

FARMERS' PERCEPTION TOWARDS SUSTAINABLE AGRICULTURE IN MALKANGIRI DISTRICT OF ODISHA: IMPLICATION FOR THE RURAL ECONOMY

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ABSTRACT

The modern agricultural system is favorable for the wealthy and big farmers as compared to small & marginal farmers. But sustainable agriculture practice is economically viable, socially responsible, and ecologically sound. Which means it is very much favorable for our ecology as well as for small farmers. This study examined the farmer's awareness of sustainable agriculture and its implication for the rural economy. A multistage sampling technique was used to select 200 farmers in 8 villages of Malkangiri district of Odisha. This study mainly focused on tribal farmers. Data collection was done with the use of a structured interview schedule and described using descriptive analysis. Pearson Product Moment Correlation (PPMC) was used to test the existence of relationships between different variables i.e., age, year of formal education, farming experience, farm size, and farmer's awareness. This study was able to examine farmers' awareness of sustainable agriculture. Farmers positively accepted the practice of sustainable agriculture and appreciated its potential as an alternative to conventional agriculture, a profitable venture, capable of providing a healthy family income that would improve the rural economy. State Government and Central Government should strengthen efforts through collaboration with relevant non-governmental organizations to keep farmers up to date with sustainable agriculture practices and their benefits.

KEYWORDS: Sustainable Agriculture, Rural Economy, Tribal Farmers, Ecology, Awareness

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