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GREEN MARKETING

“It’s Impact on Organic Farming”

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ABSTRACT

Marketers are now focusing on Green Marketing strategy due to increase in global warming. Green marketing is a new concept which has shifted the focus of customers from ordinary products to green products. Green marketing has also helps in improving agriculture which has leads to the introduction of a new concept in agriculture i.e., Organic Farming. Indian Agriculture has a long been carried on traditional and primitive techniques of farming. During recent years, agricultural techniques and agriculture inputs have undergone important changes. These changes are named as organic farming. These measured includes the development of irrigation facilities, use of high yielding varieties, use of improved fertilizers and chemicals, introduction and development of mechanisation of agriculture etc. but organic farming does not depend on the use of manufactured fertilizers and pesticides, plant growth regulators and modified organisms. It depends on naturally occurring ecological process and biodiversity rather than use of manufactured inputs like fertilizers. Organic farming is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles and soil biological activity. It emphasises the use of management practices in preference to the use of manufactured inputs and synthetic materials. This paper is descriptive in nature based on secondary sources. This paper explains the concept of green marketing and organic farming and their relationship. This paper also explains the need of organic farming in India, benefits and limitations of organic farming, and agriculture inputs used in agriculture growth and government schemes in promoting organic farming.

KEYWORDS- Green marketing, Organic farming, Agriculture inputs, Government schemes

1. INTRODUCTION

People always purchase products and services which help in reducing pollution and contribute more sustainable patterns of consumption. Green is an important word of the decade in the international market and term like Green Marketing, Sustainable Marketing, Environmental Marketing and Social Marketing are getting popular. Green Marketing refers to the production, promotion and distribution of goods and services which are eco-friendly in nature and do not increase the rate of pollution in the society and these products are concerned with the environmental protection. The first definition of Green Marketing was given by Henion in 1976 “The implementation of marketing programs, directed at the environmentally conscious marketing segment”. Green Marketing refers to the process of marketing of goods and services depend on the basis of their environmental benefits. Such products and services include environmental friendly techniques during production, packaging and usage. Green marketing includes modification in products and services according to the change in environment. The word Green includes sustainability, conservation of non-renewable resources, finding new consumers, ecological welfare practices and Corporate Social Responsibility. Green marketing comprises 4Ps which includes Green product, Green price, Green packaging and Green promotion. Most of the times, Green Marketing is getting confused with the terms like bacteria free, recyclable, ozone friendly, renewable and eco-friendly. But, Green marketing includes modification and changes in the goods and services, changes in the production process, changes in the packaging of goods according to the change in the environment.

2. RELATIONSHIP BETWEEN GREEN MARKETING AND ORGANIC FARMING

Sustainable development imposes new methods of production and consumption, of business organization in which the environment, nature and quality of life are the main pillars of any business strategy. The evolution of organic production depends on the demand for organic products and the consumption of consumers. Companies have a responsibility to provide food options for consumers that are healthier and more environmentally friendly, consumers have the responsibility to make efficient selections, minimizing food waste. Consumers are beginning to understand the importance of environment protection and started consuming organic products and also have changed their opinion and perception towards organic products. In agriculture, green marketing involves reducing the use of toxic, expensive energy based organic fuel, and increases the use of renewable resources and conservation of natural resources without the use of harmful chemicals, to promote recyclable or reusable of wastes. Organic agriculture is a very important for ensuring sustainability and to maintain green economy and organic farming have greater impact on the natural environment. Organic farming involves food security, and also protects human and environmental health, because in the production stage, the organic farm does not use genetically modified organisms, fertilizers, pesticides, hormones and antibiotics, and, in the processing stage of organic food, the use of additives and chemical substances is not allowed. India supports organic farming by increasing the production of organic products and the number of consumers. Sustainable agriculture promotes rural development while preserving natural resources and protecting the environment from negative impact on the environment. Sustainable agricultural practices

include activities based on the rehabilitation of degraded agricultural land and on the cultivation of organic products. In order to develop a sustainable economy, it is very essential for development of green production and green consumption. Green consumption requires both the consumption of organic products and to reduce wasteful consumption and also recycle and reuse of goods and reduced energy consumption. The agricultural sector plays an important role in the sustainable development of any economy. It supports the development of other sectors and contributes to modernizing an economy and also increases national income of our country. Development of organic farming can be increased with the use of renewable energy which has positive effects on the development of green economy. Green marketing in agriculture aims to integrate environmental aspects to economic decisions on agricultural development and environmental conservation. Green marketing encourages the development of sustainable organic agriculture, which helps to improve the quality of life both for the present and for the future generation. Organic farming is the way to meet the demand for natural products and also a way to diversify the agricultural sector in the overall context of environmental protection.

