



Production and Marketing of Organic Food Products in India

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ABSTRACT

Organic food is a term used to make us understand that there is no use of chemicals or genetic boosters that are done during the cultivation process. According to the ministry of agriculture with increased awareness of organic foods, people are tend toward more of these products. The demand has been especially admirable since the advent of Covid -19, in the domestic and world market. More research needs to be done on these areas to support this scientifically. There is a growing demand for consumption of organic food because of the health benefit awareness among the consumers which has paved the way for more cultivation of organic farming.

Organic food products are the most regulated food products.

Only organic products give a guarantee that no toxic persistent pesticides, synthetic fertilizers or GMOs are used when they are produced. In addition to this, no antibiotics or growth hormones are administered to livestock.

Organic farming primarily gives its focus on eco-friendly agriculture practices. Organic products are grown under a system of agriculture without the use of chemicals, fertilizers and pesticides with an environmental, social, and responsible approach.

Owing to the emerging health consciousness, changing lifestyles and increasing disposable spending among Indian consumers, the organic food markets in India has been showing a profitable pace during the last few years. Non-stop availability of organic food products in shopping malls, retail outlets and e-commerce portals has also been a vital factor for rapid consumer adoption. In spite of all government efforts to boost production, there are several challenges that remain and are mostly related to value addition and marketing of organic products. Therefore, innovative solutions to

optimize scale and maintain profitability for organic products are required.

I. INTRODUCTION

Organic food is a term used to make us understand that there is no use of chemicals or genetic boosters that are done during the cultivation process. The non-organic farmers were reaping high yield of production per unit of investment. But there was a perception that the nutrition value is lower in conventionally produced foods than organic foods. More research needs to be done on these areas to support this scientifically. There is a growing demand for consumption of organic food because of the health benefit awareness among the consumers which has paved the way for more cultivation of organic farming.

According to IFOAM-

The International Federation of Organic Agriculture Movements, Organic agriculture is "a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles suitable to local conditions, rather than the use of inputs with unfavorable effects.

Organic Agriculture integrates tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved¹." The Organic product gives us environmental, economic, cultural and social advantages for over a long period of time. Organic foods are reproduced without the use of fertilizers, chemicals, pesticides, antibiotics, growth enhancers, harmful radiation, chemical food additives and genetic changes. Farmers produce Organic foods not only to avoid the use of pesticides but also to sustain the agricultural land and thereby pass it on to future generations. This is done by



using renewable, natural resources for farming which helps in water, soil, and health conservation. The product is called as organic if it adapts two important activities.

i. Cultivation process does not involve toxic synthetic fertilizers, persistent pesticides, antibiotics, genetically modified organisms and growth hormones.

ii. Organic cultivation norms, procedures are followed so that soil, water and air are not affected.

The application of technology, the production process and the principles practice are the philosophy used during the definition of food which is produced organically. Natural production or biological farming are the other common terms used.

According to the ministry of agriculture with enlarged awareness of organic foods, people are tend toward more of these products. The demand has been especially admirable since the advent of Covid -19, in the domestic and world market. Value of these products registered a 51 percent increase in 2020-21, though it moderated in 2021-22.

KEY WORDS: Organic Farming, Marketing, India, Eco-Friendly, Economic, Yield.

BENEFITS OF ORGANIC PRODUCTS

The Green Revolution and the context in which it took place assured and enabled farmers to increase their production of wheat and paddy among other crops. Along with its positives, it had its own tradeoffs. Today's consumer, however, is not living in an economy burdened by deficiency anymore. The consumer can afford to choose products based on variety, quality, safety and convenience. Inspection of consumer goods through all these lenses places organic products in an advantageous position. The consumers have great aware of issues of food safety issues and issues of environment because of their increased concern about health, the environment's health and its global implications. Organic food is now becoming a practical alternative for an increasing number of consumers, who worry about the presence of chemicals residue and the negative consequences on the environment caused by intensive production methods. Many farmers also now view organic farming as a way to stabilize or even increase their income due to public policy support and growing market demand. The benefits of organic products areas follows:

Health: Organic agriculture channelizes how food is grown and processed. In addition meeting the health and safety requirements of conventional food, organic

food must also meet the additional safety standards of organic farming such as tougher regulations on manure use. A number of studies have shown that organic food include lower concentration of pesticides as compared to food grown conventionally.² Hence, there is a good argumentation to believe that organic farming make less risks of health.

