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“Challenges And Opportunity Of Organic Food In India”

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Abstract:

India, a rural country with an enormous number of small farmers who still use traditional methods and do farming with few agricultural inputs. NGOs that endorse organic agriculture and other administrations who support farmers in these aspects. An organic measure is now developing in India on different levels (manufacturer groups, instructors and counsellors, certification bodies and processors and dealers). So, distribution of information about the different opportunities and challenges for Indian organic products on the domestic and international market are of fundamental concern to license continue.

Organic food manufacture could be a self-regulated industry with government oversight in some nations, distinct from isolated agricultural. Currently, the ecu Union, the United States, Canada, Japan, and plenty of other countries require producers to get special certification supported government - defined standards so as to plug food as organic within their borders. within the context of those regulations, foods marketed as organic are produced in an exceedingly way that complies with organic standards set by national governments and international organic industry trade organizations.

Introduction:

Organic foods are foods produced by methods that suits the standards of organic farming. Standards differ internationally; however, organic farming normally, features practices that struggle to foster cycling of resources, encourage ecological equilibrium, and preserve biodiversity. Organizations regulating biological products may opt to restrict the engagement of certain insecticides and manures in farming. Over-all, organic foods are typically not administered using radioactivity, business solvents or artificial food seasonings.

Organic cultivation is especially suitable for a rustic like India with an enormous population of small farmers who still use traditional methods of farming with few agricultural inputs. It's estimated that 65% of the country's cropped area is organic by default, because the small farmers have no choice but to farm without chemical fertilizers and pesticides as they cannot afford. This default position is not to remark India's intrinsic advantages, such as, its diverse agriculture climatic regions, home-grown self-satisfying agriculture systems, sizeable number of progressive farmers and ready accessibility of cheap manpower translate into the potential to cultivate a massive basket of products organically.

According to the Indian Capability Centre for Organic Agriculture, the global market for naturally produced foods is \$26 billion and is projected to spread to \$102 billion by 2020.

As a part of the market is further expected to grow at a CAGR of about 20.5% in the forecast period of 2021 and 2026 to reach a value of about USD 2601 million by 2026. For the elevation of supportable agriculture in the nation, but the main components of this initiative have profited exports, from the creating of countrywide organic standards under NPOP (National Program for Organic Production), fitting place a system of certification for products, and establishing APEDA (Agricultural and Processed Food Export Development Authority) because the nodal agency to push exports opportunities. The organic farming is an old concept in India in terms of the extensive farming dispensed within the country. The organic grocery store is worth USD 129.3 Mn and shows huge potential for growth in future.

Some people believe that organic food is simply a "concept" popular in the developed countries. They think that when it includes organic nourishment, India only exports organic food and actually little is consumed. However, this is often not true. Though 50% of the organic food manufacture in India is targeted towards exportations, there are numerous that look towards organic food for inland consumption.

Literature Review:

1. Priya S, ParmeshwariM (2016) "Consumers Attitude towards Organic Food Products".

The objective of this study is to know the demographic variables of the customers using organic products. The study finds the awareness of consumers about the organic products.

The study finds that there is a significant relationship between monthly income and expenses and in a significant relationship between respondent and period of consumption.

2. (Bourn and Prescott, 2002) - Nutritive, Sensory and Food Care Assessment

Nutritious, sensory and food security attributes influence customer choice between organic as opposed to conventionally produced foods. Several educations have therefore compared organic and conventionally produced foods using such qualities. There are quite few noneconomic characteristics that buyers consider while comparing organic produce with conventionally full-grown substitutes. Although consumers generally link produce quality with its appearance reported a relationship between purchaser willingness to just accept blemishes and organic produce buying behavior. Over-all, appearance tends to be reduced amongst the clients

with a high preference for organic and pesticide-free products. Product taste (i.e., flavor), cleanliness and time period are other features that shopper's study in their buying choices.

3. (Woese et al.1997) – Organic customers demand and market matters

Awareness in organically produced food is growing throughout the world in response to concerns about conventional agrarian practices, food security and human healthiness concerns important organic buyer demand and marketing topics, including:

- (i) The implications of an profitable definition of organically cultivated food for purchaser demand;
- (ii) Attributes that shoppers consider most while comparing about organic food with conventionally grown products;
- (iii) Level and features of shopper's knowledge and awareness about organic food;
- (iv) Valuation procedures and features of organic customer arrogances and preferences;
- (v) Scope of organic value premium and physical physical characteristics of customers' willingness-to-pay for organic products; and
- (vi) Outline of organic customers. Such a comparison across studies, and for various countries, is not only important in its claim, but also provides a better understanding of the economic and noneconomic variables to incorporate in organic consumer demand modeling and estimation. An economic viewpoint of organic products as economic goods leads a comparison of designated customer decision-making sizes of organic product.

