

# Socio-environment factors on willingness of agricultural land conversion - Micro level approach

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## ABSTRACT

Land is a finite natural national resource, directly link with all economic development activities and especially agricultural production highly depends upon large scale of land due to inefficiency in production. India is a land scarce country where per capita cultivated land is only around 0.15 ha (Planning Commission 2011). Agricultural land conversion is a process by which land is changed from agricultural purposes to urban and industrial uses. The study was conducted to identify the factors influencing the willingness of conversion among the farm households in Western zone of Tamil Nadu. From the results it was observed that the market value of land positively influenced the willingness of land conversion and farm productive value and assurance of irrigation reduced the willingness of land conversion.

**KEY WORDS :** Agricultural land conversion, influencing factors, Socio-environment

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