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## **Problems of Organic Entrepreneur in Assam**

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### **ABSTRACT:**

Agriculture helps in meeting the indispensable needs of human civilization by providing food, clothing, shelter, medicine. Hence agricultural is the most important venture in the world. India's agricultural sector is still very important and considered to be the backbone of Indian economy. India made significant advances in agricultural production in recent decades, including the introduction of high yield seed, varieties and increased use of fertilizers. In an attempt to feed people by more easier and productive manner, the food has become full of chemicals that are harmful to our health, leading to many of the diseases we are faced with today; Now it is one of the most talked topics that what we are eating to take nutrition for our human body. In recent news and research have shown that most of the people are suffering from different complicated health problems due to harmful foods like nonorganic foods. So its high time to combat the adversity caused by conventional method of farming. This can be possible by doing sustainable agriculture i. e, organic farming. This paper is try to understand the prospect and Problems of of organic entrepreneur s in Assam as well as Golaghat district. Organic farming is method of crop and livestock production that involves much more than choosing not to use pesticides, fertilizers,

Key Words: Organic agro-Entrepreneur, Organic Farming, conventional farming, Organic food.

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### **Introduction:**

In today's scenario due to green revolution the use of various chemical fertilizer and chemical pesticides in crops is now used in such an alarming rate that it is affecting our environment and health of living organism. In an attempt to feed people by more easier and productive manner, the food has become full of chemicals that are harmful to our health, leading to many of the diseases we are faced with today; obesity, cancer, heart disease, high blood pressure and diabetes. Now it is one of the most talked topics that what we are eating to take nutrition for our human body. In recent news and research have shown that most of the people are suffering from different complicated health problems due to harmful foods like nonorganic foods. According to World Health Organization, about 30,00,000 people around the world are suffering from pesticides from nonorganic food and 2,20,000 people die due to consumption of nonorganic foods. So it is so important to know about nonorganic food health risks. It is also mention that we can see some modern form of foods that grow with the help of lots of chemical fertilizers, pesticides and insecticides to kill insect. Even foods may be grown by immature way but look like mature where dishonest entrepreneur s adopt unhealthy means to increase food production which in turn cause non organic food health risks ([www.foodbehind.com](http://www.foodbehind.com)).

Excessive uses of chemicals in farming system have deteriorated soil, water and air quality. Now the use of these chemical had reach to certain level that now production instead of increasing is either on downfall side or just reached to saturation. So its high time to combat the adversity caused by conventional method of farming. This can be possible by doing sustainable agriculture i. e, organic farming. Organic farming forbidden the use of chemical and synthetic c pesticides to produce food free from chemicals, of high nutritional quality and in sufficient quantity. Organic products market seem to be niche market for many of the entrepreneur s or manufacturers. But this is what our ancestors were eating and heading healthy life. Now there is the need to encourage entrepreneur s regarding practicing the organic farming at large scale by government. Government should certify the produce of entrepreneur s by organic certification with minimal fees so that the entrepreneur s can get good amount for their organic produce ( N. Sharma. 2018) .

Organic farming is the method of crop and livestock production that involves much more than choosing not to use pesticides, fertilizers, genetically modified organism antibiotic and growth hormones organic production is a holistic system designed to optimize the productivity and fitness of diverse communities within the agro- eco system, including soil, organism, plants, livestock and people. The principal goal of organic production is to develop enterprises that are sustainable and harmonious with environment moreover chemical fertilizer are more resistant in the environment than natural fertilizer because it is combined with chemicals which in some cases are harmful to the environment especially on soil fertility because most of the micro organism decrease due to the increase use of chemical fertilizer (Katsunori, 2003). The indiscriminate use of chemical fertilizers increases soil acidity, impairs soil physical condition, reduces organic matter, creates micro nutrient deficiencies increases plant susceptibility to pest and diseases decreases soil lives increase soil, water and air pollution via agricultural non-off and teaching use of chemical fertilizer and other plant protection chemicals in imbalanced and indiscriminate manner has developed many problems like decline of produce, increase in hazardous post and decrease and increase in soil and water pollutant.( Hazarika 2019)The principal goal of organic production is to develop enterprises that are sustainable and harmonious with environment

moreover chemical fertilizer are more resistant in the environment than natural fertilizer because it is combined with chemicals which in some cases are harmful to the environment especially on soil fertility because most of the micro organism decrease due to the increase use of chemical fertilizer (Katsunori,2003)

