

“A STUDY ON THE AWARENESS AND ACCEPTANCE OF BIO FERTILISERS IN SOUTHERN DISTRICTS OF TAMILNADU”

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ABSTRACT

The purpose of this research is to find out the awareness and acceptance of Bio fertilizer in Southern districts of Tamil Nadu. Questionnaire has been constructed and survey has been conducted in order to identify the awareness and acceptance of the bio fertilizer among the farmers. Though they are aware of fact that bio-fertilizers will give more yield when compare to chemical fertilizers, farmers are reluctant in using it because of certain limitations like less availability, high cost, usage methods and initial lower productivity. As the bio fertilizer usages are in nascent stage, its usage has to be penetrated by conducting various awareness campaigns which should be undertaken by government agencies and NGOs which paves way for considerable increase in acceptance level of bio fertilizers in their farming activities. Since, Bio fertilizers have an significant and enduring environmental implication, which nullifies the adverse effects of chemical fertilizers; it is indispensable that the farmers has to diversify their usage of conventional chemical fertilizers to bio fertilizers which is the need of the hour.

KEYWORDS: Consumer Awareness, Customer Acceptance, Rural Marketing, Agriculture Marketing, Bio Fertilizers Usage and Awareness