

Farmers' Perceptions and Practices Towards Organic Farming and Its Market Dynamics

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ABSTRACT

In the contemporary age, raising awareness about organic farming among farmers is crucial. There is a growing trend of organic farming among individuals and entrepreneurs worldwide, driven by an understanding of the significant benefits of organic cultivation and its products. This shift is largely due to factors such as health concerns and environmental issues. However, rural consumers and farmers still lack comprehensive knowledge about organic farming and its marketing, mainly due to insufficient education and awareness. This study aims to assess selected districts in Arunachal Pradesh, where traditional cultivation methods, which are inherently organic, are still prevalent, yet the full benefits of organic products have not been fully realized. One of the key objectives of the study is to raise awareness about the importance of organic food products and encourage farmers to adopt organic production methods. In doing so, the region can move toward a more environmentally sustainable, socially responsible, and economically viable agricultural landscape, benefiting both farmers and consumers. The study also seeks to examine the attitudes and behaviours of organic farmers, as well as the challenges they face in the process.

Keywords: Organic, Farming, Product, Farmer.

1. INTRODUCTION

The purpose of this qualitative research was to explore farmers' attitudes, behaviors, and perceptions towards organic farming, their understanding of organic products, and the challenges they face in the marketing of organic produce. The study aims to provide insights into the factors influencing farmers' decisions to adopt organic farming practices, their knowledge about organic products and markets, and the obstacles they encounter in marketing their organic produce.

The study was conducted in two districts of Arunachal Pradesh, namely Longding and Lower Subansiri District. The economy of the State is based on agriculture, and different districts have different styles of farming. The state is popularly known for its traditional subsistence farming practices, which use the '**cut and burn**' technique. There is a premier need to motivate farmers to opt for organic farming to create awareness about the benefits of organic food products and promote its advantages.

2. Research Objectives:

The present research enquiry is undertaken with the following objectives:

- a. To investigate farmers' behavioral inclinations towards organic farming.

- b. To understand farmers' knowledge and perceptions about organic farming.
- c. To explore farmers' understanding of organic product quality and its market.
- d. To identify challenges faced by farmers in marketing organic products.

3. METHODOLOGY

I. Research Design:

- a. **Research Approach:** Qualitative research using semi-structured interviews.
- b. **Participants:** Farmers engaged in both organic and conventional farming practices.
- c. **Data Collection:** In-depth interviews conducted with open-ended questions.
- d. **Data Analysis:** Thematic analysis employed to identify patterns and themes.

II. Sampling Strategy:

- a. **Purposive Sampling:** Farmers selected based on their experience with organic and conventional farming.
- b. **Inclusion Criteria:** Farmers actively practicing organic or conventional farming.

III. Data Collection Process:

- a. Interviews conducted in person at the participants' farms.
- b. Each interview begins with informed consent and assurance of confidentiality.
- c. Semi-structured interviews guided by the questions outlined in the research.

IV. Data Analysis:

- a. **Thematic Analysis:** Transcripts will be reviewed to identify recurring themes.
- b. **Coding Process:** Initial coding followed by categorization into broader themes.

4. Respondents Profile Analysis:

I. Table 1: Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 to 35 years	24	20.0	20.0	20.0
	35 to 45 years	64	53.3	53.3	73.3
	45 to 55 years	27	22.5	22.5	95.8
	55 years and above	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Sources: Field Survey

The data provided represents the age distribution of farmers. A total of 120 farmers were surveyed, 20% of the farmers surveyed fell within the age range of 25 to 35 years, the largest age group was 35 to 45

years, accounting for 53.3% of the farmers, 22.5% of the farmers were aged between 45 and 55 years, the smallest age group was 55 years and above, consisting of only 4.2% of the farmers.

II. Table 2: Education of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post Graduation	26	21.7	21.7	21.7
	Graduate	33	27.5	27.5	49.2
	Secondary	30	25.0	25.0	74.2
	Matriculation	13	10.8	10.8	85.0
	Illiterate	18	15.0	15.0	100.0
	Total	120	100.0	100.0	

Sources: Field Survey

The data provided represents the education level distribution of farmers. Out of the total of 120 farmers surveyed, 21.7% of the farmers had a post-graduation education, 27.5% of the farmers had a graduate level

education, 25.0% of the farmers had a secondary level education, 10.8% of the farmers had a matriculation level education, 15.0% of the farmers were illiterate.