4.(Gunter and Furnham, 1992) - Production, Producer Price, and Productivity Evaluation

A supply side assessment of the differences between organic and traditional products is important especially for environmentalists and humanists or for consumers who have an "external orientation" and have a tendency to reply to the social benefits or impacts of increased organic production. Such customers have faith in that conventional production systems can generate off-site effects, with undesirable effects on humanity. Other consumers prefer to reward producers who such consumers perceive to be using, environmentally friendly production methods. Rise in the source of organic products will, ceteris paribus, lesser price premiums, thereby affecting customer request and profitability of the organic business.

5.(Grossman, 1972) - Willingness-To- Pay for Organic Products

The willingness-to-pay (WTP) for particular food attributes is linked to an observation that customers make trade-offs for improved attributes associated with consuming particular products. A WTP too reflects an opinion that separate preferences are unique. on condition that yields are generally lower for organic production than for conventional production, consumer willingness - to-pay a price premium for organic products is a vital determinant of organic farm profitability and long-term financial sustainability. The magnitude of the worth mark-up is also important because it helps in assessing the worth consumers place

on particular product attributes. A price premium on organic produce can signal differences in product attributes and characteristics and, therefore, is a crucial search attribute for hedonists.

Research Methodology:

This study is Descriptive Research in nature. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection. The main purpose of descriptive research is explanation of the set of circumstances as it is present as such.

Sampling Size:

The selected population are all the people form Vadodara.

130 Samples were collected from random people to gather their views on the consumption of Organic Foods.

Tools of Data of Collection:

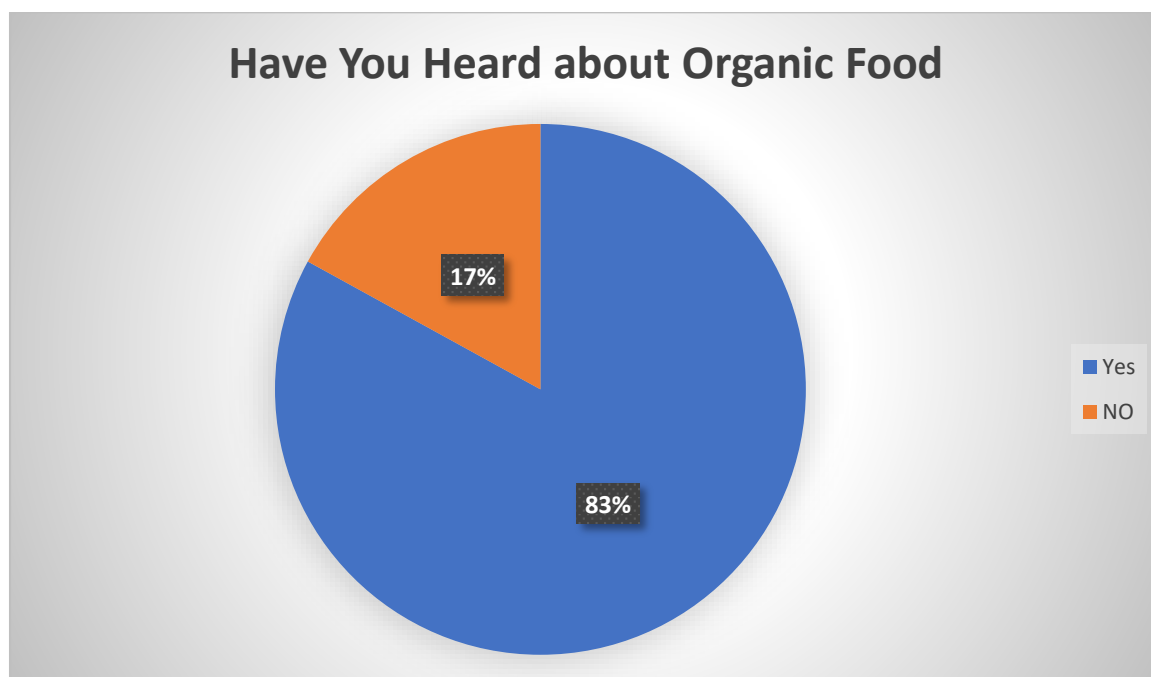
Primary Data:

Primary data for this study was gathered through survey. An unstructured questionnaire with close ended questions was used as a research instrument. It was circulated among the people in the form of questionnaire.

