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BARRIERS FACED BY PARAMPARAGATH KRISHI VIKAS YOJANA (PKVY) BENEFICIARIES AND THEIR PROPOSED SUGGESTIONS

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ABSTRACT

The Paramparagath Krishi Vikas Yojana (PKVY) is a flagship initiative launched by the Government of India to promote organic farming through a cluster-based approach. While the scheme has shown considerable success in encouraging the adoption of traditional and eco-friendly agricultural practices, its implementation has not been without challenges. This study investigates the constraints faced by beneficiaries of the PKVY scheme in the Madurai and Virudhunagar districts of Tamil Nadu, using data from 120 respondents selected through a census method. Constraints were categorized under five major domains: physical, technological, economic, certification-related, and extension-related. Garrett's ranking technique was used to prioritize the issues based on farmers' perceptions. Beneficiaries also proposed practical suggestions to address these barriers, including streamlined certification procedures, improved market access, timely fund disbursement and enhanced training programs. The findings offer critical insights for policymakers and practitioners aiming to improve the operational effectiveness of the PKVY scheme and support the wider adoption of sustainable agricultural practices in India.

Key words : Organic farming, PKVY scheme, Farmer constraints, Sustainable agriculture, Extension services, Policy recommendations.

Introduction

Organic agriculture has gained prominence as a sustainable alternative to conventional farming, offering environmental, health, and economic benefits. In India, the Paramparagath Krishi Vikas Yojana (PKVY), launched in 2015, aims to promote organic farming by mobilizing farmers into clusters and providing them with financial and technical support. Despite its ambitious goals and initial success, the implementation of PKVY at the grassroots level has encountered several operational and systemic challenges. Farmers transitioning to organic farming under the scheme often face a range of constraints that affect their ability to fully benefit from the initiative. These include limitations in accessing quality organic inputs, lack of adequate technical guidance, high

certification costs, market-related challenges, and limited exposure to extension services.

This article seeks to systematically explore these constraints as experienced by PKVY beneficiaries in the southern districts of Madurai and Virudhunagar in Tamil Nadu. Using a structured interview schedule and Garrett's ranking method, the study identifies and prioritizes the major barriers faced by farmers. Furthermore, it presents the beneficiaries' own suggestions for improving the scheme's effectiveness—offering a bottom-up perspective that is often missing in policy design. By capturing these insights, this study contributes to a deeper understanding of how grassroots challenges and farmer-driven recommendations can inform the refinement of government schemes aimed at sustainable agriculture.

Materials and Methods

The study was carried out in two specifically chosen Southern districts of Tamil Nadu, namely Virudhunagar and Madurai, grabbing into account the sustainability of organic agricultural practices among the district's beneficiary farmers and the successful implementation of the PKVY scheme since 2015. The programme was put into action in the Madurai district's Usilampatti, Sedapatti, T. Kalupatti, and Thirumangalam blocks as well as the Virudhunagar district's Rajapalyam, Watrap, and Vembakottai blocks. Based on the number of beneficiaries in each block, 2 blocks from the Virudhunagar district (Rajapalayam and Watrap) and 3 blocks from the Madurai district (Usilampatti, Sedapatti and Thirumangalam) were purposively chosen from those 7 blocks. Using census method, entire 120 respondents in all the purposively selected villages were chosen for the study. A pre-tested interview schedule was used to gather the information from the beneficiaries. The constraints encountered by the beneficiaries of PKVY scheme had been studied under five major sub-headings such as physical constraints, technological constraints, economical constraints, certification constraints and extension constraints where several problems had been stated under each sub-heading and the suggestions offered by them to overcome the same were ranked based on the mean score obtained from the analysis of garrett ranking and the results were interpreted.

Results and Discussion

Constraints encountered by the beneficiaries under PKVY and their suggestions to overcome the same

Constraints encountered by the beneficiaries under PKVY

In the current investigation the constraints referred as difficulties by the farmers who adopted organic farming practices and become the beneficiary under PKVY scheme. The relevant data in this regard has been depicted in Table 1.