III. Table 3: Respondent's Experience on Farming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 to 10 years	46	38.3	38.3	38.3
	11 to 20 years	30	25.0	25.0	63.3
	21 to 30 years	28	23.3	23.3	86.7
	31 to 40 years	11	9.2	9.2	95.8
	41 years and above	5	4.2	4.2	100.0
	Total	120	100.0	100.0	

Sources: Field Survey

The data provided represents the distribution of farmers' experience. Out of the total of 120 farmers surveyed, 38.3% of the farmers had 5 to 10 years of experience, 25.0% of the farmers had 11 to 20 years of

experience, 23.3% of the farmers had 21 to 30 years of experience, 9.2% of the farmers had 31 to 40 years of experience, 4.2% of the farmers had 41 years and above of experience.

IV. Table 4: Channels used for selling the products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal Selling	31	25.8	25.8	25.8
	Sell through Agent	54	45.0	45.0	70.8
	Sell through Retailer	17	14.2	14.2	85.0
	Sell through word of mouth	18	15.0	15.0	100.0
	Total	120	100.0	100.0	

Sources: Field Survey

The data provided represents the distribution of farmers based on the marketing channels they follow for the marketing of their products. Out of the total of 120 farmers surveyed, 25.8% of the farmers follow personal selling as their marketing channel, 45.0% of the farmers sell their products through agents, 14.2% of the farmers sell their products through retailers, 15.0% of the farmers rely on word of mouth for marketing their products.

5. Data Analysis and Interpretation based on objectives:

5.1 Farmer's knowledge and behaviour regarding organic farming

A. 'Organic farming is my first priority':

Based on the responses to the question of whether organic farming is their top priority, we observed the following patterns and themes:

1. Tradition and Culture: Many respondents mention that they prioritize organic farming because it is their tradition, culture, or part of their community's practices. They highlight the importance of

preserving their heritage and not wanting to lose their traditional farming methods.

2. Health Concerns: Several individuals express that they prioritize organic farming due to their personal health concerns. They emphasize the need for chemical-free products and the avoidance of using fertilizers or pesticides on their fields. The health benefits of organic farming are a significant motivator for them.

3. Environmental Concerns: Some respondents mention that they prioritize organic farming because of their concerns for the environment. They acknowledge that organic farming practices can contribute to preserving the health of the environment they live in.

4. Lack of Awareness: A few respondents state that they are not familiar with the concept of organic farming or have just heard about it for the first time. They express a lack of knowledge regarding organic farming practices.

5. Future Generation: A few individuals mention prioritizing organic farming to safeguard and preserve the practice for future generations. They express a sense of

responsibility in passing down their traditional farming methods and values.

6. Community Perspective: Some respondents indicate that the priority of organic farming is not solely an individual choice but a community-wide commitment. They emphasize that their entire community practices organic farming as part of their tradition and culture.

7. Pride and Love for Organic Farming: Several individuals express their love, pride, and preference for organic farming. They have a genuine passion for practicing organic farming and believe it is the right approach.

These themes highlight the various motivations and perspectives of the respondents regarding their priority of organic farming. Tradition, health concerns,

environmental considerations, and the desire to preserve their culture emerge as significant factors driving their preference for organic farming. Based on the provided transcript, some frequently used words related to the priority of organic farming among the interviewed farmers are:

It can be observed that *many farmers prioritize organic farming due to the tradition and practices passed down from their forefathers*. They express concerns about health and the environment, emphasizing the importance of chemical-free products. The cultural pride and community practices associated with organic farming are also evident. However, some farmers mention a lack of awareness or knowledge about organic farming and its specific methods.



B. 'Organic farming is labour intensive':

Among the provided responses, there were a total of 100 instances where the participants mentioned that organic farming is labor-intensive.

The following are the themes that emerge from the transcript excluding the questions:

1. Labour Intensive Nature: The overwhelming consensus in the responses is that organic farming is a labour-intensive method. The participants repeatedly mention that organic farming requires manual work, hard work, and extensive physical effort.

2. Manual Process: Participants emphasize that organic farming involves carrying out various tasks manually, including cultivation, cleaning the land, controlling weeds, and harvesting. They also note that traditional farming, in general, relies on manual processes.

