufficient in his requirements for agro-inputs, and reduce his costs. Chemical agriculture and the agriculture and food distribution systems have developed, propagated, sustained and now share a symbiotic relationship which affects each of us in many ways.

NEED OF ORGANIC FARMING

With the increase in population our compulsion would be not only to stabilize agricultural production but to increase it further in sustainable manner. The scientists have realized that the ‘Green Revolution’ with high input use has reached a plateau and is now sustained with diminishing return of falling dividends. Thus, a natural balance needs

to be maintained at all cost for existence of life and property. The obvious choice for that would be more relevant in the present era, when these agrochemicals which are produced from fossil fuel and are not renewable and are diminishing in availability. It may also cost heavily on our foreign exchange in future.

The key characteristics of organic farming include

- Protecting the long term fertility of soils by maintaining organic matter levels, encouraging soil biological activity, and careful mechanical intervention
- Providing crop nutrients indirectly using relatively insoluble nutrient sources which are made available to the plant by the action of soil micro-organisms
- Nitrogen self-sufficiency through the use of legumes and biological nitrogen fixation, as well as effective recycling of organic materials including crop residues and livestock manures
- Weed, disease and pest control relying primarily on crop rotations, natural predators, diversity, organic manuring, resistant varieties and limited (preferably minimal) thermal, biological and chemical intervention
- The extensive management of livestock, paying full regard to their evolutionary adaptations, behavioral needs and animal welfare issues with respect to nutrition, housing, health, breeding and rearing
- Careful attention to the impact of the farming system on the wider environment and the conservation of wildlife and natural habitats

Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it.

In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products.

Organic farming was the backbone of the Indian economy and cow was worshipped (and is still done so) as a god. The cow, not only provided milk, but also provided bullocks for farming and dung which was used as fertilizers.

Given below are some of the advantages of organic farming for Small farmers:

- **High premium:** Organic food is normally priced 20 - 30% higher than conventional food. This premium is very important for a small farmer whose income is just sufficient to feed his/her family with one meal.
- **Low investment:** Organic farming normally does not involve capital investment as high as that required in chemical farming. Further, since organic fertilizers and pesticides can be produced locally, the yearly costs incurred by the farmer are also low. Agriculture greatly depends on external factors such as climate, pests, disease. Furthermore, most of the small farmers are dependent on natural rain for water. Therefore in cases of natural calamity, pest or disease attack, and irregular rainfall, when there is a crop failure, small farmers practicing organic farming have to suffer less as their investments are low. (It should be noted that while shifting from chemical farming to organic farming, the transition might be costly)
- **Less dependence on money lenders:**
  Many small farmers worldwide commit suicide since chemical

inputs, which are very costly, are not required in organic farming, small farmers are not dependent on money lenders. Crop failure, therefore, does not leave an organic farmer into enormous debt, and does not force him to take an extreme step.

- **Synergy with life forms:** Organic farming involves synergy with various plant and animal life forms. Small farmers are able to understand this synergy easily and hence find it easy to implement them.
- **Traditional knowledge:** Small farmers have abundance of traditional knowledge with them and within their community. Most of this traditional knowledge cannot be used for chemical farming. However, when it comes to organic farming, the farmers can make use of the traditional knowledge. Further, in case of organic farming, small farmers are not dependent on those who provide chemical know-how.

Constraints in Organic Farming in India:

There are many constraints to the spread of organic agriculture in India. Here are the main ones.

1. **Bias towards chemical farming:** Existing policies, research and extension activities all support high-external-input farming. Little attention is given to organic agriculture, and no resource materials are available.
2. **Misappropriation of local varieties:** There is a danger that local seed varieties will be patented by multinational companies. The Indian government should recognize the rich heritage which is the property if India and its local people. This property should be protected by law.
3. **Hazardous chemicals:** The government should ensure that hazardous substances which are banned internationally do not reach Indian farmers. Such chemicals are dangerous to people and the environment. Laws already regulate them, but they are not properly enforced.
4. **Certification of organic farming:** Policy support for organic agriculture is arriving, but it caters to big organic enterprises. The procedures and requirements are not suited to small-scale farmers.
5. **Bias in incentives:** The government provides many different incentives for high input agriculture. Equal attention should be given to sustainable agricultural practices.
6. **Lack of research and extension support:** to organic farming and on various aspects like traditional varieties.
7. **Poor marketing:** there is a lack of organized, appropriate marketing structures for small-scale organic farming.
8. **Misinformation and market power:** The pesticide industry provides misleading or false information to farmers. Its well-established marketing structures feed India's farmers with persuasive messages promoting high-input farming.
9. **Lack of awareness:** Farmers and consumers are still not awakened to the dangers of chemical farming and the continuing depletion of natural resources.

