SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

A STUDY ON AWARENESS OF ORGANIC FARMING AMONG COLLEGE STUDENTS

Ranjitha.S[1], Dr. B.M Rajesh[2]
[1]*Department of Management Studies, Dr. N.G.P Arts and Science College, Coimbatore*
[2]*Associate Professor, Department of Management Studies, Dr. N.G.P Arts and Science College, Coimbatore*

ABSTRACT
This study titled ***"A Study on Awareness of Organic Farming among College Students"*** *examines the level of awareness, knowledge, and perception of college students toward organic farming. Organic farming has gained increasing importance due to growing concerns about health, food safety, and environmental sustainability. The study aims to analyze students' awareness of the benefits of organic farming and the factors influencing their preference for organic products. Primary data were collected from* ***93 respondents*** *through a structured questionnaire. The research adopted a* ***descriptive research design*** *and used* ***percentage analysis and Chi-square test*** *for data analysis. The findings reveal that the majority of students are aware of organic farming and believe it is beneficial for human health. Most respondents obtained information through* ***schools/colleges and social media****. However, the level of detailed knowledge about organic farming practices among students is mostly* ***average****. The study concludes that while awareness is relatively high, further* ***educational programs and awareness campaigns*** *are necessary to improve students' understanding and promote sustainable agricultural practices.*

KEYWORDS: *Organic Farming, Awareness, College Students.*

INTRODUCTION OF THE STUDY

In recent years, organic farming has gained significant importance due to increasing health consciousness and environmental concerns. Organic farming refers to a method of agriculture that avoids the use of synthetic fertilizers, pesticides, genetically modified organisms, and growth hormones. Instead, it focuses on natural processes, biodiversity, and soil health to produce safe and nutritious food.

With the growing awareness about chemical contamination in food products, many consumers are shifting towards organic products. However, awareness among young people, especially college students, plays a crucial role in promoting sustainable agricultural practices in the future. College students represent the future consumers, policymakers, and entrepreneurs who can contribute to environmental sustainability.

Organic farming not only improves soil fertility but also protects water resources, reduces pollution, and promotes biodiversity. It supports sustainable development and ensures long-term agricultural productivity. Despite its advantages, the level of awareness and understanding of organic farming practices among college students may vary.

This study aims to examine the awareness level of organic farming among college students and to understand their knowledge, perception, and attitude towards organic agricultural practices.

REVIEW OF LITERATURE

Author: Sharma (2023) observed that while many students associate organic farming with health and environmental benefits, their knowledge about organic certification processes, labeling regulations, and production standards remains inadequate. The study recommended incorporating organic farming education into multidisciplinary courses to enhance awareness and critical understanding among students.

Author: According to National Programme for Organic Production (2024), awareness regarding certification standards and export regulations is essential for building trust in organic products. The program emphasized that college students should be educated about certification systems to ensure transparency and informed participation in the organic value chain.

Author: IFOAM Organics International (2024) highlighted that youth engagement initiatives and student-led sustainability clubs play a crucial role in enhancing awareness about organic farming principles. The federation reported that structured awareness campaigns in colleges significantly improve knowledge about ecological balance, soil health, and ethical farming practices.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

Author: According to Karthik (2024), awareness levels differ across academic disciplines, with science and commerce students demonstrating relatively higher awareness due to greater exposure to environmental and agricultural topics within their curriculum. The study suggested targeted awareness programs for students from other streams.

RESERCH METHODOLOGY

Research methodology provides a systematic framework for solving research problems, outlining the science of study, steps adopted by researchers, and the underlying logic for method selection. It explains why specific methods are chosen over others, ensuring results can be evaluated by the researcher or peers.

RESEARCH DESIGN

A research design is the arrangement of condition and analysis of data in a common manner that aims to combine relevance purpose with economy in procedure. Research design is the concept structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

METHOD OF DATA COLLECTION

The data collection by the researcher are purely on the "primary data" and less dependent on the "secondary data".

Primary Data:
The primary data collected a fresh and for the first time and happen to be original in character.

Secondary Data:
The secondary data are collected by someone else and which have already been passed through statistical process.

TOOLS FOR ANALYSIS:
Percentage analysis**:** This method converts raw data into percentages, reducing the values to a 0–100 scale for easier comparison and understanding.

Chi-square test: This test is commonly applied in survey research to analyse relationships between demographic factors and responses

DATA INTERPRATION AND ANALYSIS

HYPOTHESIS

Case 1:

Ho= There is no significant relation between gender and the level of knowledge about organic farming practices among college students.

