

A Study On “Organic Farming And Employment Opportunities In India”

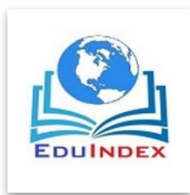
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ABSTRACT:

Today, Everyone is very well aware about “the Organic” and “Organic Agriculture”. Organic farming is an agricultural production management system that uses no chemical fertilizers, pesticides, an industrial synthetic product or a genetically modified organism. Organic agriculture is a result of sustainable development because it follows the basic principles of sustainable agriculture. Organic agriculture takes care of environment, land, products and animals in order to offer customers or consumer satisfied and quality products. It is a totally reconstruction of whole farm system which is based on promoting and enhancing the better health and reducing the adverse effects on health of soil as well as natural resources. (Morison et al., 2005) .Over the past decades the consumption of organic food is increasing globally so we can see the opportunities to export these organic products to various countries. Therapid inclination of developing countries towards the organic agriculture who are producingthe new vision of food security. It is producing the Agri-food movements and reinforcing the various employment opportunities. This sector can contribute to restructuring the opportunities for farmers in near future.

The general objective of the proposed research is to theoretically and empirically evaluate the contribution of organic farming to sustainable development .In this research we seek to evaluate the contribution of organic farming for development of countries as well as to the social and economic aspects. In this conceptual framework, we will bring forward perspectives of organic agriculture and opportunities of employment. In the first part of study we will advance the

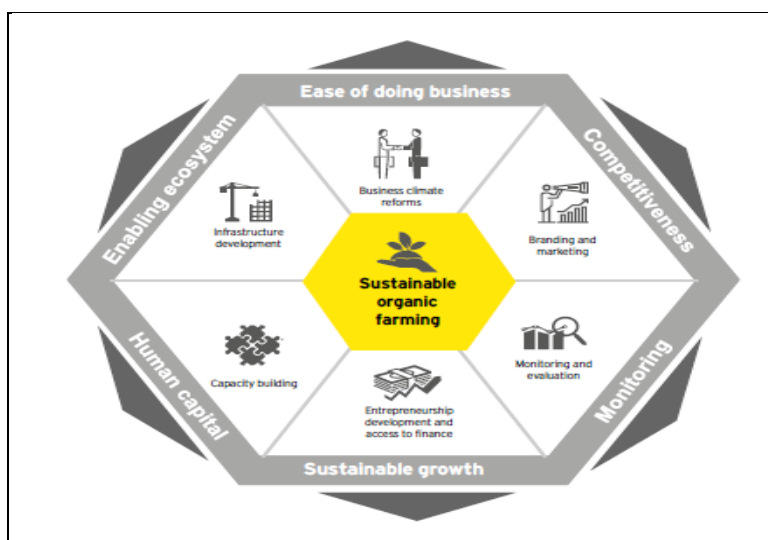


Present status and prospects of organic agriculture. The opportunities for countries and employment opportunities for the farmers in organic agriculture over the conventional farming will be discussed. In addition, the second part will be devoted to the methodology, finally the conclusion.

KEYWORDS: Organic farming, conventional farming, employment, sustainable agriculture, regional economic development, economic development, food security, Health factors.

INTRODUCTION:

Agriculture is one of the areas most concerned with the concept of sustainable development. It extends all alternatives Based on environmentally friendly agriculture. The establishment of sustainable agriculture is important for restoration of ecosystem. First of all Gordon Douglas in 1984 found the ways to address sustainability as Productivity means how agricultural production processes are sustainable, The biological and ecological processes underlying production and Community entry means related to social life, the intensity of interactions, access to and control over technologies



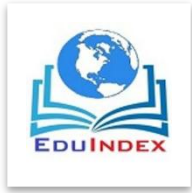
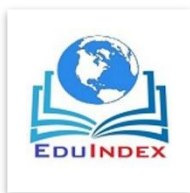


Figure:1 Source: APEDA, Yearly report 2018

The best ever result of sustainable agriculture is organic agriculture. Organic agriculture aims for human welfare without harming the environment. It follows the principles of health, ecology, fairness and care for all including soil. The modern concept of organic farming represents the tradition, innovation and science. Today's consumer is not living in an economy burdened by shortages. The consumer can afford to choose products based on variety, quality, safety and convenience. Inspection of consumer goods and inclination of consumers places organic products in an advantageous position. The transition from a "production-driven supply chain" to a "demand-driven value chain" has been phenomenal, especially in the last five years with the organic market growing significantly.

Although, history states that Due to the recorded food disaster happened in 1943 in British-ruled India, the agricultural revolution taken place in 1967 to 1978. This agricultural evolution was known as the Green revolution. The results were Continue to expansion of farming areas, Double-cropping existing farmland and improved genetics. But India has failed to extend the concept of high-yield value seeds to all crops or all regions so the second green revolution taken place.

