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“Can agroecological farming feed the world?
Farmers’ and academia’s views”

Can agroecological farming feed the world: A behavioural regulation from farm to folk

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Abstract

In recent decades, researchers have been directed towards factors that influence farmers’ awareness of environmental responsibility practices. There is a boom in this literature for studying the role of neuronal behavioural factors. Previous academic efforts to evaluate factors affecting farmers’ perceptions of sustainable practices. Although farmers tried to politically create a list of behavioural factors that influence the perception of sustainable practices, their discipline was limited to researching business behaviour and communication. Though the studies till now emphasise on the adoption process, but very little is being known regarding the exit decisions of farmers. Also, most studies are based on a system that highlights a static strategy, where it is impossible to study the shifts in farmer decisions over time. Agri-environmental interventions, cognitive strategies, such as behavioural techniques, have also been used to determine the response of producers to new environmental policy design. Also, the Concept of Planned Behaviour (TPB), which focuses on the evaluation of social intentions determinants, has been widely used to explain and forecast the possible actions of farmers concerning environmental protection measures. A significant number of TPB studies have been undertaken to tackle environmental and sustainability-related behaviours in agriculture, such as farmers’ conservation-related behaviours and enhanced grassland management climate knowledge use, the adoption of soil erosion prevention strategies, the adoption of eco-friendly activities, involvement in biodiversity initiatives and other sustainable practices. The small to a higher degree of behavioural adjustment towards organic farming in both situations could be due to the organisational effect of incentives for the development of vermicomposting pits, bio-digesters as well as technological knowledge with training and the effects of climate change in both situations, The lack of irrigation water for crops, the increased cost of fertiliser, as well as the environmental and health issues, so the preference of consumer today and high demands in markets made them shift their moral attitudes about organic farming.

Keywords: Behaviour, farmers, policies, sustainability, TPB