#### ***Need for organic products:***

Chemical fertilizer have played a significant role in Indian agriculture, facilitating green revolution and making the country self reliant in food production. However it disturbs the soil health and lower crop yield and quality. Besides, use of chemical fertilizer may contribute to environmental risks like increased in global warming, ground and surface water pollution etc. In view of this, it is desirable that we may return to practices which is eco-friendly and meets the nutrient depletion and sustains quality food production. The only answer to these problems is organic farming that provides eco-technological stability, sustainable agriculture and better pest and nutrient management (NABAR Consultancy).

#### ***Principles of Organic Farming:***

International Federation of Organic Agriculture Movements (IFOAM) has listed below the following four principles of organic farming:

**Principle of Health:** Organic agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.

**Principle of Ecology:** Organic agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.

**Principle of Fairness:** Organic agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.

**Principle of Care:** Organic agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

#### ***Benefits of organic farming:***

- Organic matters provides all the essential macro and micro plant nutrients.
- Organic matter improves the psychochemical and biological properties of soil.
- Recycling of organic matter is renewable and thus energy resources can be made available for organic production.
- Organic farming improves the agro-ecosystem and helps prevent environmental degradation
- Organic products are more nutritious than conventional crops.
- Organic products are highly valued in national and international markets.

#### ***Present status of India's organic food products:***

The organic products market in India has been growing at a CAGR of 25 percent and it is expected to touch Rs.10,000-12,000 cores by 2020 from the current market size of Rs. 4,000 cores according to a report produced jointly by Assocham and Ernst& young. Even though India has the highest numbers of entrepreneurs currently engaged in organic farming at 8.35.000, the country accounts for less than 1 percent the global organic market pie which is valued at \$90 billion in 2016, the report said. In terms of total area under organic cultivation, India ranks at 9<sup>th</sup> position with 1.49 million hectares. Currently Indian organic market is retailer-driven and aggregate or powered and there is a need to make it consumer-driven and entrepreneur -powered. The Assocham-EY jointly. Study also estimated that the market size for Indian organic packaged food is expected to cross Rs. 87.1 cores by 2021 from Rs.53.3 cores in 2016, growing at a rate of 17 percent. The substantial growth of this sector is attributed to an expanding urban population base, rising health concerns, growing consumers spending on food products and deterioration of food quality (The hindubusinessline. 2018).

As people are becoming more health-conscious, they are moving towards healthier consumption and as a consequence, there has been a spurt in demand for organic foods in both national and global markets (Mukherjee *et al.*, 2017). According to IFOAM, the global organic market for the year 2018 is 96.70 billion euros with the USA sharing the lion's share of 40.60 billion euros followed by Germany and France with 10.90 and 9.10 billion euros, respectively. By considering the global demand, the organic farming is proliferating in India and the same is attracting many Agri-food companies to explore the organic food sector. With 0.835 million organic producers and 1.35 million tonnes (2015-16) certified organic produces; India is emerging as the organic hub of the world (Mukherjee *et al.*, 2017). As organic fresh produces require a highly integrated and sophisticated value chain as compared to conventional crops, a strong network structure is inevitable for the same (Zhao *et al.*, 2020). Although India ranks itself in top in terms of largest organic producer in the world, the present organic Agri-food sector is highly unorganised (Verma, 2020).

