

ASSESSMENT OF FARMERS' PERCEPTION TOWARDS ORGANIC FARMING

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ABSTRACT

Organic farming has emerged as a sustainable agricultural paradigm that promotes ecological balance, enhances soil health and ensures long-term productivity. It is increasingly considered a viable alternative to conventional farming systems in the context of environmental degradation and food safety concerns. In India, the promotion of organic agriculture has gained momentum; however, regional disparities in adoption persist, particularly across districts within Rajasthan. Farmers' perception is a critical determinant influencing the adoption and diffusion of organic farming practices, especially in extension-oriented research contexts. The present study was conducted in Jaipur and Ajmer districts of Rajasthan, purposively selected due to their relatively low number of organic farmers. A sample of 107 respondents (65 from Jaipur and 42 from Ajmer), representing 85 per cent of the identified population, was included. The study followed an ex-post facto research design, and primary data were collected using a pre-structured schedule and analyzed using appropriate descriptive statistical methods. The results revealed that a majority of respondents (72.90%) exhibited a medium level of perception, while 17.76 per cent and 9.34 per cent demonstrated high and low levels, respectively. Among the various dimensions, environmental aspects received the highest favorable perception, with respondents acknowledging improvements in soil fertility, biodiversity conservation and reduction in chemical pollution. The findings highlight the need for targeted extension interventions and context-specific policy support to strengthen farmers' perception and facilitate wider adoption of organic farming practices in low-performing regions.

Keywords: farmers' perception, organic farmers, sustainable agriculture, extension services

INTRODUCTION

Organic farming has emerged as a sustainable agricultural approach that promotes ecological balance, biodiversity conservation and reliance on natural inputs. It is increasingly considered a viable alternative to conventional agriculture due to its potential to mitigate environmental degradation, enhance soil fertility and support long-term productivity (Panneerselvam *et al.*, 2012). In addition, it contributes to improved ecosystem services and livelihood security, particularly in developing countries.

In India, the relevance of organic farming has grown due to rising concerns about the negative impacts of chemical-intensive agriculture on environmental quality, soil health and human well-being. Although various government initiatives and market opportunities have encouraged its promotion, adoption levels remain inconsistent across regions. Farmers often encounter challenges such as inadequate technical knowledge, limited access to inputs, certification difficulties and uncertain market conditions (Gunawan *et al.*, 2022; Sujianto *et al.*, 2022). These factors influence how farmers

interpret and evaluate organic farming practices.

Empirical studies indicate that farmers generally associate organic farming with environmental safety, economic viability and health benefits. In India, farmers acknowledge its role in improving soil quality and reducing dependence on external inputs over time (Panneerselvam *et al.*, 2012; Pandey *et al.*, 2022; Negi and Negi, 2018). However, limited awareness and insufficient technical guidance often restrict its practical adoption. Similar observations have been reported in Indonesia, where moderate awareness exists, but adoption is constrained by gaps in extension support and knowledge access (Sujianto *et al.*, 2022; Gunawan *et al.*, 2022; Rohan & Vinaya, 2022). Additionally, socio-economic characteristics and institutional support systems have been found to significantly influence farmers' viewpoints (Aulakh *et al.*, 2009; Desai *et al.*, 2024).

At the global level, studies from countries such as Nigeria, South Africa, and Saudi Arabia reveal that farmers recognize the long-term environmental and economic advantages of organic farming (Ibikunle, 2011; Uhumamure

et al., 2021; Alotaibi *et al.*, 2021). Despite this recognition, several constraints continue to limit its expansion, including labor-intensive practices, lack of certification infrastructure, weak market linkages and inadequate training facilities (Rohan & Vinaya, 2024). Furthermore, environmental awareness and risk perception are important factors influencing farmers' inclination toward organic practices (Toma and Mathijs, 2007).

Although a substantial body of research exists, region-specific understanding of farmers' perception remains limited, particularly in areas with low adoption levels. Most previous studies have focused on regions where organic farming is relatively established, leaving a gap in localized evidence needed for context-specific interventions. This gap restricts the formulation of effective extension strategies tailored to diverse farming conditions.

