2.1 Introduction

Horticulture is an arrangement of outfitting nature for the sustenance of individual. India is a nation where farming plays a vital place in the financial advancement of the country. Today additionally 57.2% of individuals depend on horticulture in India (Shah, 2004).

At the worldwide level impressive advancement has been done in the field of horticultural exercises. Among all developing nations, India has gained much triumph by expanding the generation of sustenance grains. The utilization of compound, complex, synthetic manures for horticulture steadily expanded and spread gradually to the developing and under developing nations. India was no special case to it.

The Green revolution, propelled in the mid sixties brought about a revolutionary change in farming in India. The seed, manure, plant insurance, water system and other united advancements of escalated nature advanced from that point forward, made the path for a significant increment in sustenance creation, prompting to independence and even surplus for freight (Ramnathan, 2006). This green revolution resulted in colossal disbursement, escalating “food grain production from 50 million tonnes in 1950-51 to 211 million tonnes in 2001-02, which” enabled India to have bounteous food grain to meet the plenteous domestic need. Second green revolution was a shot in the arm and gave “boost to agricultural production to meet the requirement of 337 million tonnes by 2011-12”. These improvements all the while prompted to increment in the utilization of concoction composts and pesticides which cause genuine harm to environment and human wellbeing. In addition, optional Stalinization, diminishing soil richness, imperviousness to pesticides in pests and rodents, increment cost of food grain production etc are some hazardous impacts, which are testing the manageability of horticulture generation at abnormal state (Balak Ram, 2003).

“The fertilizer consumption in the country accordingly has increased from 66000 tonnes in 1951-52 to about 12.16 million tonnes in 1992-93 and 20.34 million tonnes
in 2005-06. In other terms, fertilizer consumption which was only 0.5 kg/ha in 1951-52 increased to 67kg during 1992-93 (Dahama 1999).

But, throughout the years in the late decades, regardless of the advancements made before deceleration of development and harvest yield from green revolution techniques surfaced and brought about genuine concern and affix of a few issues to be handled. The reason for such major issues was because of informal, uncontrolled and unpredictable utilization of information sources, chemicals as manures, pesticides, fungicides, medicines and growth promoters etc.

Every one of those hurtful chemicals has brought on numerous issues. It has the considerable event and aggregation of lethal chemicals build ups, their metabolites and overwhelming metals like Hg, Pb, Cr, and so forth at deadly levels in soil, water and air and finally entering the natural food chain, bringing on intense health hazards and hopeless harm to all the living creatures.

It is assessed that the utilization of synthetic manures expanded seven times, pesticides by 375 times supervening which the provender fabrication (food production) had recently multiplied amid the initial 20 years of the inauguration of Green Revolution in India (Paianiappan and Anadurai, 1999). The expanded utilization of chemicals under intensive cultivation has disturbed the synchronization prevailing among soil, plant and microbial population (Ghosh, 1999).

The greater part of all pesticides utilized as a part of Indian farming are banned or extremely limited in many developed nations (Agarwal, 1997). 40% of the insecticides expended in India are organ chlorine pesticides (Nair, 2000). These organ chlorine pesticides can stay in environments for 20-25 years (Joshi, 2005). It aggregates in the collection of people and additionally creatures without further change or discharge and as they climb the tropic level in the natural food chain, they amplify in concentration. A considerable number of them are immunosuppressive, cancer-causing, tumorigenic, mutagenic, teratogenic and cause impacts like vestiges impotence and premature deliveries (Agarwal 1997; Joshi, 2005). Talking in terms of international criteria, Indian people have the largest levels of DDT accumulation in their adipose tissue (CERC 1989). Supplementary health perils arise from pesticide vestiges in surface and underground water resources.
Shah (2004) demonstrated that in most recent 38 years the utilization of concoction composites and bug sprays alongside the credit discharged by the administration has expanded however with this the production per hectare is not in any case multiplied to the original produce. Rather imperative asset like land is breaking down step by step. There are reports of disgruntlement among agriculturists who wound up in torment serious misfortunes accompanied with waywardness and wildness finishing of lives. Such news things, seeming all the more regularly from Andhra Pradesh, Maharashtra, Kerala and Karnataka, have been most excruciating and demoralizing to every single citizen of India.

