

## CHALLENGES FACING BY ORGANIC FARMERS: TO PENETRATE FROM THE GROSS ROUTE LEVEL OF VILLAGE SUSTAINABLE AGRICULTURE TO NATIONAL LEVEL

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**Abstract:** Organic farming!!! in other words we called it as natural farming, we all know how much popularized this term “Organic farming “ from last five years, the present day everybody looking for organic products, and now a days in markets and mandies consumers are asking is it organic? Or where we can get organic products? Instead of asking how much cost it, It means all are awakened and searching for organic products in every village, every state everywhere in India, but.

What Happening from the other side.... the challenges facing by the organic farmers to penetrate those organic agriculture in India, here we are discussed our research article of two districts Guntur and Prakasham of Andhra Pradesh, in their words Most of the organic growers have expressed that lack of support price for organically grown crops and marketing infrastructure as the major constraint in promotion of organic agriculture. Although, much progress on research in organic farming has been done like vermin wash for Tobacco plants, but it not successed, the new emerging areas of human health benefits, understanding the economics with environmental markets, climate friendly farms and carbon farming with organic farming , natural farming system models needs to be addressed in future. The certification systems of grower group, participatory guarantee system, know your farm and know your food should be promoted in large scale. And here major crops are tobacco, Red gram Chillies, some parts of Prakasham floriculture, Demand for organic products, especially in developed countries, has been increasing globally, organic agriculture is practiced around whole world, here what are the main challenges to penetrate the organic farming in the rural areas

**Keywords:** Organic farming, Natural Farming, sustainable agriculture, grass root levels.

**Introduction:** The word sustainable agriculture means utilizing the available resources like pure forms of soil, water, & seeds, in nature. All **these sources** are connected to each other. One is dependent on the other through gases exchange one form to another. Maintaining the soil fertility & productivity of sustainable agriculture production, knowing the indigenous agricultural information play a vital role for the process of making agriculture sustainable in the farming communities.

The modern agriculture which came into existence in 20<sup>th</sup> century changed the entire scenario of the rural communities and farmers are habituated using those modern agricultural ready made things alone, first modern agriculture practices is usage of pesticides which contain harmful chemical, in this concept they started using chemical pesticides which shown rapid growth, so the agricultural farming communities started using widely, slowly they became habituated, by the other hand soil fertility decreased. The available nutrients (micro, macro) levels are imbalanced. The high concentration of chemicals used to kill the pests but in the process of killing harmful pests some useful insects are also being killed due to high concentration. In olden days the crop fertility and pollination used to happen because of butterflies and teds. The crop used to get the flower easily in a faster manner. so productivity was also high and it was on time.

But now a days everything is chemicalized so health hazards also increased. Every day new diseases are being spread.

**Objectives:** The main objective and purpose of the study is why farmers are habituated to use chemical pesticides and why they increased usage of chemicals, what are the main challenges they are facing while practicing the organic farming for their sustainable livelihood, After conducting survey for two months in the villages of Guntur and Prakasham districts of Andhra Pradesh. This is the data we have collected

**Methodology Or Motivations:** The data collected from the village farmers is on the basis of agriculture land holdings and organic farming practices, and village infrastructure facilities, agro climatic resources, village economy, village organizations, and both quantitative and qualitative data were collected regarding crops grown there and how many acres of land is under organic farming practices, small farmers medium farmers, large farmers etc.

**Sources of Data:** The required data were collected from both primary and secondary sources. The primary data were collected from direct interaction with the farmers organisation farming members in Nadimpally village, through questionnaire, focused group discussion with Kuchherlathanda Vinukonda Mandalam, and some informal interviews with Mirchi yard people in Guntur dist. farmer meetings, Agribusiness centres operated by BAIF NGO, The secondary data collected from the nearby agro agencies, dealers of pesticide companies and few

fertilizer companies in the Prakasham and Vinukonda, middle men in the market yard, the cold storages of Vinukonda, Agribusiness centre group leaders, from the individuals, social media and some newspapers.

**Sample design:** To know penetration of organic farming practices in Guntur and Prakasham we conducted systematic survey and random sampling was taken there are total 56 villages under the BAIF organization so with the help of that the villages are divided based on the organic farming communities, efforts were made to collect information regarding social, economic crop improvements etc. for their sustainable livelihood.

**Study findings:** Less penetration of organic farming practices in India.

**Low level market information about organic farming,**

- No designated agency at central, state and local levels which provides farmers with required authentic information.
- Conventional Agri inputs are more effective than bio input (bacteria, Livemicrobial containing beneficial bacteria, fungi and/or mycorrhizae prepared as granules or soluble powders to suit a variety of application conditions. Microbes for soil application have been selected to be rhizophillic (root loving) which means they will populate the root zone living off root exudates and benefitting their host plant by protecting against invading pathogens and by helping to make nutrients available.

**Low quality of bio inputs** 2.1 quality monitoring control systems are not in place, 2.3 Low quality brands in market, 2.4 Non availability of Bio inputs 2.5 disincentive for traders' 2.6 low penetration of bio inputs in market 2.7 Limited self-life period 2.8 Relatively long time period needed for bio inputs to

be effective, 2.9 Limited research and development activities .

**Time lag & high costs of conversion of conventional to organic farming**

- Subsistence farming by large number of small and marginal farmers,
- High costs involved in certification and limited number of certifying agencies

**limited positive government interventions and less subsidies for the farmers**

Giving subsidies to commercial inputs like farm mechanizations but very less interest for giving subsidies to bio inputs.

- Limited financial out lays for bio inputs by the state and central government
- No strategic attention for green outputs and no coordination between the governments.

**Under developed infrastructure & marketing channels for the green outputs**

Middlemen: price premium reaches more for intermediaries than producers limited storage facilities available in Guntur only for tobacco and some places in Prakasham, in some places cold storage facilities are available 5.3 There is no proper quality assurance mechanism 5.4 Lack of transport facilities' to sell the products in market when the product has demand .

**Low levels of networking among the farmers and other bio input companies, like vermicomposting's, green manures, biofertilizers etc.**

- Due to very less farm holdings by the farming communities
- Less formal association and attention to farmer's, traders and others
- Mostly organic farmers are dispersed geographically, small numbers with less products Farmer,



Figure 1 reasons for the penetration of organic farming products in the villages

**Summary & Conclusion:** There is a huge need for organic products in India, but there are hardly proper channels, so value addition to farmers produce must be done by introducing each authorised layouts, packaging systems, single window certification procedures, proper documentation, also should conduct awareness

programs and organic matters, social media, newspapers and television adds etc. including surveys by agriculture departments, should allocate areas for research and giving feedbacks for the farmers on the spot then the challenges facing by the farmers regarding organic farming will be reduced

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**Photos of Village Surveyswhile collecting Primary& Secondary data**



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