In this context, the present study aims to measure farmers' perception toward organic farming in selected low-adoption areas. Assessing perception levels will help identify knowledge gaps, constraints and influencing factors affecting farmers' attitudes. The findings will provide valuable inputs for policymakers, extension personnel and development agencies to design targeted interventions, strengthen awareness programs and improve adoption strategies. Ultimately, the study contributes to promoting sustainable agriculture and enhancing farmers' livelihood security.

OBJECTIVE

To measure the perception of the farmers towards organic farming.

METHODOLOGY

In Rajasthan state the RSOCA has certified organic grower groups and organic farmers in 19 districts of Rajasthan. Out of these, 2 districts namely Jaipur and Ajmer were selected purposively, due to having lowest number of organic farmers as compared to other districts of Rajasthan. As per the Annual Report of Rajasthan State Organic Certification Agency, Jaipur, 2023, in Jaipur and Ajmer districts of Rajasthan, there were only 77 and 49 organic farmers certified by the RSOCA. Out of these, 85 per cent organic farmers were selected for the study purpose as suggested by the advisory committee, keeping in view the limited time and funds available due to being student project. In this way 65 organic farmers from Jaipur and 42 organic farmers from Ajmer district were selected. In this way a total of 107 organic farmers were selected for the study purpose. Primary data were collected from the selected respondents with the help of

pre-structured schedule. For measuring the perception of the organic farmers, a schedule was developed by the investigator in line with schedule developed by Mafimisebi *et al.* (2019). The data were collected using a structured questionnaire consisting of knowledge aspects, environmental aspects, marketing aspects, benefit and cost aspects and certification aspect, etc. The responses of respondents were recorded on five- points scale viz. strongly agree, agree, undecided, disagree and strongly disagree. This variable was quantified by using the procedure followed in Likert scale developed by Likert (1961). The scores 5, 4, 3, 2 and 1 are assigned for strongly agree, agree, undecided, disagree and strongly disagree respectively in positive statements while in negative statements the scores were reversed. The schedule consisted of 42 statements, was administered on the sampled organic farmers, who were asked to express their reaction in terms of their agreement or disagreement with each item by selecting any one of five response categories as per suggestions given by experts. For this variable the maximum possible score was 210 and minimum possible score was 42. Based on the total attainable score, the respondent were classified into three categories namely low, medium and high perception level by using of arbitrary method. For this purpose the range of the achievable score by a respondent was sort out and the minimum score was subtracted from maximum score and the value obtained was divided by 3. The resulting division value was considered as the upper range value for the first category. The upper range value of the second category was find out by again adding this division value to the upper range value of the first category. The score more than upper range value of the second category consist of the third category. Z test has been practiced to evaluate the difference in mean score and perception level of both categories of farmers under different criteria. Data analysis was carried out using IBM SPSS Statistics (Version 25.0), which facilitated efficient data processing, statistical computation and interpretation.

RESULTS AND DISCUSSION

Perception level towards organic farming practices:

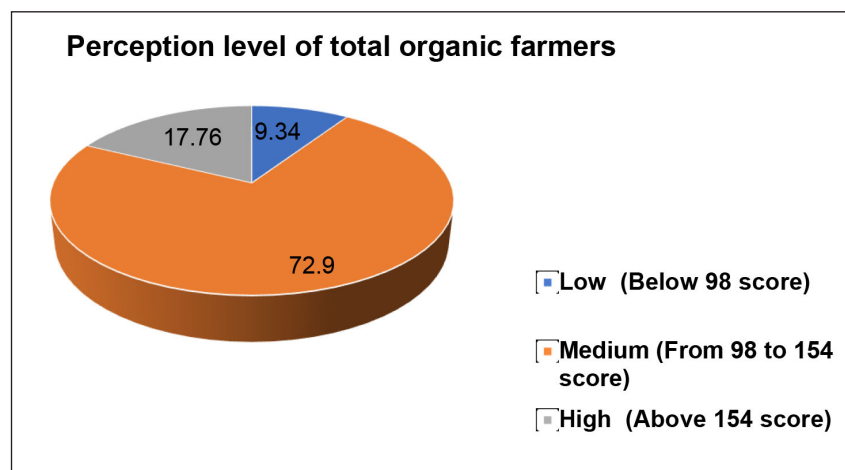
To distribute the organic farmers on the basis of their existing perception level towards organic farming practices, three categories viz. low, medium and high level of perception were made by using arbitrary method. The data in Table 1 and fig 1 reveals that out of 107 respondents, majority of respondents (72.90 per cent) were observed in medium level perception group whereas, 17.76 per cent organic farmers were observed in the high perception level group and remaining only 9.34 per cent respondents possessed low level of perception towards organic farming practices.