The need of that green revolution was the genetically modified seeds and the advanced methods of farming for chemical free and pesticide free crops so that time the organic farming was introduced to save the earth. The mechanization of agricultural system is going smooth to conduct the crop production at large scale even after in diverse situation. This second green revolution has encouraged the farmers to take up organic farming. In India, the cultivated land under certification is 2.8 Mha only. The key issues emerging in organic farming include yield reduction in conversion to organic farm, soil fertility enhancement and integration of livestock, certification constraints, ecology, marketing and policy support. The potential for organic farming, especially in the dry land regions has been discussed in the policies. It has been argued



that organic farming is productive and sustainable, but there is a need for strong support to it in the form of subsidies, agricultural extension services and research.

India can emerge as global leader due to the presence of large number of organic producers (almost 7 lakh producers) of basmati rice, maize, cotton, chickpea, soybean, groundnut etc. and they need to be supported with technical knowledge and inputs besides marketing infrastructure.

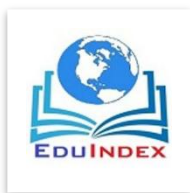
STATUS OF ORGANIC FARMING

With the increasing demand and awareness about the safety and quality of organic food for organic products, especially in developed countries, the organic production has been increasing. Organic farming has emerged as an alternative system which holds the quality and sustainability concern with good livelihood options.

Cultivated area under certified organic farming has grown almost 17 fold in last one decade (42,000 ha in 2003-04 to 7.23 lakh ha in 2013-14 & 10.97 lakh ha in 2018-19). The state wise area under organic farming during 2018-19 is given in Table:

Table 1: State wise cultivated area (excluding Forest Area) under Organic Certification during 2018-19

STATE WISE CULTIVATED FARM AREA FOR THE YEAR 2018-19				
S. N.	State Name	Organic area (In MT)	In conversion area (In MT)	Total Area under certification area
1	Madhya Pradesh	379996.684	294055.166	674051.850
2	Maharashtra	158097.137	92837.193	250934.330
3	Rajasthan	110240.213	113751.254	223991.467
4	Odessa	73124.095	22615.607	95739.702
5	Gujarat	60185.396	33655.883	93841.279



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6	Karnataka	57018.083	26080.699	83098.782
7	Sikkim	73654.881	2144.037	75798.918
8	Uttar Pradesh	44802.364	18035.773	62838.137
9	Meghalaya	1612.692	46797.049	48409.741
10	Kerala	19232.892	19171.344	38404.236
	Total*	1097074.392	841146.399	1938220.791

Source: APEDA – NPOP(2018-19)(*Total represents all states organic area including these ten states I taken only ten states for consideration)

STATE WISE FARM PRODUCTION FOR THE YEAR 2018-19 (Table2)

S.N.	State Name	Organic area (In MT)	In conversion area (In MT)
1	Maharashtra	858734.613	2241.400
2	Madhya Pradesh	738877.747	7.956
3	Karnataka	365848.348	4728.636
4	Uttar Pradesh	142511.559	0.015
5	Rajasthan	134611.234	1.500
6	Odisha	88948.057	0.550
7	Jammu & Kashmir	33878.950	0.000
8	Gujarat	66106.204	0.000
9	Assam	38456.720	18.880
10	Uttarakhand	29601.807	0.000
11	Kerala	25434.583	0.000
12	West Bengal	19791.656	80.726
13	Tamil Nadu	14803.020	936.558
14	Chhattisgarh	14364.670	0.000
	TOTAL*	2599088.742	8296.167

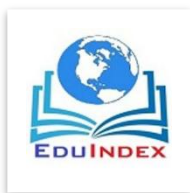


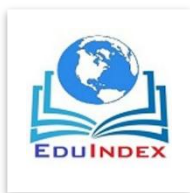
Table:2 (Source: APEDA-NPOP(2018-19) (*total represents all states organic area including these ten states I taken only ten states for consideration)

The Government of India has implemented the National Programme for Organic Production(NPOP) in the year 2001. The national Programme involves the accreditation Programme for certification agencies, norms for organic production, promotion of organic farming etc. Many States are promoting the organic farming like Uttaranchal, Karnataka, Madhya Pradesh, Maharashtra, Gujarat, Rajasthan, Tamil Nadu, Kerala, Nagaland and Mizoram. The global trade during 2013-14 was USD 60 billion (Rs. 3,60,000 crores) and increased by 39 % during 2018-19 was . India exported 458 thousands tones of organic products worth \$ 515 million in 2017-18 around 39% higher from the previous year (APEDA-2019). There is a constant increase in demand of organic products from various countries so that Trade in India may reach Rs. 5000-6000 crore in next five years which is about 1% of the global trade. The International Competence Centre for Organic Agriculture (ICCOA) estimated that the domestic market for organic products in the year 2011-12 was Rs. 300 crore and grew to Rs.600 crore in 2012-13 i.e. a growth rate of 100%.

Organic agricultural export market is one of the major drivers of organic agriculture in India. India exports 31 organic products. It is estimated that more than 85% of total organic production, excluding wild herbs from Uttar Pradesh and Madhya Pradesh, is exported. India is best known as an exporter of organic tea, organic rice, vegetable, coffee, cashew, oil seed, wheat and pulses .Niche markets are also available for spices and fruits. Among the fruit crops bananas, mangos and oranges are the most preferred organic products.

