MOTIVES AND BARRIERS OF RUNNING AND ESTABLISHING THE ORGANIC FARMING IN TIRUNELVELI DISTRICT, TAMIL NADU

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ABSTRACT:

The study explores the motives and barriers faced by farmers in establishing and running organic farms in Tirunelveli district, Tamil Nadu, a region renowned for its agricultural prominence and high rice production. The research aims to provide an in-depth analysis of factors influencing the adoption and sustainability of organic farming practices. Using a cross-sectional design, primary data were collected through interviews with farmers from selected villages in Kalakad and Ambasamudram blocks, identified for their significant engagement in organic farming. A sample size of 372 respondents was determined using the Krejcie and Morgan formula (1970), and a simple random sampling technique was employed for respondent selection. To evaluate the key differences between the motives and barriers, a discriminant analysis model was applied. The results revealed significant factors motivating farmers, such as favorable location, government subsidies, willingness to innovate, and commitment to environmental sustainability. On the other hand, barriers like adaptation to regulatory requirements, high certification costs, low yields, lack of proper advisory services, and high production costs posed substantial challenges to the farmers. Wilks's λ and F-statistics confirmed the statistical significance of these factors, providing robust insights into the dynamics of organic farming in the region. This study highlights the complex interplay of drivers and constraints in transitioning to organic farming. The findings underscore the need for targeted policy interventions, enhanced financial support, and accessible advisory services to facilitate sustainable organic farming practices. By addressing the identified barriers and leveraging the motivational factors, stakeholders can foster the growth of organic farming, contributing to sustainable agriculture and environmental conservation.

Introduction

Organic farming has emerged as a pivotal solution to combat the environmental degradation caused by conventional agricultural practices. Globally, the adoption of organic farming has been growing steadily, with over 75 million hectares of agricultural land certified as organic across 191 countries. Countries like Australia, Argentina, and the United States lead in organic cultivation due to well-established policies, market access, and awareness among farmers. This farming method prioritizes environmental sustainability, soil fertility, and biodiversity conservation. However, the widespread adoption of organic farming faces challenges such as high certification costs, limited awareness, and market barriers, especially in developing nations.

India, known for its agrarian economy, has been increasingly recognizing the significance of organic farming. With over 2.3 million certified organic producers, India ranks among the top nations in terms of organic farming practitioners. States like Madhya Pradesh, Rajasthan, and Maharashtra contribute significantly to organic production, driven by government schemes like the Paramparagat Krishi Vikas Yojana (PKVY) and the National Program for Organic Production (NPOP). Despite these advancements, the sector struggles with fragmented supply chains, inadequate extension services, and limited consumer awareness, which hinder the transition from conventional to organic agriculture.

Tamil Nadu has been a frontrunner in promoting sustainable agriculture, including organic farming. The state's diverse agro-climatic conditions and strong agrarian base provide a conducive environment for organic cultivation. Districts such as Coimbatore, Erode, and Madurai have seen increasing adoption of organic practices, supported by initiatives like Tamil Nadu Organic Certification Department (TNOCD). However, farmers in the state face challenges such as lack of financial assistance, absence of organized markets, and limited access to organic inputs, which deter many from transitioning to organic farming.

Tirunelveli district, located in southern Tamil Nadu, has shown significant potential for organic farming due to its favorable agro-climatic conditions and traditional farming practices. The district is known for cultivating crops like paddy, millet, and pulses, which align well with organic farming principles. Efforts by local NGOs, farmer groups, and cooperative societies have created awareness about organic farming in certain blocks like Ambasamudram and Kalakad. However, the district also grapples with issues like inadequate institutional support, fragmented landholdings, and resistance to change among older farmers, which impede the widespread adoption of organic practices.

The motives for establishing and running organic farms include environmental sustainability, improved soil health, reduced dependency on chemical inputs, and access to premium markets with higher profit margins. Farmers are also motivated by growing consumer demand for safe and healthy food products. However, the adoption and continuity of organic farming are constrained by significant barriers, including high initial costs, lack of technical knowledge, certification challenges, and unorganized supply chains. Understanding these motives and barriers is critical for policymakers and stakeholders to devise strategies that promote organic farming, ensuring sustainable agricultural development in regions like Tirunelveli.