Table 1: Distribution of Jaipur and Ajmer districts organic farmers according to their perception level towards organic farming practices (n=107)

S. No.	Perception level	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)		Total (n=107)	
		F	%	F	%	F	%
1	Low (Below 98 score)	4	6.15	6	14.29	10	9.34
2	Medium (From 98 to 154 score)	49	75.40	29	69.04	78	72.90
3	High (Above 154 score)	12	18.46	7	16.67	19	17.76

Analysis of Table 1 further reveals that 75.40 per cent and 69.04 per cent respondents were observed in medium perception level group in Jaipur and Ajmer districts respectively. Whereas, 18.46 per cent and 16.67 per cent

respondents were observed in high perception level group and only 6.15 per cent and 14.29 per cent respondents were observed in low perception level group in Jaipur and Ajmer districts respectively.

**Fig. 1 : Distribution of organic farmers according to their perception level towards organic farming practices**

The predominance of farmers in the medium perception category may be attributed to limited access to technical guidance and extension support. Inadequate exposure to successful organic farming practices also restricts their confidence in its outcomes. Further, challenges related to certification procedures and market linkages act as discouraging factors. The results are in confirmation of the findings of Patidar (2015), Oyedele et al. (2018), Prajapati et al. (2018,) Sujianto et al. (2022), Acharya & Makwan (2023) and Khodifad et al. (2025).

Aspects wise perception of organic farmers towards organic farming practices

Based on the mean per cent (MPS) scores, perception of organic farmers towards different perception items in different aspects of organic farming was also measured.

Perception of the organic farmers regarding knowledge aspect of organic farming:

For finding out the perception level of both Jaipur

and Ajmer districts organic farmers towards organic farming with regard to knowledge aspect, as many as 15 perception items of organic farming were included in this aspect to assess the perception level of organic farmers towards knowledge aspect of organic farming practices, as results are presented in Table 2.

A perusal of data in Table 2 reveals that the organic farmers of Jaipur district had highest perception about “Organic farming not allow the use of herbicides, fertilizers, fungicides and insecticide” (84.92 MPS), whereas, the organic farmers of Ajmer district had highest perception about “Organic farming enhance the soil health” (75.71 MPS). The organic farmers of Jaipur district had second highest perception about “Organic farming enhance the soil health” (81.54 MPS), whereas, the organic farmers of Ajmer district had second highest perception about “Organic farming not allow the use of herbicides, fertilizers, fungicides and insecticide” (70.00 MPS). The organic farmers of Jaipur district had least perception about “Organic farming not

allow the use of GMO seeds” (53.23 MPS), whereas, organic farmers of Ajmer district had least perception about “Bio charcoal, natural phosphate and Bordeaux mixture” (44.29

MPS). The organic farmers of Jaipur district had more perception (68.76 MPS) as compared to Ajmer district (64.48 MPS) regarding “Knowledge aspect” of organic farming.

Table 2: Perception of organic farmers of Jaipur and Ajmer districts towards different perception items of knowledge aspect about organic farming practices (n=107)