3. Lack of Advanced Technology: Many responses highlight the absence of advanced technologies, tools, or machinery in organic farming. Participants mention that their area or community has not yet adopted or developed such technologies, contributing to the labor-intensive nature of organic farming.

4. Potential for Advanced Technology: Some responses acknowledge that the adoption of advanced technology could make organic farming less labor-intensive. Participants suggest that using tools and technologies could alleviate the physical effort required in organic farming.

Overall, the qualitative data analysis reveals a consensus among participants that organic farming is labor-intensive, primarily due to manual processes and the lack of advanced technologies. There is an acknowledgment

that the use of advanced tools and technologies could potentially reduce the

labor intensity associated with organic farming.



C. 'Organic farming is expensive':

Based on the responses, a majority of the participants (74 out of 120) agreed that organic farming is indeed expensive. However, it's important to note that some participants mentioned they were practicing traditional farming methods, which may not incur the same level of expenses as proper organic farming. Additionally, challenges such as poor transportation, communication, and distribution channels were cited as factors that contribute to the higher costs associated with organic farming in certain areas.

The key themes and patterns identified from the above statement are:

1. Cost and Expense of Organic Farming:

Participants express varying opinions about the expense of organic farming. Some respondents believe that organic farming is very expensive, especially due to the cost of certification, testing, and maintenance. Others mention that the cost depends on the scale of farming and the adherence to proper organic farming methods. Traditional farming methods are often cited as less expensive compared to proper organic farming practices.

2. Challenges in Organic Farming:

Participants mention various challenges associated with organic farming, such as poor transportation and communication, unavailability of inputs in nearby markets, and difficulties in distributing finished products. These challenges contribute to additional expenditures, leading to financial burdens for organic farmers. Some participants highlight the need for careful management and maintenance in organic farming, which can further increase expenses.

3. Farm Certification and Product Recognition:

The significance of farm certification and product recognition as organic is mentioned by a few respondents. They emphasize that certified organic farms and recognized organic products are associated with higher expenses due to rigorous testing and certification processes.

4. Labour and Workload: Labour-intensive work is highlighted in the context of organic farming, emphasizing the manual effort required. Some participants mention the need for trained labour, which can add to the overall expenses of organic farming.



D. 'Organic farming improves soil fertility':

Qualitative data analysis involves examining the provided transcript to identify themes, patterns, and insights. Here is a summary of the qualitative analysis of the transcript without including the questions:

1) Organic Farming Benefits: The majority of participants agree that organic farming improves soil fertility. Organic manures are emphasized as a key component in enhancing soil fertility. Participants mention that organic farming avoids the use of chemical fertilizers, herbicides, and pesticides, which they believe contributes to the improvement of soil health. Crop rotations, intercropping systems, and the use of biological pest management are mentioned as practices that positively impact soil fertility in organic farming.

2) Traditional Farming Methods: Some participants mention traditional farming methods, such as burning slash and using the resulting ash to improve soil fertility. Crop rotations, intercropping systems, and replanting trees are highlighted as practices in traditional farming that can enhance soil fertility.

3) Lack of Knowledge: A few participants mention a lack of knowledge about organic farming and its impact on soil fertility. They express uncertainty and state that they cannot provide detailed explanations due to their limited understanding.

Overall, the qualitative analysis of the transcript reveals a consensus among participants that organic farming has a positive effect on soil fertility. The use of organic manures, avoidance of chemical inputs, and the implementation of sustainable practices are believed to contribute to improved soil health. Traditional farming methods are also acknowledged as having the potential to enhance soil fertility through specific practices. However, some participants admit a lack of knowledge on the topic, indicating a need for further education and awareness.

Here are the most frequent words in the transcript after removing stop words and including only words associated with farming:

These words are the most frequent words related to farming and soil fertility in the given transcript.



E. 'Organic farming ensure environment protection':

The qualitative data provided consists of various statements regarding the relationship between organic farming and environmental protection. The majority of the statements express a positive view, with 72 responses supporting the idea that organic farming

ensures environmental protection. The main reasons given include the absence of harmful chemicals in organic farming, the prevention of soil degradation, the increase in soil fertility through natural means, and the avoidance of burning slash or using artificial chemical fertilizers.