LITERATURE REVIEW

Cranfield et. al., (2010) Using data from a survey of certified organic or in-transition to organic vegetable and dairy producers in Canada, the researchers seek to understand a farmer's decision to convert to organic production by exploring the motives, problems and challenges, and benefits of transition to organic. Results suggest that health and safety concerns and environmental issues are the predominant motives for conversion, while economic motives are of lesser importance. In contrast to the extant literature, results suggest that the motives underlying transition have not changed overtime in Canada. Problems experienced during transition relate to lack of governmental and institutional support, negative pressure from other farmers and farm groups, and lack of physical and financial capital. Reduced exposure to chemicals and improved food quality were highly ranked benefits, while economic related benefits were scored among the lowest of the listed benefits. To prosper, the Canadian organic sector must overcome fundamental marketing problems and challenges. Promulgation of the Canada Organic standard may help address some marketing issues by providing more information to consumers.

Mazurek-Kusiak et. al., (2021) The research aimed to compare the motives and barriers to running organic farms in Poland and Hungary, and the challenges farmers must face to undertake the trouble of running an organic farm. The research was carried out among 400 Polish and 400 Hungarian farmers running organic farms. For statistical calculations, discriminant analysis, as well as single-base and chain indices, were used. The main barriers for establishing organic farms: the necessity to adapt one's farm to the EU requirements, using only natural fertilizers, low yields, the lack of proper advice, and a high degree of bureaucracy. Therefore, for organic farming to develop, further education is needed, both for farmers and consumers. An important aspect is improving the quality of the regulations and simplifying the administrative burden related to organic farming.

Papzan & Shiri (2012) This study aims to qualitatively analyse the barriers and problems with respect to development of organic farming. Interviews was conducted with emphasis on Focus Group Discussion (24 Organic Growers) in Darrehshahr county (Ilam

Province). Data analysis was done via both application of qualitative research method, clustering and categorizing gathered data. This study suggests that obstacles such as infrastructure, economic, lack of knowledge and awareness, technical and managerial supports, motivational and attitudinal issues were the main barriers and problems regarding the development of organic farming. These results can help agricultural planners and policy makers to improve and accelerate the development of organic farming as well as producing healthy crops

Solorio et. al., (2016) the researcher examines the performance of organic farming in light of four key sustainability metrics: productivity, environmental impact, economic viability and social wellbeing. Organic farming systems produce lower yields compared with conventional agriculture. However, they are more profitable and environmentally friendly, and deliver equally or more nutritious foods that contain less (or no) pesticide residues, compared with conventional farming. Moreover, initial evidence indicates that organic agricultural systems deliver greater ecosystem services and social benefits. Although organic agriculture has an untapped role to play when it comes to the establishment of sustainable farming systems, no single approach will safely feed the planet. Rather, a blend of organic and other innovative farming systems is needed. Significant barriers exist to adopting these systems, however, and a diversity of policy instruments will be required to facilitate their development and implementation.

Suhail et. al., (2017) the study was conducted to investigate the main opportunities and challenges of the food production system of small-scale farmers in developing countries with an emphasis on their livelihoods. The study showed that the most significant advantages of organic farming are environmental protection and a higher resilience to environmental changes, increasing farmers' income and reducing external input cost, enhancing social capacity and increasing employment opportunities. As well as enhancing food security primarily by increasing the food purchasing power of local people. However, the main challenges of this food production system include lower yields in comparison to conventional systems, difficulties with soil nutrient management, certification and market barriers, and the educational and research needs of small-holders. The paper concludes that even though organic farming might present some significant challenges to small-scale farmers, it should still be considered as a part of the solution and means of improving their livelihoods.

Luczka & Kalinowski (2020) The main purpose of this paper is to explore farmers' opinions on the barriers to the development of organic farming. A survey was carried out with 262 Polish organic farmers in order to classify the barriers to organic farming development into production, and economic aspects, market aspects and institutional and regulatory aspects. As a next step, a detailed analysis was performed of how the farmers view these barriers. According to this study, Polish organic farmers attach greater importance to economic factors than to non-economic ones. Low yields and production volumes are the reason why many farmers see organic farming as being risky. More than 80% and nearly 60% of farmers covered by this study found the production risk to be very high or high, respectively, during and after the conversion period. Most farmers say they intend to continue their organic production activity only if financial support is provided. Nearly one in five farms (18.3%) want to discontinue organic production in future. This is especially true for two types of farming: specialized grazing livestock farms and mixed holdings. The farmers believe that market aspects and institutional and regulatory factors are the key barriers to the development of organic farming. The findings regarding the role of institutional barriers and communications from regulatory institutions, which affect the farmers' decision-making processes, are of particular importance. In Poland, the main institutional problem is the instability of laws applicable to organic farming, which adds to the farmers' uncertainty and decision-making risks. The case study of Poland, which is

among the emerging markets for organic food, shows that a stable and coherent support policy is a condition for organic-farming development.