Changes needed to achieve the potentials of organic agriculture

Many changes are needed if India is to overcome these constraints and achieve its rich potential in organic agriculture.

Research and extension: Research is needed to improve the yield of local crop varieties. Research and extension systems should place more emphasis on developing indigenous crops and livestock.

Supporting small-scale organic farming: Specific attention should be given to improving local agricultural

production by marginal farmers and smallholders who are still "organic by default" and frequently depend on public welfare programmes.

Protect livelihoods of rural poor: The deregulation of national food markets has been agreed on an international level. Within this framework, agricultural policy should develop new strategies to prevent small-scale farmers from being pushed out of the market and off their land into poverty.

Local control of land: Large areas of wasteland and forest land located close to villages should be supervised by village committees. This would increase their ability to rehabilitate and use these lands in a sustainable way.

Local enterprises: Village-level, farm-based enterprises need to be promoted, strengthened and linked to potential markets. This requires support structures that are rarely in place. The government should provide guidelines and support to improve transport facilities, access to information, training, local marketing systems, etc.

Education: Organic agriculture should become part of the agricultural curriculum. Professional degrees in organic agriculture should be offered at universities to meet the demand for qualified specialists.

Cropping Pattern in Mysore District

Cropping pattern means the proportion of area under various crops at a given period of the time. Cropping pattern differs from macro to micro regions both in area and time and it is largely governed by the physical, culture and technological factors.

Mysore district is a dry area in general as it lies in the rain – shadow region of the Western Ghats. Wet crops like sugarcane and rice occupy lesser area when the compared to dry like ragi, groundnut, jowar and mulberry. But in the recent years ht area under wet crops in slightly increasing because of increase in irrigation facilities. The areas under different crops is given in table 3.4 It can be seen from the Table 3.6 that the district has 20.4 per cent of the area under Paddy. Ragi is another important Cereal product in the district. Area under cereals constitute 40.8 per cent of the total area under all crops. Pulses are also important crop in the district with 20.6 per cent of the cropped area under pulses. Non-food crops have major share in H.D Kote, Hunsur and Periyapatna. T. Narasipura. K. R Nagar and Nanjangud are mainly paddy growing areas. Pulsed, Ragi and other non-food crops are mainly grown in Mysore.

Objectives

1. To study the present scenario of organic farming in the study area.
2. To assess and evaluate the factors which facilitates the adoption of organic farming through Rural Entrepreneurship Development.
3. To study the constraints of organic farming and to provide the remedial measures thereof.

Methodology

The present research is conducted in Mysore District. The district has been purposefully selected due to the availability of data base relating to organic farmers. Department of Agriculture has documented details relating to the growers who are practicing organic farming in the district namely selected H.D.Kote. Department of Agriculture and MYRADA has initial several programmes to provide training in organic farming. H. D. Kote have been selected for the present study, as the concentration of organic growers is more in this Taluk.

Sample Size

The 50 organic producers were selected for the study and by administering the questionnaire the primary data has been collected through personal observation and Interview in the study area.

