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Knowledge, Attitude and symbolic adoption of organic farming in Haryana

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Abstract
International Federation of Organic Agriculture Movements (IFOAM, 2005) explained that organic farming is a production system that improves the soil health, environment and people. It relies on the eco-friendly mechanism, biodiversity and cycle adapted to local conditions rather than the use of inputs with adverse effect. By keeping in mind the benefits of organic farming, the present study was carried out in four villages of two districts namely *Sirsa* and *Hisar* of Haryana state. Total 240 farmers were selected for the study randomly. Thus 60 farmers (30 males and 30 females) from each village were selected randomly, thus comprising a sample of 240 farmers (equal number of males and females). A pretested questionnaire was used to collect the data. Results shows that 55.8% respondents were in low category (Scores up to 83) regarding overall knowledge of organic food with neutral attitude (45.83%) and not ready to adopt the organic farming (86.7%). Female farmers knowledge was low as compared to male farmer with unfavourable attitude (57.5%) towards organic farming.

Keywords: Organic farming, knowledge, attitude and symbolic adoption

Introduction
Organic farming is a way of livestock and agriculture production that involves no use of synthetic fertilizers, pesticides, genetically modified organisms, antibiotics and growth hormones which are not covered under organic standards (Deshmukh, 2010). In 1939, Lord North Bourne used the term "organic farming" (Paull, 2014). International Federation of Organic Agriculture Movements (IFOAM, 2005) explained that organic farming is a production system that improves the soil health, environment and people. It relies on the eco-friendly mechanism, biodiversity and cycle adapted to local conditions rather than the use of inputs with adverse effect. Organic agriculture involves traditional as well as new inventions in agriculture to benefit environment and promote trustworthy a superior quality of life for all. In simple words, organic farming is chemical free natural farming.

Objectives
1. To assess the knowledge of respondents about organic farming
2. To assess the attitude and symbolic adoption of organic farming

Methodology
The study was carried out in two districts namely *Sirsa* and *Hisar* of Haryana state. One block from each district *viz*. Nathusari Chopta from Sirsa and Adampur from *Hisar* were selected randomly. By application of random sampling technique two villages from each block i.e. Rupana Khurd and Nathusari Kalan from Nathusari Chopta block of Sirsa, Chuli Kalan and Chuli Khurd from Adampur block of Hisar were selected. A list of farmers doing agriculture was prepared with the help of *Sarpanches* of selected villages. A proportionate sample of 240 farmers were selected randomly from the list of selected villages. Thus 60 farmers (30 males and 30 females) from each village were selected randomly, thus comprising a sample of 240 farmers (equal number of males and females). A pretested questionnaire was used to collect the data.

Results

Knowledge

About knowledge on organic farming, there were total 250 statements and each statement carried one mark if that get right answer. These statements were categorized under low (up to 83), medium (84-166) and high (167-250) categories.

Overall knowledge of respondents

Table 1 and fig 1 indicated that 52.5 percent male respondents had overall low knowledge regarding organic farming as followed by medium knowledge (25.8%) and high knowledge level (21.7%) respondents respectively.

Data regarding female respondents presented that 59.2 percent female respondents had low knowledge level followed by medium knowledge level (34.1%) and high knowledge level (6.7%) respectively. Knowledge level about organic farming was recorded low in more than half of the sample followed by 30.0 percent had medium knowledge and 14.2 percent had high knowledge.

Table 1: Overall knowledge of respondents

Sr. No.	Knowledge	Male (n = 120)	Female (n = 120)	F (%) (n = 240)
1	Low (Up to 83)	63 (52.5)	71 (59.2)	134 (55.8)
2	Medium (84-166)	31 (25.8)	41 (34.1)	72 (30.0)
3	High (167-250)	26 (21.7)	8 (6.7)	34 (14.2)

