



Research Article

# Study of agro - socio - economic characteristics and marketing problems faced by organic *vis-à-vis* inorganic growers in Indian Punjab

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**SUMMARY :** In this study, to accomplish the various objectives of the study, the primary level data/information was required. Based on the concentration of organic growers/acreage, one block from each district namely, Nabha from Patiala and Kotkapura from Faridkot district were selected for the field survey in Punjab, 2008-09. The organic growers were found scattered over a number of villages in these blocks. A random sample of 85 organic growers, spreading over about 30 villages were taken. Besides, 75 inorganic growers were also randomly chosen from the area that formed controlled group for comparison purpose in the study. The study has, therefore, been based on the total sample of 160 farmers (85 organic growers and 75 inorganic growers) in Patiala and Faridkot districts in all. This paper focused on the agro-socio- economic characteristics and marketing aspects of organic *vis-à-vis* inorganic growers in Indian Punjab.

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