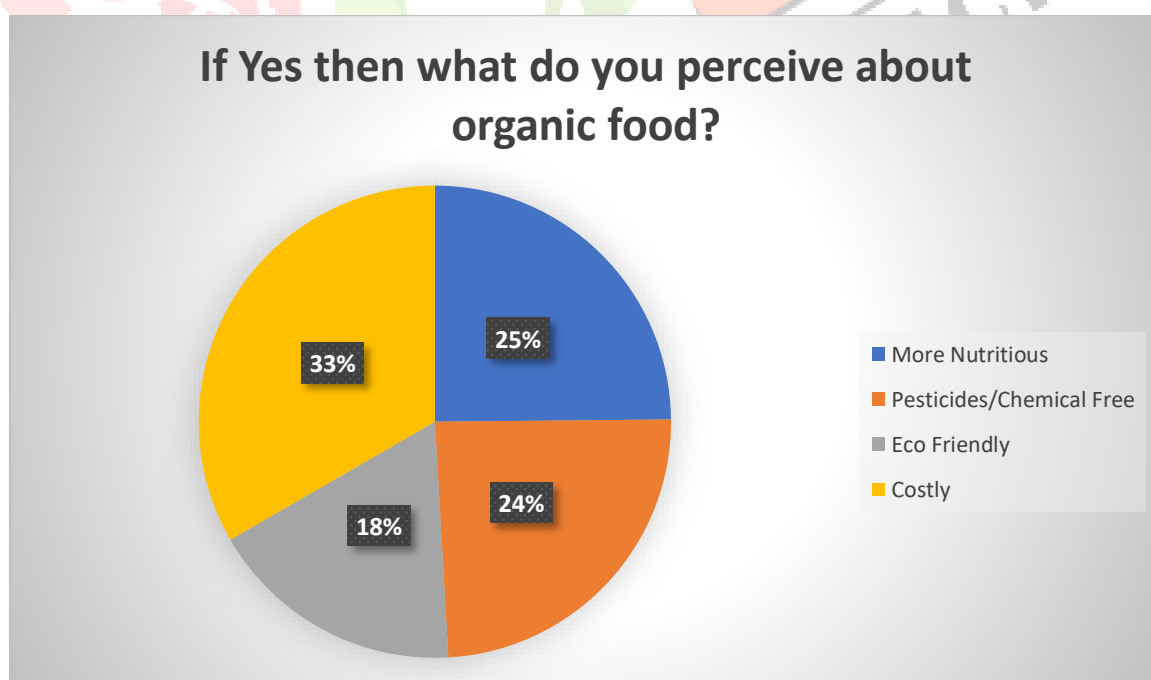
Secondary Data:

The various sources of secondary data for this study were:

- Company Profile
- National-international Journals
- Published Data
- Survey reports of research agencies
- Websites of related areas

