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## **Production and marketing of organic products in India**

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**Abstract**---Agriculture is one of the major activities of human being which help to meet the food demands of the people and also facilitate as supplement of industrial products such as textile, jute, chemical etc. Indian agricultural sector transformed into modernised with the help of green revolution production and distribution of agricultural products has been increasing with significant contribution to GDP. At the same time agriculture sector found a new way to moving organic production with respect to growing demand and mindset of consumers. With this direction, the present paper made on overview discussion on organic production, distribution, export, cultivation and its market size in India with the help of available sources. Organic products are highly demandable products which consist of high cost and value in the market size for organic products has been increasing in a significant manner at global level. Demand for organic products not only in domestic but also in international level with these effects more organic producers are involved in export to various countries. The total volume of export during 2020-21 was 888179.68 Metric Tons. The organic food export realization was around Rs.707849.52 Lakhs. Organic products are exported to USA, European Union, Canada, Great Britain, Korea Republic, Israel, Switzerland, Ecuador, Vietnam, Australia etc.

**Keywords**---production, marketing, organic products, agriculture.

**Introduction**

Indian agriculture sector is one of the conventional structures of cultivation and process with traditional man made activities still green revolution. Green revolution transformed Indian agriculture into modern sector. Now this sectors transformed into organic production with innovative technologies. In terms of

export value realization Processed foods including soya meal (57%) lead among the products followed by Oilseeds (9%), Cereals and millets (7%), Plantation crop products such as Tea and Coffee (6%), Spices and condiments (5%), Medicinal plants(5%), Dry fruits (3%), Sugar(3%), and others. It shows that export potential for organic products increasing continuously with remarkable value.

### **Review of Literature**

Antonio Colom- Gorgues (2006) Food produced organically has always demanded a higher price than conservatively produced foods, a factor which was formerly felt to have stalled the expansion of organic farming. Doris Lapple and Tom Van Rensburg (2011), opened that not all farmers implemented a technology at the same time, it was maintained that the distance between groups was important because early, medium and late adopters responded differently to economic and non economic factors when they consider whether to take up organic farming or not.

Sushilkumar and Jabir (2011) study conducted on the analyzing the factors distressing consumer consciousness on organic food products in India. Growing the demand for consumers concerns on organic food products safety, health and environment, resulted increased demand for organic food across the world includes India. Swati Sharma and Divya Vyas (2011) opined that the organic sector for developing countries is still small and typically a position market. The hereditary tradition of organic farming is an added advantage for India. India can begin as a major exporter of organic produce.

Naik *et al.* (2012), conducted a study in Belagavi District, large number of growers practices of organic cultivation of chilli. It was noticed that, yield of organic chilli was 4.10 tons where as yield of inorganic chilli was 4.86 tonnes. Parichard (2012) reported study on consumer observations and attitudes of organic food products in Northern Thailand. This research drawn on the survey of 390 samples, the adoption of organic production and processing was highly strongminded by market demand.

Ashok Kumar Maurya (2014) conducted a study on organic farming and profitable export business of organic product: an evolutionary study in Indian context, the consumption of organically produced products is revealing in India because most of the people believe that, it was the concept of developed countries and also price of products also high. Erin Silva *et al.* (2014) certified organic vegetable growers were measured in order to investigate in USA the relationship between farm characteristics, marketing strategies and farmers' perception of their profitability and quality of life.

Suganya and Saravinth (2014) conducted study on analysis of consumers' preference towards organic products based on product price. Organic farming growth in India helped to consumers to choose healthier organic food products. Deshmukh and Babar (2015) a study conducted on status on organic farming in India, India's total area under organic certification was 4.72 million hectares in 2013-14 and its global rank was tenth. Compound growth rate of export quantity

of organic products of India was 51.50 per cent and export value was 11.75 per cent during 2002- 03 to 2013-14.