3. CONCEPT OF ORGANIC FARMING

The concept of Organic farming were developed in the early 1900s by Sir Albert Howard, F.H. King, Rudolf Steiner and others who believed that the use of animal manures, cover crops, crop rotation and biologically based pest controls resulted in the better farming system. Organic agricultural methods are internationally regulated and legally enforced by many nations, based in large part on the standards set by the International Federation of Organic Agriculture Movement (IFOAM), an international umbrella organization for organic farming organizations established in 1972. Since 1990, the market for organic food and other products has grown rapidly reaching \$63 billion worldwide in 2020. As of 2020, approximately 72,300,000 hectares worldwide were farmed organically representing 1.5% of total world farmland. Organic farming is the form of agriculture that relies on techniques such as crop rotation, green manure, compost and biological pest control to maintain soil productivity and control pests on a farm. Organic farming is a holistic production management system which promotes and enhances agro-ecosystem health including biodiversity, biological cycles and soil biological activity. It emphasizes the use of management practices in preferences to the use of manufactured inputs and synthetic materials. Organic agriculture is different from conventional agriculture. Conventional agriculture is the present (modern) system of agriculture which is practiced by farmers and promoted by the government all over the world. The modern agriculture is based on the use of high yielding varieties of seeds, chemicals fertilizers, irrigation water, pesticides, etc. and on the adoption of multiple cropping systems. Organic farming uses fewer pesticides, reduces soil erosion, decreases nitrate leaching into groundwater and surface water and recycles animal wastes back into the farm. The price of organic food is higher than conventionally grown food. Organic agriculture is defined formally by the government. Farmers must be certified for their produce and products to be labelled “organic” and there are specific organic standards for crops, animals and wild-crafted products and the processing of agricultural products. International Federation of Organic Agriculture Movements (IFOAM), an international organization established in

1972 for organic farming organizations defines the goal of organic farming as: “Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with the adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved” Organic product is made from materials produced by organic agriculture. Organic food products are grown under a system of agriculture without the use of harmful chemical fertilizers and pesticides with an environmentally and socially responsible approach.

FEATURES OF ORGANIC FARMING

- Protecting soil quality using organic material and encouraging biological activity.
- Indirect provision of crop nutrients using soil microorganisms.
- Nitrogen fixation in soils using legumes
- Weed and pest control based on methods like crop rotation, biological diversity, natural predators, organic manures and suitable chemical, thermal and biological intervention.
- Rearing of livestock, taking care of housing, nutrition, health, rearing and breeding
- Care for the larger environment and conservation of natural habitats and wildlife.

4. “DEVELOPMENT OF AGRICULTURE DEPENDS UPON A NUMBER OF AGRICULTURE INPUTS”

- **High Yielding Variety Seeds (HYV seeds)** - High yielding variety seeds are the seeds that help in increasing production without corresponding increase in cost. Agricultural scientists of Mexico develop HYV seeds of wheat for the first time in the world. These seeds were early maturing, more productive and disease resistant. Area covered under HYV seeds are continuously increasing. These seeds are being used in about 90% area for the population of wheat. Establishment of National Seeds Corporation (NSC) in 1963 and State Farms Corporation (SFC) in 1969 are other landmarks in this direction.
- **Irrigation Facilities-** All the efforts of agricultural development will remain useless, if it is not supported by irrigation facilities. Irrigation facilities are continuously expanding. ½ of agricultural land is still without irrigation facilities. Common Area Development Programme (CADP) was launched in seventh five year plan for the regular supply of water for agricultural land.