OBJECTIVE OF THE STUDY

To analyze the motives and barriers faced by farmers in establishing and running organic farms in Tirunelveli district of Tamil Nadu**.**

METHODOLOGY

The study is primarily based on primary data which has been collected through interviews.

SELECTION OF STUDY AREA AND SAMPLING SIZE

The Tirunelveli district of Tamil Nadu has been purposively selected for this study as it is predominantly an agricultural region and a major rice producer in the state, making it an ideal location to analyze the challenges of organic farming. Additionally, being the researcher's native place, it was prioritized for in-depth evaluation. The district comprises eight administrative blocks, and Kalakad and Ambasamudram blocks were purposively chosen due to the high prevalence of organic farming and better water resources. From these blocks, four villages—Singikulam and Padmaneri in Kalakad, and Vagaikulam and Mannarkovil in Ambasamudram—were selected based on the significant involvement of farmers in organic farming despite limited awareness. The study follows a cross-sectional design, with the sample size calculated using the Krejcie Morgan formula, focusing on farmers engaged in organic farming in these selected villages.

KREJCIE MORGAN FORMULA (1970)

The Krejcie Morgan (1970) formula has been used to calculate the sampling size in the selected villages. The formula for determining the sampling size as;

$$n = \frac{x^2\, Np(1-p)}{e^2(N-1) + x^2\, p(1-p)}$$

Where
n = sample size
N = Population size
e = acceptable sampling error

$x^2 = \text{chi} - \text{square or degree of freedom 1 and confidence } 95\% = 3.841$

p = proportion of population (if unknown = 0.5)

$$n = \frac{3.841(10922 \times 0.5)(1-0.5)}{(0.05)^2(10922-1) + 3.841 \times 0.5(1-0.5)}$$

$$n = \frac{3.841(5{,}461)(0.5)}{0.0025(10921)+3.841(0.25)}$$

$$n = \frac{3.841(2730.5)}{27.3025 + 0.96025}$$

$$n = \frac{10{,}487.8505}{28.26275}$$

$n = 371.08$

The sample size of the total population is 372 approximately when using the formula developed by Krejcie and Morgan (1970).

SELECTION OF RESPONDENTS

After the calculation of sample size, a simple random sampling technique has been used to select the respondents. The respondents are the farmers dealing with the organic farming. The respondents have been chosen on non-proportionate basis and the respondents have been shared according to the population.

Table 1. Stage wise Sampling techniques in a tabular form

Stages	Sampling techniques
Stage 1- Selection of study District	Purposive sampling (mainly engaged with the agriculture and also the district is one of the largest producers of rice in Tamil Nadu).
Stage 2- Selection of Blocks	Purposive sampling (the blocks where farmers are mostly engaged in organic farming and also because of more water resources).
Stage 3- Selection of Villages	Purposive sampling (highest engagement of farmers in organic farming without having awareness about it).
Stage 4- Selection of Respondents	Simple Random Sampling

STATISTICAL TECHNIQUE

A Discriminant Analysis model has been used to analyse this objective. The differences between the motives and barriers of running organic farms by sample farmers has been examined using discriminant analysis because it decides which independent variables (predictors) best divide a given set of cases into naturally occurring groups, described by a qualitative dependent variable. It is a method of multivariate data analysis. This technique is an extremely effective tool for classification issues and data mining. Discriminant analysis examines the differences between groups based on a set of selected independent variables.