Makadia J.J and Patel K.S. (2015), Organic farm production and trade has emerged as an important sector in the world in general and India in particulars, and is seen as an important strategy of facilitating sustainable development. Bhanu Pratap Singh (2021), the study enlightens the fact that there is awareness about the existence of organic products and the consumers or positive towards the approach. The government should also support the producers and the marketing agencies to implement and boost their production and marketing initiatives to capture the market for organic products.

Table No - 1  
Indian Organic Food Sector Overview - 2015

Sl.No	India Organic Food Sector	Rs. Crore	Percentage
1	Domestic- Irregular sector	300	11
2	Domestic Certified – Organized sector	250	10
3	Food Exports	2100	79

Source: Association of Indian Organic Industry

Table No – 1 indicates that, Indian Organic Food Sector Overview, Domestic organic food sector Domestic- Irregular constitutes Rs. 300 crore and domestic certified organized food sector constitute Rs. 250 crore, Indian organic food sector export amounted to Rs. 2100 crore in the year 2015.

Table No – 2  
Organic Cultivation for the year 2014-15

Sl.No	Top 10 States	Area Incl'd Wild (mil. ha)	Share (%)
1	Madhya Pradesh	1.93	39.4
2	Himachal Pradesh	1.37	28
3	Rajasthan	0.48	9.9
4	Maharashtra	0.22	4.4
5	Uttar Pradesh	0.11	2.2
6	Andhra Pradesh	0.10	2.1
7	Uttarakhand	0.09	1.9
8	Karnataka	0.09	1.9
9	Odisha	0.09	1.9
10	Sikkim	0.08	1.6

Source: Association of Indian Organic Industry

Table No – 2, As regards, Madhya Pradesh constitute of (1.93 million. hectares) area including wild for organic product cultivation in India, Himachal Pradesh constitute of (1.37 million. hectares) area including wild for organic product cultivation in India, Rajasthan constitute of (0.48 million. hectares) area including wild for organic product cultivation in India, Maharashtra constitute of (0.22 million. hectares) area including wild for organic product cultivation in India, Uttar Pradesh constitute of (0.11 million. hectares) area including wild for organic

product cultivation in India, Andhra Pradesh constitute of (0.10 million. hectares) area including wild for organic product cultivation in India, Uttarakhand constitute of (0.09 million. hectares) area including wild for organic product cultivation in India, Karnataka constitute of (0.09 million. hectares) area including wild for organic product cultivation in India, Odisha constitute of (0.09 million. hectares) area including wild for organic product cultivation in India, Sikkim constitute of (0.08 million. hectares) area including wild for organic product cultivation in India in the year 2014-15.

