

A PROSPECTIVE STUDY OF POTENTIAL MARKET OF ORGANIC FOOD & ATTITUDE OF FARMERS TOWARDS ORGANIC FARMING IN SOLAPUR CITY (MAHARASHTRA)

Shivganga C. Maindargi

Assistant Professor-Management Studies., Bharati Vidyapeeth Deemed University , Pune, Maharashtra, India

Received: 28 Jan 2020

Accepted: 05 Feb 2020

Published: 19 Feb 2020

ABSTRACT

The Indian economy is still quite reliant on agriculture and it contributes nearly 14% of the country's gross domestic product and almost 60% of the population is dependent on agriculture. The concept of organic food is gaining widespread acceptability and the market is growing rapidly in countries like India and China. The growth in the organic food market of India can be attributed to the radically increasing awareness regarding organically grown products which is free from pesticides. The organic farming concept is gaining prominence in India not only in the farming community, but also among the city dwellers as we can see a lot of individuals venturing into this field. This study will help not only to identify the potential market of organic Farming in Sholapur city but also one of the great opportunities for new entrepreneurs , farmers, government, existing business to set up the new venture through organic farming in Sholapur city.

KEYWORDS: *Organic farming, Awareness level, attitudes of Farmers towards organic farming and Potential market for organic food in Sholapur city.*