LIST OF FIGURES

Sr.	Titles	Page
No.		No
1.	Percentage distribution of shops according to the type of food	
	sold in them	
2.	Mean score of reasons that influenced the decision of	
	shopkeepers to sell organic food	
3.	Extent of influence of reasons while deciding to sell organic food	
4.	Percentage distribution of shopkeeper's problem with reference	
	to bulk purchase of organic food	•
5.	Percentage distribution of shopkeeper's problem with reference to consumers' purchase pattern	
6.	Percentage distribution of shopkeeper's problem with reference	
	to price of organic food	
7.	Percentage distribution of shopkeeper's other problems related	
	to organic food	
8.	Extent of problem the shopkeepers faced while selling	
	organic food	
9.	Percentage distribution of consumers according to their personal	
	variables	
10.	Percentage distribution of consumers according to their family	*****
	variables	
11.	Percentage distribution of consumers according to extent of	
	influencing reasons while buying organic food	
12.	Percentage distribution of consumers according to extent of	
	utilization of organically grown vegetables	
13.	Percentage distribution of consumers according to extent of	
	utilization of organically grown fruits	
14.	Percentage distribution of consumers according to extent of	
	utilization of organically grown nuts	
15.	Percentage distribution of consumers according to extent of	

Sr.	Titles	Page
No.		No
	utilization of organically grown cereals	
16.	Percentage distribution of consumers according to extent of	
	utilization of organically grown pulses and legumes	
17.	Percentage distribution of consumers according to extent of	
	utilization of oil of organically grown nuts and seeds	
18.	Percentage distribution of consumers according to extent of	•
	utilization of organically grown condiments and spices	
19.	Percentage distribution of consumers according to extent of	
	utilization of organically processed sugar, jaggery and honey	
20.	Percentage distribution of consumers according to extent of	· · · · · · · · · · · · · · · · · · ·
	utilization of Ready to eat Organic food items	
21.	Percentage distribution of consumers according to extent of	
	utilization of all organic food items	
22.	Weighted mean scores to extent of utilization of all organic food	
	Items	
23.	Percentage distribution of consumers according to extent of	
	problems they faced while using organic food	
24.	Weighted mean scores for the extent of problems faced while	
	using organic food	
25.	Percentage distribution of consumers according to extent of	
	satisfaction felt on using organic food on various aspects	
26.	Weighted mean scores to extent of satisfaction felt on using	
	organic food on various aspects	
27.	Percentage distribution of respondents according to their extent	
	of knowledge regarding organic food before and after the	
	administration of educational programme	
28	Weighted mean scores for the extent of knowledge regarding	
	organic food before and after the administration of educational	
	programme	