Results and Discussions

Table 1
Educational Status of Farmers in study area

Particulars	No. of Respondent	Percentage
Illiterates	25	50.0
Primary	11	22.0
Higher Secondary	11	22.0
Graduates	3	6.0
Total	50	100.0

Source: Primary Survey, 2017

The above table 1 reveals that the educational status of the sample farmers in the study area. Out of 50 farmers, 25 (50.0) percent are illiterate, and remaining 50 percent are literate out of that (11) 22.0 percent farmers are studied up to 7th standard, (11) 22.0 are obtained Higher Secondary education level and only (3) 6.0 percentage of farmers obtained Graduate level of Education. It indicate present situation only those who are illiterate and Primary and Secondary level farmers are involving in organic farming and suggested thing is to if more educational people are involve in Organic Farming it useful to understanding the things of Cropping Pattern and method of Cultivation and easily understanding the facts in training programmes and also they may adopt technology if they are literate people.

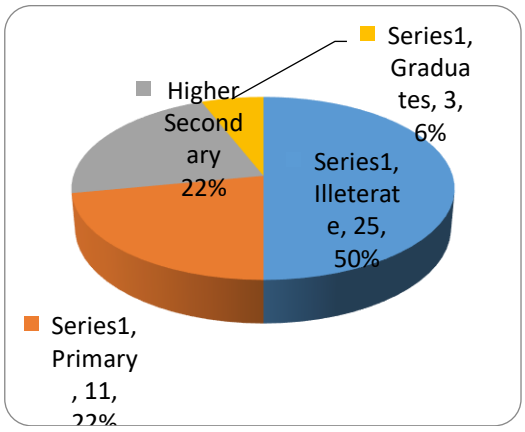

Figure: 1 ***Level of education of respondents***

Table 2
Income status of Farmers in study area

Income level	No. of Respondents	Percentage
10,000 to 50,000	37	74
50,000 to 1,00,000	10	20
1,00,000 to 1,50,000	3	6
Total	50	100

Source: Primary Survey, 2017

The table and figure 2 clearly shows that income of sample farmers in the study area. In level of income of farmers the range of (10,000 to 50,000) 74 percent had found, the range of (50,000 to 1,00,000) 20 percent of farmers having annual income in the study area, and only (1,00,000 to 1,50,000) 6 percent farmers are found in the study area. This shows status and standards of living of the family, and it conclude those Low income groups' people are engaging in Organic Farming in the study area and for the Successful Organic farming huge investment are needed.

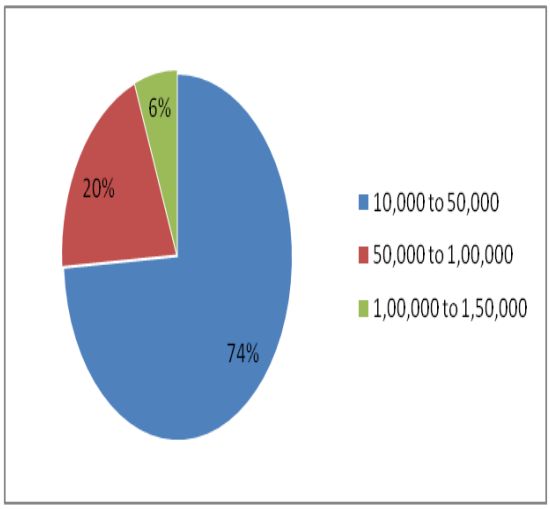

Figure 2: Income level of Farmers, 2017

Table 3
Family size of the Farmers in study area

Particulars	No. of Respondent	Percentage
1 to 5	39	78
5 to 10	10	20
10 & Above	1	2
Total	50	100

Source: Primary Survey, 2017

The table 3 shows that the Family Size of the samples farmers in the study area. Out of the 50 respondents (39) 78 percent of farmers are come under 1 to 5 size of family, (10) 20 percent of farmers having 5 to 10 size of family. (1) 2 percent size of family is involving in organic farming. The above table depicts people who are 1 to 5 size of family farmers are adopting organic farming, but in organic farming suitable for family size more than 5 and above because of it can save labour cost.

