

An Overview on the Effects of Green Marketing on Organic Farming

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ABSTRACT

As global warming increases, marketers are increasingly concentrating on green marketing strategies. Customers' attention has changed from regular items to green products due to the novel notion of green marketing. Additionally, green marketing has improved agriculture, which has aided in the emergence of an innovative idea known as organic farming. Traditional and archaic agricultural methods have long been used in Indian agriculture. The methods and inputs used in agriculture have changed significantly in recent years. We call these adjustments "organic farming."

However, organic farming does not rely on the use of artificial fertilisers and pesticides, plant growth regulators, or genetically modified organisms. Instead, it measures other factors such as the development of irrigation facilities, the use of high-yielding varieties, the introduction and development of agricultural mechanisation, and so on. Rather of relying on artificial inputs like fertilisers, it relies on naturally occurring ecological processes and biodiversity. Agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity, is promoted and enhanced by organic farming, a comprehensive approach to production management. It promotes the use of management techniques above the usage of synthetic materials and produced inputs. Based on secondary sources, this work takes a descriptive approach. This essay elucidates the idea of organic farming and green marketing as well as their connection. The necessity of organic farming in India, its advantages and disadvantages, the inputs utilised in agricultural development, and government initiatives to support organic farming are also covered in this essay.

KEYWORDS: Government programmes, organic farming, green marketing, and agricultural inputs

1. INTRODUCTION

Consumers consistently buy goods and services that lead to more environmentally friendly consumption habits and lower pollution levels. In the global market, "green" is a key word of the decade, and terms like "green marketing," "sustainable marketing," "environmental marketing," and "social marketing" are becoming more and more common. The term "green marketing" describes the creation, advertising, and distribution of products and services that are environmentally benign, do not contribute to societal pollution, and prioritise protecting the environment. Henion defined green marketing as "the implementation of marketing programmes, directed at the environmentally

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conscious marketing segment" in 1976. This was the first definition of the term. The practice of promoting products and services based on how well they would improve the environment is known as "green marketing." These goods and services are produced, packaged, and used using environmentally friendly methods. Green marketing involves adapting goods and services to the changing environmental conditions. Sustainability, preserving non-renewable resources, attracting new customers, ecological welfare methods, and corporate social responsibility are all included in the term "green." Green product, green pricing, green packaging, and green promotion are the four Ps of green marketing. Most of the time, words like "bacteria free," "recyclable," "ozone friendly," "renewable," and "ecofriendly" are used interchangeably with "green marketing." However, green marketing also include modifying and altering products and services, altering the manufacturing process, and altering the packaging of products in response to environmental changes.

2. GREEN MARKETING AND ORGANIC FARMING'S RELATIONSHIP

New production and consumption practices as well as corporate organisational structures that prioritise the environment, the natural world, and human well-being as the cornerstones of all company plans are mandated by sustainable development. The demand for and consumer use of organic goods determine how organic production evolves. Businesses have an obligation to provide customers healthier and more ecologically friendly food alternatives, and consumers have a need to make informed decisions that reduce food waste. Customers' opinions and perceptions of organic goods have changed as they began to use organic products and realised how important it is to safeguard the environment. In order to encourage recyclable or reusable trash, green marketing in agriculture entails lowering the use of hazardous, costly organic fuel derived from energy and increasing the use of renewable resources and natural resource conservation without the use of hazardous chemicals.

Because organic farming has a bigger influence on the environment, it is crucial for preserving the green economy and guaranteeing sustainability. In addition to promoting food security, organic farming safeguards human and environmental health by refraining from using GMOs, pesticides, fertilisers, hormones, and antibiotics during the production process. Additionally, additives and other chemicals are not permitted during the processing of organic food.

India encourages organic farming by growing its customer base and producing more organic goods. In addition to safeguarding the environment from harm and maintaining natural resources, sustainable agriculture fosters rural development. Rehabilitating damaged agricultural land and growing organic goods are two examples of sustainable agricultural techniques. The growth of green production and consumption is critical to the creation of a sustainable economy. Green consumption calls for the use of organic products, the reduction of wasteful consumption, the recycling and reuse of commodities, and the use of less energy. Any economy that wants to grow sustainably must include the agriculture sector. Along with helping to modernise the economy and boost national revenue, it also fosters the growth of other industries. Utilising renewable energy sources may boost the growth

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of organic farming, which benefits the expansion of the green economy. The goal of green marketing in agriculture is to include environmental considerations in economic choices about the growth of agricultural practices and environmental preservation. The growth of sustainable organic agriculture is aided by green marketing, improving the standard of living for both the current and next generations. In the broader framework of environmental preservation, organic farming is a means of diversifying the agricultural sector while simultaneously satisfying the demand for natural goods.