Ha= There is significant relation between gender and the level of knowledge about organic farming practices among college students .

Chi square table:

3. Gender * 15. How would you rate your knowledge about organic farming practices?

Count

15. How would you rate your knowledge about organic farming practices?

3. Gender	A)very poor	B) Poor	C) Average	D) Good	E) Excellent	Total
A)Female	3	3	20	16	1	43
B) Male	1	4	26	13	6	50
Total	4	7	46	29	7	93

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.310	4	.257
Likelihood Ratio	5.721	4	.221
N of Valid Cases	93		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is 1.85.

SJIF Impact Factor (2026): 8.863| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 11 | Issue: 3 | March 2026 - Peer Reviewed Journal

Interpretation

The table shows the association between gender and self-rated knowledge of organic farming practices. Among male students, most rated their knowledge as average (20) followed by good (16), while only one rated it as excellent. Among female students, the majority reported average knowledge (26), followed by good (13) and excellent (6). Very few students from both genders selected very poor or poor. Overall, most respondents fall under the average category (46), indicating moderate awareness. The Chi-square value is 5.310 with a p-value of 0.257. Since the p-value is greater than 0.05, there is no statistically significant association between gender and knowledge level. This means knowledge about organic farming does not differ significantly between male and female students. However, many cells have expected counts less than 5, so the result should be interpreted with caution.

Conclusion

There is no significant relationship between gender and self-rated knowledge of organic farming practices among the respondents. Both male and female students have similar levels of awareness, with most students reporting an average level of knowledge.

FINDINGS

1. The study shows that the majority of respondents (94.6%) belong to the **21–25 years age group**, indicating that most participants are young college students.
2. Most respondents (92.5%) have **heard about organic farming**, which shows a high level of basic awareness among students.
3. The findings reveal that **97.8% of respondents believe organic farming is good for human health**, indicating a strong positive perception.
4. School or college (38.7%) and **social media (28%) are the main sources of information** through which students learn about organic farming.
5. The study also shows that **health benefits are the main factor influencing students to purchase organic products**.

SUGGESTIONS

1. Colleges should include **organic farming topics in the academic curriculum** to improve students' knowledge and awareness.
2. Educational institutions should **organize seminars, workshops, and awareness programs** to educate students about the benefits of organic farming.
3. **Farm visits and practical training** should be arranged for students to provide real-life exposure to organic farming practices.
4. **Social media and digital platforms** can be effectively used to spread information and create awareness about organic products and sustainable agriculture.
5. Government and educational institutions should **promote awareness campaigns and provide information about organic certification and government schemes** related to organic farming.

CONCLUSION

- The study titled **"A Study on Awareness of Organic Farming among College Students"** concludes that awareness about organic farming is generally high among students. Most respondents recognize the health benefits and importance of organic farming. However, the depth of knowledge is mostly average, indicating the need for further education and practical exposure.
- Students show a positive attitude towards organic products, mainly influenced by health benefits. Although many perceive organic farming as environmentally friendly and sustainable, a considerable percentage remain neutral, showing room for improvement in awareness programs.Statistical analysis indicates that awareness does not significantly differ based on gender or age. This suggests that organic farming awareness is uniformly distributed among students.
- In conclusion, while awareness levels are satisfactory, structured educational programs, practical training, and awareness campaigns are essential to strengthen knowledge and promote sustainable agricultural practices among college students. Enhancing student awareness will contribute to the long-term growth of the organic farming sector and support environmental sustainability.

REFERANCE

- **Author:** Oğulcan Aral & Yusuf Cufadar (2024).
Investigation of Knowledge, Attitudes and Behaviours of University Students/Consumers About Organic Animal Products.
Turkish Journal of Agriculture – Food Science and Technology.
https://doi.org/10.24925/turjaf.v12is2.2242-2256.6951

- **Author:** Rakesh Kumar Mishra, Ameesh John Stephen, Nitin Barker & Akash Rai (2023).
Farmer's Awareness Level on Organic Agriculture in Varanasi District of Uttar Pradesh, India.

International Journal of Environment and Climate Change, 13(11), 123–129.
https://doi.org/10.9734/ijecc/2023/v13i113151

• **Author:** Sreeram Gopalkrishnan & Angad Taur (2025).
Media perceptions of organic farming and insights on sustainability messaging from an urban and rural district in India.
Discover Sustainability.
https://doi.org/10.1007/s43621-025-02048-1

Other Websites

https://shodhganga.inflibnet.ac.in/
https://scholar.google.com/
https://www.researchgate.net/