Chart No – 1  
Organic Cultivation for the year 2014-15

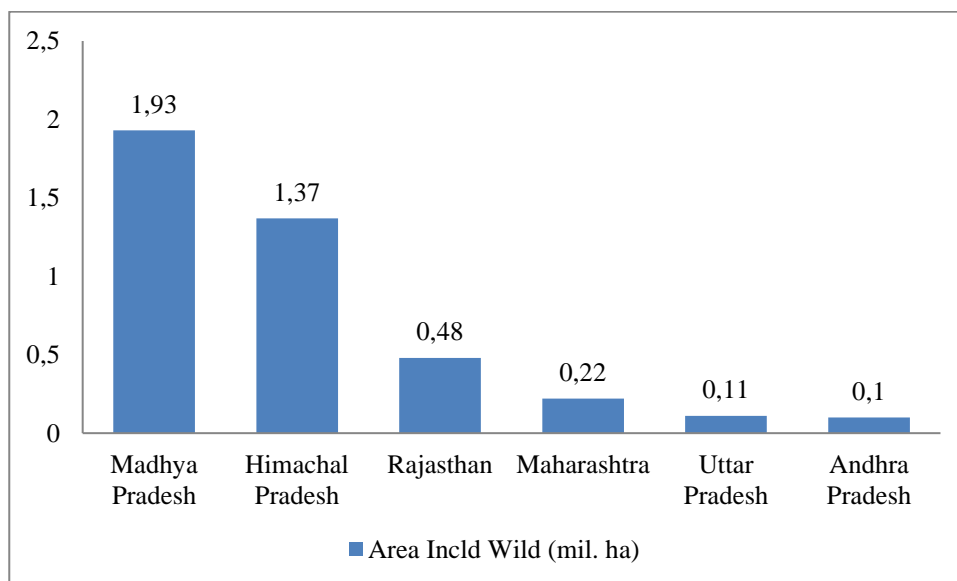


Table No – 3  
The organic production for the year 2014-15

Sl.No	States	Farm (MT)	Wild (MT)	Total (MT)	Share (%)
1	Madhya Pradesh	321586	377	321964	29
2	Karnataka	254664	96	254761	23
3	Maharashtra	217112	210	217323	20
4	Gujarat	60621	5	60626	5
5	Rajasthan	59449	667	60117	5
6	Uttar Pradesh	50165	133	50299	5
7	Odisha	28678	293	28972	3
8	Uttarakhand	23695	19	23714	2
9	Tamil Nadu	17218	380	17598	2
10	Jammu & Kashmir	11234	3590	14824	1
11	Others	51326	9044	60370	5

Source: Association of Indian Organic Industry

Table No – 3, As regards, Organic production of Madhya Pradesh amounted to 321964 Million Tonnes (29%) of which 321586 Million Tonnes from Farm and 377 Million Tonnes from wild, Organic production of Karnataka amounted to 254761 Million Tonnes (23%) of which 254664 Million Tonnes from Farm and 96 Million Tonnes from wild, Organic production of Maharashtra amounted to 217323 Million Tonnes (20%) of which 217112 Million Tonnes from Farm and 210 Million Tonnes from wild, Organic production of Gujarat amounted to 60626 Million Tonnes (5%) of which 60621 Million Tonnes from Farm and 5 Million Tonnes from wild, Organic production of Rajasthan amounted to 60117 Million Tonnes (5%) of which 59449 Million Tonnes from Farm and 667 Million Tonnes from wild, Organic production of Uttar Pradesh amounted to 50299 Million Tonnes (5%) of which 50165 Million Tonnes from Farm and 133 Million Tonnes from wild, Organic production of Odisha amounted to 28972 Million Tonnes (3%) of which 28678 Million Tonnes from Farm and 293 Million Tonnes from wild, Organic production of Uttarakhand amounted to 23714 Million Tonnes (2%) of which 23695 Million Tonnes from Farm and 19 Million Tonnes from wild, Organic production of Tamil Nadu amounted to 17598 Million Tonnes (2%) of which 17218 Million Tonnes from Farm and 380 Million Tonnes from wild, Organic production of Jammu & Kashmir amounted to 14824 Million Tonnes (1%) of which 11234 Million Tonnes from Farm and 3590 Million Tonnes from wild, Organic production of Others amounted to 60370 Million Tonnes (5%) of which 51326 Million Tonnes from Farm and 9044 Million Tonnes from wild in the year 2014-15.

Table No – 4

Category wise breakup of organic crops is as below farm production 2014-15

Sl.No	Category	Production (MT)	Share (%)
1	Sugar Crops	338193	30.9
2	Oil Seed crops	228414	20.8
3	Fiber Crops	208931	19.1
4	Cereals and Millets	159500	14.6
5	Pulses	34717	3.2
6	Plantation Crops	33930	3.1
7	Medicinal/Herbal & Aromatic Plants	32663	3.0
8	Fruits	20219	1.8
9	Spices & Condiments	18176	1.7
10	Vegetables	10824	1.0
11	Dry Fruits	7348	0.67

Source: Association of Indian Organic Industry

Table No – 4, As regards, Sugar crop production amounted to 338193 million tonnes (30.9%), Oil Seed crops production amounted to 228414 million tonnes (20.8%), Fiber crops production amounted to 208931 million tonnes (19.1%), Cereals and Millets production amounted to 159500 million tonnes (14.6%), Pulses production amounted to 34717 million tonnes (3.2%), Plantation Crops production amounted to 33930 million tonnes (3.1%), Medicinal/Herbal & Aromatic Plants production amounted to 32663 million tonnes (3.0%), Fruits production amounted to 20219 million tonnes (1.8%), Spices & Condiments

production amounted to 18176 million tonnes (1.7%),Vegetables production amounted to 10824 million tonnes (1.0%), Dry Fruits production amounted to 7348 million tonnes (0.67%) in the 2014-15.