Chemical based agriculture and genetic engineering are undermining to general wellbeing and prompting to nourishment dwindling. Expenses of production, which incorporates hybrid and genetically engineered breeds, chemicals and water system, are expanding with each season pushing ranchers into the obligation trap furthermore to suicides. A great many agriculturists have finished their life in India in the most recent two decades due to the financial obligations. As a protection against such susceptibility, organic farming crusade can surely help to the preservation of biodiversity in India and fabricated a plan for the insurance of little ranchers through advancement of biological cultivating and reasonable exchange to guarantee food that is innocuous, sundry and nourishing.

India is going to be world’s most populous country of more than 1.4 billion people by the mid twenty first century (Dyson, et.al 2004) and hence agriculture and tucker safety are the most important concerns of the 21st century. The growth rate of agricultural production is slumping in speed.

The researchers have understood that the green revolution with high information utilization has achieved a level and now has become completely paralysed and is presently supported with lessening return and falling profits. In this period of globalization and communiqué, with populace blast, very serious cultivating framework is required which does not influence regular assets and give eco-friendly cultivating framework. The undeniable decision for this circumstance is the adjustment of organic farming techniques without succumbing to farming yield.

Today, India is not in a position to get rid of the utilization of engineered agro chemicals particularly the inorganic manures in perspective of the substantial and
expanding populace supplication for food items. In any case, through methodical utilization of agrochemicals and natural muck (manure) the nation can move towards natural farming. Vishwanath (1937) specified in his presidential address at the 24th Indian Science Congress held at Chennai, that natural fertilizer is life of the soil and if disregarded and derelict the fecundity and lushness of soil would not be sustained.

2.2 Organic food industry in India

In India organic food industry is growing at a very high speed. The organic food market is growing at 25-30 per cent and has increased from 675 crore in 2010 to 7000 crore in 2017. The domestic organic food market would touch the $1.36 billion mark by 2020. In 2014 this market was highly unorganized was only of $0.36 billion and the fruits and food grains took the share from the market. In India the total organic production in the country was 2.85 million tons while the total area under organic farming was 0.723 million hectares under certification. 3 percent that is 70,000 tonnes of the production is exported from India that cost Rs 699 crore. 13 percent of total production that is 240,000 tonnes is for domestic sales which cost Rs 1000 crore. 84 percent that is Rs 5640 crore is sold as conventional. The untapped potential is Rs 4050 crore. US import is a 2 percent of organic food from India. Organic fruits and dairy products are expected to grow by 10 - 11 percent in next six years. In India at present total 12 states are practicing organic farming out of which two states are from north-east which are Sikkim and Mizoram. These two states are likely to become fully organic in next few years. Government of Sikkim adopted the idea of making it organic state in 2003. It was a really hard step to be taken as it takes a very long period. Northeast is fully organic zone of India. Sikkim’s farmer’s mission 2015 is to convert 50,000 hectare of farmland into organic cropland by next years. In 2010 the target was 14000 and in 2012 2013 it was 14000 hectares. The decision to go organic was based on the premise that farming in Sikkim was traditionally organic and it would benefit not only the 62000 farming families of the state who own an average of 1.9 hectare of farmland. But also maintain the quality of environment of the state. Then comes Mizoram with over 32000 hectare under organic or under conversion, brings under the tag over 47000 farmers. Next to it is Himachal Pradesh which has 5800 farmers; they have huge organic farming area at 631902 hectare. Major organic food produced in Himachal Pradesh is amaranths, basmati rice, finger millet, maize, wheat, turmeric, ginger, soyabean, Rajma and various medicines.
Different types of pulses are also produced in this area. Many more villages and areas are waiting for the certification by the effects of this state government.