The constraints encountered by the beneficiaries of the scheme had been studied under five sub heading such as physical constraints, technological constraints, economical constraints, certification constraints and extension constraints. There were several problems stated under each constraint which were ranked based on the mean score obtained from the analysis. From the table it can be inferred that among the physical constraints stated labour scarcity ranked first with mean score of 54.33 followed by high labour cost with mean score of 45.66.

Under technological constraints, inadequate

availability of organic inputs ranked first with mean score of 59.86, followed by lack of technical advisory services to organic farming with mean score of 56.35, no reliable package of practices for organic farming at third position with mean score of 45.07 and inadequate disease-free seeds and planting materials in fourth position with mean score of 38.70.

No premium price for organic produce ranked first in the sub-heading of economic constraints with a mean score of 55.15, followed by high initial establishment costs in second place with a mean score of 49.63, decreased yield during the conversion period in third place with a

Table 1 : Constraints encountered by the beneficiaries under PKVY Scheme.

S. no.	Constraints	Mean score	Rank
I	Physical constraints		
1.	Labour scarcity	54.33	I
2.	High labour cost	45.66	II
II	Technological constraints		
1.	Lack of technical advisory services to organic farming	56.35	II
2.	Inadequate availability of organic inputs	59.86	I
3.	No reliable package of practices for organic farming	45.07	III
4.	Inadequate disease-free seeds and planting materials	38.70	IV
III	Economical constraints		
1.	Reduced yield during conversion period	48.15	III
2.	Inadequate support to the farmers during conversion period	46.9	IV
3.	High initial establishment costs	49.63	II
4.	No premium price for the organic produce	55.15	I
IV	Certification constraints		
1.	Certification cost is higher	58.2	I
2.	Time consuming	43.39	IV
3.	Less certifying agencies	43.85	III
4.	Certification involves stringent standards	54.55	II
V	Extension constraints		
1.	Less technical guidance	48.41	III
2.	Inadequate training	52.85	I
3.	Inability to attend extension training	48.73	II

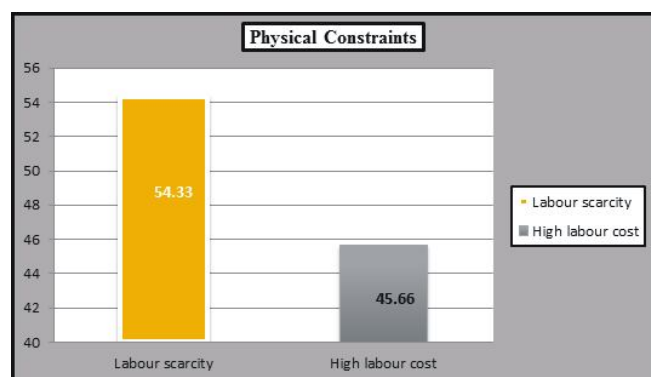


Fig. 1 : Physical Constraints encountered by the beneficiaries.

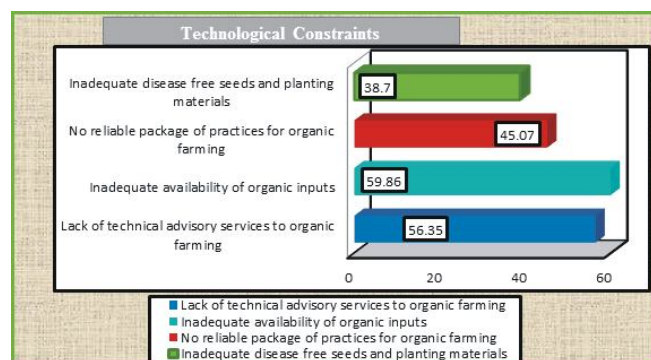


Fig. 2 : Technological Constraints encountered by the beneficiaries.

mean score of 48.15 and inadequate support for the farmers during the conversion period in fourth place among all the economic constraints with mean score of 46.90.

Certification cost is higher ranked foremost with a mean score of 58.20 from the listed certification constraints, followed by certification involves strict standards with a mean score of 54.55, less certifying agencies at third rank with a mean score of 43.85 and time-consuming at last rank with a mean score of 43.39.