STATE-WISE MAJOR CROPS GROWN UNDER ORGANIC FARMING IN INDIA (BOTH CERTIFIED & IN-CONVERSION)(2017-18)

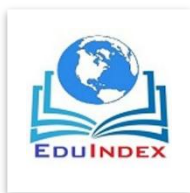
S.N	STATE NAME	PRODUCT NAME				
		Cereals Millets	& Fruits	Medicinal	Plantation	Spices
1	Andhra Pradesh	1874.22	7927.713	279.6	329.65	967.922



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2	Arunachal Pradesh	0	0.17	0	144.59	445.783
3	Assam	23852.275			14401.14	144.905
4	Bihar	0.585	1.16(FC)	3.91(OS)		
5	Chhattisgarh	4624.67	1531.16	2680.7		762.48
6	Goa	2454.552(Df)				
7	Gujarat	55	7317.06	693.706		402.225
8	Haryana	1131.5	22(OS)	39(PL)		14.5
9	Himachal Pradesh	2717.5	1146.56		323.30	2129.65
10	J&K	32904.76	879.9(Df)	93.85(PL)		
11	Jharkhand	.99				
12	Karnataka	4182.655	8178.7	2872.32	3653.587	8273.35
13	Kerala	587.981(MIS) 687.846(OS)	155.831	22.355	14192.77	8062.99 2
14	Madhya Pradesh	13450.52	148629.0(OS)	3658.5	616305.8	14817.3
15	Maharashtra	11696.943	1272.07	1352.88		9265.85
16	Meghalaya	122(TC)		29.5	10.947	524.8
17	Nagaland		127.77			61.759
18	Odisha	441.643	4156.911	37.72		1754.56
19	Punjab	352.93	319.79(FC)	57.6(PL)	13.95(OS)	
20	Rajasthan	12232.49	301.37	3744.292	123.896	4556.41
21	Sikkim	51.819	313.022(SP)			313.002
22	Tamil Nadu	1.92	3622.47	467.08	7820.466	583.441
23	Telangana	10.89(CR)	1316.741			7460.6
24	Tripura				326.04	
25	Uttar Pradesh	86544.6	210.269	31649.3	180.801	221.648

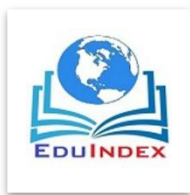


26	Uttarakhand	12417.54	35.545	876.43	24.368	2159.04
27	West Bengal	1.076	63.69(FC)		19720.86	
28	Pandicherry	25(AP)				
	Total Commodities					

Table:3 Source APEDA(2017-18) Annual Report

The growth in the organic sector in terms of area, number of producers and market size grew significantly from 2017-18 and 2018-19. Which can be seen with the help of table 4.

Particulars	2018-19	2017-18
Cultivated Area (Organic + In-conversion)	1938,220.79 ha	1786494.06 ha
Wild Harvest Collection Area	1490417.98 ha	1780044.77 ha
Total Area (Cultivated + Wild Harvest)	34,28,638 ha Or say 3.428 million ha	3566538.834 ha Or say 3.566 million ha
Farm Production	2607385.00 tons	1675560.70 tons
Wild Harvest Production	37930.67 tons	27,550.30 tons
Total Production	2645315.67 tons	1703111.00 tons
Individual farm producers	2371 No.	1918 No.
ICS Groups	3488 (11.47 lakh farms)	3488 (10.91 lakh farms)
Total Processors	1452	1081 No.
Total Trader	777	822 No.
WH Operators	90*	79 No.
Total Operators	8301 No.	7388 No.



Total Farmers	11,49,371	10,93,288
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Table:4 (APEDA-NPOP(2018-19))*(Total collectors 29384)

Benefits of organic products includes firstly, Health in which consumers are increasingly becoming aware of the food safety issues and environmental issues because of their increased concern about health, the environment's health and its global implications. Secondly, toxin and GMO free products in which products are completely toxin and chemical free products involved. Third, Higher Nutritional contents found in organic fruits, vegetables and grains. Lastly organic products are made with focus on eco-system and eco-friendly practices. They reduce water pollution and improve the soil health.

Apart from organic food and beverages products, health and wellness, beauty and personal care products also have grown immensely and good examples are Forest Essentials, Soul tree, vitro and Himalaya Herbal organic emerging as successful brands.

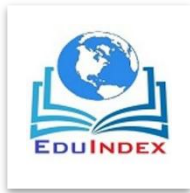
RESEARCH METHODOLOGY

1. Objectives of the Study

- To study about the present status of organic scenario in India.
- To analyze the comparative growth of organic food products and export growth.
- To study the employment opportunities in organic industry.
- To study the future growth and future aspects of employment in organic sector.
- To give suggestions and success stories based on analysis.

2. Research Methods

- Research design has been taken theoretically and empirical to evaluate the contribution of organic farming to sustainable development as well as evaluate the contribution of organic farming for employment in organic agricultural practices. Sometimes it is

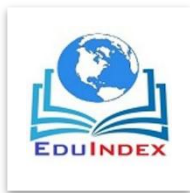


analytical to analyze the export growth of organic products to know overall growth of this sector. This will advance the prominent ideas of employment opportunities.