Sr. No.	Knowledge aspects	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	Organic farming is simpler and easier than non-organic farming	73.23	IV	68.10	V
2	Organic farming is cheaper practice	68.62	IX	60.95	XII
3	Organic farming enhances farm yields	58.15	XIII	60.00	XIII
4	Organic farming allowed the use of Bio charcoal, natural phosphate and Bordeaux mixture	57.23	XIV	44.29	XV
5	Organic farming not allow the use of herbicides, fertilizers, fungicides and insecticide	84.92	I	70.00	II
6	Organic farming requires only organic inputs	68.92	VIII	62.86	XI
7	Pest management is done by using bio-pesticides & predators	71.38	V	69.05	III
8	Dolomite can be used in organic farming	61.85	XII	66.67	VII
9	Conventional farming can easily be converted to Organic farming	71.08	VI	67.14	VI
10	Organic farming is successful in both large and small farms	66.77	XI	65.24	IX
11	Application of crop residues is allowed in organic farming	70.46	VII	63.81	X
12	Organic farming is more sustainable than conventional farming	76.00	III	69.05	III
13	Organic farming requires soil rehabilitation	68.00	X	65.71	VIII
14	Organic farming enhances the soil health	81.54	II	75.71	I
15	Organic farming not allow the use of GMO seeds	53.23	XV	58.57	XIV
	Overall	68.76		64.48	

r_s = Rank correlation

$r_s=0.88^{**}$

$**$ = Significant at 1 per cent level of significance

$t=6.64$

These results might be due to the fact that organic farming often involves the use of compost, green manure and cover crops, which add organic matter to the soil. The value of rank order correlation (r_s) was 0.88 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference between the perception of organic farmers of Jaipur and Ajmer districts regarding knowledge aspect of organic farming. This might be because of the similar trends of perception of organic farmers regarding knowledge aspect of Jaipur and Ajmer districts might be possible due to similar type of demographic characteristics of both Jaipur and Ajmer district organic farmers. The results are in confirmation of the findings of Patidar (2015) Prajapati

et al. (2018), Gunawan *et al.* (2022), Sujianto *et al.* (2022) and Khodifad *et al.* (2025).

Perception of the organic farmers regarding environmental aspect of organic farming:

For finding out the perception level of Jaipur and Ajmer districts organic farmers with regard to environmental aspects towards organic farming, as many as 9 perception items of organic farming were included in this aspect to assess the perception level of organic farmers towards environmental aspect of organic farming, as results are presented in Table 3.

A perusal of data in Table 3 reveals that the organic farmers of Jaipur district had highest perception about

“Organic farming increases the microbial activity of soils” (86.15 MPS), whereas, the organic farmers of Ajmer district had highest perception about “Organic farming enhance soil fertility and productivity” (77.62 MPS). The organic farmers of Jaipur district had second highest perception about “Organic farming enhance productivity” (82.77 MPS), whereas, the organic farmers of Ajmer district had second highest perception about “Organic farming increases the microbial

activity of soils” (73.81 MPS). The organic farmers of Jaipur district had least perception about “Organic farming never generate harmful fumes in the air” (65.54 MPS), whereas, organic farmers of Ajmer district had least perception about “Organic farming increase water holding capacity of soil” (51.90 MPS). The organic farmers of Jaipur district had more perception (74.02 MPS) as compared to Ajmer district (67.30 MPS) regarding “Environmental aspect” of organic farming.

Table 3: Perception of organic farmers of Jaipur and Ajmer districts towards different environmental aspect about organic farming practices perception items of (n=107)

Sr. No.	Environmental aspects	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	Organic farming increases the microbial activity of soils	86.15	I	73.81	II
2	Organic farming is good for human health	69.85	VI	72.86	III
3	Organic farming enhance productivity	82.77	II	77.62	I
4	Organic farming improved soil structure	78.77	III	68.10	V
5	Organic farming helps to enhance biodiversity	76.00	IV	68.57	IV
6	Organic farming never generates harmful fumes in the air	65.54	IX	64.29	VII
7	Organic farming never pollute natural resources	72.00	V	65.24	VI
8	Organic farming increase water holding capacity of soil	68.92	VII	51.90	IX
9	Organic farming enhances high level of nutrient retention capacity of soil	66.15	VIII	63.33	VIII
Overall		74.02		67.30	

r_s = Rank correlation

** = Significant at 1 per cent level of significance

$r_s=0.80^{**}$

$t=3.53$

These findings might be due to the reason that in organic farming, organic practices can enhance microbial diversity and abundance because they provide organic matter as food for soil organisms, maintain soil structure and support beneficial microbial communities that contribute to plant health and resilience against diseases.