RESULTS AND DISCUSSIONS

Model of Discriminant Analysis: Wilks's λ: 0.238; F (8.791) = 316.89; *p* < 0.001

factor	**Wilks's λ**	**F**	***p***	**Tolerance**	Singikul	Padmaneri	Vagaikulam	Mannarkoil
favourable location	0.299	226.910	<0.001 *	0.882	5.327	2.851	3.265	3.268
subsidy/political support	0.280	165.510	<0.001 *	0.757	4.824	2.692	3.598	4.265
willingness to innovate	0.275	66.428	<0.001 *	0.792	3.135	1.665	2.652	3.985
willingness to protect nature	0.252	21.401	<0.001 *	0.876	2.310	1.432	1.584	1.269
fashion for organic products	0.246	17.811	<0.001 *	0.973	1.498	2.121	2.541	3.021
healthy food production	0.232	3.107	0.076	0.892	2.215	1.564	3.102	2.036

desire to produce high-quality products	0.229	0.353	0.546	0.881	0.587	0.467	0.274	0.324
Tradition	0.248	0.055	0.874	0.940	6.685	6.951	6.325	5.896
Constant					-34.785	-47.894	-36.210	-31.036

Source: computed from primary data

The discriminant analysis model evaluates various factors motivating farmers to establish and run organic farms across four regions in Tirunelveli district: Singikul, Padmaneri, Vagaikulam, and Mannarkoil. The results highlight key driving forces, revealing significant variations between regions.

Favourable Location: (Wilks's λ: 0.299; F (226.910); $p < 0.001$)

The low Wilks's λ value and high F statistic indicate that the geographical location is a strong discriminant factor. All four regions reflect substantial scores for this factor, with Singikul having the highest (5.327) and Padmaneri the lowest (2.851). It suggests that proximity to markets or natural advantages such as soil fertility and climate are crucial in determining where organic farms are established.

Subsidy/Political Support: (Wilks's λ: 0.280; F (165.510); $p < 0.001$)

Political incentives and subsidies are also highly influential, as demonstrated by low Wilks's λ. Mannarkoil (4.265) and Singikul (4.824) score highest, showing strong reliance on government support, while Vagaikulam and Padmaneri are slightly less dependent. This finding emphasizes the critical role of financial aid and political backing in the expansion of organic farming.

Willingness to Innovate: (Wilks's λ: 0.275; F (66.428); $p < 0.001$)

Willingness to innovate is significantly important across all regions. Mannarkoil leads with the highest score (3.985), indicating a greater propensity for adopting new organic farming techniques and technologies, while Padmaneri shows relatively less interest (1.665). This factor highlights how innovative approaches are unevenly embraced depending on regional attitudes toward new methods.

Willingness to Protect Nature: (Wilks's λ: 0.252; F (21.401); $p < 0.001$)

A desire to protect the environment is an essential motivator, though Vagaikulam (1.584) and Mannarkoil (1.269) score lower compared to Singikul (2.310). This suggests some regions have a stronger environmental consciousness than others, possibly due to cultural or economic factors.

Fashion for Organic Products: (Wilks's λ: 0.246; F (17.811); $p < 0.001$)

The trend or "fashion" for organic products influences farming decisions, with Mannarkoil scoring the highest (3.021). Padmaneri (2.121) and Vagaikulam (2.541) are also motivated by the organic market trend, although slightly less so. This factor reflects how market demand for organic products drives the adoption of organic farming, particularly in more consumer-driven regions.

Healthy Food Production: (Wilks's λ: 0.232; F (3.107); $p = 0.076$)

While health consciousness is not statistically significant, Vagaikulam shows relatively high motivation (3.102), compared to Padmaneri (1.564) and Mannarkoil (2.036). This suggests that producing healthy, organic food is a secondary, though still relevant, factor in farmers' decision-making.

Desire to Produce High-Quality Products: (Wilks's λ: 0.229; F (0.353); p = 0.546)
This factor is not a significant discriminator, with low scores across all regions, suggesting that high-quality production may be seen as a natural consequence of organic farming, rather than a primary motivator.

Tradition: (Wilks's λ: 0.248; F (0.055); p = 0.874)
The influence of tradition, though statistically insignificant, is uniformly high across regions, with Padmaneri (6.951) slightly ahead of Singikul (6.685). This implies that traditional farming practices still hold importance, particularly in more culturally conservative areas, even as farmers adopt organic methods.

Overall Model Performance: (Wilks's λ: 0.238; F (8.791); p < 0.001)
The overall model is highly significant, meaning the factors collectively explain a considerable portion of the variance in farmers' decisions to adopt organic farming. The low
Wilks's λ value indicates that the variables provide a strong distinction between regions. The model shows that factors like location, political support, innovation, and market trends are the primary drivers behind organic farming in Tirunelveli district.

Comparative Regional Insights

Singikul emerges as a region with strong motivation from favourable location and political support, reflecting its strategic importance in organic farming.