- The study is mainly based on the information and data obtained from the secondary sources. Secondary sources included published materials, government documents, information from various websites of organic food, website, various reports & surveys, seminars paper discussion with the various senior officials and experts in the field.

Review of Literature

- Ahlem Z, Hammas MA (2017) Organic Farming: A Path of Sustainable Development. Int J Econ ManagSci 6: 456. DOI: [10.4172/2162-6359.1000456](https://doi.org/10.4172/2162-6359.1000456). The author describes the importance of organic farming as a result of sustainable farming and it will result in mechanized and advance farming practices.
- Sahota, 2017; Willer and Lernoud, (2017), the study says that organic market is growing very fastly and it is projected to continue seeing health growth in the economy. It is directly related to healthy and toxin free products. The global organic agricultural market has grown from approximately US\$ 100 billion in 2018 to almost US\$82 billion in 2015. We can see the extending growth as well. With the extended study Sahota (2018) also advance the comment about exceeding demand of organic food over supply. Employment is also special achievement by following organic production.
- Johnston and MacKendrick 2013; Chappell, (2013) organic food movements has become an influential and effective part of food system. There is parallel growth in the market sometimes demand exceeds the supply. Farmers are taking more interest to grow organic products due to rice Premium and specific government policies to enhance the production of these products.
- According to Bama 2011, the organic agriculture business Organisation and think tanks always speaks about the job creation potential of organic farming. This survey was based on investigation in California and Washington.



- Glynn, et al. (2011) says that proper and timely funding for rural organic farmers can create the more job opportunities in economy. The difference can be made on basis and nature of job. The greater opportunities can be produced with small efforts in organic farming.

ORGANIC SCENARIO IN INDIA

For the study purpose we distributed the framework into following segments:

1. Organic Market in India
2. Organic Export market in India

1. Organic Market in India

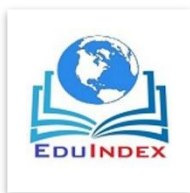
The growth of organic market has been seen in various segments like food products, textile products, wellness & health products, beauty & cosmetics, personal care industries etc. The food market is a wide spread market in which maximum consumer belongs to the higher urbanism area due to price premium and comparatively expensive to conventional products. Even after the price constraint this is the large spread market with the maximum production capacities as well as maximum possibilities of production. India currently holds the ninth position among 178 countries that actively practice organic agriculture. At present, the country is home to more than 835,000 organic producers, 699 processors, 669 exporters and 1.49 million ha area under organic cultivation. The total market size for organic packaged food in India in 2016 was INR533 million, growing at 17% over 2015, and is expected to reach INR871 million by 2021.

The organic production area in India falls under two management systems:

- National Programme on Organic Production (NPOP) and
- Participatory Guarantee System-India (PGS-India).

With the help of these government policies, state wise production of various organic crops receiving specific subsidies to enhance the production and it has been here in the table:

State-wise Organic Production in year 2018-19 (Table:5)

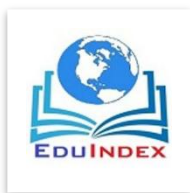


S.no	Country name	Quality organic produced (MT)	Value in US\$ millions
1	Maharashtra	858734.613	2241.400
2	Madhya Pradesh	738877.747	7.956
3	Karnataka	365848.348	4728.636
4	Uttar Pradesh	142511.559	0.015
5	Rajasthan	134611.234	1.500
6	Odessa	88948.057	0.550
7	Jammu & Kashmir	33878.950	0.000
8	Gujarat	66106.204	0.000
9	Assam	38456.720	18.880
10	Uttarakhand	29601.807	0.000
	Total	2599088.742	8296.167

(Table:5)Source: APEDA-NPOP(2018-19)

Production of organic crops in India in thousand MT for 2018-19(Table:6)

S.No.	Category	Production (In tons)		
		Organic	In-conversion	Total
1	Sugar crop	984730.09	6910.00	991640.09
2	Oil Seeds	727148.20	7.99	727156.19
3	Fiber Crops	312945.366	888.07	313833.43
4	Cereals & Millets	269546.67	187.47	269734.14
5	Pulses	71874.87	0.40	71875.27
6	Plantation Crops (tea/coffee/coconut)	61320.50	223.51	61544.01
7	Spices and Condiments	56207.70	45.35	56253.05
8	Medicinal/Herbal/Aromatic Plants	48423.83	0.95	48424.78
9	Fruits	35812.55	2.40	35814.95



10	Flowers	11015.82	0.00	11015.82
11	Dry fruits	8834.228	30.00	8864.228
12	Vegetables	7134.43	0.965	7135.395
13	Miscellaneous	1964.47	0.00	1964.47
14	Fodder seeds/Crops	1851.19	0.00	1851.19
15	Tuber crop	289.07	0.00	289.07
	Total Certified production	2599098.984	8297.105	2607396.089

(Table:6) Source: APEDA-NPOP(2018-19)