Toxin and GMO-

free: Organic food products are the most regulated food products in

the United States. Only organic products give a guarantee that no toxic persistent pesticides, synthetic fertilizers or GMOs are used when they are produced. In addition

to this, no antibiotics or growth hormones are administered to livestock. Organic producers and processors are subjected to rigorous certification inspections by third-party inspectors

to certify that proper due diligence procedures and protocols are being followed. These inspections are done quite unexpectedly.

Higher nutritional content: Recent studies have stated that organic fruits, vegetables and

grains have exiguous nitrates and cadmium and scanty pesticide residues than non-organic crops, making them safer to consumers³.

Environment: Organic farming primarily gives its focus on eco-friendly agriculture practices. It might not remove the negative environmental impacts entirely, but it can help bring down water pollution and improve the quality of soil. Organic cultivation promotes biodiversity conservation, and become better ecological functions and ecosystem services. It is a self-

reliance system that enhances the economic productivity of crops and livestock. The strict organic certification standards approve many measures like mulching, crop rotation, crop residual management, rules on carrying capacity defining a number of heads of livestock are allowed per ha., made better organic soil carbon binding significantly reduces greenhouse gases helps in mitigating climate change⁴.

Economics: Certified organic foods bring higher prices, when compared to conventional foods as most of the organic produce is directly obtained by companies which helps to forbid the middlemen. The retail price of organic food is costly and as a result, organic production cost is curtailed. This gives farmers a good return on an organized supply chain system.

ORGANIC FARMING IN INDIA

The role of agriculture sector in India's economy cannot be understated. As long as it contributes only 17 percent of GDP, it employs about 50 percent of



people. The sector has a massive indirect impact on allied sectors of the rural economy, as well as a significant triple effect on the manufacturing and services segments of the national economy. The Government is also looking at recommendations that are implementable and solutions from various stakeholders for doubling farmers' incomes by 2022. The role of organic farming as an enabler towards this attempt is both noteworthy and important.

In India, Organic Farming is not new as it has been practiced since time immemorial. When the farmer shifted towards minerals-based farming and the chemical and technological advancements were made in agriculture in the 1960s, India ushered in an era of Green Revolution. It is needless to say that the chemical-based agriculture process has paid rich dividends in terms of higher productivity which has helped in pulling the country out of food insecurity for the increasing Indian population. However, it has brought a very negative cascading impact on our ecological platform, creating new troubles like degradation of soil health, emergence of new pests/diseases, wiping out of eco-friendly microorganisms and percolation of toxic chemicals into our food chain threatening the very existence of the biosphere of our nation.

It has immensely felt that in order to continue agricultural production and productivity and to take this crucial sector into new platforms without troubling the resources and the environment, an alternative system of farming is required. In this context, organic farming, focussing on optimal, balanced, efficient and scientific management of land, water, biodiversity and external inputs have come out as possible solutions.

Concept of Organic Farming

Organic Farming, generally refers to the methods of farming without the use of toxic pesticides, chemicals and synthetic fertilizers. It strictly takes the place of methods of cultivation that maintain the soil healthy and avoid negative impact on environment by using organic waste such as crop, animal and farm wastes including biological materials. According to the Indian Council of Agricultural Research (ICAR), "Organic Agriculture is a unique production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycle and soil biological activity. This is accomplished by using organic, biological and mechanical methods in exclusion of all synthetic off-farm inputs".

PRINCIPLES OF ORGANIC AGRICULTURE



The above-mentioned basic principles are the roots from which Organic Agriculture grows and develops. They display the contribution that Organic Agriculture makes to the world. Composed of ethical principles that are interconnected to support the organic movement in its glaring diversity, they pay the way for the development of organic food standards and development programs.