Lack of extension training in the top spot, which had a mean score of 52.85 was followed by an inability to attend extension training, which had a mean score of 48.73, and less technical guidance in the lowest position, which had a mean score of 48.41.

Suggestions given by the beneficiaries to overcome the constraints in PKVY Scheme

Suggestions given by the beneficiaries regarding the constraints encountered in the adoption of organic farming practices and as beneficiary of PKVY scheme would help in further proceedings for future purposes.

The recommendations made by the PKVY program's farmer beneficiaries showed a thorough strategy for creating a strong and sustainable organic agricultural ecosystem. These recommendations signal a change

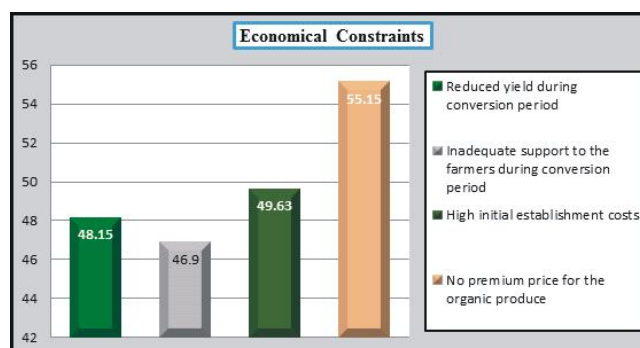


Fig. 3 : Economical Constraints encountered by the beneficiaries.

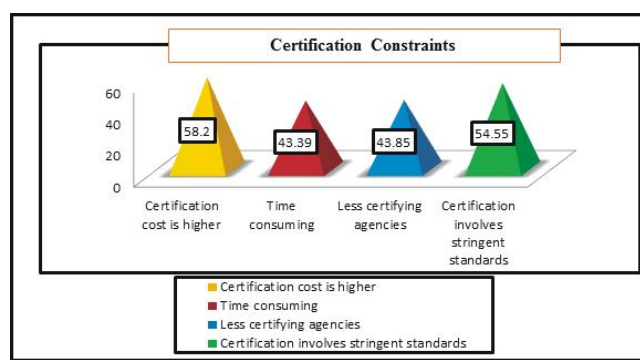


Fig. 4 : Certification Constraints encountered by the beneficiaries

towards an all-encompassing and encouraging framework for organic farming, which extends beyond only growing crops in an organic manner. The suggestions given by the beneficiaries of the scheme PKVY were ranked based on the mean score obtained from the analysis of Garrett ranking. From the mean scores obtained the suggestion of having premium price for organic produce ranked first with mean score of 73.27 as most of the farmers understand the potential for higher profitability associated with organic products due to their perceived health benefits and environmentally friendly attributes, followed by better access to credit and market linkage in the second rank with mean score of 68.77 highlighting the awareness among farmers that the initial shift to organic practices might require financial support and access to reliable markets is vital to sustain their efforts, Streamlining organic certification with simplified documentation in third rank with mean score of 51.60 reflects the administrative hurdles that farmers often encounter by addressing these challenges, it would reduce barriers and encourage more farmers to embrace organic practices without being deterred by cumbersome paperwork, timely release of funds in fourth place with mean score of 49.78 as it underscores the importance of efficient fund disbursement mechanisms to ensure that farmers can execute their plans without disruptions, Organising training and workshops regarding benefits of organic farming in fifth

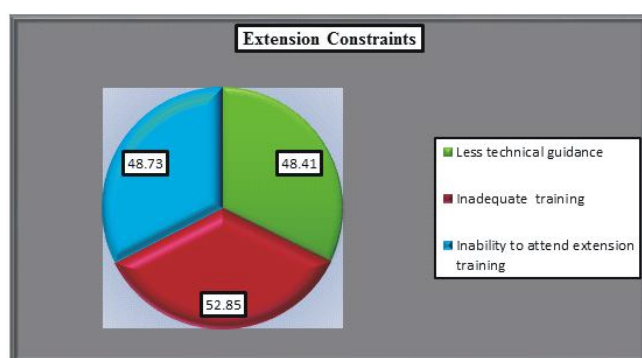


Fig. 5 : Extension Constraints encountered by the beneficiaries.

position with mean score of 44.77 as this would enhance the knowledge of farmers regarding various nuances of organic farming, strengthening of extension services with regular interactions in sixth position with mean score of 31.30 and increased access to modern farming technologies in last position with mean score of 30.30 as farmers recognize the potential for technology to enhance efficiency and productivity in organic farming through the use of modern technology.