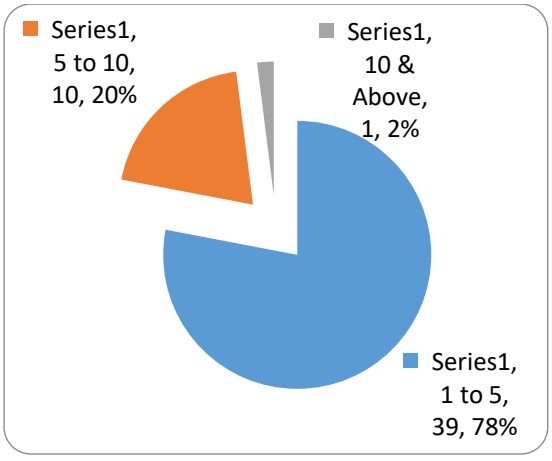

figure: 3 Family Size of Respondents

Table 4
Occupations of the Farmers in the study area

Particulars	No. of Respondent	Particulars
Agriculture	49	98.0
Subsidiary	1	2.0
Total	50	100.0

Source: Primary Survey, 2017

The table 4 reveals that out of 50 samples of the farmers in the study area. Out that (49) 98 percent of the respondents are involving in Agriculture as Major Occupation for their sustainability of life, only (1) 2 percent are involving them in some other work such as carpenter, daily labor, Bar Bar and other work as subsidiary Occupation. It found that No one is purposefully engaging in Organic farming in the study area.

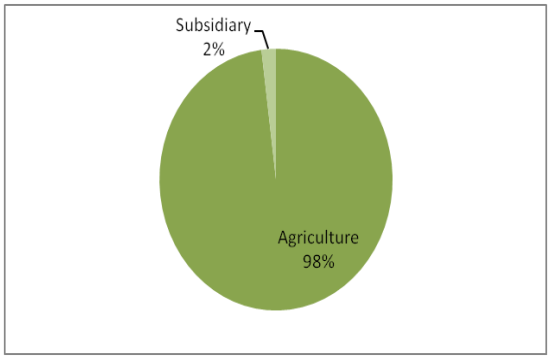

Figure: 4 Occupations of the Farmers

Table 5
Land Holdings of farmers in the study area

Particulars	No. of Respondent	Percentage
0.5 to 1	5	10.0
1 to 2	13	26.0
2 to 3	13	26.0
3 to 4	10	20.0
4 t0 5	4	8.0
> 5	5	10.0
Total	50	100.0

Source: Primary Survey, 2017

The table 5 indicate that land holding in the study area. It clearly shows that (0.5 to 1) of 10, (1 to 2) of 26, (2 to 3) of 26, (3 to 4) of 20, (4 to 5) of 8, above five 10 percent of land holding in respectively. The low land holding in the study area because of testing the yield and

high land holding because of perhaps Training by MYRADA. It clearly shows that the small and marginal farmer are cultivating or practicing the organic farming. And only few people are engaging in organic farming in the study area.

Table 6

Source of Irrigation in the study area

Particulars	No. of Respondents	Percentage
Bore well	11	22.0
Ponds	1	2.0
Rain fed	38	76.0
Total	50	100.0

Source: Primary Survey, 2017

The table 6 reveals that the source of irrigation sample farmers in the study area. It shows that (38) 76 percent of the respondents are depends on Rain fed, (11) 22 percent of farmers on Bore Well and remaining (1) 2 per cent of the farmers are depends on Ponds. It clearly mentions that the farmers are facing the problem of irrigation in the study area. And they expect the irrigation facilities for promoting of organic farming by the Govt.

Table 7

Types of Irrigation in the study area

Particulars	No. of Respondents	Percentage
Not having	39	78.0
Flood Irrigation	2	4.0
Sprinkler	9	18.0
Total	50	100.0

Source: Primary Survey, 2017

The table 7 shows that 78 per cent of respondent are not having any kind of irrigation in the study area, 18 per cent of farmers are having Sprinkler irrigation, 4 per cent of farmers are obtained Flood irrigation and no one found in the drip irrigation segment. it clearly indicate that depends on Rain Fed is cause for weeds growing easily, and also indicate more water will waste in flood irrigation perhaps we save water if we can adopt drip irrigation.