This market is growing at a very high speed still there is more potential to grow. Government is spending crores of rupees on organic farming. Government is planning many programs and subsidized programs to promote organic food production. India is capable of growing all kinds of organic food products. India has fertile land, water resources and hardworking farmers which can make a huge amount of production of organic food. For this farmers must be educated to boost organic production/cultivation. These organic foods not only protect land and water resources but also improve farmer's income and their living standards. In India the awareness of organic food products is very low and it is limited to metro cities only. Some of the studies suggest that the companies in collaboration with government should organize training programs and must increase the awareness level for these products. Indian consumers are becoming more and more health conscious leading to high growth in organic food market. Organic foods are a promising alternative for the population concerned about the consequences of high amounts of chemicals present in food products that they generally consume, which badly affect both the consumer and the environment. The decision of an individual towards the consumption of organic food is highly depended on its awareness level, its economic condition and on the availability of the products. If a consumer is willing to pay high price for good or organic products but the availability is not proper then how that consumer will be loyal to the brand and how he will regularly use organic food products. The organic food market is extremely nascent in India at present with very few brands and low penetration even in urban cities consumers. People are not so aware about these products and hence are not using them on a large basis. It can be state that the price factor is a very important factor due to which consumers are not moving towards organic food.
Indian green leaders

Table 2.1 Top organic states and the major crops they grow

<table>
<thead>
<tr>
<th>States</th>
<th>Total certified area in ha</th>
<th>Main cultivated crops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madhya Pradesh</td>
<td>2866571.88</td>
<td>Cotton, oilseeds, cereals like maize and sorghum, pulses</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>631, 901.99</td>
<td>Fruit, vegetable, cereals like maize and sorghum, wheat, pulses</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>217, 712.19</td>
<td>Oilseeds, cotton cereals like maize and sorghum, spices</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>177,345.48</td>
<td>Cotton, oilseeds, fruits and vegetables, pulses</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>111,644.83</td>
<td>Cereals like maize and sorghum fruit and vegetables, rice</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>105,465.98</td>
<td>Cereals like maize and sorghum, herbs and medicine, oilseeds, rice.</td>
</tr>
</tbody>
</table>

Chart 2.1 Organic Countries

10 developing counties with most organically managed land million of hectare

Argentina
Brazil
China
India
Uruguay
Mexico
Ethiopia
Tunisla
Ukraine
Table 2.2 Export of organic food products from India

<table>
<thead>
<tr>
<th>Products name</th>
<th>Percentage of total export</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil seeds and soybean</td>
<td>70 percent</td>
</tr>
<tr>
<td>Cereals and millets other than basmati</td>
<td>6 percent</td>
</tr>
<tr>
<td>Processed food products</td>
<td>5 percent</td>
</tr>
<tr>
<td>Basmati rice</td>
<td>4 percent</td>
</tr>
<tr>
<td>Sugar</td>
<td>3 percent</td>
</tr>
<tr>
<td>Tea</td>
<td>2 percent</td>
</tr>
<tr>
<td>Pulses and lentils</td>
<td>1 percent</td>
</tr>
<tr>
<td>Dry fruits</td>
<td>1 percent</td>
</tr>
<tr>
<td>Spices</td>
<td>1 percent</td>
</tr>
<tr>
<td>Others</td>
<td>**</td>
</tr>
</tbody>
</table>

