

A STUDY TO MEASURE AWARENESS AND BUSINESS POTENTIAL OF ORGANIC FARMING IN NORTH GUJARAT REGION WITH SPECIFIC FOCUS ON FARMERS OF KALOL TALUKA

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ABSTRACT: Here I found that there are so many farmers who don't knowing about the ORGANIC FARMING. It interpret that most of the farmers are not aware about the loans and subsidies policies regarding organic farming. From survey it's also conclude that farmers are getting a more benefits regarding other techniques which are interpret with quality and quantity (production). Organic Farming is very useful for the farmers for the making of profit as well as the carrying of good environment.

KEY WORD: Farming, Organic farming, Subsidies policies, Farmers, SWOT Analysis, Agriculture, Seeds.

1.0 PAPER INTRODUCTION:

1.1 SUBJECT INTRODUCTION:

Organic farming is the form of agriculture that relies on techniques such as crop rotation, Green Manure, Compost and Biological Pest Control. Organic Farming uses fertilizers and pesticides but excludes or strictly limits the use of manufactured (synthetic) fertilizers, Pesticides (which include herbicides and fungicides), plant growth regulators such as hormones, livestock antibiotics, food additives, genetically modified organism, human sewage, and Nonmaterial's.

organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizers, pesticides, hormones, feed additives etc) and to the maximum extent feasible rely upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection".

Organic farming system in India is not new and is being followed from ancient time. It is a method of farming system which primarily aimed at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use of organic wastes (crop, animal and farm wastes, aquatic wastes) and other biological materials along with beneficial microbes (bio-fertilizers) to release nutrients to crops for increased sustainable production in an eco friendly pollution free environment.

SUBSIDIES

Subsidies, loosely speaking, are government policies in aid of one or more industries usually carrying a financial benefit to the industry.

At the most conventional level, subsidies are government financial transfer to an industry, through payment to workers or to firms. Probably nobody would deny that the government is subsidizing the industry if it is paying part of the wages of worker in the industry funds to make capital purchases. This is the most narrow definition of a subsidy.

❖ Types of the subsidies:-

- 1) **National pulses development project(NPDP)**
- 2) **Intensive cotton development program(ICDP)**
- 3) **Oil Seeds Production Program**

2. TITLE INTRODUCTION:

In organic farming basically uses the natural sources and to implement that sources which is not harmful for health.

Organic farming (also known as ecological or biological farming) is commonly recognized as a farming system that excludes the use of synthetic fertilizers and pesticides.

Organic farming (of many particular kinds) was the original type of agriculture, and has been practiced for thousands of years. Forest gardening, a fully organic food production system which dates from prehistoric times is thought to be the world's oldest and most resilient agro-ecosystem.

2.1 METHODS OF ORGANIC FARMING

1. Soil management:=

Plants need nitrogen, phosphorus, and potassium, as well as micronutrients and symbiotic relationships with fungi and other organisms to flourish, but getting enough nitrogen, and particularly synchronization so that plants get enough nitrogen at

the right time (when plants need it most), is likely the greatest challenge for organic farmers.

2. Weed management:-

Organic weed management promotes weed suppression, rather than weed elimination, by enhancing crop competition and phytotoxic effects on weeds. Organic farmers integrate cultural, biological, mechanical, physical and chemical tactics to manage weeds without synthetic herbicides.

Organic standards require rotation of annual crops, meaning that a single crop cannot be grown in the same location without a different, intervening crop. Organic crop rotations frequently include weed-suppressive cover crops and crops with dissimilar life cycles to discourage weeds associated with a particular crop. Organic farmers strive to increase soil organic matter content, which can support microorganisms that destroy common weed seeds.

3. Crop Rotation

✓ Crop rotation means having times where the fertility of the soil is being built up and times where crops are grown which remove nutrients

✓ Crop rotation also helps a variety of natural predators to survive on the farm.

4. Composting

✓ Compost is organic matter (plant and animal residues) which has been rotted down by the action of bacteria and other organisms, over a period of time

✓ Compost improves the structure of the soil

✓ Compost improves soil fertility by adding nutrients and by making it easier for plants to take up the nutrients already in the soil

✓ Compost improves the soil's ability to hold water

✓ Provide nutrients for plants but do not improve soil structure

5. Mulching

✓ Mulching means covering the ground with a layer of loose material such as compost, manure, straw, dry grass, leaves or crop residues.

✓ How to use mulches?

✓ Always apply mulches to a warm, wet soil

✓ Care should be taken as to the thickness of the mulch applied

✓ To clear an area of land of persistent weeds a layer of 10cm or more can be used.