- **Fertilizers and Manures-** India are the fourth largest consumer of nitrogen fertilizer and eighth largest consumer of phosphate fertilizer in the world. Production of fertilizers should be increased in the country in order to reduce imports from other country.
- **Pesticides-** Application of pesticides has been promoted through Integrated Pest Management (IPM). This technology adopts environmentally safe and cost effective plant protection measures. It includes pest monitoring, promotion of biological control of pests, organising demonstration and training of workers and farmers. 31 Central Integrated Pest Management centres are working in the country for this purpose.
- **Agricultural Implements and Machinery-** Agricultural implements and machinery are a crucial input for increasing agricultural production and productivity. Though the use of agricultural machinery and implements has been increased to reduce drudgery of agricultural operations and to improve production and productivity.
- **Plant Protection-** Crops must be protected against diseases and insects. It is estimated that the crops worth Rs.2000 to Rs.3000 crores are lost every year by this reason. Specific chemicals are used for the plant protection. The need is that the production of such products must be increased, so that crops may be protected.
- **Soil Conservation and Reclamation-** Heavy crops are being grown every year but very little is returned to the soil by way of manures. Soil erosion takes place when the surface soil is washed away through rains and floods. It also occurs, because of cutting of trees, removal of vegetation, uncontrolled grazing and cultivation on hill slopes etc. It is estimated that one-fourth of the total land area in the country is suffering from soil erosion. Government of India set up 'Central Soil Conservation Board' in 1952 to solve these problems.
- **Livestock-** India has the largest number of livestock in the world. Contribution of livestock products like milk, milk products, meat, fertilizer etc. has an important place in national income of our country. Total share of livestock in the aggregate agricultural output is about 40 percent.
- **Crop Insurance** – In India, crop insurance scheme was started on 1st April, 1985. Agriculture involves many risks such as drought, excessive rain, fire, theft, frost, hail and windstorm. Such problems can be solved with crop insurance. Under crop insurance, insurance company undertakes full responsibility to compensate all the losses caused to crop due to any reason.

5. WHY IS MODERN FARMING UNSUSTAINABLE?

- Loss of soil fertility due to excessive use of chemical fertilizers and lack of crop rotation
- Nitrate runoff during rains contaminates water resources
- Soil erosion due to deep ploughing and heavy rains
- More requirements of fuel for cultivation
- Use of poisonous bio-cider sprays to curb pest and weeds
- Cruelty to animals in their housing, feeding, breeding and slaughtering
- Loss of biodiversity due to monoculture
- Native animals and plants loss space to exotic species and hybrids.

6. NEED OF ORGANIC FARMING IN INDIA

- The need for organic farming in India has arisen from ill effects of the modern agricultural practices. The modern system of the farming has led to ecological and environmental degradation such as soil and genetic erosion, salination, soil contamination.
- Organic farming is needed to achieve sustainable development. Sustainable agriculture is necessary to attain the goal of sustainable development. Sustainable agriculture requires that the quality of environment should be maintained and natural resources should be conserved. Organic farming is one of the ways of meeting the objectives of sustainable agriculture as organic farming is environmental friendly.
- Organic farming would promote consumer welfare by promoting eco-friendly methods in agriculture. Organic farming would ensure that consumers get the agricultural products meeting the safety, quality and hygienic standards.
- Foods from organic farms are loaded with nutrients such as vitamins, enzymes, minerals and other micro-nutrient compared to those from conventional farms. This is because organic farms are managed and nourished using sustainable practices.
- Purchasing food items from organic farmers is a sure-fire investment in a cost-effective future. Conventional farming methods have enjoyed great subsidies and tax cuts from most government over the past years. This has led to the proliferation of commercially produced foods that have increased dangerous diseases like cancer. It's time for the government to invest in organic farming technologies to solve these problems and secure the future.

7. METHODS OF ORGANIC FARMING

1. **Crop Diversity**- Organic farming encourages crop diversity. The science of Agroecology has revealed the benefits of polyculture (multiple crops in the same space), which is often employed in organic farming. Planting a variety of vegetables crops supports a wide range of beneficial insects, soil microorganisms, and other factors that add up to overall farm health. Crop diversity helps environments thrive and protect species from going extinct.