Source: www.apeda.gov.in/apedawebpage/organic

Table 2.3 Price difference between organic and non organic food products

<table>
<thead>
<tr>
<th>Product</th>
<th>Weight</th>
<th>24 letters mantra</th>
<th>Navdanya</th>
<th>Morarka</th>
<th>Non organic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheat Flour</td>
<td>5 kg</td>
<td>240</td>
<td>225</td>
<td>249</td>
<td>150</td>
</tr>
<tr>
<td>Ghee</td>
<td>500 ml</td>
<td>600</td>
<td>750</td>
<td>595</td>
<td>390</td>
</tr>
<tr>
<td>Edible oil/ Mustard oil</td>
<td>1 ltr</td>
<td>200</td>
<td>229</td>
<td>190</td>
<td>115</td>
</tr>
<tr>
<td>Pulses Chana dal</td>
<td>1 kg</td>
<td>155</td>
<td>165</td>
<td>170</td>
<td>95</td>
</tr>
<tr>
<td>Dalia</td>
<td>500 gm</td>
<td>65</td>
<td>70</td>
<td>55</td>
<td>28</td>
</tr>
<tr>
<td>Tea</td>
<td>½ kg</td>
<td>525</td>
<td>475</td>
<td>600</td>
<td>150</td>
</tr>
<tr>
<td>Rice</td>
<td>1 kg</td>
<td>195</td>
<td>225</td>
<td>200</td>
<td>189</td>
</tr>
<tr>
<td>Red chili</td>
<td>100 gm</td>
<td>50</td>
<td>75</td>
<td>50</td>
<td>26</td>
</tr>
<tr>
<td>Green cardamom</td>
<td>50 gm</td>
<td>200</td>
<td>195</td>
<td>210</td>
<td>148</td>
</tr>
</tbody>
</table>
2.3 Organic farming

Organic guano (manure) is an environment friendly, environmental creation framework that advances and improves biodiversity, organic cycle and natural exercises. It depends on trifling utilization of off-farm inputs and administration hones that refurbish, sustain and glorify ecological balance. Organic agriculture is a great deal more than basically ‘chemical free’ notion. Coining organic crop is assurance to a journey which substantiates those sound, nutritious eatables can be counterfeited while being in accordance with mother earth. The essential objective of natural agribusiness is to streamline the wellbeing and efficiency of reliant groups of soil life, plants and other creatures.

Quick fluctuating fondness from chemical based agriculture to organic and eco-friendly system of cultivation is being contemplated at national and worldwide level. This transferral towards organic farming is getting encouragement from the shoppers who know about health perils; consequently, request of the sustenance naturally developed is expanding by 20-25% in created nations where mindfulness level is nearly high.

Investigations at US demonstrate that natural items have additional minerals, less water and scarcer simulated chemicals. The organic food industry has a short time ago observed extraordinary development. The organic food vending in US have developed by 20-25% every year in the most recent decade and achieved $7 billion in 2000. Organic sales will escalate to $20 billion in 2005. (www.farmingsolutions.org).

Purchaser's gratification is unwaveringly aliened with sustenance quality. Food quality itself is exceptionally hard to characterize as it depends to a specific degree on one's personal taste buds and homespun flavours to which one person is used to since childhood days. However quality might be characterized in a few distinctive ways. From all the diverse definitions, distinctive estimation strategies emerge, and in addition distinctive speculations about how quality really identifies with customer fulfilment. Cases of parameters conceivably included are taste, appearance, stringency, deliciousness, supplements content, sullying and so forth. In relation to fruits and vegetables the vividness changes as these items are passed along the delivery chain and their assessment by the handlers or purchasers relies on their station in this dispersion chain and their own palates (Schewfelt 1998).
Food quality can be appraised by utilizing physical or chemical examination. It can likewise be assessed by sensory assessment of chunk (food) by test specialists. It can also be tested by feeding the test materials to laboratory animals. Lampkin (1990) called "food quality" an "ill-defined" idea. Taste and appearance are idiosyncratic evaluations. The individual buyers should decide themselves whether they have yearning towards natural or organic foods, on the keystone of their own munificence. Hence, research centre examination can just give a fractional portrayal of food quality.

“Health is a state of complete physical, mental, and social well-being, and not merely the absence of disease and infirmity.” - World Health Organization

Coordinate health perils from agro chemicals keyed in as a part of food industry should be completely settled. The Times of India(1996) heralded corollary of a review led on nutritious contrast of organic and non natural foods in UK which showed that organic apples and tomatoes had a tendency to be wealthier in vitamins and organic tomatoes were prevalent in respect of vitamin C and A.