3. The idea behind organic farming

Early in the 20th century, Sir Albert Howard, F.H. King, Rudolf Steiner, and others established the idea of organic farming because they thought that using animal manures, cover crops, crop rotation, and biologically based pest management produced superior agricultural systems. The International Federation of Organic Agriculture Movement (IFOAM), a global umbrella organisation for organic farming organisations founded in 1972, sets the standards that many countries use to regulate and enforce organic agricultural practices. The global market for organic food and other goods has expanded significantly since 1990, and by 2020, it is expected to reach \$63 billion. Approximately 72,300,000 hectares, or 1.5% of all cropland globally, were cultivated organically as of 2020. Crop rotation, composting, green manure, and biological pest management are some of the methods used in organic farming to keep soil fertility high and manage pests. The practice of organic farming is a comprehensive approach to production management that aims to improve the health of the agroecosystem by fostering biodiversity, biological cycles, and soil biological activity. It places a strong emphasis on using managerial techniques rather than synthetic materials and produced inputs.

Conventional agriculture and organic agriculture are not the same. The current (modern) agricultural method that farmers use and that the government globally promotes is known as conventional agriculture. High yielding seed types, chemical fertilisers, irrigation water, pesticides, and the adoption of diverse cropping techniques are the cornerstones of contemporary agriculture. Organic farming recycles animal waste back into the farm, uses less pesticides, lessens soil erosion, and lowers nitrate leaching into surface and groundwater. Organic food is more expensive than food that is farmed traditionally. The government defines organic agriculture officially. For food and items to be designated as "organic," farmers must have a certification. Crops, livestock, wild-crafted goods, and agricultural processes all have to adhere to strict organic criteria. "Organic agriculture is a production system that sustains the health of soils, ecosystems, and people," states the International Federation of Organic Agriculture Movements (IFOAM), a global organisation representing organic farming organisations founded in 1972. Rather of using inputs that have negative impacts, it depends on biological processes, biodiversity, and cycles that are tailored to the local environment. Tradition, creativity, and science are all used in organic agriculture to improve the common environment, foster just relationships, and improve everyone's quality of life. Materials from organic agriculture are used to make organic products. Organic food items are produced using an ecologically and socially

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conscious agricultural system that does not utilise hazardous chemical pesticides or fertilisers.

4. The development of agriculture depends on the number of agricultural inputs.

High yielding variety seeds, often known as HYV seeds, are seeds that aid in raising output levels without accompanying price increases. For the first time ever, HYV wheat seeds are created by Mexican agricultural experts. These seeds were resistant to disease, more prolific, and early maturing. The area planted with HYV seeds is steadily growing. It is estimated that 90% of the wheat population uses these seeds. Other significant steps in this manner include the founding of State Farms Corporation (SFC) in 1969 and National Seeds Corporation (NSC) in 1963.

Irrigation infrastructure: Without irrigation infrastructure, agricultural development activities would be ineffective. The number of irrigation facilities is constantly growing. There are still ½ of agricultural land without irrigation systems. In the seventh five-year plan, the Common Area Development Programme (CADP) was introduced to provide a consistent supply of water for agricultural land.

Fertilisers and Manures: India ranks fourth in the world for nitrogen fertiliser use and eighth for manures. top fertiliser user of phosphates worldwide. Fertiliser production need to be grew domestically in an effort to reduce imports from other nations.

Pesticides: Integrated Pest Management (IPM) has encouraged the use of pesticides. This method uses economical and ecologically friendly plant protection techniques. It entails keeping an eye on pests, encouraging biological pest management, setting up demonstrations, and educating farmers and employees. For this reason, 31 Central Integrated Pest Management facilities are operating nationwide.

Agricultural Machinery and Implements: Increasing agricultural productivity and output requires the use of agricultural machinery and implements. Although the drudgery of agricultural operations has decreased and output and productivity have grown due to the greater use of agricultural technology and tools.