Organic Farming: Present Scenario in India

Now, only 1.2 percent of the world's agricultural land consisting of about 58 million hectares (ha) is considered to be organic. In India, the total area under organic certification is 5.71 million hectares which include

26 percent cultivable area with 1.49 million hectares and the remaining 74 percent covering about 4.22 million hectares is forest and wild areas for collection of forest produce. India is the leading organic farm producer, with 8,35,000 farmers out of a total 2.7 million global organic farm producers in 2016. There was an increase of 7.5 million hectares in organic farmland at the global level in 2016 from 2015 while in India it has increased by 0.3 million hectares over the same period. Total production of organic farm produce and export during 2020-21 is 3496800.34 MT and 888179.68 MT respectively. Madhya Pradesh has discovered the biggest area under organic certification with 4,64,85



9ha followed by Rajasthan with 1,51,609ha. Sikkim has the distinction of being a fully organic State with a cultivated area of 75,000 ha⁵.

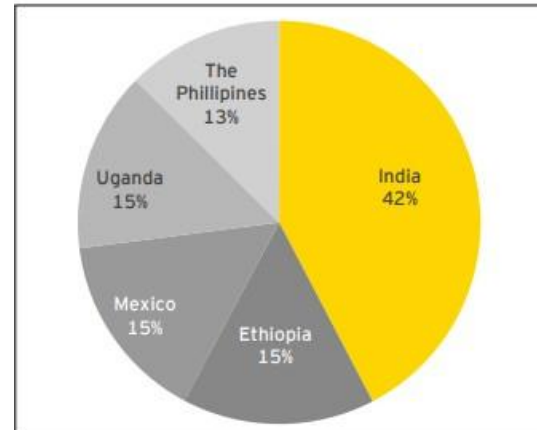
ORGANIC FOOD PRODUCTION IN INDIA

Increasing awareness about the benefits of health associated with organic food products, rising average household annual spending on food, speedy urbanization and immense accessibility of these products are surprisingly anticipated to fuel the sales of organic food products across India in the following years. Changes in consumer preferences, improvement in supply chain network and implementation of advanced initiatives to encourage farmers to switch over to organic farming would also contribute to the growth of the country's organic food market over the coming years.

Organic products are grown under a system of agriculture without the use of chemicals, fertilizers and pesticides with an environmental, social, and responsible approach. This is a method of farming that works at grass roots level conserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has fighting to diseases. India is bestowed with a lot of potentials to produce several varieties of organic products due to its various agro-climatic regions. In many parts of the country, the inherited tradition of organic farming is an added advantage to all the farmers. This gives promise for the organic producers to tap the organic market which is growing steadily in the domestic and export market.

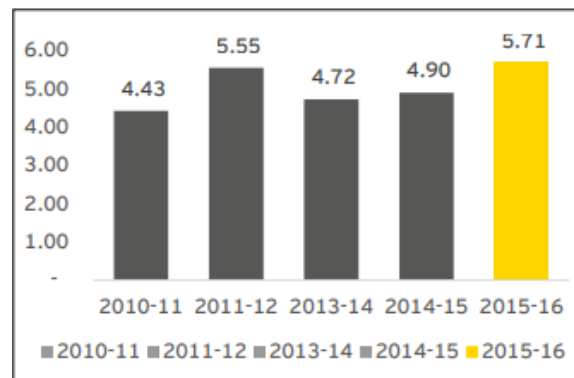
As per the available statistics, India's rank in terms of World's Organic Agricultural land was 8th and in terms of total number of producers was 1st as per 2020 data⁶. At present India enjoys the eighth position among 187 countries that intensively practice organic agriculture. Now, the country has become home to more than 27,59,660 organic producers, 1703 processors, 669 exporters and 2.30 million ha area under organic cultivation. However, with only a meagre 2% of the total agricultural land area designated for organic cultivation, the industry presents an extensive scope for expansion⁷.

Share of organic producers



India has a noteworthy potential to produce all varieties of organic products. It is because of the existence of various agroclimatic zones within its borders. The total area under organic certification is 5.71 million ha in 2015-16. This includes 26% cultivable area with 1.49 million ha and 74% (4.22 million ha) forest and wild area for collection of minor forest produce. The organic production area in India falls essentially under two management systems: (1) National Programme on Organic Production (NPOP) and (2) Participatory Guarantee System-India (PGS-India). The organic area under this program is given below⁸:

Organic area in India (in million ha)



Source: APEDA

The governments of many countries encourage organic farming practices among conventional farmers by floating educational campaigns and supporting with technical as well as monetary assistance. The Government of India offers incentives for the cultivation of natural food products under the National Horticulture Mission.



