

Farmers attitude and brand preference of bio inputs with special reference to bio fungicide in Erode district of Tamil Nadu

■ K. KUMARESH AND S. PRAVEENA

Received : 18.05.2012; Revised : 05.07.2012; Accepted : 20.08.2012

ABSTRACT

Increasing use of agro-chemicals, higher production cost and deteriorating ecosystem health have advocated the need to change the traditional and external input use of agriculture towards safe and sustainable organic production. The study analyzed the market potential of bio fungicide in Erode district of Tamil Nadu. One hundred and twenty farmers and thirty dealers were selected from eight revenue villages and they were personally interviewed. Statistical tools like percentage analysis, Garrett's ranking technique, weighted mean, chain ratio method and market build up method were used to analyze the data.

KEY WORDS : Adoption, Brand preference, Bio inputs, Bio fungicide, Market potential, Market share

How to cite this paper : Kumaresh, K. and Praveena, S. (2012). Farmers attitude and brand preference of bio inputs with special reference to bio fungicide in Erode district of Tamil Nadu. *Internat. J. Com. & Bus. Manage*, 5(2): 190-196.

Sustainable agriculture (SA) is necessary to attain the goal of sustainable development. According to the food and agriculture organization (FAO), "sustainable agriculture is the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the quality of environment and conserving natural resources". Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Adverse effects of modern agricultural practices not only on the farm but also on the health of all living things and thus on the environment have been well documented all over the world. Their negative effects on the environment are manifested through soil erosion, water shortages, soil contamination, genetic erosion, etc.

Organic farming is one of the widely used methods,

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

K. KUMARESH, Department of A.R.M. CARDS, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA
Email : kumaresh.tnau@gmail.com

Authors' affiliations:

S. PRAVEENA, Department of ARM CARDS, Tamil Nadu Agricultural University, COIMBATORE (T.N.) INDIA
Email : ssriyamba@gmail.com

which are thought of as the best alternative to avoid the ill effects of chemical farming. The farming being practiced for the last three decades in India has increasingly been found non-sustainable. The system is oriented towards high production without much concern for ecology and the very existence of man himself. There are three categories of opinions about the relevance of organic farming for India. The first one simply dismisses it as a fad or craze. The second category, which includes many farmers and scientists, opined that there are merits in the organic farming but we should proceed cautiously considering the national needs and conditions in which Indian agriculture functions. But many of them believe that yields are lower in organic cultivation during the initial period and also the cost of labour tends to increase therein. The third one is all for organic farming and advocates its adoption wholeheartedly.

Global scenario of organic agriculture:

Almost 30.4 million ha land is managed organically by more than 700,000 farms world over. Oceania holds 42 per cent, Europe 24 per cent, Latin America 16 per cent, Asia 11 per cent and North America 7.2 per cent. Among the countries, Australia is the largest with 12.3 million ha, followed by China