Plant protection: It's important to keep crops safe from pests and illnesses. It is predicted that this cause results in annual agricultural losses of between Rs. 2000 and Rs. 3000 crores. To preserve the plants, certain chemicals are utilised. In order to safeguard crops, it is necessary to expand the production of these items.

Soil Conservation and Reclamation: Although large amounts of crops are cultivated annually, not much manure is put back to the soil. Rain and flooding cause the topsoil to be swept away, which is known as soil erosion. It also happens as a result of hillside agriculture, uncontrolled grazing, tree-cutting, and vegetation loss, among other things. According to estimates, soil erosion affects one-fourth of the nation's land area. In order to address these issues, the Indian government established the "Central Soil Conservation Board" in 1952.

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India has the most quantity of cattle globally. Livestock goods, such as milk, milk products, meat, fertiliser, etc., play a significant role in our nation's national revenue. The proportion of cattle to total agricultural production is around 40%.

Crop Insurance: On April 1st, 1985, the Indian government launched the crop insurance programme. Numerous dangers are associated with agriculture, including windstorms, hail, frost, fire, fire, and extreme rain. Crop insurance is a solution to such issues. Under crop insurance, the insurance provider assumes complete responsibility for covering any crop losses, regardless of the source.

5. Need for Organic Farming in India.

Organic farming is becoming more important in India due to the negative impact of current agricultural techniques. Modern farming has resulted in ecological and environmental

Organic farming is essential for sustainable development, since it addresses soil and genetic erosion, salination, and pollution. Sustainable agriculture is crucial for achieving sustainable development. Sustainable agriculture prioritises protecting the environment and conserving natural resources. Organic farming is environmentally beneficial and may contribute to sustainable agricultural goals.

Organic farming aims to improve customer welfare by supporting environmentally friendly agricultural practices. Organic farming provides customers with agricultural goods that fulfil safety, quality, and hygiene criteria.

Organic foods include more nutrients, including vitamins, enzymes, minerals, and micronutrients, compared to conventional farms. Organic farms rely on sustainable approaches for management and nutrition.

Purchasing food from organic producers ensures a cost-effective future.

Governments have provided significant subsidies and tax cuts for conventional agricultural practices in recent years. The expansion of commercially manufactured foods has raised the risk of illnesses like cancer. The government should invest in organic agricultural methods to address current issues and ensure a sustainable future.

6. The Role of Government in Promoting Organic Farming

The Indian government has implemented laws and plans to promote organic agriculture and increase investments in the sector. During the ninth and tenth five-year plans

The five-year plan aims to promote organic farming in India and includes many projects. The government should promote organic goods. The central government promotes the manufacture and usage of bio-fertilizer to increase its popularity. The government has launched the "National Project on Development and Use of Bio Fertilisers" for this goal. APEDA (Agricultural and Processed Food Products Export Development Authority-Planning Commission, 2001) promotes Indian organic

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agriculture and exports. The National Steering Committee, chaired by Secretary Commerce, authorised the National Programme for Organic Production (NPOP) in May 2001. The government has created the following measures to encourage organic farming:-

Paramparagat Krishi Vikas Yojana (PKVY) promotes sustainable organic farming, soil fertility improvement, and healthy food production. This initiative aims to enhance soil health, increase organic matter content, and boost farmers' net income. Farmers get Rs. 31,000 as an incentive for purchasing organic agricultural supplies. This plan aims to enhance domestic production and certification of organic products via farmer participation. The proposed system aims to reduce the use of artificial fertilisers and pesticides in agriculture. The government has increased the subsidy amount from Rs.100 to Rs.300 per acre to encourage the usage of organic fertilisers under the PKVY programme. A project of Rs.100 crore has been introduced in the North-Eastern Region (NEH) to promote organic farming and export of goods.

The Rastriya Krishi Vikas Yojana (RKVY) is a state plan initiative that provides extra central aid announced by the Indian government in August 2007. The goal is to achieve yearly growth in agriculture via development and related areas. The RKVY system is funded yearly by the state plan scheme. The initiative aims to promote organic farming and minimise reliance on chemicals in agriculture. This project covers allied areas such as crop husbandry, animal husbandry, dairy development, fisheries, agricultural marketing, soil and water conservation, horticulture, and integrated pest control.