Area

As on 31st March 2021, total area under organic certification process (registered under National Program for Organic Production) is 3.56 million Hectare (2017-18). This includes 1.78 million ha (50%) cultivable area and another 1.78 million Hectare (50%) for wild harvest collection. Of all the states, Madhya Pradesh has converted largest area under organic certification followed by Rajasthan, Maharashtra and Uttar Pradesh. During 2016, Sikkim has achieved a remarkable distinction of converting its entire cultivable land (more than 75000 ha) under organic certification⁹.

Production

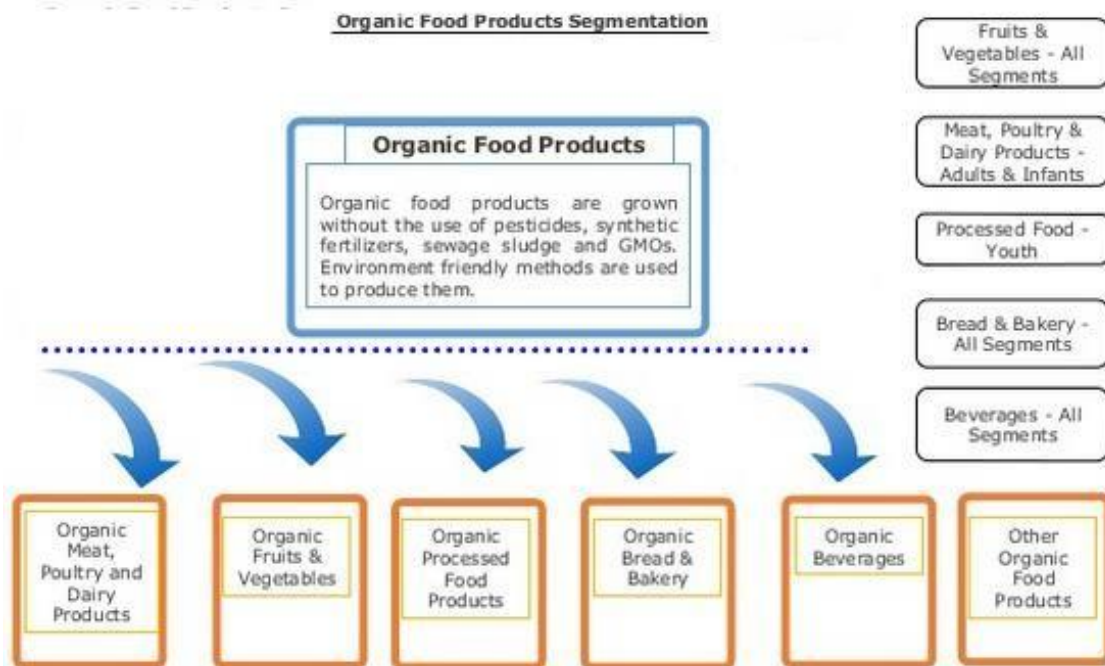
India produced around 1.70 million MT (2017-18) of certified organic products. This includes all varieties of food products, namely Oil Seeds, Sugar cane, Cereals & Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee etc. The production is not only limited to edible sector but also extended to organic cotton fiber, functional food products etc. Among different states Madhya Pradesh is the largest producer followed by Maharashtra, Karnataka, Uttar Pradesh and Rajasthan. In terms of commodities Oil

seeds are the single largest category followed by Sugar crops, Cereals and Millets, Fiber crops, Pulses, Medicinal, Herbal and Aromatic plants and Spices and Condiments.

ORGANIC FOOD MARKET IN INDIA

Owing to emerging health consciousness, changing lifestyles and increasing disposable spending among Indian consumers, the organic food markets in India has been showing a profitable pace during the last few years. Non-stop availability of organic food products in shopping malls, retail outlets and e-commerce portals has also been a vital factor for rapid consumer adoption. Over the last few years, the organic food products have been occupying more and more shelf space across major retail outlets. Increasing government support in the form of subsidies, availability of easy financing schemes from financial institutions, increasing number of organic food growers and area under organic food cultivation are expected to further speed up the prospects of the industry. Retention of the soil health is yet another reason that encourages farmers to make a change over to organic farming.