Mannarkoil shows higher innovation and trend-following, hinting at a more dynamic, forward-looking farming community.

Padmaneri and **Vagaikulam** demonstrate moderate motivations across most factors but emphasize tradition and health-conscious food production.

This analysis provides a nuanced understanding of the complex motivations driving organic farming in Tirunelveli district, with distinct regional patterns emerging based on economic, cultural, and political factors.

BARRIERS TO ESTABLISHING AND RUNNING ORGANIC FARMS

The establishment and successful operation of organic farms have become increasingly significant in modern agriculture due to the growing demand for sustainable and environmentally friendly farming practices. Organic farming not only emphasizes the use of natural processes to enhance soil fertility and maintain ecological balance but also promotes the production of healthy, chemical-free food. However, despite its numerous benefits, farmers encounter several barriers when transitioning from conventional to organic farming methods. These challenges can range from stringent regulatory requirements and certification processes to the high costs of production and limited access to essential resources like natural fertilizers and organic plant protection products. Additionally, farmers often face difficulties in adapting to organic standards, navigating complex bureaucracy, and obtaining adequate advisory services. Low yields and the absence of proper financial incentives further complicate the adoption and expansion of organic farming. Understanding these barriers is crucial to addressing the constraints faced by organic farmers and providing the necessary support systems to facilitate the growth of organic agriculture on a wider scale. By examining these barriers, policymakers, agricultural stakeholders, and farmers can collaboratively work toward overcoming the challenges and fostering a more sustainable and productive organic farming sector.

Model of Discriminant Analysis: Wilks's λ: 0.238; F (8.791) = 316.89; *p* < 0.001

Factor	**Wilks's λ**	**F**	***p***	**Tolerance**	Singikul	Padmaneri	Vagaikulam	Mannarkoil
adaptation to EU requirements	0.289	288.073	<0.001 *	0.892	4.217	7.690	6.154	5.965

use of special plant protection products	0.269	229.837	<0.001 *	0.908	3.415	6.515	5.326	4.265
application of natural fertilizers	0.231	39.857	<0.001 *	0.910	2.397	1.620	3.156	2.154
low yields	0.236	27.962	<0.001 *	0.781	0.875	0.076	0.325	0.542
no proper advice	0.268	7.787	0.006 *	0.590	1.618	2.093	2.695	2.621
high degree of bureaucracy/certification costs	0.227	5.102	0.026 *	0.951	1.988	1.399	2.010	1.987
High production costs	0.267	0.714	0.428	0.588	0.894	0.805	0.985	0.851
Constant					-21.957	-37.947	-32.021	-26.340

Source: computed from primary data

The table presents results from a discriminant analysis on the barriers faced by farmers in establishing and running organic farms across four regions in Tirunelveli district: Singikul, Padmaneri, Vagaikulam, and Mannarkoil. The key barriers include adaptation to requirements, special protection products, and costs associated with certification and production.

Adaptation to EU Requirements: (Wilks's λ: 0.289; F (288.073); $p < 0.001$)

This factor is one of the most significant barriers, with Padmaneri scoring the highest (7.690) and Singikul the lowest (4.217). The results highlight those regions, particularly Padmaneri and Vagaikulam, struggle significantly with meeting international standards like the EU's organic farming regulations. These regions might find the technical and administrative processes more challenging, possibly due to limited access to information and compliance tools.

Use of Special Plant Protection Products: (Wilks's λ: 0.269; F (229.837); $p < 0.001$)

The use of special plant protection products, a necessity in organic farming, also emerges as a major barrier, especially for Padmaneri (6.515) and Vagaikulam (5.326). Singikul shows less difficulty with this issue (3.415), indicating that farmers in this region may have better access to organic protection products or more experience using them.

Application of Natural Fertilizers: (Wilks's λ: 0.231; F (39.857); $p < 0.001$)

Applying natural fertilizers is another obstacle, particularly in Vagaikulam (3.156) and Singikul (2.397). Farmers in Padmaneri (1.620) report the least difficulty with this barrier, which could indicate either better access to organic fertilizers or stronger familiarity with their use.

Low Yields: (Wilks's λ: 0.236; F (27.962); $p < 0.001$)

While low yields are a notable barrier, Singikul shows relatively low concern (0.875), whereas Padmaneri reports minimal impact (0.076). Vagaikulam and Mannarkoil experience some difficulty (0.325 and 0.542, respectively), suggesting that despite organic farming's sustainability, the yield factor remains a challenge, albeit less significant than other factors.