MOVCDNER (Mission Organic Value Chain Development for North Eastern Region) Scheme: Farmers get around Rs.25000/ha/3 years for organic inputs. The project offers up to Rs.2 crores in support for farmer-producer organisations, capacity training, and post-harvest infrastructure development. The Ministry of Agriculture and Farmers Welfare is responsible for implementing this Central Sector Scheme in Tribal states. This plan certifies organic products and supports their growth along the value chain, including inputs, seeds, marketing, and brand-building initiatives.

The Agriculture and Processed Food Products Export Development Authority (APEDA), Ministry of Commerce and Industry, implements the National Programme for Organic Production (NPOP) plan. NPOP, started in 2001, is the world's biggest organic certification initiative. This programme aims to expand into organic items, textiles, and cosmetics. The NPOP has been recognised by the EU and Switzerland since 2006. The NPOP gives organic agricultural certification via a third-party certification procedure. The following states will promote the NPOP scheme: Kerala, Uttarakhand, Madhya Pradesh, Maharashtra, Karnataka, Gujarat, Rajasthan, Tamil Nadu, Sikkim, Nagaland, and Mizoram. This scheme gives information on organic production guidelines.

The National Project on Organic Farming (NPOF) was inaugurated on October 1, 2004, by the Ministry of Agriculture, Government of India, as part of the 10th Five Year Plan. The Indian government's NPOF initiative promotes the use of organic manures and bio fertilisers to increase

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organic crop output. This initiative offers financial help for establishing an organic input production unit, bio fertilisers, and bio insecticides.

The SHM (Soil Health Management Scheme) offers a Capital Investment Subsidy Scheme for upgrading or expanding existing units. This system promotes agricultural output while also ensuring soil health and environmental safety. This technique reduces pollution by effectively converting and using organic waste.

The National Mission on Oilseeds and Oil Palm (NMOOP) Scheme offers a 50% subsidy of Rs.300 per hectare for components such as bio-fertilizers, Rhizobium culture, PSB (Phosphate Solubilizing Bacteria), ZSB (Zinc Solubilizing Bacteria), and vermicomposting. Proper plant development requires a balanced application of fertilisers, organic manure, and micronutrients.

The Government of India launched the National Horticulture Mission (NHM) for farmers. The government would provide 85% funding for developmental programmes, with the State Government contributing the remaining 15%. The global demand for organic food has led to increased awareness via training and information delivery under this plan. Farmers with 50 hectares of land might get up to Rs.5 lakhs in support for vegetable growing.

The National Food Security Mission (NFSM) offers financial help to promote bio-fertilizers at 50% of the cost, up to Rs. 300 per acre. The government's concerted efforts have resulted in a more than doubled cultivable land area for organic farming, from 11.83 lakh hectares in 2014 to 29.17 lakh hectares in 2020. Organic marketing has resulted in the creation of state-specific trademarks, improved local supply, and exports of organic food. Providing awareness initiatives, post-harvest infrastructure, marketing facilities, and a premium price for organic food might encourage farmers to pursue organic farming and grow the sector in the nation.

7. Conclusion.

Green marketing plays a crucial role in addressing environmental concerns globally. Green marketing also helps to advance agriculture, namely organic farming. Green marketing is a strategy for preserving the environment and natural resources for future generations. It has a good effect on environmental conservation. Consumers' awareness of green goods has led to a shift in their preferences. Consumers are increasingly buying environmentally friendly items, including organic agriculture and consumer goods. In 2020, India was among the top five global producers of nearly 80% of agricultural products, including cash commodities like coffee and cotton. As of 2020, India is one of the world's top five producers of animal and poultry meat, seeing rapid development. Although organic agriculture has a beneficial economic effect in India, there are certain issues that need to be addressed. Developing agriculture, particularly organic farming, with global appeal would revolutionise the Indian economy. Continued efforts are needed to enhance organic farming at both farm and commercial levels. The government supports organic farming by implementing measures outlined in the article. Public laws and regulations may motivate firms and consumers to embrace

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green practices and understand their environmental responsibilities.

Organic farming aims to avoid environmental pollution, maintain soil fertility, produce healthy foods, provide a decent living for farmers, and conserve natural resources. Green marketing is crucial for promoting the advantages of organic food consumption, developing businesses using organic goods, and advancing Indian agriculture.

Promoting organic farming via green marketing benefits human health, the environment, and the economy, contributing to sustainable development. Organic farming is one of the most effective solutions to agricultural issues caused by fertiliser and pesticide usage.

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