2. **Soil Management**- After the cultivation of crops, the soil loses its nutrients and its quality depletes. Organic agriculture initiates the use of natural ways to increase the health of soil. It focuses on the use of bacteria that is present in animal waste which helps in making the soil nutrients more productive for agriculture.
3. **Crop Rotation**- Crop rotation is the method of planting crops in a different area of the garden so that no single crop will be planted in the same place for two or more years in a row. Crop rotation helps to keep soil structure and nutrient levels and to prevent soil borne pests from getting a foothold in the garden.
4. **Biological Pest Control**- The agricultural field contains a mixture of the organism, some of which are used for plant cultivation and some are damaging. The development of these organisms should be under control to guarantee the protection of the field and the crops. Pesticides and herbicides that comprise fewer chemicals or natural can be used for pest control. A process in which living organisms are used to control pests, without or with limited use of chemicals.
5. **Green Manure**- It refers to the dying plants that are uprooted and stuffed into the soil to make them act as a nutrient for the soil to increase its quality. Green undecomposed material used as manure is known as green manure. It is obtained in two ways they are- by growing green manure crops or by collecting green leaf from plants grown in wastelands, field bunds, and forest. Green manuring is growing in the field plants belonging to the leguminous family and incorporating into the soil after sufficient growth.
6. **Compost** – Compost is highly rich in nutrients and this is a recycled organic matter used as a fertilizer in the agricultural farms. Compost farming transforms raw organic residue into humus-like material through activity of soil microorganisms. Mature compost stores well and biologically stable, free of unpleasant odours, and easier to handle and less bulky than raw organic wastes. Composting can reduce or eliminate weed seeds and plant pathogens in organic residues. Compost provides benefits as a soil amendment and a source of organic matter by improving soil biological, chemical and physical characteristics.
7. **Weed Management**- Weed management in organic farming promotes weed suppression, rather than weed elimination by enhancing crop competition and phytotoxic effects on weeds. Organic standards need a rotation of annual crops, meaning that a single crop cannot be grown in the same location without a different intervening crop. To develop organic methods to promote the

growth of natural microorganisms that suppresses the growth and germination of common weeds.

8. Controlling Other Organisms- There are useful and harmful organisms in the agricultural farm which affect the field. The growth of organisms needs to be controlled to protect the soil and crops. This can be done by the use of herbicides and pesticides that contain fewer chemicals or are natural. Also, proper sanitization of the entire farm must be maintained to control other organisms.

9. Livestock- Organic livestock farming instigates domestic animals to use to increase the sustainability of the farm. Organic certification verifies that livestock are raised according to the USDA organic regulations throughout their lives. These regulations include the requirement that all animal and feed must be organic.

10. Genetic Modification- Organic agriculture encourages the use of natural ways to enhance the farm, plants and soil; there is a discouragement of genetically engineered animals and plants. Genetic modification is kept out of this agriculture. Organic agriculture is being conducted by many countries with the rejection of using methods and chemicals that harm animals, crops, soil, environment and even human health. This process of agriculture should be encouraged since it acts as a protective shield to all the main factors that form the planet.

8. BENEFITS OF ORGANIC FARMING

- As compared conventional grown food, organic food is much richer in nutrients. The nutritional value of a food item is determined by its mineral and vitamin content. Organic farming enhances the nutrients of the soil which is passed on to the plants and animals.
- Organic farming does not make use of poisonous chemicals, pesticides and weedicides. Studies revealed that a large section of the population fed on the toxic substances used in conventional agriculture.
- Organic farming is environment-friendly. It would ensure protection of environment, improved soil fertility, better water quality, prevention of soil erosion, etc.
- Organic farming would promote welfare of the people by providing healthy and hygienic food items with higher nutritive values. It would help in controlling the contamination of poisonous chemical in food, fodder and fibre, which exist in case of the chemicals used in modern agriculture.
- Organic farming will be helpful in improving the quality of soil. Farming practices used in case of organic farming, such as multi-cropping, crop rotations, organic manures and pesticides, would maintain soil fertility.