In this way, natural cultivating is not only the paucity of pesticides but rather the manifestation of a horticultural framework that safeguards croplands, succours biodiversity and compliments the steadiness of nature as opposed to endeavouring to control it with intense other lethal manufactured chemicals.

Many lingos such as “Pesticide free” or “Residue free” are used now by tillers that sound as if they are the same as “Organic” .These are unencumbered names that suggest that the cultivator has decreased the utilization of hazardous pesticides however they are not the same as original. Bamboozling utilization of any food naming term harms shoppers and the unpretentious cultivator and may even undermine the accomplishment of organic crops. Consequently, it is fundamental to create guidelines for organic food customers. This can be done by certification of its quality. All inclusive there are more than 100 diverse organic norms and affirmation framework set up.
2.4 Certification of organic company

International Standard Organization (ISO) defined “Certification is a system by which the conformity of products to applicable standards is determined”. Organic yardsticks are nothing but most minuscule obligation for a farm or product to be accredited as organic. In 2000 the legislature of India discharged the National Standard of Organic Products (NSOP) under the National Program for Organic Production (NPOP) items sold or marked as "Natural", from that point should be investigated and confirmed by a broadly licensed affirmation body.

Organic certification is a souk (market) contraption which empowers the organic producer to evaluate an exceptional natural market. At present this investigation is fundamentally from outside Asia with high cost and in some cases with misconception between the producer and inspectors. It is critical and important to set up indigenous investigation and accreditation program for manageable advancement of organic horticulture.

2.5 General trends

The organic food bazaar is proceeding from a specialty bazaar to a standard market inside the agrarian business, and was begun in the nineties “(Agri food Canada, 2011)”. It is taking after various sustenance startles in the traditional area. The worldwide market for natural items “approximated US $18 billion in 2000 than US $23 billion in 2002 and has expanded by 43% contacting US $33 billion in 2005, and US $50 billion in 2008 (Willer and Yussefi, 2007; Van Elzakker and Eyhorn, 2010)”. Pronounced growth rates were dappled each year, excluding in 2009 because of the global economic catastrophe plummeting investments and customer purchasing power“(Willer and Kilcher, 2011)”. Supplementary, “there are 633,891”granges superintending “31 million hectares” of “organic” land “(Willer & Yussefi, 2007”). Additionally, “Oceania and Europe justify for almost two-third of the world’s organic land; 39% for the former and 23% for the latter. At the nation stratum, Australia (11.8 million hectares), Argentina (3.1 million hectares), China (2.3 million hectares) and the US (1.6 million hectares) have the paramount organic areas”. These insights disentangle into an aggregate of 130 bailiwicks (regions) causing guaranteed natural nourishment, 90 of which are creating nations showing perfect ecological conditions for the advancement of tasteful natural deliver. There were right around 1.9 million
natural makers in 2009, an expansion of 31% since 2008, essentially because of a vast increment in the generation in India. In actuality, 40% of the world's natural makers are in Asia, trailed by Africa (28%), and Latin America (16%). In North America, Canada assigns 0.7 million hectares to natural creation while the United States has 2 million hectares. This speaks to 7% of the world's natural agrarian land. Albeit natural horticulture is presently going standard, request stays packed in Europe and North America. In any case, these two districts are not independent since generation is not taking care of demand. It is additionally evident that the supply is not found where the request is. A large portion of the request is originating from Europe and North America. Consequently, expansive volumes of natural imports, rolling in from different locales, are utilized to adjust the undersupply. In Europe, offers of natural items approximated €18,400 million in 2009 (Willer and Kilcher, 2011). The biggest market for natural items in 2009 was Germany (5.8 billion Euros) trailed by France (3 billion Euros) and the UK (2 billion Euros). US offers of natural items developed in 2009 by 5.3%, to achieve 26.6 billion US dollars, speaking to 3.7% of the sustenance advertise. On the Canadian front, the report of Agri-Food Canada in 2010, in view of the 2008 offers of natural sustenance’s, presumes that the aggregate Canadian natural market approximates CA $2 billion yearly (Willer and Kilcher, 2011). Further to this, business development rates by Canadian territories are disseminated as take after: Alberta (44%), British Columbia (34%), Maritimes (34%), Ontario (24%), and Quebec (21%) (Macey, 2007). By February 2002, around 1426 farm in India have been certified as organic farm with area around 2775, hectares (data adapted from the report “The Real Green Revolution” and FAO statistics). Consider