Organic food products



Organic food products are available in form of pulses & food grains, processed foods, fruits & vegetables, dairy products, and other organic food products, which consist of products such as

beverages, sweeteners, honey, jaggery, meat, fish, poultry products, etc. Organic pulses and food grains segment occupied the major share of the market in 2017, and is also exp



ected to show significant growth over the next five years. Exports of organic food products has been a major driver of organic food production in India. The market has also been growing on the heels of rapidly rising purchasing power of domestic consumers. A major trend witnessed over the last few years in India's organic food market is rapidly increasing. Rising exports of organic food products and increasing profit margin over the last five years are the major factors that have been increasing farmers' interest towards organic farming in the country. Organic farming also helps in retaining the nutrients present in soil, which is yet another reason encouraging farmers to shift towards organic farming. Increasing land area under organic farming has been boosting production of organic foods in India, thereby supporting the upsurge of organic food market in the country. The Indian organic food market touched a value of US\$ 704 Million in 2018. Organic food is the product of an agricultural system that does not go for the application of man-made fertilisers, pesticides, growth regulators and livestock feed additives. Organic food provides the consumers the guarantee that toxic pesticides, synthetic fertilizers, Genetically Modified Organisms (GMOs) are not at all used in the food production, and the livestock has not been administered antibiotics or growth hormones. Moreover, organic food also ensures that strict organic cultivation standards have been adhered to with respect to impact on soil, water, and air to support environmental protection. The market for organic food is currently exhibiting encouraging prospects in India. One of the major factors that drive the demand of organic food is the rising level of health awareness among the consumers. Indian consumers have started giving attention to the nutrient content and the quality of the food they eat, which naturally leads to a rising demand of organic food. Moreover, a few factors such as strong economic growth, urbanization, and rising income levels drive the consumers to use organic farm products, the consumer expenditure on health and wellness products have increased significantly. Additionally, the demand of organic food in India is also being intensified by the strong support of the government. The Indian government promotes organic farming by providing financial support to farmers who have switched over to adopting organic farming under various government schemes such as Mission for Integrated Development of Horticulture (MIDH), National Food Security Mission (NFSM), National Mission for Sustainable Agriculture (NMSA), Rashtriya Krishi Vikas Yojana (RKVY)

etc. Looking forward, it is expected that the Indian organic food market to grow at a CAGR of 20% reaching a value of US\$ 2,091 Million by 2024¹⁰. India's organic sector is poised for growth if the right interventions are implemented as all the elements and ecosystem needed for making the sector significant have evolved over the past two decades. These include a national standard as well as a national program, a basic accreditation system, certifying bodies, a relatively large base of organic farmers, basic supply chains and a number of small but robust organic companies managing these supply-value chains and participating in the global organic markets. Organic players have also been developing in the domestic market and are optimistic, and if consumer confidence is built up meticulously, the domestic market too will grow to a considerable size. A strong 'unambiguous proven credible certification' system-label will no doubt be the foundation of consumer confidence in the metro markets of the country which consume a lion's share of premium branded packaged foods. The foundations and momentum so far developed needs to dovetail into a national organic master plan if the sector has to make a quantum jump. Organic packaged food and beverages are an emerging market in India and its primary consumers are high-income urbanites. The total market size for organic packaged food in India in 2016 was INR.533 million, growing at 17% over 2015, and it is reached INR.871 million by 2021¹¹.

Regulatory Framework

Organic foods are products of holistic agricultural practices focusing on biodiversity, soil health, chemical-free input etc. with an environmentally and socially responsible approach that have been produced in accordance with organic production standards. People are very cautious to buy organic food because they lack confidence about its genuineness. The difficulty of fraud and mis-labelling occurs when a Food Business Operator (FBO) marks a product as organic while it contains non-organic ingredients or where the organic production standards are not adhered to in the production process. Therefore, it is very important for the consumers to check if the food labelled as "organic" is genuinely organic. The Food Safety and Standards (Organic Foods) Regulations, 2017 are based on the standards of National Programme for Organic Production (NPOP) and Participatory Guarantee System (PGS-India).