Based on the provided transcript, here are the major themes identified in the qualitative data analysis:

1. Environmental Protection: Many participants mentioned that organic farming ensures environmental protection. They highlighted the absence of harmful chemicals and artificial fertilizers, which can prevent soil degradation and reduce the negative impact on the environment.

2. Use of Artificial Chemicals: Participants expressed concerns about the use of artificial chemical fertilizers in farming,

emphasizing that organic farming avoids their use, which is seen as beneficial for the environment.

3. Slash Burning: Slash burning, a practice associated with traditional farming, was mentioned as a potential disadvantage due to its impact on the environment.

These themes emerged from the provided transcript, highlighting the participants' views and perspectives on organic farming and its relationship to environmental protection and soil fertility.



F. 'Future prospects of organic farming':

The majority of responses indicate a positive outlook for the future prospect of organic farming in the area. Many farmers are aware of the significant contribution of organic farming to the environment and human health, and they have already started to shift from traditional farming to organic methods. The fertile soils in the area and government initiatives to promote organic farming further support the bright future prospects. However, there are a few responses that express scepticism or uncertainty due to farmers' attachment to traditional farming practices and lack of awareness and education about organic farming methods.

Based on the given transcript, the major themes that emerge regarding the future prospects of organic farming in the area are:

1. Awareness and Education: Many responses mention that farmers are becoming increasingly aware of the importance of organic farming and its significant contribution to the environment and human health. There is a focus on the

need for farmers to be educated and informed about organic farming practices.

2. Bright Future: A significant number of responses express optimism about the future prospects of organic farming in the area. This optimism is often attributed to the fertile soil, the natural inclination towards organic practices, and government initiatives promoting organic farming.

3. Shift from Traditional Farming: Several responses highlight the ongoing shift from traditional farming practices to organic farming. Farmers are mentioned to be gradually transitioning and learning about the benefits of organic farming.

4. Challenges and Timeframe: Some responses acknowledge the challenges in the adoption of organic farming, such as the persistence of traditional farming practices and the time required for widespread change. These viewpoints suggest that the transition to organic farming may not happen quickly or easily.

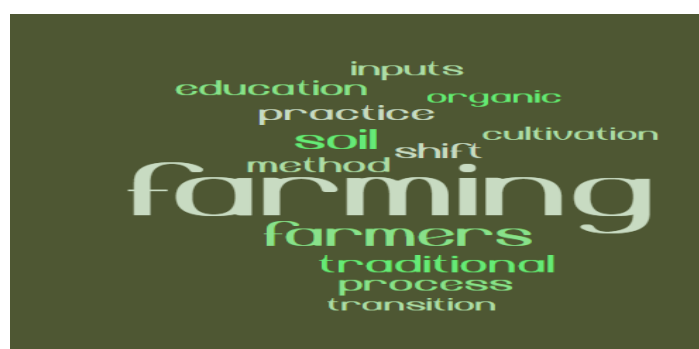
5. Lack of Awareness and Resistance: A few responses indicate that there is still a

lack of awareness among farmers regarding organic farming, and some farmers may be resistant to change. These perspectives suggest that the future prospects of organic farming may be hindered by the existing mindset and beliefs around traditional farming.

6. Government Initiatives: A recurring theme is the mention of government initiatives or plans to promote organic farming. These initiatives are seen as

positive factors that can contribute to the bright future prospects of organic farming.

Overall, the major themes that emerge from the transcript are the increasing awareness and education of farmers, the optimism surrounding the future of organic farming, the ongoing shift from traditional farming practices, the challenges and timeframe involved, the resistance to change, and the influence of government initiatives.



G. 'Accessibility of local market for organic product':

Based on the provided responses, here is a summary of the qualitative data:

From the responses, it can be observed that there is a mixed perception regarding the accessibility of local markets for selling organic products. Some farmers mentioned that local markets are easily accessible, while others stated that they are not accessible for various reasons such as distance, lack of proper markets or shops, and geographical challenges. Additionally, some farmers mentioned that they do not sell their products in the market and only produce for self-consumption.