No Proper Advice: (Wilks's λ: 0.268; F (7.787); p = 0.006)
The lack of proper advice or technical support is more problematic in Vagaikulam (2.695) and Mannarkoil (2.621) compared to Singikul (1.618). This indicates that farmers in some regions feel unsupported or uninformed about the necessary steps to implement and sustain organic farming.

High Degree of Bureaucracy/Certification Costs: (Wilks's λ: 0.227; F (5.102); p = 0.026)
The costs and bureaucracy involved in organic certification present moderate barriers across all regions, with Vagaikulam (2.010) and Mannarkoil (1.987) encountering slightly higher resistance than Padmaneri (1.399). These findings suggest that while certification costs are a concern, they are not the most critical impediment compared to others like EU requirements or the use of special plant protection products.

High Production Costs: (Wilks's λ: 0.267; F (0.714); p = 0.428)
Production costs, while a known issue in organic farming, are not a significant barrier in this analysis. All regions report relatively low impact, with Singikul and Vagaikulam registering marginally higher concerns. This suggests that although production costs are high, they are not perceived as a decisive factor preventing farmers from adopting organic farming.

Overall Model Performance: (Wilks's λ: 0.238; F (8.791); p < 0.001)
The discriminant model is statistically significant, indicating that the factors listed provide strong differentiation between regions. The low Wilks's λ value implies that the barriers collectively explain a substantial proportion of the variation in the challenges faced by farmers across the four regions.

Comparative Regional Insights

Padmaneri faces the highest barriers in adapting to EU requirements and using special plant protection products, indicating that farmers in this region might benefit most from targeted support to meet international standards and access specialized resources.

Vagaikulam also struggles with similar issues, particularly in the use of plant protection products and lack of advice, suggesting the need for better advisory services and educational programs.

Singikul reports the least difficulty overall, particularly with yields and certification costs, implying that it might be more equipped or accustomed to overcoming the typical barriers to organic farming.

Mannarkoil shows mixed results, facing moderate challenges in most areas but having relatively lower issues with yield and fertilizer application, possibly due to better access to organic inputs.

This discriminant analysis underscores the varied barriers to organic farming across regions in Tirunelveli district. While all regions face significant challenges related to international standards, plant protection products, and advisory services, the severity of these issues differs by location. Policymakers and agricultural development programs must tailor their interventions regionally, focusing on improving access to specialized products, providing better technical advice, and assisting farmers in navigating bureaucratic hurdles.

CONCLUSION

The analysis of both motives and barriers for establishing and running organic farms in Tirunelveli district, Tamil Nadu, provides valuable insights into the factors driving farmers toward organic farming as well as the challenges they face in its successful implementation. On the motivational front, factors like favorable location, political support through subsidies, willingness to innovate, and the desire to protect nature emerge as the most significant drivers. Regions such as Singikul and Padmaneri exhibit strong inclinations toward organic farming due to favorable locational advantages and substantial political support, which offer both economic and logistical benefits to farmers. Additionally, a sense of responsibility towards environmental protection, along with the growing trend of organic products and the production of healthy, high-quality food, further encourages farmers, especially in Vagaikulam and Mannarkoil, to adopt organic practices. However, traditional farming practices still hold a place

of importance across all regions, though they do not pose a major barrier to the adoption of organic farming. On the other hand, the barriers identified through discriminant analysis highlight substantial challenges in adapting to stringent international standards, particularly EU requirements, which are perceived as highly significant in Padmaneri and Vagaikulam. The use of special plant protection products, crucial for maintaining organic standards, is another critical barrier, especially in Padmaneri, where accessibility and cost may be limiting factors. Although all regions report relatively low concerns over yields and production costs, the lack of proper advisory services and high certification costs are perceived as key obstacles, particularly in Vagaikulam and Mannarkoil, suggesting that these areas require better technical support and streamlined certification processes. Overall, the analysis reveals a complex landscape where farmers are motivated by both economic and environmental factors to adopt organic farming, yet they face significant structural and technical barriers that need to be addressed to ensure the sustainable growth of organic agriculture in the region. Tailored interventions, focusing on improving access to specialized products, technical advice, and easing the bureaucratic hurdles of certification, are essential to enable farmers across all regions to overcome these barriers and fully realize the benefits of organic farming.

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