

## Urban Women perception towards organic kitchen garden in Coimbatore City-An Empirical Study

Name of the PI	Dr.M.Deepalakshmi	Sanctioned Year	2018
Name of the Co PI's	----	Amount Sanctioned in Rs.	Rs.30,000/-

### Project outcomes:

- Kitchen garden has been highly preferred by women and become the part of day to day life. Most of the people like to eat organic food thus the kitchen gardening is one of the sources of organic food.
- Kitchen gardening helps people to control their financial expenditures and they can get fresh and healthy vegetables and fruits from their own gardens. Thus in such a way kitchen gardening also gives financial support as well.
- It is also a learning activity through kitchen gardening where people learn about the variety of seeds, fertilizers, pesticides etc. People can enhance their skills and knowledge through such a great activity. People also learn about the diseases, quality of food, importance of organic food and their effects on health.
- Most of the people are adopting kitchen gardening as a hobby as well. It is a symbol of healthy life style. It is a good and fruitful activity.





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**Publications:**

- ❖ Published a paper on Attitude, opinion and satisfaction of urban towards organic kitchen garden with special references to Coimbatore city, Our heritage, Volume-68, Issue- 30 Pg no- 3761-3771, UGC Care list, Feb 2020.
- ❖ Published a paper on Marketing practices of Agripreneurs: An Analytical study with special references to Coimbatore district, International journal of commerce and management research. Volume 68, Issue 3, Pg 3685-3694, Oct 2019.
- ❖ Published a paper on “Organic Kitchen Garden - An empirical study on urban women perspective in Coimbatore city”, International Research Journal of Modernization in Engineering Technology and Science Volume:01/Issue:01/December-2019
- ❖ Published a paper on “Success mantra for organic farming – the production and marketing strategy of the organic farmers”, International Journal of Pure and Applied Mathematics, volume 119 no: 18, September 2018.

**Conference/ Seminar/ Workshop:**

- ❖ Presented a paper titled ,Marketing Practice of Agripreneurs, National Conference organized by Nirmala College for Women on 07<sup>th</sup> January 2020.
- ❖ Presented a paper titled “Assessing the role and effectiveness of kitchen gardening” International Seminar Organized by Sankara College of Science and Commerce on September 2018.

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