**Preference and Perception of Farmers on Organic Fertilizers and Manures in the Pollachi Region**

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**Cover Letter for Submission**

**To**
The Editor-in-Chief
*Madras Agricultural Journal*

**Subject:** Submission of Manuscript titled *“Preference and Perception of Farmers on Organic Fertilizers & Manures in the Pollachi Region”*

Dear Editor,

On behalf of my co-authors, I am pleased to submit our original research article entitled *“Preference and Perception of Farmers on Organic Fertilizers and Manures in the Pollachi Region”* for consideration in the *Madras Agricultural Journal*.

The adoption of organic fertilizers is increasingly promoted as a sustainable pathway for Indian agriculture. While many studies have examined macro-level policy impacts or national trends, there remains a lack of farmer-centered, region-specific evidence from Tamil Nadu. Pollachi, with its unique coconut-based and mixed cropping systems, presents a critical case where understanding farmers’ perceptions and preferences can directly influence adoption strategies. Our study contributes by:

1. Providing localized insights into farmers’ perceptions, preferences, and constraints related to organic fertilizers.
2. Highlighting socio-economic and farm-specific factors shaping adoption behavior in the Pollachi region.
3. Identifying key challenges such as non-availability, bulk requirements, and initial yield reductions, alongside benefits like soil fertility improvement and cost-effectiveness.
4. Offering practical, region-specific recommendations for strengthening organic fertilizer adoption through supply chain improvements, awareness programs, and extension services.

This work is relevant to MAJ readers because it combines applied field data with practical recommendations tailored for Tamil Nadu, aligning with the journal’s focus on advancing agricultural practices in the region. We believe the findings will be of interest to researchers, policymakers, and extension practitioners working on sustainable agriculture and farmer welfare.

We confirm that this manuscript has not been published previously, is not under consideration elsewhere, and that all authors have approved its submission to your journal.

Thank you for considering our work. We look forward to the opportunity of contributing to the *Madras Agricultural Journal*.

**Sincerely,**

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**On behalf of co-authors:
S. Nila & S. Priyadharshini**