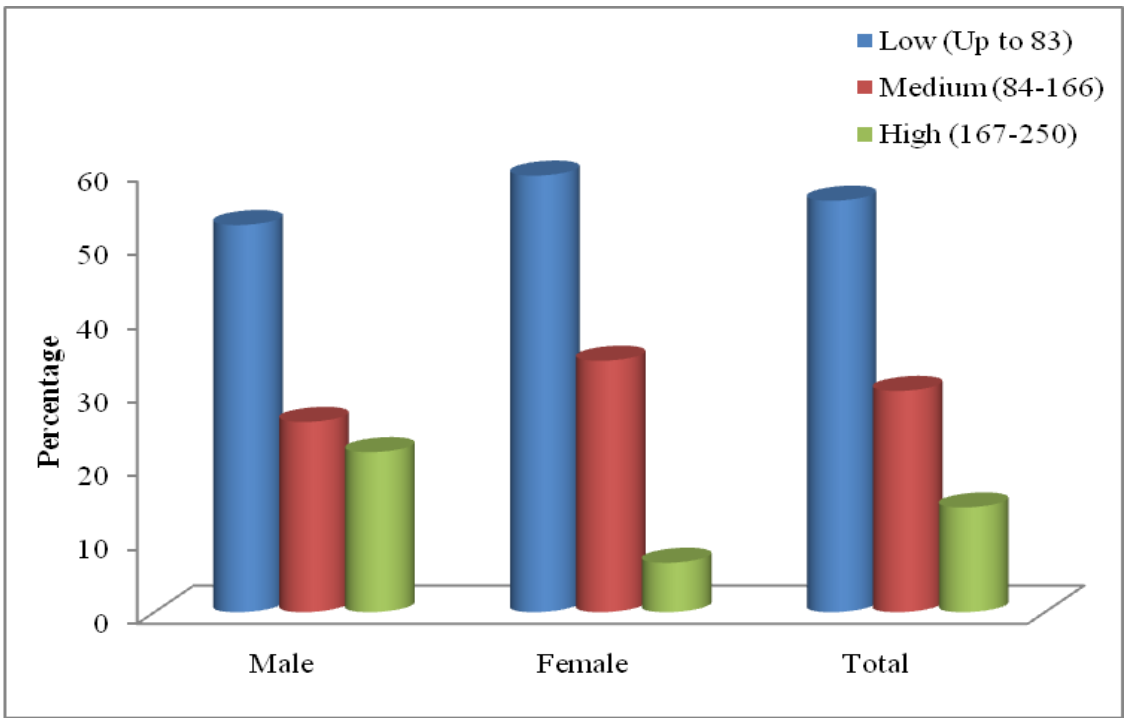

Fig 1: Overall knowledge of respondents at pre-exposure stage

Attitude

Attitude statements were developed on various selected messages for the study. A five point continuum scale was used with scores of 5,4,3,2,1 given to strongly agree, agree, neutral, disagree and strongly disagree to positive statements and 1,2,3,4,5 to the negative statements respectively. Maximum 245 marks were divided into three categories unfavoural (49-114), neutral (115-180) and favourable (181-245).

Attitude of respondents about organic farming

Table 2 and fig 2 showed that 49.2 percent male respondents had neutral attitude followed by favourable attitude (26.6%) and unfavourable (24.2%) respectively.

Majority of the female respondents (57.5%) had unfavourable attitude and 42.5 percent had neutral attitude. Not a single female respondent reported favourable attitude.

Forty to forty five percent sample had unfavourable or neutral attitude about organic farming.

Table 2: Attitude of respondents about organic farming

Sr. No.	Attitude	Male (n = 120)	Female (n = 120)	F(%) (n = 240)
1	Unfavourable (49-114)	29 (24.2)	69 (57.5)	98 (40.83)
2	Neutral (115-180)	59 (49.2)	51 (42.5)	110 (45.83)
3	Favourable (181-245)	32 (26.6)	0	32 (13.34)

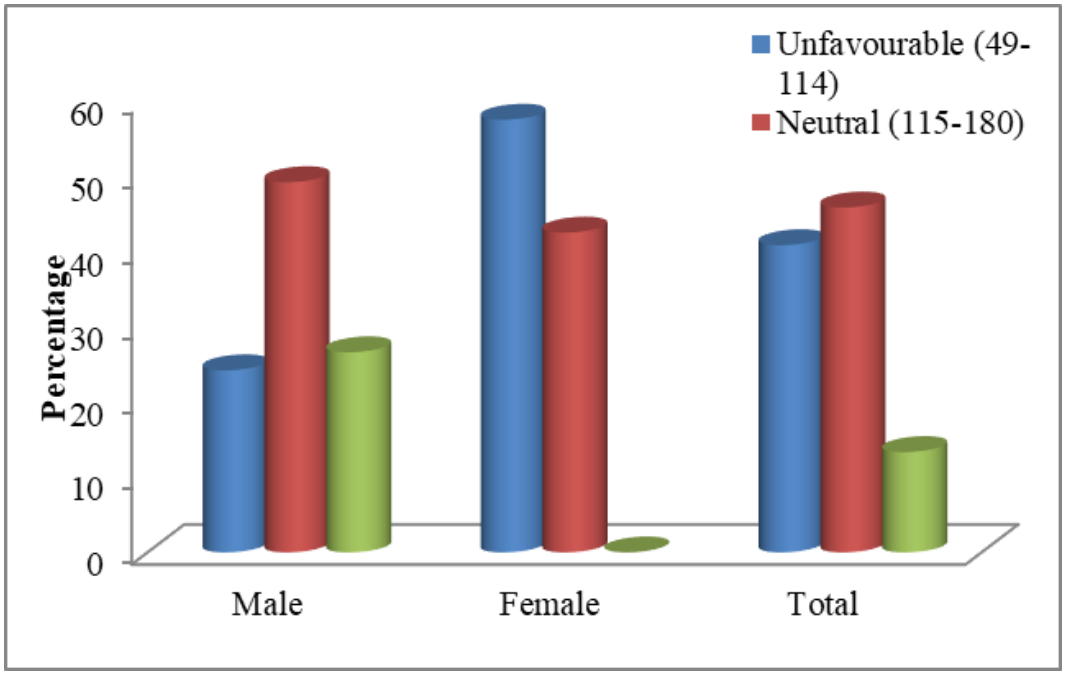

Fig 2: Attitude of respondents about organic farming

Table 3: Symbolic adoption of organic farming

Sr. No.	Adoption Category	F (%) (n = 240)
1.	Ready to adopt	32 (13.3)
2.	Not ready to adopt	208 (86.7)

Symoblic adoption of organic farming

Majority of the respondents (86.7) did not want to adopt the organic farming. Only 13.3 percent respondents adopt the organic farming symbolically.

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