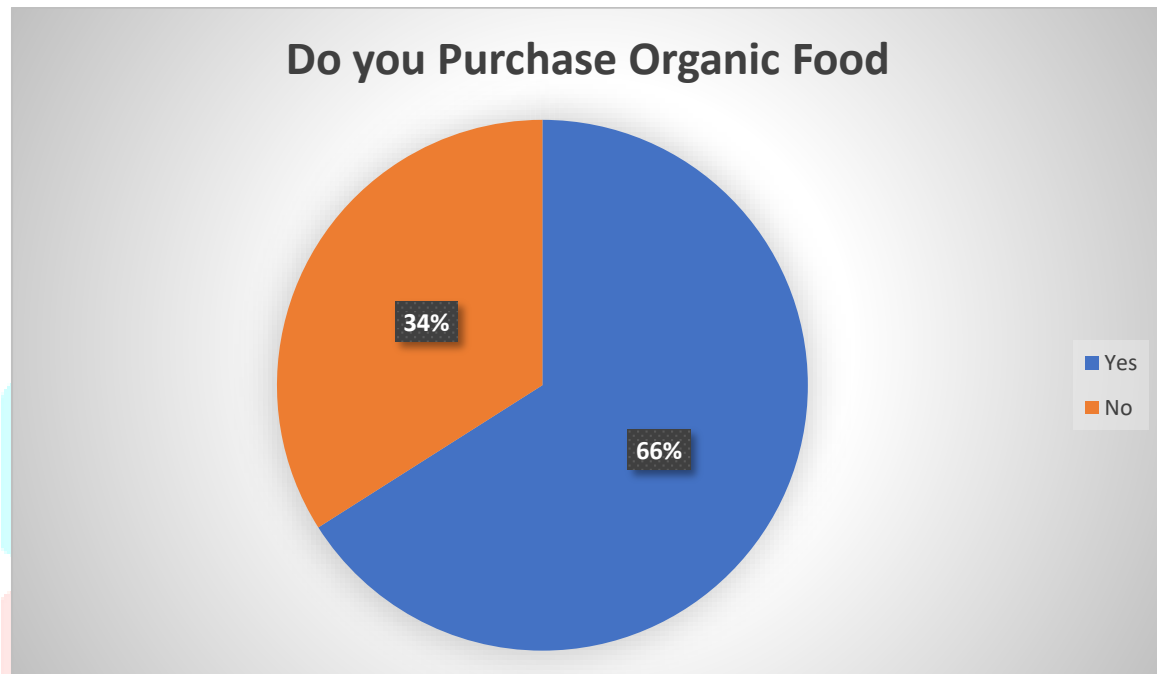
DATA ANALYSIS AND INTERPRETATION:**Analysis**

In this survey Researcher founded 83.1% of population have heard about organic food and only 16.9% of population were not aware about organic food. In this way Researcher say that most of population have heard about organic food.



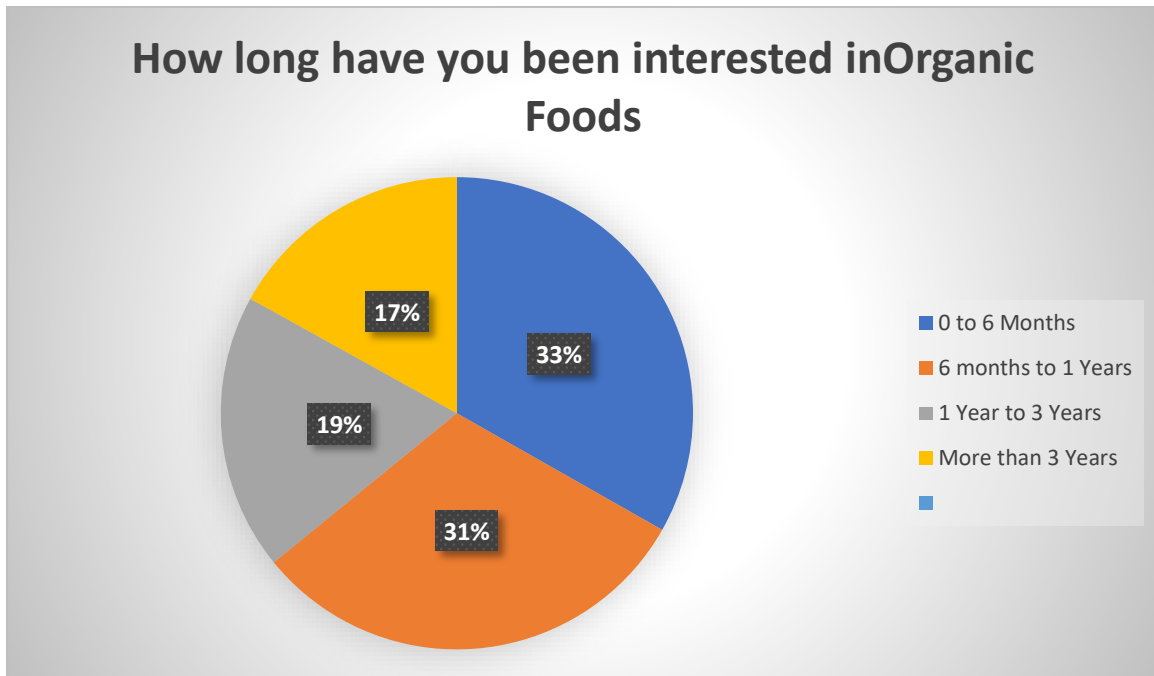
Analysis

In this survey 25% perceive the organic food is more nutritious, 24% perceive the organic food for pesticides/chemical free, 18% for eco-friendly, 33% think its costly, overall the researcher have to say that population knows that organic food good for our body.