Chart No – 2

Category wise breakup of organic crops is as below farm production 2014-15

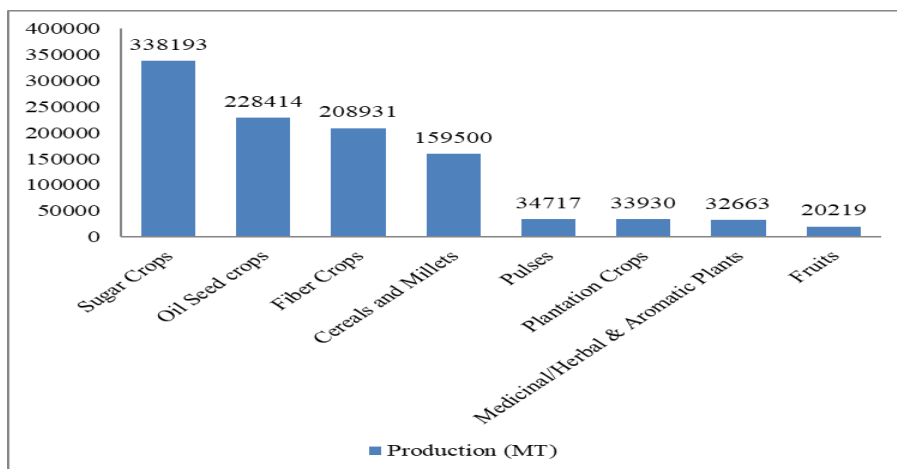


Table No – 5  
The major Export Category 2014-15

Sl.No	Export Category	Quantity (MT)
1	Oil Seeds & Crops	160559
2	Cereals & millets	63622
3	Processed Foods	23626
4	Sugar Crops	19450
5	Tea	5488
6	Pulses	2547
7	Dry Fruits	2417
8	Spices & Condiments	2403
9	Medicinal, Aromatic & Herbal Production.	1223
10	Coffee	1214
11	Essential & Aromatic Oils	866
12	Fibre Crops	397
13	Tuber Crops	139
14	Edible oils	130
15	Fruits	124
16	Vegetables	109
17	Ornamental Plants & Flowers	78
18	Plantation Crops (non tea& coffee)	32
19	Honey	18
20	Others	1165
21	Total	285608

Source: Association of Indian Organic Industry

Table No - 5, As regards, Export of Oil Seeds and Crops amounted to 160559 million tonnes, Cereals & millets amounted to 63622 million tonnes, Processed Foods amounted to 23626 million tonnes, Sugar Crops amounted to 19450 million tonnes, Tea amounted to 5488 million tonnes, Pulses amounted to 2547 million tonnes, Dry Fruits amounted to 2417 million tonnes, Spices & Condiments amounted to 2403 million tonnes, Medicinal, Aromatic & Herbal Production amounted to 1223 million tonnes, Coffee amounted to 1214 million tonnes, Essential & Aromatic Oils amounted to 866 million tonnes Fibre Crops amounted to 397 million tonnes, Tuber Crops amounted to 139 million tonnes, Edible oils amounted to 130 million tonnes, Fruits amounted to 124 million tonnes, Vegetables amounted to 109 million tonnes, Ornamental Plants & Flowers amounted to 78 million tonnes, Plantation Crops (non tea & coffee) amounted to 32 million tonnes, Honey amounted to 18 million tonnes, Others amounted to 1165 million tonnes in the year 2014-15.