2.6 Sustainability, local food, and organics

These days, sustainability is getting to be distinctly “one of the fundamental social issues in the business field”. Cajole from speculators, cuttings on generation costs advancement of a positive picture, and having the capacity to charge more for organic crops is provoking substantial basic supply chains to go practical “(Saha and Darnton, 2005). The issue of sustainability is likewise scrutinized by Jones et al. (2001)”, inferring that “corporate social obligation in the food retailing industry is” deciphered as far as support for neighbourhood food makers, reasonable exchange, good dieting, assurance to organic products, and help for the navvies hombre. For some buyers, the support of native agriculturists is viewed as a socially consummate comportment and
halfway mirrors the conviction that OF is locally developed “(Hughner et al., 2007)”. An expanding number of organic customers accentuate local nourishment stuff and maintainability is in direct connection with their inspiration to purchase organising established“(Zepeda and Deal, 2009)”. Naturally cogeneraged shoppers will with good grace pay higher cost for manageable items, for example, organic and locally reared nourishments as moral contemplations are becoming distinctly critical calculates their verdict building course. This urges relationship to represent corporate social obligation. It is imperative to express that there are two sorts of purchasers: in-your-face OF shoppers and consistent OF buyers "(Hamzaoui and Zahaf, 2009)". The last kind of client is seen as a purchaser that buys OF for prosperity or taste reasons, while the past is depicted as a dynamic buyer obtaining OF for regular and good reasons, close by some wellbeing reasons. By the day's end, the in-your-face client is committed to the earth while the ordinary customer is committed to individual prosperity, wellness and bodily welfare. It is basic to note that notwithstanding the way that organics have gone standard, there is another form among no-nonsense purchasers as for the speedy improvement of "mechanical organics". This example relies on upon a viral and new disgruntlement among clients concerning how the natural support structure is propelling (Bean and Sharp, 2011). The essential denigrators are not related to the key parts in the present significance of organics. Really, these stresses are particularly related to some monetary, natural and social guidelines, for instance, creation systems, size of the operations, course structures and channels, and capital constrain. The by-result of this circumstance is the thing that Bean and Sharp (2011) call elective sustenance frameworks (AFS). They assess two pathways for finishing supportability, and propose a relationship among different sorts of neighbourhood and natural nourishment purchasers to the extent airs about sustenance, cultivating and the earth. This appreciates elective sustenance customer's slants and how these slants make new request in the market. From now on, AFS are seen as viable and fiscally, socially, and actually more sensible than standard structures. Spearheading arrangements, for example, occupant ranchers' business sectors, are figured categorized on low-carbon nourishment dissemination frameworks and could be additionally as AFS. The moderate sustenance development is another great case of AFS.
2.7 Organic food industry

At present Indian ranchers have fathomed the importance of rational and judicious agribusiness and have begun moving to natural organic farming on the grounds that broad reliance on chemical cultivating has demonstrated its darker side. The land is losing its fruitfulness and bugs are getting to be distinctly invulnerable, obliging ranchers to utilize bigger amounts of composts and costlier pesticides. Gupta (2004) reported that disclosure of people to pesticides bring unfavourable impacts like immune suppression, hormone disturbance, lessened knowledge, reproduction abnormalities and cancer. In India, 51 percent of the nourishment wares have pesticide build-up and out of these 20 percent have pesticides over the greatest deposit level (Surekha, 2008).

Apprehension and exigency for OG produce in world market exhilarated the farmers to adopt organic farming and the government has started bolstering and buttressing OG agriculture by forming a legal frame work to increase OG production (Working group of OG and biodynamic farming in India, 2001).