To have consonance with the international standards, the following bodies were formed in India to take steps to recognise organic products:

1. Agricultural and Processed Food Products Export Development Authority (APEDA) for implementing the National Programme on Organic Production (NPOP)
 2. National Centre for Organic Farming (NCOF) for implementing the Participatory Guarantee System in India.
 3. Food Safety and Standards Authority of India (FSSAI) for regulation of food safety standards of organic packaged food and beverages products. Certification of Organic Foods assure that they comply with the set standards laid out. Organic foods may be certified under NPOP or PGS.
1. Accredited Certification Bodies under NPOP - There are 28 Accredited Certification Bodies under NPOP.
 2. Regional Councils under PGS-India - There are 562 Regional Councils (RCs).

APEDA

APEDA was established under the Agricultural and Processed Food Products Export Development Authority Act, passed by the Indian Parliament in December 1985. APEDA is the apex organization under the Ministry of Commerce and Industry, Government of India. It is mandated with the responsibility of promoting and developing the export of agro products from India. Its main functions include promoting the export-oriented production and development of scheduled products (including fruits, vegetables, cereals and rice), fixing of standards and specifications for the scheduled products for the intention of exports.

NPOP

Since 2001, the Government has been promoting organic farming through third-party certification under NPOP. NPOP is implemented by APEDA to meet the rigid standards for exports. It provides information on standards for organic production, system criteria and procedures for accreditation of Inspection and Certification Bodies. NPOP also lays down guidelines for the national organic logo and the regulations governing its use. The standards and procedures are formulated in relation to international standards such as those of Codex and International Federation of Organic Agriculture Movements (IFOAM). The NPOP standards for production and accreditation system are also recognized by the European

Commission and Switzerland as equivalent to their country standards. The scope of NPOP includes:

1. Policymaking for development and certification of organic products as notified by the Department of Commerce from time to time
2. Creating national standards for organic products and processes
3. Accreditation of certification programs to be operated by certification bodies
4. Certification of organic products

In 2006, India's organic certification process under NPOP had been granted equivalence with the European Union. It has also been recognized for conformity assessment by the National Organic Programme (NOP) of the United States Department of Agriculture (USDA).

Food Safety and Standards Authority of India (FSSAI)

FSSAI operationalized the Food Safety and Standards (Organic Food) Regulation, 2017. The regulation recognizes both NPOP and PGS-India as certified organic products. However, in addition to this, the packaged food will require meeting both the conventional food standard and organic food standards¹². The key features of this regulation include the following:

1. No person can manufacture, pack, sell, offer for sale, market, distribute or import any organic food products unless they comply with the regulations.
2. Organic foods should comply with provisions from at least one of the following:
 - a. NPOP
 - b. PGS-India
 - c. Other system or standards notified by the Food Authority
3. Organic food that is marketed through direct sales by the mall or original producer or producer organization is exempted from the provisions
4. Organic labeling requirements should be accurate, in addition to the standard labeling requirements.



5 Traceability should be established upto the producer level.

6 All organic food should comply with the Food Safety and Standards (Food Product Standards and Food Additives)

7 Regulation 2011, and the Food Safety and Standards (Contaminants, Toxins, and Residues), Regulations, 2011.

8 Sellers of organic food will be required to display organic food items in a distinguishable manner from conventional food items.

9 Organic food imports under bilateral or multilateral agreements on the basis of the similarity of standards between NPOP and the organic standards of the exporting countries shall not be required to re-certify on import.

10 All organic food consignments should be accompanied by a Transaction Certification issued by an accredited certification body covered under the terms of equivalence agreement.

TAMILNADU – ORGANIC CERTIFICATION DEPARTMENT

Tamil Nadu Organic Certification Department (TNOCD) aims at creating an ecosystem, which can achieve sustainable productivity without the use of artificial external inputs such as chemicals, fertilizers and pesticides. TNOCD was established by the Government of Tamil Nadu in the year 2007 to carry out inspection and certification of organic production system in accordance with NPOP (National Programme for Organic Production), which was launched by Government of India in the year 2000 and notified in October 2001 under the Foreign Trade and Development Act. Tamil Nadu Organic Certification Department carries out the certification of Agricultural Organic Product, Processing, and Trade under National Programme for Organic Production (NPOP). The TNOCD is accredited by APEDA (Agricultural and Processed Food Products Exports Development Authority), New Delhi, Ministry of Commerce and Industry, Government of India. The accreditation number allotted to Tamil Nadu Organic Certification Department is NPOP/NAB/0019. Organic Certification given by this Department is accepted internationally and is on a par with standards of European Union and Swiss Organic Farming Ordinance etc.