Chart No - 3  
The major Export Category 2014-15

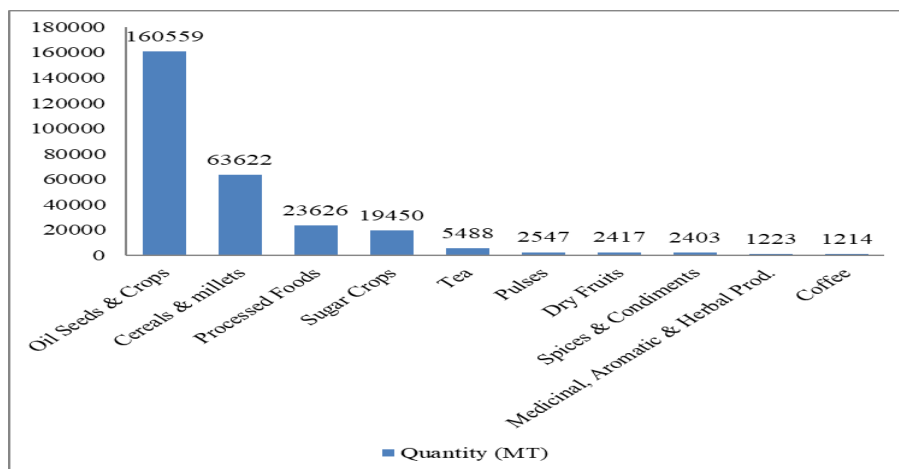


Table No - 6  
Indian Organic Market - 2009-10

Sl.No	Crop	Quality Produced in MT (2009-10)
1	Cotton (Seed Cotton)	837293
2	Rice	17762
3	Wheat	113570
4	Other cereals and millets	271042
5	Pulses	53227
6	Oils seeds and Soybeans	315067
7	Tea/ Coffee	40614
8	Spices	168507
9	Fruits and Vegetable	889844
10	Herbal and Medicinal	189193
11	Others	24661

Source: APEDA, YBL Research

Table No – 6, As regards, Indian Organic Market of cotton amounted to 837293 million tonnes, Indian Organic Market of Rice amounted to 17762 million tonnes, Indian Organic Market of Wheat amounted to 113570 million tonnes, Indian Organic Market of Other cereals and millets amounted to 271042 million tonnes, Indian Organic Market of Pulses amounted to 53227 million tonnes, Indian Organic Market of Oils seeds and Soybeans amounted to 315067 million tonnes, Indian Organic Market of Tea/ Coffee amounted to 40614 million tonnes, Indian Organic Market of Spices amounted to 168507 million tonnes, Indian Organic Market of Fruits and Vegetable amounted to 889844 million tonnes, Indian Organic Market of Herbal and Medicinal amounted to 189193 million tonnes, Indian Organic Market of Others amounted to 24661 million tonnes in the year 2009-10.