Table 7

Reason for growing Organic crops

Particulars	No. of Respondents	Percentage
Training by MYRADA	16	32.0
Soil Fertility Mgt	4	8.0
Environment protection	1	2.0
Low cost of cultivation	25	50.0
Healthy & Tasty Food	2	4.0
Family attitude	2	4.0
Total	50	100.0

Source: Primary Survey, 2017

The table reveals that reason for growing organic crops of sample in study area. It clearly indicate (16) of 32 percent of respondent due to training by MYRADA, (4) of 8 percent for soil fertility management, (1) of 2 percent for Environment protection, (25) of 50 percent of people due to Low cost of cultivation, (2) of 4 percent are for Healthy and tasty food, and lastly (2) of 4 percent of farmers are growing for Family attitude. It summarize the things most of people who are involved in organic farming they may having the lack of Investment.

Table 8

Motivational Factors to Farmers

Particulars	No. of Respondents	Result
Own	1	2.0
MYRADA	49	98.0
Total	50	100.0

Source: Survey Data, 2017

Table 8 represents Motivational factor for cultivating organic farming in the study area. (49) 98 percent of the farmers are cultivating organic farming because of promoted by MYRADA, only (1) 2 percent of farmers are growing by their own and by the family attitude. It indicate if any policy can made for promoting of organic farming by any Govt. or NGO's we may bring No. of farmers into Organic Farming.

Table 9

Problems in Organic Farming

Problems	No. of Respondents	Percentage
Weeds	26	52.0
Irrigation	11	22.0
Wild Animals	10	20.0
Crop decease	1	2.0
Labour	1	2.0
Certified Inputs	1	2.0
Total	50	100.0

Source: survey data

The table 9 reveals that problems in Organic Farming samples respond by sample farmers in the study area. The above table represents clearly out of 50 respondents facing deferent kinds of problems such as (26) of 52 percent weeds , (11) of 22 percent irrigation, (10) of 20 percent Wild Animals attack on crops, (1) of 2 percent is Crop decease, (1) of 2 percent is labor, and (1) of 2 percent facing the problems of above respective problems. And it indicate comparatively weeds are major problem in Organic farming other than Non-Organic Farming, because in modern farming use the pesticides, insecticides, herbicides and other can be used, but in organic farming also using of pesticides but which are certified as organic manure and not affect the soil, these organic manures are not that much effective to avoid the weeds.

Table 10

Remedial measures solve the problems

Remedial measures	No. of Respondents	Percentage
Crop Rotation	42	84.0
Hand Weeding	6	12.0
Use of Certified Seeds	2	4.0
Total	50	100.0

Source: Survey data , 2017

The table 10 shows remedial measures for solve the problems of problems of samples drawn in the Study area. Out of 50 sample drawn (42) of 84 percent Crop Rotation, (6) of 12 percent Hand weeding, and (2) of 4 percent farmers are using Certified Organic Manures for Avoid the above coated problems. It indicating farmers are go through the traditional system because of may be lack of investment for adopt the technology like adopt drip irrigation for avoid the weeds in the crop area, also in the study area farmers facing irrigation problems.

Table 11

Major buyers for organic crops

Buyers	No. of Respondents	Percentage
MYRADA	47	94.0
Others	3	6.0
Total	50	100.0

Source: survey data

The table 11 reveals that the Major buyer for the Organic Products of

the sample farmers in the study area. That shows out of 50 of 100 percent, MYRADA can purchase of 47 of 94 percent and remaining of the products are purchased by others like Tamilnadu buyers and local buyers has purchase in the study area. It indicates for organic products specific buyer will need.