Tamil Nadu Organic Certification Department also imparts free training to registered organic farmers on National Standards for Organic Production. During the year 2018-19, 31687 acres of land have been enrolled under Organic Certification by 4768 farmers in Tamil Nadu.

GOVERNMENT INITIATIVES

The Government of India is promoting organic farming through its two national level flagship programs NPOP and NPOF. These are the growth engines for organic farming in India. Under the NPOF, organic farmers in the country are provided with the assistance of 25%-35% of the total cost of the project. However, a limit of Rs.4 million-Rs.6 million has been set up for the establishment of production units for bio-inputs such as bio-fertilizers and bio-pesticides.

In addition to NPOP and NCOF, several other schemes/program have been taken to boost organic farming. Major schemes that promote organic farming are as follows¹³:

1. NMSA
2. Parampragat Krishi Vikas Yojana (PKVY)
3. Rashtriya Krishi Vikas Yojana (RKVY)
4. Mission for Integrated Development of Horticulture (MIDH)
5. National Mission on Oilseeds & Oil Palm (NMOOP)
6. Network Project on Organic Farming of Indian Council of Agricultural Research (ICAR)
7. National Project on Management of Soil Health and Fertility (NPMSH&F)

There is a specific focus on the NER with respect to organic farming. Two major programs in the NER are:

1. Horticulture Mission For North East and Himalayan States (HMNEH)
2. Mission for Organic Value Chain Development for Northeast regions (MOVCDNER) under National Mission for Sustainable Agriculture (NMSA).

CHALLENGES IN VALUE ADDITION AND MARKETING OF ORGANIC PRODUCTS

In spite of all government efforts to boost production, there are



rious challenges that remain and are mostly related to value addition and marketing of organic products. The companies need to bear the cost of aggregating products from small farmers and transportation and handling costs; bear losses on account of perishability, quality and rejections; and maintain a buffer margin for quality variations and disaggregation to reach out to retail points. The warehousing protocols and product manufacturing protocols are even stringent in terms of fumigation during storage, use of preservatives and added ingredients while manufacturing. The packaging requirement for organic is also rigid, where natural packing materials are to be used, which increases the cost of packaging. All of the aforementioned factors provide to high operating costs compared to conventional products and lead to high price mark-ups. In addition, most of the high incremental pricing consists of taxes as it is considered as the purchase of those who have money and therefore taxed heavily. The high price is an obstacle and holds many consumers from choosing organic products; therefore, the sale of organic food products is restricted to only tier one cities and supermarkets. The value chain also remains fragmented because the essential commodity act could be imposed any time on any commodity rendering large-scale investments and infrastructure which otherwise is unavailable. Therefore, innovative solutions to optimize scale and maintain profitability for organic products are required.

MARKET OVERVIEW

The Indian organic food market is expected to exhibit a CAGR of 25.25% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously follow and judge the direct as well as the indirect influence of the pandemic. These awareness are included in the report as a bigger market contributor.

II. CONCLUSION

There is an increasing demand for organic foods among the consumers which will reflect on the future prospects in organic farming. The market should analyze and understand the consumers' point of view and change according to their requirements. It is necessary for the market to understand the concept of consumers' decision-making approach with regard to organic food products and also on how to promote organically produced foods. The belief, response and attitudes are affected by various

marketing techniques adopted and in the product availability and in its development which varies from a particular area to another particular area. So it is very important and significant to understand the motivating factor behind the response towards the organically grown food products and the attitude of consumers. To analyze the important challenges of growth of chemical residues in the food chain and immense use of agro-chemicals, it is vital for the organic fraternity to focus their attention on a result-oriented approach which includes reviving soils with, supply of organic inputs, consumer marketing initiatives, organic content, bullet-proof certification standards, capacity building of farmers, and most importantly integrating farmers into market-led value chains, among others. Additionally, to leverage the full potential of the sector and achieve sustainable farming and commercial prosperity for the Indian farmer, fast-tracking regulatory, procedural, infrastructural, promotional, skilling and product-specific interventions will be highly significant.

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