The theme of farmers' knowledge about organic products and their market accessibility can be summarized as follows:

1. Limited market accessibility: Many farmers find it challenging to access local markets for selling their organic products. Markets are often located only in towns or district headquarters, making it difficult for farmers from remote villages to reach them. This leads to wasted produce or self-consumption.

2. Market availability: Some farmers mention that local markets are accessible, but not all farmers are able to sell their products there. Limited market infrastructure and lack of proper shops can hinder direct selling by farmers.

3. Distance and geography: Farmers in hilly or remote areas face difficulties in bringing their products to town markets due to long distances and challenging terrains. This restricts their access to potential buyers and limits their selling opportunities.

4. Selling to intermediaries: In the absence of direct market access, some farmers sell their products to local retailers, agents, or intermediaries who visit their villages. This indirect selling method is common in areas where farmers cannot reach markets easily.

5. Self-consumption and waste: A significant number of farmers produce organic products primarily for self-consumption. Lack of market accessibility and limited quantities often result in farmers consuming or wasting their produce instead of selling it.

6. Selling in alternative locations: Due to the unavailability of proper market infrastructure, some farmers resort to selling

their products in alternative places such as footpaths or makeshift locations. This allows them to reach potential customers within their villages.

7. Proximity to markets: Farmers located near towns or district headquarters generally have better access to local markets, making it easier for them to sell their organic products. However, even for these farmers, selling in high quantities can be challenging.

8. Lack of commercial production: A few farmers mention that they do not produce organic products on a large scale for commercial purposes. Instead, they focus on small-scale production for self-consumption, reducing their dependence on market accessibility.

Overall, the theme highlights the challenges farmers face in accessing local markets to sell their organic products. Limited market infrastructure, distance from towns, and alternative selling methods are common issues mentioned by farmers. Based on the responses provided, it seems that the accessibility of local markets for selling organic products varies among farmers. Some farmers mentioned that local markets are easily accessible for them to sell their products, while others stated that the markets are not easily accessible due to the distance from their farms to the towns or lack of proper markets. Some farmers mentioned that they sell their products to local retailers or agents, while others mentioned that they sell directly to consumers or in the village itself.

H. 'Demand for Organic products in the market':

Based on the provided qualitative data, here is a summary of the responses regarding the demand for organic products in the market:

The majority of the responses indicate that there is a higher demand for organic products in the market. However, it is worth noting that some respondents mentioned that the demand for organic products might vary depending on the location, types of products, customer preferences, and availability. Additionally, a few respondents mentioned that they are not aware of the

demand for organic products or do not see significant differences in their local markets.

1. Varied Market Demand: There are differing opinions regarding the demand for organic products in different markets. Some participants suggest that there is high demand in developed areas, towns, and cities, while others mention that the demand is low in their local markets. The size of the market and the availability of organic products are factors that influence this perception.

2. Lack of Organic Certification: Several participants mention that although they produce products through traditional farming methods, their products are not verified as organic. This lack of certification limits the demand for their products in markets outside of their local areas.

3. Self-Consumption and Local Market: Many participants state that they consume what they produce from their own agricultural fields or rely on local markets where most products are organic. This self-sufficiency reduces the demand for organic products from external sources.

4. Price Differential: The price of organic products is noted to be higher compared to conventional products. This higher price is seen as a contributing factor to the demand for organic products, as it may deter some consumers from purchasing them.

5. Awareness and Health Benefits: Participants mention that there is an increasing awareness among consumers about the benefits of organic products for health. This awareness is seen as a driving force behind the higher demand for organic products, especially in towns and cities.

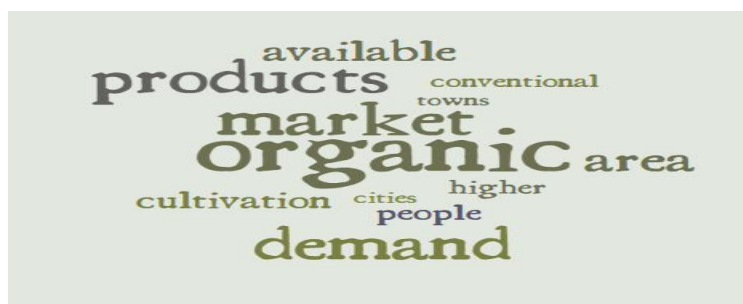
6. Decreased Agricultural Activity: Some participants express concerns about a decrease in agricultural activity, leading to a reduction in the availability of organic products in the market. This shortage of supply may contribute to the higher demand for organic products.