Findings of the study

1. Educational background of the farmers shows that there are fifty per cent of the farmers are studied primary and secondary level of education and other fifty per cent of the farmers are illiterate among those practicing organic farming.
1. Majority of organic growers has 4 to 5 range of family members and only few of having more than ten members in a family. It shows that more employment opportunity provided by organic farming system.
2. Low level of income group farmers are involve in the organic farming, shows that status and standards of living of the family, and it conclude those low income groups farmers are engaging in organic farming in the study area and for the successful organic farming need huge investment.
3. Motivational factor of farmers to cultivating organic farming in the study area KABINI organic farmers producers' Pvt. Ltd., (MYRADA) it constitute of more than ninety five per cent. It indicate if any policy can made for promoting of organic farming by any Govt. or NGO's we may bring more number of organic farmers into organic agriculture.
4. **Cost of cultivation:** economic performance of any system could be analyzed the costs and the returns. In the present study cost of cultivation is less comparatively with (Secondary data) modern farming system, and the yield of organic farming is less in conversion stages and after three to five years the yield will be double than modern farming system.
5. The demand factor of organic is gradually increasing in the study area due to more people are having health consciousness.
6. **Existing marketing arrangements:** in the 4th chapter, an attempt to understand who are the consumers, who are the demanding organic commodities, why they are purchasing, their willingness to pay higher price and the opinions of these consumers to improve the system. This helps in suggesting suitable policy measures in order to develop an organized marketing system which acts as an intensive to producers.

Suggestions

1. The study clearly shows the economic profitability of organic farming. But it is true in the case of farms which were converted from modern to organic farming around more than five to six years and it is applicable to the ecosystem with assured irrigation. It is necessary to initiate in depth farm level studies of this nature in different agro climatic conditions and those farm which are in the initial stage of transition to understand the economic profitability at those levels. This helps in designing appropriate support policies for promoting organic farming on a large scale under different agro-climacteric conditions. Such research should be initiated by agricultural research institutions.
2. It has been observed that cost of cultivation under organic farming is high in transition stage, though the farm Business Income from ecological agriculture is more due to higher yield and price. It is mainly due to the purchase of organic manure by the growers. Efforts should be made to encourage farmers to keep livestock to produce on farm

organic inputs in order to reduce the cost of organic manures.

3. Another important observation of the study is that only those growers who have other sources of income and those who can easily absorb the reduction in yield are converting to organic agriculture. In order to encourage more growers to convert support is to providing to absorb the effects of decrease in yield in the initial years. Providing subsidized organic inputs, price support are some of the options.
4. Training is another important factor influencing farmers to attain technical efficiency in production and get higher income. It helps in optional utilization of resources.
5. Certification is an important aspects of organic products. Despite several efforts of the state government, producers are not getting certification for their produce because, according to them, it is a difficult process and expensive.
6. Agriculture policy of Karnataka envisaged the involvement of NGOs in promotion of organic farming in the state. Though NGOs have several advantages, it is necessary to improve the capacity of these institutions. Technical training is to be given to before assigning the responsibilities.
7. Remunerative price acts as an economic incentive for encouraging more farmers to shift to organic farming. Presently there is no established marketing system for organic produce and due to this there is a large variation in price received. Government should take steps for the promotion of a market to cater to the domestic and export markets. Marketing channels are to be developed and by networking with the retail chains to provide remuneration price can be assured.
8. Government can also announce minimum support price and procure the produce and sell through separate outlets. This price acts as a floor price for price formation in the open market. This system also ensures continuous supply to the consumers.

Conclusion

Organic farming is gaining momentum all over the world as it offers a means to address food

self reliance, rural development and nature conservation. The common thread in this approach is the sustainable use of bio-diversity, in terms of both agriculture's contribution to biodiversity and biodiversity's contribution to agriculture. People's consciousness towards healthy food, ecology and pollution free environment through conventional farming has encouraged them in practicing organic farming. Organic agriculture used to be a way of life in India, a tradition which for centuries has shaped the thought, the outlook, the culture and economic life of it's people. Prior to independence and till two decades later a majority of the Indian farmers were unaware of the use of fertilizers for plant nutrition and pesticides for control of pests and diseases. In fact, it was all holistic agriculture then and the majority of farmers were cultivating in this way. However, to feed the ever-growing population of the country, it was felt necessary to rapidly increase the production of food grains. Thus, to achieve self sufficiency in food, dams and irrigation systems were put in place, use of external inputs like seeds of high yielding varieties of crops, chemical fertilizers and plant protection chemicals were developed and made available.

Organic agriculture recognizes that crop rotation and an intensive partnership with animal husbandry is important to maintain the ecosystem balance. Organic farming aims at production of quality and safe agricultural products which contain no chemical residues, following ecofriendly production methods and the farming

systems that restore and maintain soil fertility.

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