The value of rank order correlation (r_s) was found 0.80 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference between the perception of organic farmers of Jaipur and Ajmer districts regarding environmental aspect of organic farming. This might be because similar trends of the perception of organic farmers regarding environmental aspect of Jaipur and Ajmer districts. The results are in confirmation of the findings of Patidar (2015) Prajapati *et al.* (2018), Gunawan *et al.* (2022), Sujianto *et al.* (2022) and Khodifad *et al.* (2025), Sharma *et al.* (2024).

Perception of the organic farmers regarding marketing aspect of organic farming:

For finding out the perception level of Jaipur and

Ajmer districts organic farmers with regard to marketing aspects towards organic farming, as many as 7 perception items of organic farming were included in this aspect to assess the perception level of organic farmers towards marketing aspect of organic farming, as results are presented in Table 4.

The analysis of data in Table 4 reveals that the organic farmers of both Jaipur (76.62 MPS) and Ajmer (73.33 MPS) districts had highest perception about “Organic products require higher processing”. The organic farmers of both Jaipur (70.46 MPS) and Ajmer (69.05 MPS) districts had second highest perception about “Profit is more fairly distributed”. The organic farmers of Jaipur district had least perception about “Organic product fetch higher price in market” (35.69 MPS), whereas, organic farmers of Ajmer district had least perception about “Organic products can be easily sold in the market” (33.33 MPS). The organic farmers of Jaipur district had more perception (60.18 MPS) as compared to Ajmer district (54.97 MPS) regarding “Marketing aspect” of organic farming.

Table 4: Perception of organic farmers of Jaipur and Ajmer districts towards different perception items of marketing aspect about organic farming practices (n=107)

Sr. No.	Marketing aspects	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	High demand of organic products in market	64.92	III	62.86	III
2	Organic products require higher processing	76.62	I	73.33	I
3	Organic product fetch higher price in market	35.69	VII	56.67	IV
4	Adequate number of buyers present for organic products	63.69	IV	40.95	VI
5	Having assured market facilities	58.46	V	48.57	V
6	Profit is more fairly distributed	70.46	II	69.05	II
7	Organic products can be easily sold in the market	51.38	VI	33.33	VII
	Overall	60.18		54.97	

 r_s = Rank correlation

* = Significant at 5 per cent level of significance

 $r_s=0.75^*$ $t=2.53$

It may be concluded from the findings that organic farmers of both Jaipur and Ajmer districts had the highest perception about “Organic products require higher processing”. These results might be due to the fact that organic foods or products often undergo more rigorous or specialized processing compared to conventional counterparts, ensuring they meet organic standards and maintain their integrity throughout production and packaging.

The value of rank order correlation (r_s) was found 0.75 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference between the perception of organic farmers of Jaipur and Ajmer districts regarding marketing aspect of organic farming. This might be due to of the similar trends of the perception of organic

farmers regarding marketing aspect of Jaipur and Ajmer districts. The results are in confirmation of the findings of Herath and Wijekoon (2013), Patidar (2015), Prajapati *et al.* (2018), Gunawan *et al.* (2022), Sujianto *et al.* (2022) Gamit & Kumar (2024); Sharma *et al.* (2024).

Perception of the organic farmers regarding benefit and cost aspect of organic farming:

For finding out the perception level of Jaipur and Ajmer districts organic farmers with regard to benefit and cost aspects towards organic farming, as many as 6 perception items of organic farming were included in this aspect to assess the perception level of organic farmers towards benefit and cost aspect of organic farming, as results are presented in Table 5.

Table 5: Perception of organic farmers of Jaipur and Ajmer districts towards different perception items of benefit and cost aspect about organic farming practices

(n=107)

Sr. No.	Benefit and cost aspects	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	Cost of production is less in Organic farming	61.54	VI	60.95	V
2	Profit is higher in Organic farming in comparison to conventional farming	69.85	III	67.14	IV
3	Transport cost of inputs like FYM/ Vermicompost is higher in Organic farming	79.08	II	71.90	II
4	Cost of labor is high in Organic farming	84.31	I	77.14	I
5	Organic farming increase the farm yield	63.69	V	50.48	VI
6	Organic farming cheaper than conventional farming	69.85	III	70.48	III
	Overall	71.38		66.35	