In spite of the fact that both the farming techniques are accomplished, buyer's mindfulness on food and wellbeing, together with ecological concerns has prompted to development of OG nourishment industry to a multi-billion dollar part. Consequently, OG nosh industry is present worldwide and is making a strong specialty for itself in the grub souk (food market) (Fromartz, 2006). India has encountered incredible development in the generation of OG sustenance sin recent times, however fundamentally concentrates on sending it overseas. The motherland is luminously known as an exporter of OG tea, OG vegetables and fruits, OG spices and OG rice (Muthukumaran, 2006). Annual growth of OG food industry has increased 20 to 22 percent. At present Indian OG food market shows gigantic adeptness in the international market. However, Indian domestic markets for OG products are corroborating substantial growth in the metro cities like Mumbai, Delhi, Bangalore and Chennai (Kumar and Ali, 2011).

2.8 Organic products

An organic item is produced by using materials created by natural agribusiness. It additionally requires Organic confirmation. The term organic alludes to a biological strategy for horticultural farming that compliments the regular rendezvous accents.
Organics concentrates on recuperating and convalescing the wellbeing and dynamism of the topsoil, saving biodiversity, advancing creature welfare and protecting the biological trustworthiness of our surroundings. No manufactured composites, engineered pesticides or hereditarily changed creatures are allowed in organics.

**Organic products available in market are:**

- Organic Cuisine
- Organic greasepaints
- Organic Clothes
- Organic Footwear
- Organic Medicine
- Organic Electronic Items
- Organic Furniture
- Organic Plastic products

**Benefits of organic products**

- Safe guarding milieu from different contagion causing products.
- Organic products are blameless, worthy, virtuous and advantage for our health.
- They hoard human being from harmful radiation of different chemical or radiation.
- Organic products are convincingly recyclable.
- Organic products protect soil from chemical and thwart soil corrosion.

**2.8.1 Organic food products**

Purely enumerating organic food commodities are cultivated without the use of pesticides, ersatz peat (synthetic fertilizer), and sewage filth. They are unadulterated and are produced by the antediluvian (old) manners of agriculture. Animal that yield “meat, poultry, eggs and dairy/milk “are not nurtured on antibiotics or growth hormones. Any types of faux material or chemicals are not used in these products. Due to this these products are safe for health and for environment In India consumers are becoming health attentive that is the prototypical factor for the increase for this souk. Besides ameliorate income levels, rocketing and prosper outliving standards and propitious government are the ingenuities behind the growth of organic food market. Now a day’s consumers are fancying organic products than traditionalist products as their health carefulness and watchfulness. Due to continuous increase in admiration
and increase in demand, these products are now accessible in supermarkets and other retail outlets.

Prior to a product is named to be natural a legislature endorsed certifier reviews the ranch where the sustenance will be created, to see whether the rancher is taking after every one of the guidelines set by the administration or not. Companies that are producing organic food must be certified from the government before they sell their products in supermarket or outlet. Individuals around the globe are turning out to be more mindful of the natural burdens people are setting on the planet. Daily papers, magazines, TV, and other media include wide announcing of ecological glitches, whether they are indigenous or worldwide. Many punters now parade consternation and trepidation about environmental appreciation. One of the prevalent tribulations in today’s biospheres pollution. The intensification in populace and the hasty outpouring in number of people is the main reason behind environmental issues. Indeed, the escalation in population means the growth of solid codswallop and bunkum, increase in wastewater and a assiduous proliferation of noise pollution, etc.

2.8.2 Benefits of organic food

**Great taste:** Taste is the imperative variable for shopper to espouse natural sustenance. The essence of natural nourishment is far superior and tasty as contrast with non natural sustenance. In many reviews it is found that buyers are moving to natural sustenance on account of its taste. Fruit and vegetable are much more scrumptious and mouth-watering than it’s grown without harmful artificial chemicals. Natural nourishment is developed with those old strategies of farming where no synthetic chemicals are utilized because of that it tastes incredible and shoppers appreciate, promote and purchase it.