2. Organic Export Markets:

In addition to advancing domestic market, India is gripping in international market as well. India is the second largest exporter of organic products in Asia dominating by China. Indian organic food exports were estimated at US\$299 million during 2015-16 with total volume of 263,688 MT. The major export destinations were the US, European Union, Canada and New Zealand. The growth can be seen year by year and it stands for estimated at US\$ 614 million during 18-19 with total volume of 757,498 MT. Oilseeds comprised half of India's overall organic food export, followed by processed food products at 25%. The growth in the export of organic products is shown in the table below:

Country wise export during 2018-19 & 2017-18 (Table:7)				
	2018-19		2017-18	
Country name	Exported Qty (MT)	Total value	Exported Qty (MT)	Total value
U.S.A.	334113.113	2922.00	223853.602	234.587
European Union	155255.112	1517.20	129546.233	196.795
CANADA	101942.911	466.50	82132.724	51.806
SWITZERLAND	6199.110	67.24	8925.166	11.172
AUSTRALIA	2130.761	50.78	2690.152	6.200

JAPAN	750.936	16.30	1073.320	2.374
NEWZEALAND	1977.901	14.46	1282.187	1.486
ISRAEL	3069.917	12.69	1974.249	2.116
VIETNAM	3185.572	11.42	1446.909	1.090
LEBANON	681.000	11.11	100.273	0.201
Total	334113.113	5150.99	458339.017	515.44

(Table:7)source:APEDA-NPOP(2018-19)

India currently holds the Ninth position among 178 countries that actively practice organic agriculture. At present, the country is home to more than 835,000 organic producers, 699 processors, 669 exporters and 1.49 million ha area under organic cultivation.

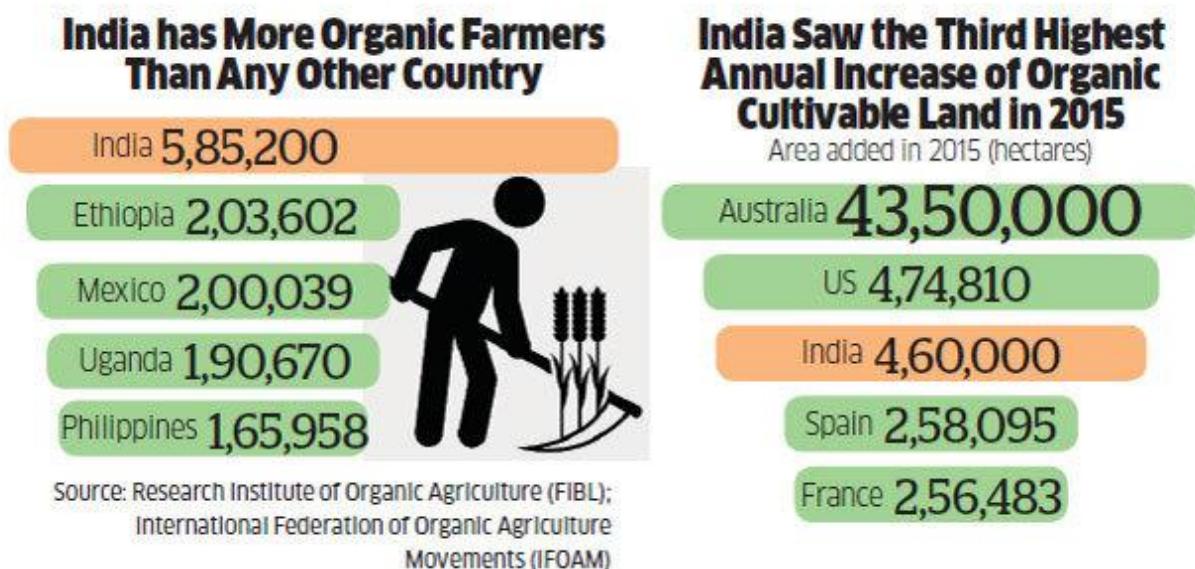
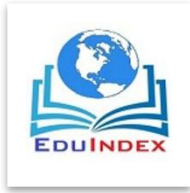


Figure:2 Indian contribution in organic farming(2017-18)

EMERGING TRENDS IN ORGANIC FOOD INDUSTRY:

The key trends in the Indian organic food industry are as follows:



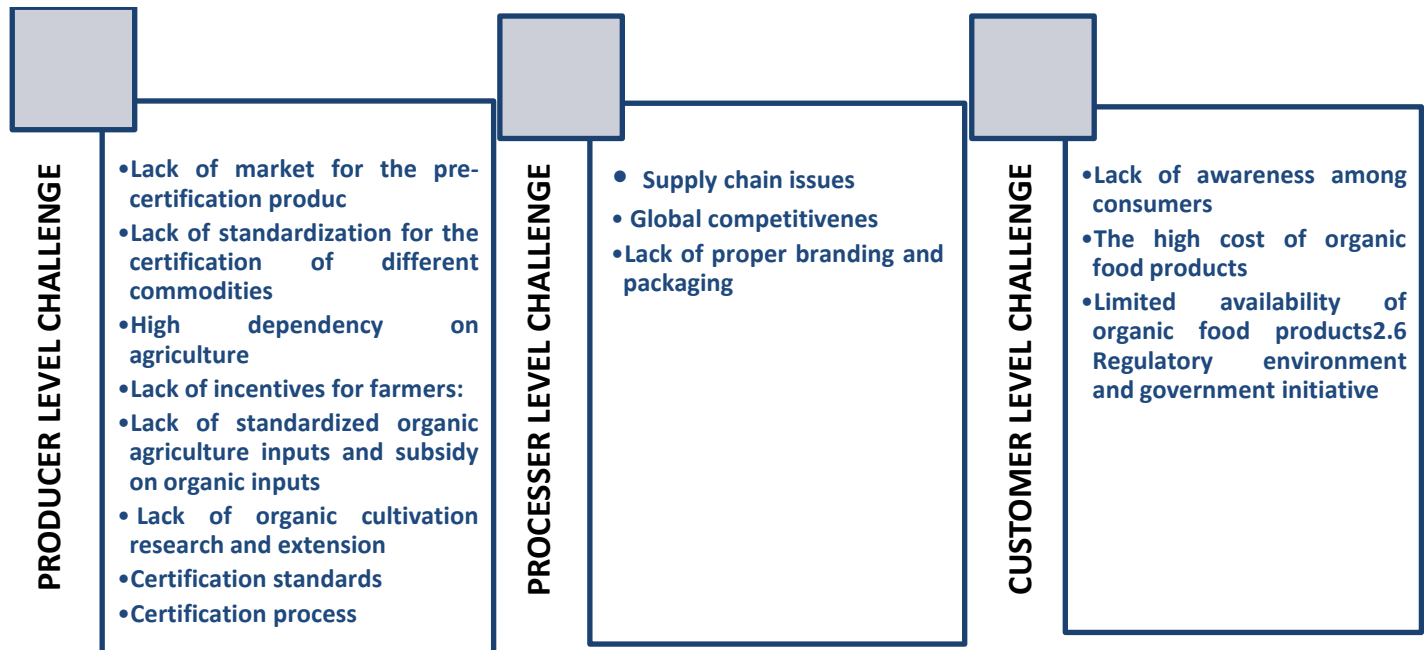
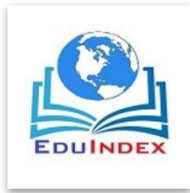
1. **Increasing demand for organic food:** The current market size for organic food products is US\$533 million i.e. 17% growth in 2015. The urban areas are witnessed for a growth of 95% increment in demand in the last five years.
2. **Advancing marketing channels:** Many organic food companies are adopting the online marketing to expand their organic business. Some of the players that have established their own online website is Farm2Kitchen, Organic Shop, Naturally Yours, Navdanya, 24 Mantra online and Organic India.
3. **Organic food restaurants and cafes:** Many entrepreneurs are venturing into the area of organic café and marketplace. For example, Devang House is a fully organic café located in New Delhi which organizes the Organic Living Festival every fortnight. It also sells herbal lifestyle products like dental powder and digestive tonics and uses natural and organic produce in its menu. The Trident, Gurgaon, has a separate organic menu that uses organic products only.
4. **Increasing investment in organic food companies.**
5. **Increasing retail business**
6. **Introduction of new product categories and varieties**



Figure:3Key growth drivers of organic sector

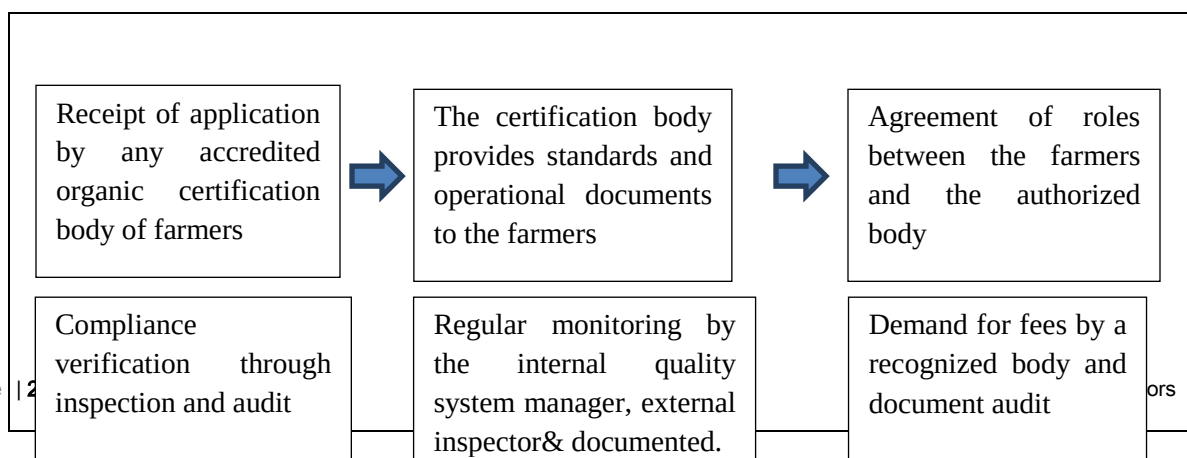
Challenges in the organic Sector in India

