

SUMMARY

Rural development and agriculture are sustainable when they are ecologically sound, economically viable, socially just, culturally appropriate, humane and based on a scientific approach. Organic farming is the most well known form of “sustainable agriculture” and the oldest form of agriculture on earth which highlights the harmonic connection of humans and their environment. This study examined farmers’ attitude towards organic farming. Additionally, it explored barriers and drivers of adoption organic farming among farmers, the researcher reviewed the contribution indicators of sustainable rural development in rural area of district Shimla, such as human capital, social participation, financial capital, nature capital, women empowerment, and providing social safety. This involved survey of farmers who have adopted organic cropping practices named Organic Farmers (OF) and a controlled sample of farmers who have not adopted organic farming and are called Conventional Farmers (CF). Two hundred (100 organic & 100 conventional) farmers were selected by stratified random sampling from different community blocks and villages. The main results of data analysis revealed that the majority of OFs (87%) had positive attitude towards organic farming. OFs before converting are mainly concerned about the increased dependence of state subsidies and lower profit, whereas their main concern before conversion were finding organic markets. The analysis showed that the conversion of the sample farms had led to significant increases in casual labor, full or part time family labor. Similarly, the major roles of women in organic farming were motivational role to start organic farm business. It was also showed that the distribution of OFs in each of the five adopter categories in Rogers’s model based on OFs’ self-evaluation was approximately close to a normal distribution as claimed by Rogers.