Chart No – 4  
Indian Organic Market Major Product- 2009-10

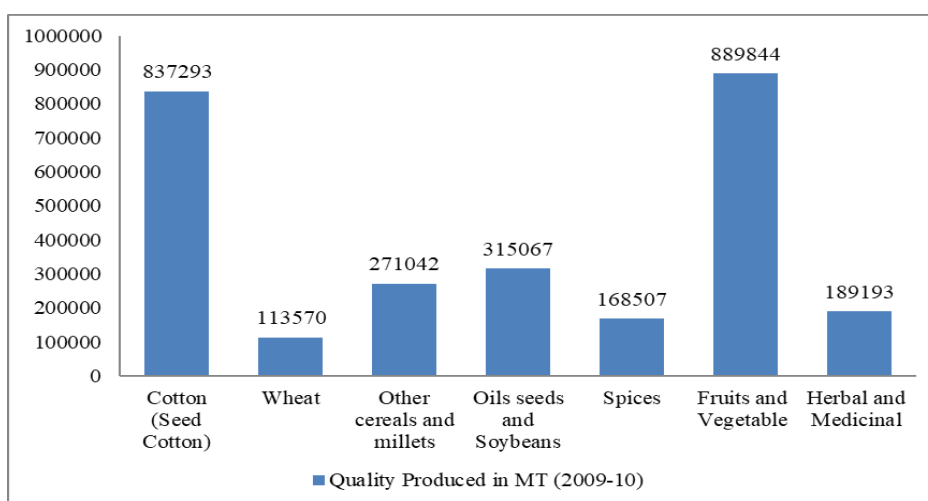


Table No – 7  
The state of Indian Organic Market

Sl.No	State / UTs	Area in Ha
1	MadhyaPradesh	2866572
2	HimachalPradesh	631902
3	Rajasthan	217712
4	Maharashtra	177345
5	UttarPradesh	111645
6	Uttarakhand	105466
7	Karnataka	88729
8	Gujarat	48519
9	TamilNadu	34878
10	Orissa	24418
11	Jharkhand	24300
12	Haryana	14764
13	AndhraPradesh	14351

14	Goa	13304
15	Mizoram	12544
16	Chhattisgarh	8449
17	Kerala	6598
18	WestBengal	6126
	Total	4427519

Source: Indiastats, YBL Research

Table No – 7, as regards, Indian Organic Market of Madhya Pradesh constitute of 2866572. Ha area, Indian Organic Market of Himachal Pradesh constitute of 631902. Ha area, Indian Organic Market of Rajasthan constitute of 217712. Hectares area, Indian Organic Market of Maharashtra constitute of 177345. Hectares area, Indian Organic Market of Uttar Pradesh constitute of 111645. Hectares area, Indian Organic Market of Uttarakhand constitute of 105466. Hectares area, Indian Organic Market of Karnataka constitute of 88729. Hectares area, Indian Organic Market of Gujarat constitute of 48519. Ha area, Indian Organic Market of Tamil Nadu constitute of 434878. Hectares area, Indian Organic Market of Orissa constitute of 34878. Hectares area, Indian Organic Market of Jharkhand constitute of 24300. Hectares area, Indian Organic Market of Haryana constitute of 14764. Hectares area, Indian Organic Market of Andhra Pradesh constitute of 14351. Ha area, Indian Organic Market of Goa constitute of 13304. Hectares area, Indian Organic Market of Mizoram constitute of 12544. Hectares area, Indian Organic Market of Chhattisgarh constitute of 8449. Hectares area, Indian Organic Market of Kerala constitute of 6598. Hectares area, Indian Organic Market of West Bengal constitute of 6126. Hectares area in the year 2009-10.