- A number of studies have revealed that organic farming requires more labour force as compared to conventional farming. Therefore, organic farming creates more employment opportunities. The problem of seasonal unemployment is reduced because of the diversification of crops with their different planting and harvesting schedules.
- It reduces human and animal health hazards by reducing the level of residues in the product.
- It ensures optimum utilization of natural resources for short-term benefit and helps in conserving them for future generation

9. CHALLENGES OF ORGANIC FARMING

- Lack of market information in general and organic market information is the biggest drawback for Indian agriculture. The present information available does not get distributed due to lack of sufficient channels for dissemination. As a result farmers are unable to change their production practices as per the market changes. Marketing network specifically for organic products has not been developed both in the domestic market as well as export market.
- Quality and corruption in food products is an obstacle in capturing the available market especially the international market and the cost is high for getting farms certified as organic agriculture products.
- Government has shown limited interest for organic agriculture, though the activities from government side are increasing but till date there is no direct support from government side in terms of subsidy or market support towards organic agriculture.
- Lack of proper infrastructure in terms of roads from remote villages, cold storage facilities and slow transportation infrastructure affects the cost, quality and reach of producers.
- Indian organic agriculture is very fragmented and there are no organizations for managing the entire value chain of organic products.
- Organic manure is not abundantly available and on plant nutrient basis it may be more expensive than chemical fertilizers if organic inputs are purchased.
- Production in organic farming declines especially during first few years, so that farmer should be given premium prices for organic products.

10. ROLE OF GOVERNMENT IN PROMOTING ORGANIC FARMING

The Government of India has formulated many policies and schemes for increasing investments in organic agriculture and for the promotion of organic farming in India. During 9th Five Year Plan and 10th Five year plan has focused on the introduction of organic farming in India and schemes has also introduced which helps in the promotion of organic farming. The government should also concentrate on the promotion of organic products. Central government is also focused on the promotion of the production and use of bio-fertilizer to make it popular. Government has initiated a project “National Project on Development and Use of Bio fertilizers” for this purpose. APEDA (Agricultural and Processed Food Products Export Development Authority-Planning Commission, 2001) is the nodal

agency to promote the Indian organic agriculture and its exports opportunities. National Steering Committee under the Chairmanship of Secretary Commerce has already outlined and approved the National Program for Organic Production (NPOP) by May 2001. Various schemes were introduced by government to promote organic farming are as follows:-

- **Paramparagat Krishi Vikas Yojana (PKVY)** - PKVY is excellent in organic farming to install sustainability, ensure long-term soil fertility development and offer healthy food grown through organic farming practices. This scheme will improve soil health and organic matter content and increase the net income of the farmer. Rs.31 000 is given to farmer incentive towards organic farming inputs. This scheme will increase domestic production and certification of organic produce through the medium of farmers. This scheme will promote less utilization of chemical fertilizers and pesticides in agriculture. The government has enhanced the subsidy amount from Rs.100 to Rs.300 per hectares to promote the use of organic fertilizers under PKVY scheme. A special scheme with an allocation of Rs.100 crore has been launched in the North-Eastern Region (NEH) for promoting organic farming and export of organic produce.
- **Rastriya Krishi Vikas Yojana**- RKVY is a state plan scheme of additional central assistance launched in August 2007 by the Indian Government. It seeks to achieve annual growth in agriculture through agriculture development and its allied sectors. The RKVY scheme is fund annually by a state plan scheme. It is launched to promote the use of organic farming practices and reduce dependence on a chemical agriculture input. Allied sectors which are included in this scheme are- crop husbandry, animal husbandry, dairy development, fisheries, agriculture marketing, soil and water conservation, horticulture, integrated pest management etc.
- **MOVCDNER (Mission Organic Value Chain Development for North Eastern Region) Scheme**- Under this scheme, farmers are given the assistance of about Rs.25000/ha/3 years for organic inputs. Support for the formation of farmers producer organizations, capacity building and post-harvest infrastructure up to Rs.2 crores are also provided in the scheme. It is a Central Sector Scheme and it is the Ministry of Agriculture and Farmers Welfare for implementation in the Tribal States. This scheme also aims to certified organic product development and also support the development of the entire value chain starting from inputs, seeds, marketing and brand-building initiative.
- **National Programme for Organic Production**- NPOP scheme is implemented by the Agriculture and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry. NPOP was launched in 2001 and it is the world largest organic certification programme. This scheme proposes to enter into organic products, organic textiles and organic cosmetics. The NPOP has been recognized by the European Union and Switzerland since 2006. NPOP grants organic farming certification through a process of third party

certification. Some states promoting the NPOP scheme will be Kerala, Uttarakhand, Madhya Pradesh, Maharashtra, Karnataka, Gujarat, Rajasthan, Tamil Nadu, Sikkim, Nagaland and Mizoram. This scheme provides information on organic production standards.