6. Green manure

✓ Green manures, often known as cover crops, are plants which are grown to improve the structure, organic matter content and nutrient content of the soil

✓ They are grown for their green leafy material which is high in nutrients and provides soil cover

✓ Green manures

✓ Improve the ability of the soil to hold water

✓ Control soil erosion

✓ Improve soil structure.

2.2 SWOT analysis of organic farming in India:-

❖ Strength:-

- Indigenous farming systems
- Large labour force
- Low cost of production
- Availability of technologies for organic production

- Agro bio diversity of india

- Strongly motivated and committed organic sector

❖ Weakness:-

- Poor image marketing

- Lack of awareness of benefits of organic farming

- Lack of resource

- Lack of added value

- Small quantities and irregular supply limit market opportunities

- Focus on high value crops

- Donor dependency

- Availability of clean and appropriate seeds.

- Some crops are very difficult to produce

❖ Opportunities:-

- Availability of uncontaminated land

- Increasing interest in organic agriculture

- Increasing global demand for organic produce

- Government support in policy programmes for organic agriculture.

- Capital accumulation.

❖ Threats:-

- Market threats

- Incoherent government policies

- Pressure from commercial forces to lower standards of organic agriculture.

- International competition.

SCOPE OF THE STUDY

- The present study is limited to a particular geographic region Kalol Taluka as well as useful for Gujarat and all over the India.

- This study is used for the future anticipation of the increase the organic farming in the Gujarat and also the whole India.

- Here we are suggesting that the scope of this study can be enhanced in future from regional to the national level and more farmers are aware about the scope of the organic farming.

- So, in the India most of the peoples are doing the farming and most of the exporting is based on the farming.

- The farmers are aware the new technologies of the farming and the future scope of the new farming techniques.

3. RESEARCH OBJECTIVES

1. To identify that how many farmers are aware about the organic farming at Kalol Taluka.

2. To identify the users and to evaluate the development of organic farming at Kalol Taluka.

3. To suggest that how to increase the organic farming and that users at Kalol Taluka.
4. To identify the subsidies policies and its awareness of the organic farming.
5. To find out the problem faced by users of organic farming.

Research Design:

Research Type: Exploratory & Descriptive Research

Data Type: Primary Data & Secondary Data

Data Collection Method: Questionnaire Method

Secondary Data:

Secondary source is the source which is made use for the basic organic farming details. For secondary data following has been reviewed which provide relevant information regarding its activities and for getting idea about this research.

- Websites, Magazines, Books

Formula

$$n_0 = z^2 * p * q / e^2$$

where z= confidence interval 95 %

p= possibility positive probability 0.5

q= possibility of negative probability 0.5

e= sampling error (1-0.95 = 0.05)

Thus sample size is 384.16 so approximately we can take 385.

Sampling design

Sr. number	Taluka	Total
1	Kalol	385

Sampling type

Here we are using the non probability sampling for this study. Convenience method used on selected area of Kalol Taluka farmers.

Sampling Unit: Kalol

Sampling size: 385

4. FINDINGSS

Here we are finding that the following kinds of some information to the farmers;

Awareness: Here we are found that 61.81% farmers have never heard about the organic farming and in Kalol Taluka only 4.41% farmers are using the organic farming plantation.

Differences: In our analysis we had find that there is huge difference between organic farming and other techniques are using by farmers. Basically in organic farming and Chemicalize farming are huge differences regarding: Production, fertility, Quality and Quantity.

Problems: In organic farming the farmers are facing problems very less as compare to the other farming techniques.

Gap: Here we are found that there is huge gap between government and the farmers regarding the Subsidies, Loans and other practices related to the farming.

Shortage: There is also notice that in the some Kalol Taluka near areas, they have shortage of the resources regarding farming new techniques.

5. SUGGESION

• **Government Support:**

The Indian/Gujarat government has been organized some special seminar relate to the organic farming so, the farmers are aware about that. To distribute the books related the organic farming by government for farmers and it should be required advertisement of it.

• **Technological Changes:**

In the farming it's also required some changes regarding to the technology (i.e.Organic Farming): Hybrid Seeds, Fountain Techniques and Fertilizers.

• **Advertisements:**

It is also required some advertisement related to the organic farming by poster and television.

• **Loans And Subsidies:**

Most of the farmers are not aware about, the government has been providing the loans with the subsidies and it's also required to organize some spiritual programmes related the loans and subsidies.

• **Seeds And Water Supply:**

It must be required to provide better water supply and seeds facilities to the farmers.

• **Electricity:**

To provides the good electricity facilities for farmers.

IMPLICATION:

This study basically used by the following ways:

- **GOVERNMENT:** to set down a new policy for the farmers in this research and provide some extra benefits for farmers.
- **FARMERS:** The farmers should be getting perfect ideas about new technology.

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