Chart No – 5  
The major state of Indian Organic Market

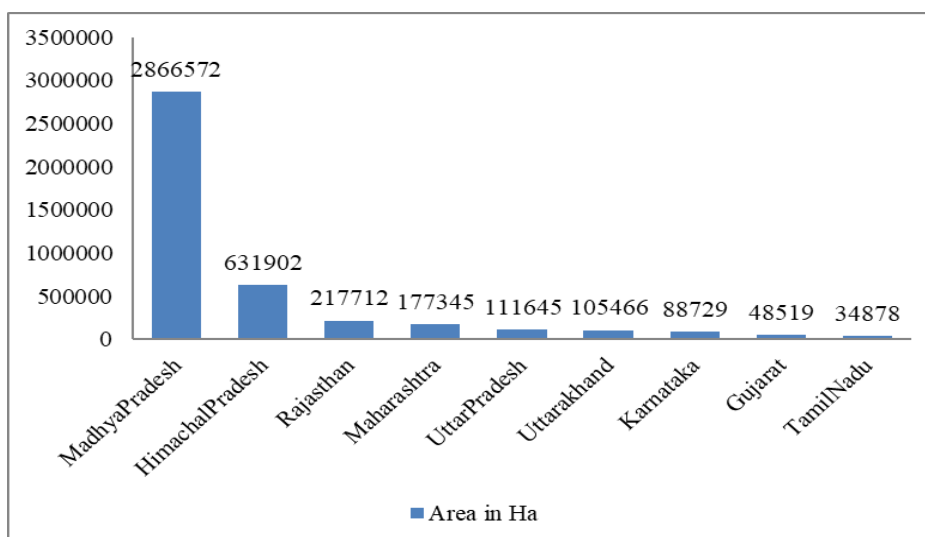


Table No – 8  
Organic Food-Domestic Sales

Sl.No	Product	Domestic Sales-MT
1	Tea	1500
2	Coffee	750
3	Spices	500
4	Rice	5000
5	Jaggery,sugar	6000
6	Wheat & flour	3000
7	Pulses	2500
8	Fruits and vegetables	5000
9	Milletsflour	2000
10	Oils & ghee	2000
11	Squashes,Jams	500
12	Snacks	500
13	Honey	2000
14	Others(essential seeds, etc)	5000

Source: Sec Research, YBL Research

Table No – 8, As regards,Organic Food-Domestic Sales product of Tea amounted to 1500 million tonnes, Organic Food-Domestic Sales product of Coffee amounted to 750 million tonnes,Organic Food-Domestic Sales product of Spices amounted to 500 million tonnes,Organic Food-Domestic Sales product of Rice amounted to 5000 million tonnes,Organic Food-Domestic Sales product of Jaggery, sugar amounted to 6000 million tonnes,Organic Food-Domestic Sales product of Wheat & flour amounted to 3000 million tonnes,Organic Food-Domestic Sales product of Pulses amounted to 2500 million tonnes,Organic Food-Domestic Sales product of Fruits and vegetables amounted to 5000 million tonnes,Organic Food-Domestic Sales product of Millets flour amounted to 2000 million tonnes,Organic Food-Domestic Sales product of Oils & ghee amounted to 2000 million tonnes,Organic Food-Domestic Sales product of Squashes, Jams amounted to 500 million tonnes,Organic Food-Domestic Sales product of Snacks amounted to 500 million tonnes,Organic Food-Domestic Sales product of Honey amounted to 2000 million tonnes,Organic Food-Domestic Sales product of Others(essential seeds, etc) amounted to 5000 million tonnes.