 r_s = Rank correlation

** = Significant at 1 per cent level of significance

 $r_s=0.92^{**}$ $t=4.65$

The analysis of data in Table 5 reveals that the organic farmers of both Jaipur (84.31 MPS) and Ajmer (77.14 MPS) districts had highest perception about “Cost of labor is high in Organic farming”. The organic farmers of both Jaipur (79.08 MPS) and Ajmer (71.90 MPS) districts had second highest perception about “Transport cost of inputs like FYM/ Vermicompost is higher in Organic farming”. The organic farmers of Jaipur district had least perception about “Cost of production is less in Organic farming” (61.54 MPS), whereas, organic farmers of Ajmer district had least perception about “Organic farming increase the farm yield” (50.48 MPS). The organic farmers of Jaipur district had more perception (71.38 MPS) as compared to Ajmer district (66.35 MPS) regarding “Benefit and cost aspect” of organic farming.

It can be concluded from the findings that organic farmers of both Jaipur and Ajmer districts had the highest perception about “Cost of labor is high in organic farming.” These results might be obtained due to the fact that organic farming often relies heavily on manual labor for tasks such as weeding, pest control without synthetic pesticides and harvesting, which can increase labor costs compared to conventional farming methods.

The value of rank order correlation (r_s) was found 0.92 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference in the ranking pattern of items of perception of organic farmers of Jaipur and Ajmer districts regarding benefit and cost aspect of organic farming. This might be because of the similar trends of the perception of organic farmers regarding benefit and cost aspect of Jaipur and Ajmer districts. The results are in confirmation of the findings of Herath and Wijekoon (2013), Patidar (2015), Sharifuddin *et al.* (2016), Prajapati *et al.* (2018) and Sujianto *et al.* (2022).

Perception of the organic farmers regarding certification aspect of organic farming:

For finding out the perception level of Jaipur and Ajmer districts organic farmers with regard to certification aspects towards organic farming, as many as 5 perception items of organic farming were included in this aspect to assess the perception level of organic farmers towards certification aspect of organic farming, as results are presented in Table 6.

Table 6: Perception of organic farmers of Jaipur and Ajmer districts towards different perception items of certification aspect about organic farming practices

(n=107)

Sr. No.	Certification aspects	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	Complicated certification process	72.62	II	64.29	II
2	Certification fee is costly	79.08	I	66.19	I
3	Information related to organic certification easily obtained	53.85	IV	52.38	III
4	Uncertified self-claim organic farming is prohibited	49.54	V	41.90	V
5	Re inspection is essential for organic credibility	58.46	III	48.57	IV
	Overall	62.71		54.67	

r_s = Rank correlation

$r_s = 0.90^*$

* = Significant at 5 per cent level of significance

$t = 3.57$

The analysis of data in Table 6 further reveals that the organic farmers of both Jaipur (79.08 MPS) and Ajmer (66.19 MPS) districts had highest perception about “Certification fee is costly”. The organic farmers of both Jaipur (72.62 MPS) and Ajmer (64.29 MPS) districts had second highest perception about “Complicated certification process”. The organic farmers of both Jaipur (49.54 MPS) and Ajmer (41.90 MPS) districts had least perception about “Uncertified self-claim organic farming is prohibited”. The organic farmers of Jaipur district had more perception (62.71 MPS) as compared to Ajmer district (54.67 MPS) regarding “Certification aspect” of organic farming.

It may be concluded from the findings that organic farmers of both Jaipur and Ajmer districts had the highest perception about “Certification fee is costly.” These results might be due to the fact that obtaining and maintaining organic certification can indeed be financially burdensome for farmers, especially for small-scale or resource-limited operations.

The value of rank order correlation (r_s) was found 0.90 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference between the perception of organic farmers of Jaipur and Ajmer districts

regarding certification aspect of organic farming. This might be due to of the similar trends of the perception of organic farmers regarding certification aspect of Jaipur and Ajmer districts. The results are in confirmation of the findings of Herath and Wijekoon (2013), Patidar (2015), Sharifuddin *et al.* (2016), Prajapati *et al.* (2018) and Sujianto *et al.* (2022).