- **National Project on Organic Farming (NPOF)** - The Ministry of Agriculture, Government of India has launched this scheme during 10th Five year plan on 1st October 2004. Under the NPOF scheme, the Indian government has been advocating integrating the use of organic manures including bio fertilizers for increasing the production of organic crops. This scheme provides financial support for setting up of organic input production unit, bio fertilizers and bio pesticides.
- **Capital Investment Subsidy Scheme under SHM (Soil Health Management Scheme)** - Under this scheme, existing units can be considered for technological up-gradation or expansion of existing capacity. This scheme develops agricultural productivity while maintaining soil health and environmental safety. This scheme prevents pollution by proper conversion and utilization of organic waste.
- **National Mission on Oilseeds and Oil Palm (NMOOP) Scheme-** Under this NMOOP, financial assistance by 50% subsidy to Rs.300 per hectare is provided for some components like bio-fertilizers, the supply of Rhizobium culture, PSB (Phosphate Solubilising Bacteria), ZSB (Zinc Solubilising Bacteria), and vermicomposting. For proper plant growth, it is essential to use a balanced application of fertilizers with organic manure and application of micro-nutrients.
- **National Horticulture Mission (NHM)** - The Government of India promoted the NHM scheme for farmers. Under this mission, government will assist at the rate of 85% for the developmental programs and the remaining 15% will be contributed by the State Government. The increasing demand for organic produced food items around the world, awareness has been created through training and distribution of information under this scheme. For the cultivation of vegetable plants, the maximum assistance of up to Rs.5 lakhs for a group of farmers holding an area of 50 hectares will be given.
- **National Food Security Mission (NFSM)** - Financial assistance is provided for promotion of bio-fertilizers at the 50% of the cost limited to Rs.300 per hectare. Cultivable land area under organic farming has more than doubled from 11.83 lakh hectare in 2014 to 29.17 lakh hectare in 2020 due to the focused efforts for the government. Over the years, the organic promotion activities led to development of State specific organic brands, increased domestic supply and exports of organic produce. Awareness programmes, availability of adequate post-harvest infrastructure, marketing facilities, premium price for the organic produce etc., would certainly motivate farmers towards organic farming and increasing organic agriculture in the country.

11. CONCLUSION

Green marketing is an important field around the world to solve the problem related to environment issues. Green marketing also contributes for the development in agriculture called organic farming. Green marketing is a tool for protecting the environment and natural resources for the future generation. It has a positive impact on environmental protection. Consumers have become more aware about the green products and have changed their opinion towards green products. Consumers started purchasing green products whether it is organic agriculture goods or consumer goods. India ranked within the world's five largest producers of over 80% of agricultural produce items, including many cash crops such as coffee and cotton, in 2020. India is also one of the world's five largest producers of livestock and poultry meat, with one of the fastest growth rates, as of 2020. Organic agriculture has developed in recent years in India and has positive impact on the economy but there are some challenges which are need to be solved by the country. Development of agriculture and especially of organic farming products that are appreciated worldwide will lead to a qualitative transformation of the Indian economy. Efforts need to be continued for the developmental of organic farming both at the farm level and at company level. Government support organic farming through implemented of various policies which are maintained above in the paper. Public rules and regulations can be used in motivating businesses and consumers to adopt green practices and to understand their responsibility towards the environment. However, the main objectives for the development of organic farming are avoiding any form of pollution which can affect the environment, ensuring soil fertility, ensuring the production of natural and healthy good, and providing a decent standard of living for farmers and conservation of natural resources. With the growing interest in the development of organic farming in India, green marketing plays an increasingly important role in promoting the benefits of organic food consumption, contributing to business development with organic products, and also to the development of Indian agriculture. Promotion of organic farming through the use of green marketing is useful for improving human health, the environment and the economy in the context of sustainable development. Organic farming is only a biggest weapon to solve the problem which arises in agriculture due to use of fertilizers and pesticides.

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