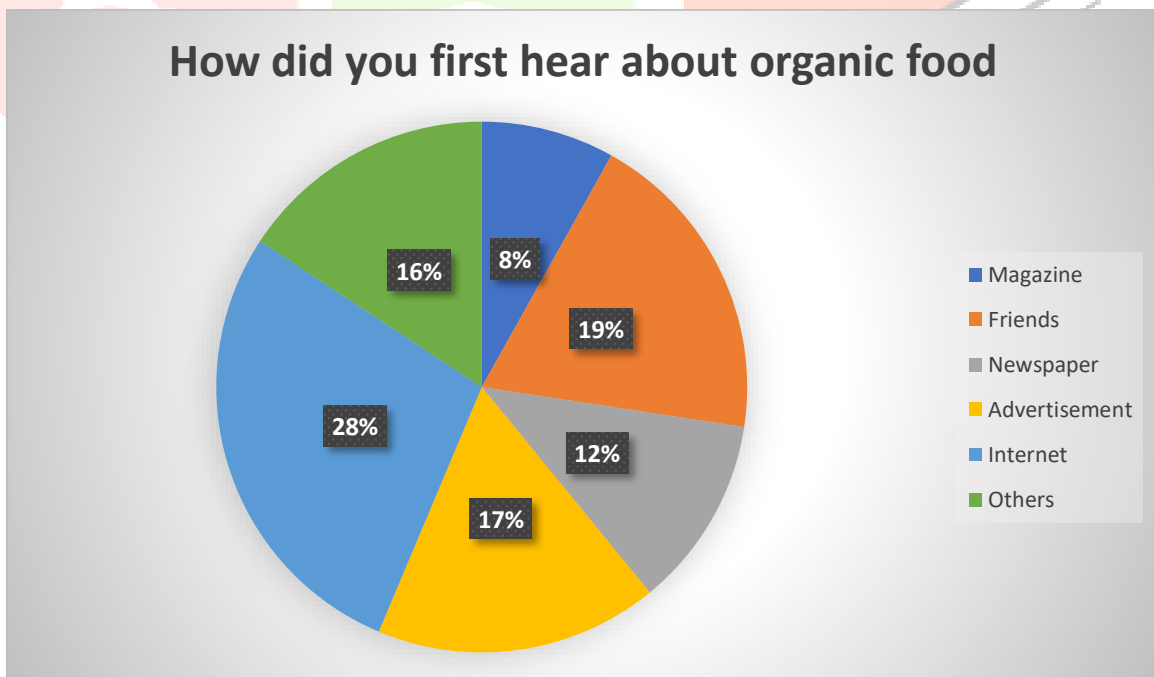
Analysis

In this survey 65.6% population purchased organic food, 34.4% not purchase organic food yet its costly or many reasons. Overall researcher can say that 65.6% population purchased organic food and that's increasing day by day.



Analysis

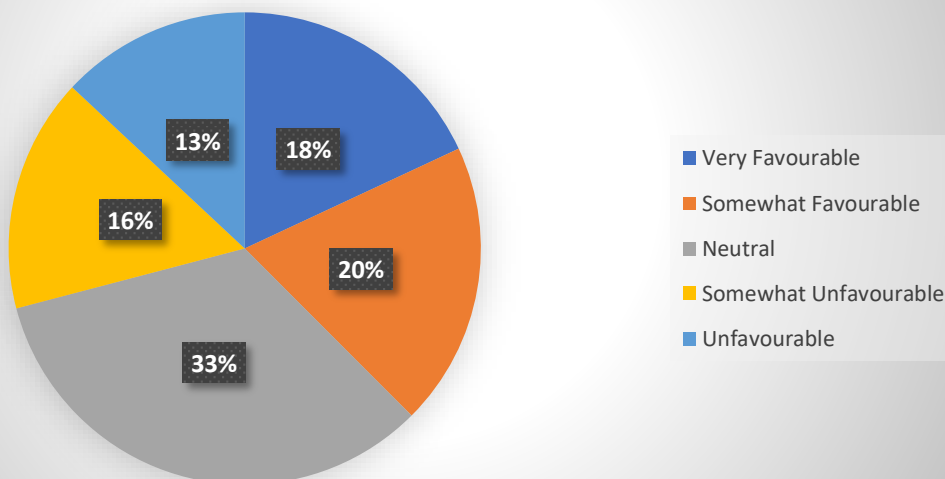
In this survey 16.7% population are interested in organic food is More than 3 yrs., 19% are interested 1 to 3 yrs., 31% interested 6 to 12 months only and 33.3 has been interested in organic food from last 0 to 6 months overall researcher can say that in this survey 16.7% population interested inorganic food for life time.