**High quality:** The nature of organic food is meet with to a great degree elevated requirements to be called as organic. Prior to an item is named to be natural a legislature endorsed certifier reviews the ranch where the food item will be reared to see where the rancher is following and applying all norms and regulations set by the administration or not. Organizations that are producing natural nourishment must be confirmed from the administration before they offer their items in general store or outlet. At the point when the buyer takes a gander at the item natural and sees it is ensured by the quality confirmation worldwide gauges. Rebelliously the shopper feels sure to purchase that item.
Soil Erosion: At the moment soil erosion and land pollution are gigantic problems. The farmers and other people on earth have no respect for the land and their activities make the soil polluted. Organic farming/ food concentrates on the buttresses of soil because nowadays farmers understand that without soil there will be no farming and no crops. Farmers try not use any chemicals on the soil which in turn protects the land.

Health benefits: Now day’s consumers are becoming more health conscious due to that they are evolving and advancing towards organic food products. People of both categories – those having health problems at old age and middle-aged who are aware about the chemicals and pesticides used in non-organic food are moving to organic food products. Parents crave to give paramount health to their children so for their betterment they are opting for organic food. The animals from which we get milk meat or eggs are feed by organic raw food so the output gained is organic and pure. The employees working here also get benefited because no chemicals are used and it is good for their health.

Wildlife Benefits: Organic farmers are cognizant about other creatures breathing on this planet too. So these farmers focus on the whole eco system. They chose and produce such products that are equally useful and are harmonious with the wildlife also. These farmers also manage ponds, wetlands and many other activities to preserve indigenous animals besides their farming activities.

Support to farmers: Organic farmers and other people embraced in these activities harvest prodigious benefits. First of all they get health benefits as no chemicals are used hence these crops are safe. In non-organic farming many insidious and noxious chemicals and pesticides are used which grievously tarnish the health of the farmers. The farmer fall an easy prey to cancers, stomach problem and many skin diseases from these chemicals. Secondly, organic farming is fetching them economical benefits. In organic farming, less input cost is required and in rejoinder get great premium from the outputs. The only need of the hour here is hard work, patience and passion.

Water: These organic food products not only shield the land but also safeguard water from getting polluted. In organic farming, no harmful chemicals and pesticides are used hence they do not mix with our water supply. Water polluted by insecticides and
pesticides residue and wash-off, when consumed by general bloke, makes us vulnerable to deadly diseases. In market many purifiers are available but they are not much effective on these harmful chemicals. Thus, organic food protects not only the water resources and reservoirs from getting polluted but also guards from many maladies.

**Innovation:** Organic food is safe n soulful products, produced without the use of chemicals. As instead of these chemicals, other pioneering and novel methods are used for cultivation. The farmers indulge in new innovative methods and produce organic food. These food items are innocuous for human beings and also anodyne (safe) for the environment. Governments also regulate several programs to educated farmers about these methods. These methods provide impetus to farmers to cultivate organic food which is advantageous to the ecosystem, human health and also provokes welfare of farmers, as a whole.

**Strengthening species of food:** In today’s world the major environmental problem is that we are on the verge of losing an entire species of food. Many of the food products with were readily available and abundantly grown in past, are not available now. The chemical based farming has cause wreckage of many of the species of crops. The organic food farming attempts to solve this problem by upgrading and breeding many present species to keep them in existence. The farmers here are docketing and classifying every current species and preserving seeds for future use.

**Safe for babies and children:** The benefit of organic food is that it is expedient even for the infants and kids. An infant is born with 200 poisons cancer-causing agent. When he gets to be 2 years of age infant he is more likely to cross the breaking points for poisons. Nourishing youngsters by natural sustenance a parent can help in diminishing 1/6 measure of hurtful compound to circulate in its blood. By this immunity of children can be boosted which is unfathomably vital.
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