Chart No – 6  
Organic Food-Domestic Sales

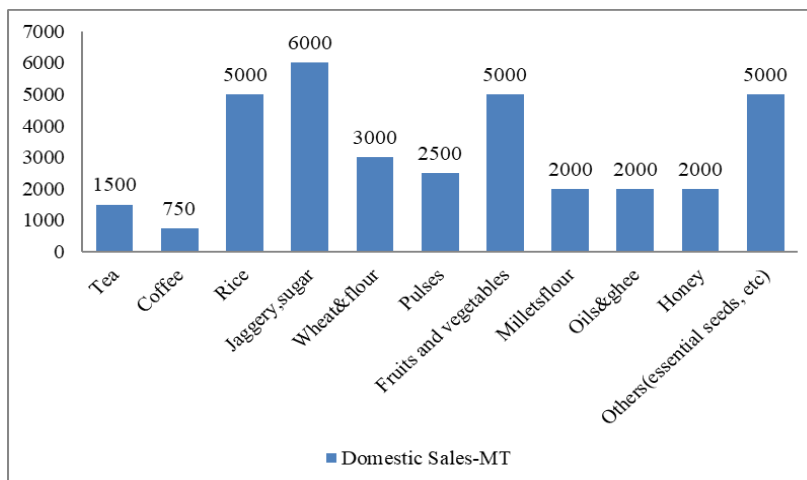


Table No – 9  
Organic Food-Domestic Exports

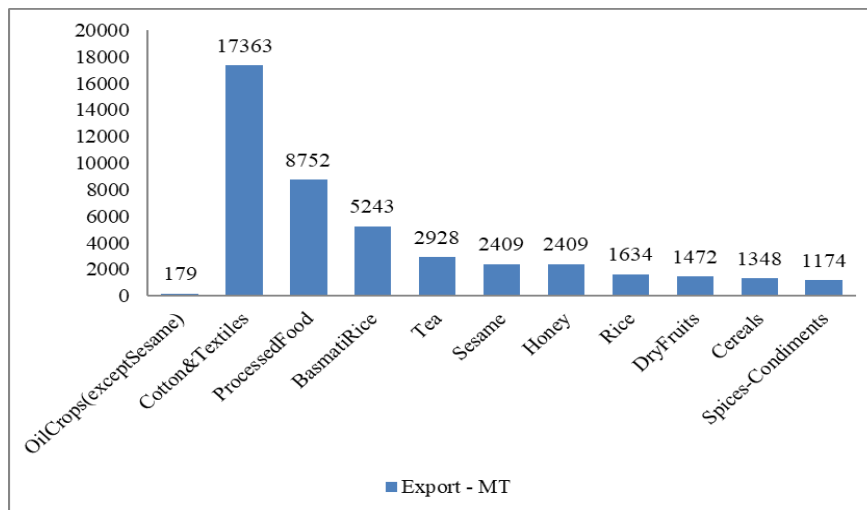
Sl.No	Product	Export - MT
1	OilCrops(exceptSesame)	179
2	Cotton&Textiles	17363
3	ProcessedFood	8752
4	BasmatiRice	5243
5	Tea	2928
6	Sesame	2409
7	Honey	2409
8	Rice	1634
9	DryFruits	1472
10	Cereals	1348
11	Spices-Condiments	1174
12	Medicinal&HerbalPlants/Products	627
13	Coffee	320
14	Vegetables	167

Source: Sec Research, YBL Research

Table No – 9, As regards, Organic Food-Domestic Export product of Oil Crops amounted to 179 million tonnes, Organic Food-Domestic Export product of Cotton & Textiles amounted to 17363 million tonnes, Organic Food-Domestic Export product of Processed Food amounted to 8752 million tonnes, Organic Food-Domestic Export product of Basmati Rice amounted to 5243 million tonnes, Organic Food-Domestic Export product of Tea amounted to 2928 million tonnes, Organic Food-Domestic Export product of Sesame amounted to 2409 million tonnes, Organic Food-Domestic Export product of Honey amounted to 2409 million tonnes, Organic Food-Domestic Export product of Rice amounted to 1634 million tonnes, Organic Food-Domestic Export product of Dry Fruits

amounted to 1472 million tonnes, Organic Food-Domestic Export product of Cereals amounted to 1348 million tonnes, Organic Food-Domestic Export product of Spices - Condiments amounted to 1174 million tonnes, Organic Food-Domestic Export product of Medicinal & Herbal Plants/Products amounted to 627 million tonnes, Organic Food-Domestic Export product of Coffee amounted to 320 million tonnes, Organic Food-Domestic Export product of Vegetables amounted to 167 million tonnes.

Chart No – 7  
Organic Food-Domestic Exports



**Some of the major players operating in the Indian Organic Food Market are**

- Suminter India Organics Private Limited
- Nature Bio-Foods Limited
- Organic India Private Limited
- Sresta Natural Bio products Pvt. Ltd.
- Phalada Agro Research Foundations Pvt. Ltd.
- Mehrotra Consumer Products Pvt. Ltd.
- Morarka Organic Foods Pvt., Ltd.
- Nature Pearls Pvt Ltd
- Conscious Food Private Limited
- Nourish Organics Foods Pvt. Ltd.

**Conclusion**

Agriculture sector in India play a major role not only in employment generation but also contribution to GDP around 18 percent which is a consistent over of time. India is conferred with lot of budding to produce all varieties of organic products due to its various agro climatic conditions. In several parts of the country, the genetic ritual of organic farming is an added advantage. These holds promise for the organic producers to tap the market which is growing

progressively in the domestic and export segment. Organic products become highly marketable products in the global market. Therefore, many agriculturists convert their agricultural system into organic manner. Organic products are very popular owing that its brand reputation cur and city. Many people want to consume organic products with respects to health aspects whereas organic products in the market are very costly. Therefore, if the price of organic products is reasonable, more demand will create and more opportunities for organic products by nature. It this direction, this study concludes, there is opportunity for organic products not only in domestic level but in global level.

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