Analysis

In this survey, Most of population heard about organic foods from internet 28%, 19% from friends,12% from newspaper, 28% from magazine,16% from others source and 17% from advertisement, overall, 55.8% of population are heard from internet its good but further ways like friends increase its useful for organic food.

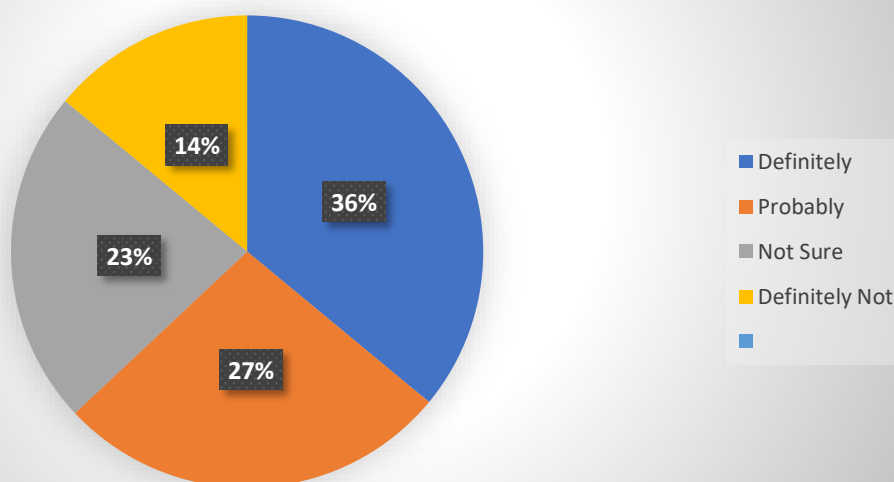
How would you describe your overall opinion of organic brands



Analysis

In this survey, 17.8% very favourable overall opinion of organic brand, 19.4% population somewhat favourable, 33.3% is neutral, 16.3% population somewhat unfavourable their overall opinion of organic food brands, overall, 17.8% of population are very favourable opinion of organic brands.

Would you recommend organic food to a friend or associate?



Analysis

In this survey, 36.4% of population definitely recommend organic foods to a friend or associate, 27.1% population probably recommend organic foods to a friend or associate, 22.5% not sure to be recommend organic foods to a friend and 14% will definitely not recommend or associate overall 36.4% of population are definitely recommend organic foods to a friend or associate.

Findings:

- a) Most of the people are aware about organic food in India i.e., 83.1% and 16.9% aren't aware about organic food.
- b) 55% of population thinks that organic food is costly and 41.1% of people are aware of nutritious values of organic food.
- c) 65.6 % people purchases organic food and 34.4% of people do not purchase organic food.
- d) Most of the people purchases organic vegetables i.e., 67.7% and other products purchased were meat and poultry products i.e., 18.5 and processed food was purchased by 25%.
- e) Total 33.3% of people are interested in organic food from last 6 months and 16.7 % of people are interested from last 3 years.
- f) India is high production of organic food but their high prices, no availability as compare to nonorganic food.
- g)

Recommendations:

The Indian natural market is an average model for a market in the pre-development stage. There will be soon some important players on the home grown market. Those players (singular ranchers, composer gatherings, mediators, stores, dealers, and exporters) will surely attempt to procure better pay as fast as conceivable from the natural market. This reality must be considered decidedly. In the pre-development stage, there is as of now some mindfulness about food quality and pesticide deposits among buyers. The articulation "Natural" is as yet not secured and the mindfulness is diffused. It will be a troublesome undertaking to locate the correct way to deal with change this ill-advised mindfulness in the right manner among Indian customers. So it is a vital undertaking toward the actual starting to characterize what natural items are, how they are not quite the same as regular items, and to depict the USP (Unique Selling Position) of natural items.

Conclusions:

The Indian domestic market there are potential for more and more development in organic food and become a most important factor of national and international economic system development.

In Delhi domestic market enables producers for better understanding of customers' needs, serving the purpose of better meeting their needs and it also enables consumers to realize better organic products supply.

In international market and domestic market, the organic food quality guarantee of organic food products directly influences consumption intensity, absorption power of the market, packaging material design, advertising messages, choice of the distribution channel.

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