Overall perception of organic farmers towards different aspects of organic farming

For finding out the overall perception of the organic farmers of Jaipur and Ajmer districts with regard to different aspects towards organic farming, as many as 5 perception

aspects of organic farming were included in Table 7 to assess the perception level of organic farmers towards organic farming.

A perusal of data in Table 7 and Fig. 2 reveals that the organic farmers of both Jaipur (74.02 MPS) and Ajmer (67.30 MPS) districts had highest perception about “Environmental aspect”. The organic farmers of both Jaipur (71.38 MPS) and Ajmer (66.35 MPS) districts had second highest perception about “Benefit and cost aspect”. The organic farmers of both Jaipur (60.18 MPS) and Ajmer (54.97 MPS) districts had least perception about “Marketing aspect”.

Table 7: Overall perception of organic farmers of Jaipur and Ajmer districts towards different aspects of organic farming

(n=107)

Sr. No.	Aspects of organic farming	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)	
		MPS	Rank	MPS	Rank
1	Knowledge aspect	68.76	III	64.48	III
2	Environmental aspect	74.02	I	67.30	I
3	Marketing aspect	60.18	V	54.97	IV
4	Benefit and cost aspect	71.38	II	66.35	II
5	Certification aspect	62.71	IV	54.67	V
	Overall	67.41		61.55	

r_s = Rank correlation

* = Significant at 5 per cent level of significance

$r_s = 0.90^*$

$t = 3.57$

The value of rank order correlation (r_s) was found 0.90 which shows significant correlation between organic farmers of Jaipur and Ajmer districts towards organic farming. There is no significant difference between the perception

of organic farmers of Jaipur and Ajmer districts regarding overall aspects of organic farming. This might be because of the similar trends of the perception of organic farmers regarding overall aspects of Jaipur and Ajmer districts.

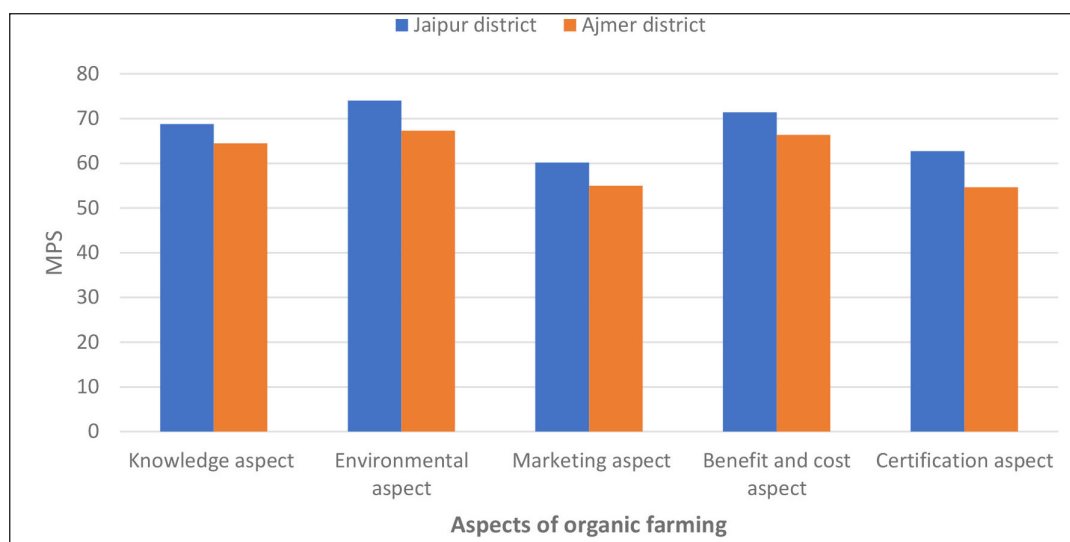


Fig. 2 : Overall perception of organic farmers of Jaipur and Ajmer districts towards different of organic farming

The results are in confirmation of the findings of Herath and Wijekoon (2013), Patidar (2015), Sharifuddin *et al.* (2016), Prajapati *et al.* (2018), Sujianto *et al.* (2022) and Gamit & Kumar (2024).