7. Customer Preferences: The demand for organic products is mentioned to depend on customer preferences and the types of products available. Different customers may

have varying degrees of demand for organic versus conventional products.

These themes reflect the participants' perspectives on the demand for organic

products in their respective markets and highlight the factors that influence this demand



I. 'Nutrients for health':

Based on the provided transcript, the major themes that can be identified in relation to the question of whether organic products contain more nutrients for health are as follows:

1. Natural Production: Respondents emphasize that organic products are produced naturally without the use of artificial chemicals or chemical fertilizers. This theme highlights the belief that organic production methods result in healthier products.

2. Chemical-Free: Many respondents mention that organic products are chemical-free, indicating a perception that these products are healthier and contain more nutrients compared to inorganic products, which may be associated with the use of artificial chemicals.

3. Health Consciousness: Several respondents mention that people are more concerned about their health and are actively seeking organic products. This theme suggests a growing awareness of the potential health benefits associated with organic products.

4. Nutrient Content Awareness: While some respondents express uncertainty about the specific nutrients contained in organic products, others emphasize that organic products are believed to contain more nutrients for good health. This theme suggests a general perception that organic products are nutrient-rich.

5.2. Problems related to marketing of organic products:

Non availability of warehousing /cold storage facility

Based on the responses, it seems that the non-availability of warehousing or cold storage facilities is a significant issue for many farmers. The lack of such facilities prevents them from storing their products for future use or sale, leading to potential wastage or limited selling opportunities. However, there are also some farmers who haven't faced this problem yet or produce on a smaller scale, so it might not be a major concern for them. The lack of proper storage infrastructure can lead to various challenges and difficulties, including:

1. Spoilage and wastage: Without adequate storage facilities, farmers are often unable to store their produce for an extended period. This can result in spoilage, rotting, or wastage of their agricultural products, leading to financial losses.

2. Limited market access: The absence of storage facilities makes it difficult for farmers to store and preserve their produce beyond the harvest season. As a result, they are compelled to sell their crops immediately, even if the market prices are low.

3. Dependence on middlemen: In the absence of storage facilities, farmers often have to rely on intermediaries or middlemen to sell their produce quickly. These middlemen may take advantage of the

farmers' urgency to sell and offer low prices, further reducing their profits.

To address these challenges, it is crucial for governments, agricultural organizations, and farmers' cooperatives to invest in the development of warehousing and cold storage infrastructure. This can include

establishing community-level storage facilities, promoting the use of modern storage technologies like refrigeration units, and providing financial support and incentives to farmers for constructing individual or shared storage spaces



B. Problems of products Certification

Based on the responses, it appears that the issue of product certification is a concern for some farmers. Many respondents mentioned that the non-certification of their products as organic hinders their ability to sell outside the local market. They expressed that the certification process is often lengthy and expensive, discouraging them from pursuing large-scale production or attempting certification. However, there were also some respondents who either had no knowledge about the certification process or did not consider it a significant issue since they haven't tried selling their products outside the local market yet. Overall, there seems to be a divide in opinion regarding the impact and importance of product certification among the farmers surveyed.

Based on the transcript provided, the major themes that emerge from the farmers' responses regarding product certification are:

1. Lack of Knowledge/Information: Some farmers express that they do not have much knowledge or information about the certification process. They indicate that they have not tried it or have never heard about it.

2. Certification as an Obstacle: Several farmers view product certification as a significant problem. They mention that the lack of certification prevents them from selling their products outside the local market, particularly as organic. They highlight the lengthy and expensive nature of the certification process, which discourages them from pursuing large-scale production.

3. Organic Claim: Many farmers emphasize the importance of certification to claim their products as organic. They state that although they naturally produce organic products, they cannot market them as organic without certification.

4. Market Accessibility: Farmers recognize that certification is necessary to access markets beyond their local area. They express a desire to sell their products outside the local market, and certification is seen as a prerequisite for that.

5. Varying Perceptions: There is some variation in the farmers' perspectives. While some farmers acknowledge certification as an issue, others state that it is not a problem for them because their products are already accepted as organic in their local market or they have not attempted the certification process.