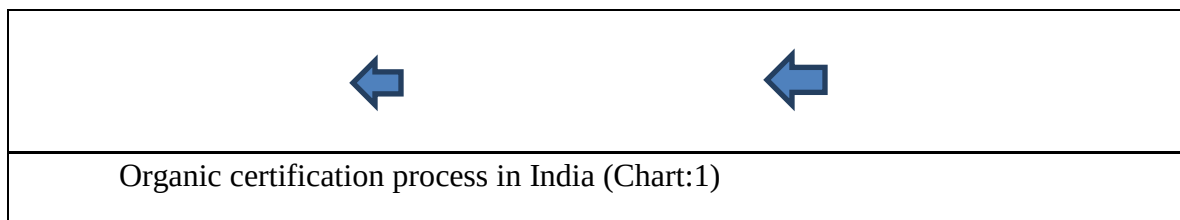
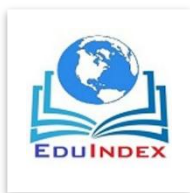
Some of the challenges faced by the organic sector today can be grouped into three heads:



❖ The process of organic certification in India:

Larger number of farmers, group of farmers, individual farmer, any organic producer Organisation who possesses organic land can apply for the organic certification for their products. Certification is provided only for products not for the land. Certification is provided by various certification agencies registered under APEDA or NPOP Program of government. It is pertinent to note that the certification is provided to produce and not the land. This process may be done in following steps :



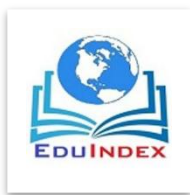


❖ Government initiatives

The Government of India is promoting organic farming through its growth engines, national level programs NPOP and NPOF. Various steps have been taken to boost organic farming which is controlled by NPOP and NCOF. Major schemes that promote organic farming are as follows:

- NMSA
- ParamapragatKrishiVikasYojana (PKVY)
- RashtriyaKrishiVikasYojana (RKVY)
- Mission for Integrated Development of Horticulture (MIDH)
- National Mission on Oilseeds & Oil Palm (NMOOP)
- Network Project on Organic Farming of Indian Council of
- Agricultural Research (ICAR)
- National Project on Management of Soil Health and Fertility(NPMSH&F)
- Horticulture Mission For North East and Himalayan States (HMNEH)
- Mission for Organic Value Chain Development for Northeast regions (MOVCDNER) under National Mission for Sustainable Agriculture (NMSA)

Schemes	Details
NPOF	• 25-30% Financial outlay • 40-60 lakh by NABARD for the establishment • For integrated use of chemical and organic manure including bio-fertilizers.
NHM	• 50% subsidy for vermicomposting unit



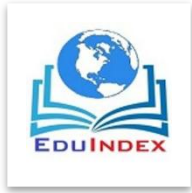
HMNEHS	• 30,000 per beneficiary for adopting organic farming • 5 lakh for farmers group covering an area of 50 ha
NMSA	• 100% assistance by state government • 100% assistance for bio-fertilizers and bio-pesticides • 85 lakhs of assistance for quality control
PKVY	• 20,000 will be given to farmers u to 3 years for organic cultivation • procuring packaging material, preparation of labels, holograms, printing and branding or organic produces at 2500/acre • 36330/ cluster for organizing organic fair
RKVY	• To promote organic with different components • Approval for state level approval committee.
NFSM	• To promote the production of pulses and encouragement to pulses Programme. •

Table:8(Source: APEDA-NPOP annual report 2018)

EMPLOYEMENT OPPERTUNITIES IN ORGANIC FARMING:

Organic fruits, vegetables, and animal products are directly sold in national market and international markets. these products are completely certified from certification agencies and they are acceptable only if they are having seal of USDA certified organic label from department of Agriculture U.S. For example, fruits and vegetables are grown without the use of chemical pesticides or synthetic fertilizers, and animal products come from livestock.

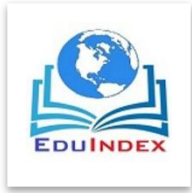
Organic farms and organic food industry are still smaller than the conventional farming or conventional food market but organic food is available in nearly all retail stores and online. Growth in the industry seems continue and due to increasing demand of these products it leads to the career and employment opportunities as well. the advanced technology is already introduced



in organic food production but lot of people still not aware about the modern life of it. Employment and growth in this sector may be increase by making it advanced occupation or technology related occupation.

Farmers, agricultural managers, farmworkers & laborers are involved in the production of organic food production. The scope of their duties and their responsibilities are as follows:

- Farmers, managers and farmers worker direct the all activities & operations of farms.
- Farmers and ranchers operate their farms (what and how much to grow and when to plant, harvest, and rotate fields)
- The daily activities of farmers include raising animals, daily activities include feeding, monitoring the animals' health, maintaining the animals' living spaces.
- Agriculture manager hires the work on behalf of farmers, absentee landowner, or corporation.
- Farmers make the arrangements with buyers or wholesalers to sell the products. This includes marketing, sales, transportation and bookkeeping.
- Farmworkers and laborers can go for raising the crops and labour intensive work, apply fertilizers to crops, controlling pests and weeds
- Inspectors and consultants also play the important role while involving in organic industry. Any certified organic food or any manufactured organic food must pass inspection by an accredited agency. These agencies are the important part of state government.
- Agricultural inspectors investigate the farms and food manufacturing companies. These inspectors work for the state government. They examine food processing operation, health, safety and quality laws. They visit the farms and check the field and crop area, farming techniques and machinery. Inspectors also examine the cleaning, handling, and packaging techniques as well as reviews employee training programs.