Comparison of organic farmers of Jaipur and Ajmer districts based on their perception towards different aspects of organic farming

The data related to perception of the organic farmers of Jaipur and Ajmer districts towards different aspects of organic farming incorporated in Table 8 shows that in

“Environmental aspect” and “Certification aspects” the calculated ‘Z’ value was higher than the tabulated value at 1 per cent level of significance. The calculated ‘Z’ value was higher than the tabulated value at 5 per cent level of significance in rest of three perception aspects of organic farming i.e. “Knowledge aspect”, “Marketing aspect” and “Benefit and cost aspect”. Thus, rejection of null hypothesis and acceptance of alternative hypothesis leading to conclusion that there is a significant difference between the organic farmers of Jaipur and Ajmer districts with respect to these aspects of perception towards organic farming.

Table 8: Comparison of organic farmers of Jaipur and Ajmer districts based on their perception towards different aspects of organic farming

(n=107)

Sr. No.	Perception items	Jaipur district (n ₁ =65)		Ajmer district (n ₂ =42)		‘Z’ value
		Mean	S.D.	Mean	S.D.	
1	Knowledge aspect	51.57	7.60	48.36	8.22	2.03*
2	Environmental aspect	33.86	5.52	30.57	6.59	2.68**
3	Marketing aspect	21.06	5.10	19.24	4.09	2.04*
4	Benefit and cost aspect	21.80	4.61	19.90	4.62	2.07*
5	Certification aspect	15.68	3.90	13.67	3.60	2.73**
Overall		28.79	5.35	26.35	5.42	2.29*

**Significant at 1 per cent level of significance

*Significant at 5 per cent level of significance

The overall calculated ‘Z’ value was also greater than that of its tabulated value at 5 per cent level of significance, which indicates that there was a significant difference between the overall perception of organic farmers of Jaipur and Ajmer districts towards different aspects of organic farming. The results are in confirmation of the findings of Herath and Wijekoon (2013), Patidar (2015), Prajapati *et al.* (2018), Sujianto *et al.* (2022) and Gamit & Kumar (2024).

CONCLUSION

The study revealed that the majority (72.90%) of organic farmers had a medium level of perception toward organic farming, followed by 17.76 per cent with a high level and 9.34 per cent with a low level, with similar trends observed in Jaipur (75.38%) and Ajmer (69.04%). Under the knowledge aspect, Jaipur farmers showed the highest perception regarding the restriction on chemical inputs (84.92 MPS), while Ajmer farmers emphasized the role of organic farming in improving soil health (75.71 MPS). In the environmental aspect, Jaipur farmers reported the highest perception regarding increased microbial activity in soil (86.15 MPS), whereas Ajmer farmers highlighted improved soil fertility and productivity (77.62 MPS). For marketing

aspects, farmers in both districts perceived that organic products require higher processing (Jaipur: 76.62 MPS; Ajmer: 73.33 MPS). Similarly, under benefit and cost aspects, high labour cost was identified as a major concern (Jaipur: 84.31 MPS; Ajmer: 77.14 MPS), while under certification aspects, high certification fees were perceived as a key issue (Jaipur: 79.08 MPS; Ajmer: 73.33 MPS). Overall, the environmental aspect recorded the highest perception scores in both districts (Jaipur: 74.02 MPS; Ajmer: 67.30 MPS), and a statistically significant difference was observed between the two districts in terms of overall perception toward organic farming practices.

RECOMMENDATIONS

The findings suggest that the predominance of farmers in the medium perception category calls for well-designed extension interventions to strengthen their understanding and progressively shift them toward a higher level of perception. There is a clear need to enhance farmers’ knowledge of marketing aspects by improving access to organized and digital platforms such as National Agriculture Market (e-NAM), which can facilitate better market linkages and price realization. The limited awareness regarding organic

certification further indicates the necessity for institutional support through agencies like Krishi Vigyan Kendra and Rajasthan State Organic Certification Agency (RSOCA) to provide practical guidance and simplify certification procedures. In addition, addressing financial constraints through subsidies, credit support and timely availability of organic inputs is essential to encourage adoption. Continuous skill development through regular training on organic input preparation and value addition will also play a crucial role in enhancing farmers' competence, income and overall perception toward organic farming practices.

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CONFLICT OF INTEREST

All authors confirm that there is no conflict of interest.

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