6. Cost and Lengthy Process: Farmers commonly mention that the certification process is lengthy and requires a significant amount of money. This aspect is seen as a barrier to obtaining certification and discourages them from pursuing it.

7. Incentive for Large-Scale Production: Farmers mention that the lack of certification hinders them from engaging in large-scale production. The inability to sell products as organic outside the local market affects their motivation to expand their production capacity.

8. Personal Consumption: Some farmers mention that they are not concerned about certification because they produce solely for personal consumption and do not sell their products.

These themes reflect the farmers' perspectives on the challenges, barriers, and implications of product certification for their ability to sell their agricultural products, particularly in the context of organic production and accessing broader markets.



C. Interpretation of middlemen

Based on the provided transcript, the following major themes can be identified:

1. Involvement of Middlemen: The participants in the conversation frequently discuss the role and involvement of middlemen in the distribution of their products. Some participants perceive the involvement of middlemen as a problem, particularly when they have to sell their products at lower prices. Others acknowledge the role of middlemen in helping them reach the market and sell their products.

2. Distance from Market: Many participants mention that they live in far-distance places from the market, which poses a challenge in directly selling their products. This distance from the market leads them to rely on middlemen to sell their products.

3. Selling in Local Market: Several participants mention that they prefer to sell their products in the local market themselves, rather than involving middlemen. They perceive selling directly in the local market as a more favorable option.

4. Lack of Packaging and Labeling: Some participants mention that they don't have proper packaging or labeling for their products. This lack of packaging and labeling might contribute to the lower prices they receive when selling through middlemen.

5. Positive Role of Middlemen: While some participants view middlemen as a problem, others recognize the positive aspects of their role. They appreciate that middlemen help them sell their products, which would otherwise go to waste.

D. No adequate supporting infrastructure

Based on the provided transcript, the major themes related to the problem of inadequate supporting infrastructure for organic farming are as follows:

1. Lack of adequate supporting infrastructure: Several responses mention the absence or insufficiency of infrastructure necessary for organic farming, including tools, machinery, materials, and transportation.

2. Government assistance: Some participants acknowledge that the government has made efforts to support farmers by providing agricultural tools, equipment, seeds, and saplings. However, there are mentions of mismanagement or improper utilization of these resources.

3. Traditional farming: A few respondents indicate that they practice traditional farming methods that do not require extensive supporting infrastructure. They perceive the lack of infrastructure as less of

a problem for their specific farming practices.

4. Financial investment: Some participants highlight the lack of financial investment as a barrier to developing and maintaining adequate infrastructure for organic farming.

5. Knowledge gap: The transcript suggests that a lack of knowledge about organic farming, including the specific infrastructure requirements, may contribute to the perceived problem.

6. Importance of infrastructure: Several participants emphasize the significance of having adequate and proper supporting infrastructure for organic farming, stating that it hinders production and overall success in the agricultural sector.

It is important to note that these themes are derived from the provided responses and may not represent the views of all farmers or the general population.



6. CONCLUSION

The findings gathered from the qualitative data provide valuable insights into farmers' perspectives on organic farming and its related challenges and opportunities. It is evident from the responses that organic farming holds a significant place in the minds of farmers, with a considerable number of participants expressing a positive outlook towards this method of cultivation. In conclusion, the findings from this research reveal both the opportunities and challenges facing organic farming in the region. The positive perception of organic farming among many farmers indicates its

potential to become a cornerstone of sustainable agriculture. Policymakers, agricultural organizations, and stakeholders should collaborate to develop supportive policies and initiatives that address the identified challenges and promote organic farming as a viable and sustainable agricultural practice. By doing so, the region can move towards a more environmentally friendly, socially responsible, and economically viable agricultural landscape, benefiting both farmers and consumers alike.

The findings suggest that while organic farming has garnered considerable interest

among farmers, there are still challenges and knowledge gaps that need to be addressed. Addressing labor intensity, cost considerations, marketing initiatives, and infrastructure support could further promote the adoption and success of organic farming practices. Additionally, education and awareness programs could help dispel uncertainty and improve farmers' understanding of the benefits of organic farming, leading to a more sustainable and environmentally friendly agricultural sector. Further research and policy support are essential to overcoming these challenges and enhancing the prospects of organic farming in the area.

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