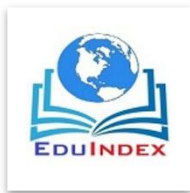
- Consultants provide technical advice and assistance for expansion. They suggest and advice to transform the conventional farm into organic farms. For the purpose of transformation farmers may require new methods of cultivation and support of growth factor which are necessary in organic farming. They explain organic production and their certification process, suggest the best methods as well cost estimation.
- Purchasing agents and buyers work on behalf of retail stores, restaurants & other businesses. They often visit the farm to investigate and check the quality of organic products so that they can analyze the sales volume and consumers demand. Generally they have professional certificates and good communication skills.
- Wholesale sales representatives are the people who are responsible for selling of organic products because farmers and producers do not sell their products directly to the customers or consumers. They find new customers and create large portfolio. Sometimes they participate in training Programme to know about the selling skills.

❖ **OPPORTUNITIES AND SOLUTIONS FOR ORGANIC MARKET GROWTH:**

Even after the lot of government efforts to boost production in organic sector, there are some challenges related to marketing of organic products, Special Packaging of organic produce and value chain management in organic production. Some reasons may be higher operating cost in comparison of conventional items. Sometimes tax burden is also high and price goes up so these organic produce said to be “rich man’s cup of Tea” and this price premium effect stops the consumers to buy organic products.

Organic sector value chain development:

The value chain system cut the operation cost and makes the produce profitable. The value chain program deals at every stage of production and selling but some time it can be fragmented in the case of essential goods or mandatory items. The solution of this fragmented value chain can be

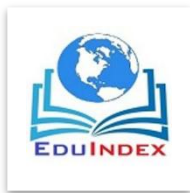


dissolve at each step of production, Harvesting, Collection, Processing, Packaging, Marketing distribution etc.

Although the Government has been encouraging organic Production with the help of various policies, there is a need of state wise separate organic policies to monitor the complete production.

SUCCESS STORIES

1. Mr. Sundara Raman of M/s ThayaluAmmal farms lives in Sathyamangalam near Erode district in Tamil Nadu. Mr. Sundara Raman tried various option but stucked on onlu “Organic farming”. once he said people thinks about him that he is impractical in his life. he tried farming with his own methodology and he was very well aware about the right way . he cut the cost of input and cost of chemical and kept his farm alive. He also formulated many forms of plant and microbial consortia to put into various uses as growth promoters and pest management. He developed and implemented a Conservation Plan. A number of practices like micro irrigation with microbial consortia, bird perches, livestock waste management system, multiple cropping and an agro-forestry unit. Organic crops grown on variety of marketable organic grains like corn, hybrid seed corn, vegetables, redgram, turmeric and organic lime He worked and collaborated with other organic farmers within and from other states, sharing his own knowledge and successes as well.
2. In Japan, Masanobu Fukuoka, a microbiologist working in soil science and plant pathology, quit job as a research scientist, returned to his family's farm, and devoted the next 30 years to develop a radical no-till organic method for growing grain, now known as “*Fukuoka farming*”. Many other practices such as Rishi krishi, Natueco farming, homa farming, panchagavyakrishi and bio dynamic farming are associated with organic.
3. On 16 January, Prime Minister Narendra Modi declared Sikkim as the first state in the country to practice organic farming. Sikkim banned the use of fertilizers and pesticides in



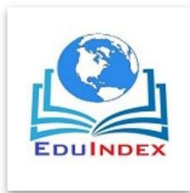
farming in 2008 and 74,000-hectare land has been brought under organic cultivation across the state.

SUGGESTIONS:

- Organic farming could grow more employment opportunities with the better policy support.
- the Continued growth in trade and export makes it the growth engine so this industry must be supported by the state government as well as central government
- By organic transition assistant program and rewards to environmental beneficial government can increase the world trade of these organic products.
- There must be a fair funding to farmer for his consistent efforts in production of organic food.
- Sometimes lower productivity may be constraint in Organic farming. it is safest mode of production so government should support with specific policies and subsidies by the government to poor farmers.

CONCLUSION:

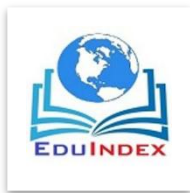
By taking into account the economic, environmental and social functions that must be fulfilled by any mode of healthy agricultural production, organic farming is extremely suitable and fit for the same. Producers must be trained in all way to represent their production to the supervisors, cooperative societies, traders, wholesalers, agriculture inspector for the maximum sell of their products. and they must be protected by the government policies and funded by the government subsidy. Organic farming is very beneficial for the development of developing countries as they may contribute in national income and gross domestic production etc. Despite the barriers to organic conversion, organic farming is taking place in the heart of consumers. Organic sector is



also gaining government motivation, support and subsidy to encourage the production and market. we all can take step for the safest future with the secured Organic Products.

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