In conclusion, the results of the recommendations

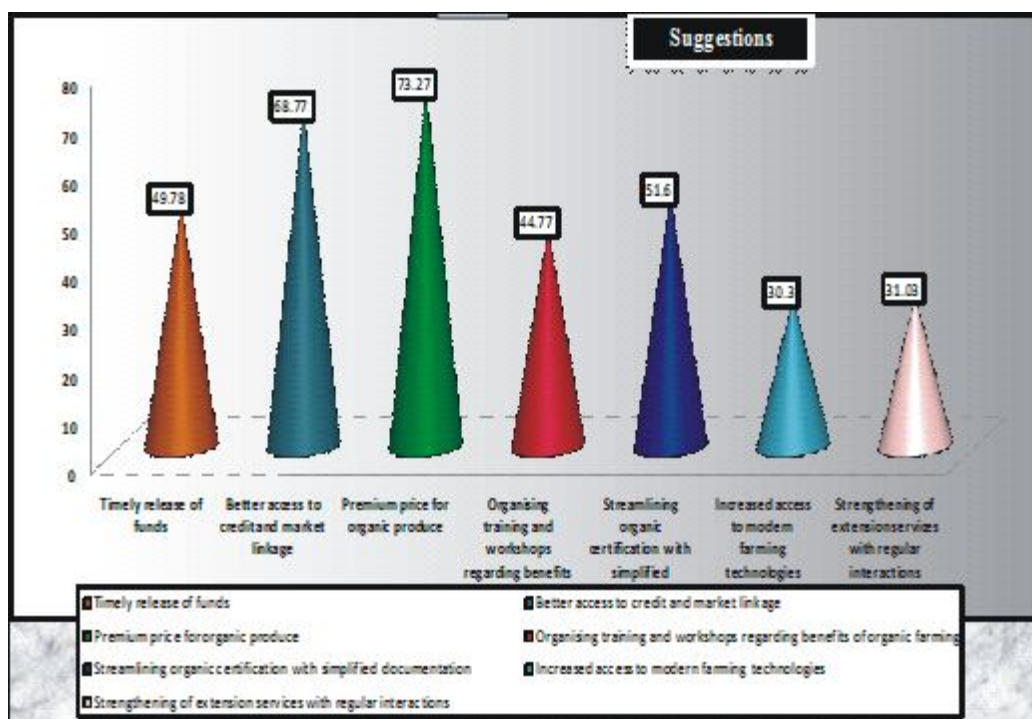


Fig. 6 : Suggestions offered by the beneficiaries to overcome the constraints in PKVY Scheme.

Table 2 : Suggestions offered by the beneficiaries to overcome the constraints in PKVY Scheme.

S. no.	Suggestions offered by the beneficiaries	Mean score	Rank
1.	Timely release of funds	49.78	IV
2.	Better access to credit and market linkage	68.77	II
3.	Premium price for organic produce	73.27	I
4.	Organising training and workshops regarding benefits of organic farming	44.77	V
5.	Streamlining organic certification with simplified documentation	51.6	III
6.	Increased access to modern farming technologies	30.3	VII
7.	Strengthening of extension services with regular interactions	31.03	VI

made by farmers who benefited from the PKVY programme suggest a multifaceted strategy for promoting organic farming. All of these recommendations stress the need of financial incentives, efficient procedures, information sharing, support, and technological integration.

Conclusion

In response to these barriers, the prioritization of these suggestions underscores the necessity for a more farmer-centric approach in policy formulation and implementation. In conclusion, the constraints and suggestions identified in this study underscore the importance of integrating farmers' perspectives into the operational framework of the PKVY scheme. A responsive, well-supported, and streamlined system can significantly enhance the scheme's impact, encouraging wider adoption of organic farming and contributing to the broader goals of sustainability, rural development, and food security.

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