- **Organic Farming in North East Region as well as Assam**

The advent of green revolution in India in the early 1960s led to an overwhelming increase in the agricultural production in the country, due to use of large scale of chemical fertilizers and pesticides. This however proved to be harmful in the long run, this has encouraged the entrepreneurs of the land to

rediscover the ancient methods of farming and motivated them to go for organic. It is reported that there was no use of chemical fertilizers in India till 1906 and 0.5kg/ha during 1950-51. In the same study by Dr. B. Kalita it was reported that during the period of 2007-2008 a total of 104.5 kg/ha chemical fertilizers used in India. Therefore in search of an alternative focus has been concentrated on organic agriculture. India has huge potential to become the global hub of organic farming. India has 1.5 million hectares of organic farmland in 2016, later added 0.3 million hectares in the same year. According to World of Organic Agriculture Report 2018, India produces 30% of total organic production but accounts only 2.59% of total cultivation area. It has about 835,000 certified producers. It was observed that the production of the organic products and the cultivation area has been continuously increasing over years. With organic products gaining popularity worldwide in the wake of humanity's devastating experiences with chemical farming, Assam is readying itself for the next phase of the green revolution "organic farming". The land of monsoons and evergreen forests is rediscovering its ancient farming practices along with many nations which are committed, to socially responsible, ecologically friendly and economically self-sustainable development. Though Assam and the North East are mostly organic by default- according to government figures, of net cultivated area of 4.3 million hectares, around 30.92 lakh hectares have never seen the use of chemical or inorganic fertilizers-conscious organic farming has suddenly picked up across Assam. Untouched by the Green revolution, much of North-East India continues to be organic with limited use of chemical inputs and entrepreneurs practicing traditional methods of farming. The hilly terrain, fertile plain, agro and forest biodiversity, wetland and good rainfall have supported the growth of organic agriculture. A variety of organic crops, including tea, Joha rice and lemon in Assam, large cardamom and ginger in Sikkim, King chillis in Manipur, sugarcane, cowpea and paddy in Mizoram, passion fruits in Meghalaya and pine apples in Tripura are grown in this part of India. According to Agricultural and Process Food Products Export Development Authority's (APEDA) data, only two North East states Assam (11 metric tonnes) and Meghalaya (1 metric tonnes) exported organic products in 2016-2017. Thus despite being an organic food hub, entrepreneurs in this region are still far from the export market which could have helped them earn a premium price for their produce.

#### **Schemes to promote organic farming in Assam:**

1. **ParamragatKrishiVikashYojana (PKVY):** ParamragatKrishiVikasYojna (PKVY) a sub-component of Soil Health Management (SHM) scheme under National Mission of Sustainable Agriculture (NMSA) aims at development of sustainable models of organic farming through a mix of traditional wisdom and modern science to ensure long term soil fertility build-up, resource conservation and helps in climate change adaptation and mitigation. It primarily aims to increase soil fertility and thereby helps in production of healthy food through organic practices without the use of agro-chemicals. PKVY also aims at empowering entrepreneurs through institutional development through clusters approach not only in farm practice management, input production, quality assurance but also in value addition and direct marketing through innovative means.
2. **RashtriyaKrishiVikashYojana (RKVY) for Organic Farming:** The new central assistance scheme RashtriyaKrishiVikasYojana was launched by Govt. of India during 2007-08 to incentives states to draw up plans for their agriculture sector more comprehensively, taking agro-climatic conditions, natural resource and technology into account and integrating livestock, poultry and fisheries fully. The RKVY aims at achieving 4% annual growth in the agriculture sector during the XI Plan period, by ensuring a holistic development of Agriculture and Allied Sectors.
3. **Mission Organic Value Chain Development (MOVCD) in Assam:** Considering the special observation on the existing fertile soil and favourable climatic conditions in North Eastern Region, the **Ministry of Agriculture and Entrepreneur's Welfare**, Government of India has launched a **Central Sector Scheme** named as **Mission Organic Value Chain Development for North Eastern Region** during 12th Plan period. Realizing the potential of organic farming in the region North East, the scheme aims at development of certified organic production in a value chain mode to build up a bridge between growers with consumers and to support the sustainable development of entire value chain starting from inputs, seeds, planting materials, certification, to the creation of facilities for collection, post harvest management, aggregation, processing marketing and brand building initiative.

Ginger is grown as an important cash crop in Singhasan Hills of KarbiAnglong district using the age-old system of *jhum* and *tila*. KarbiAnglong area produces the best organic ginger in the world with an average annual production of more than 30,000 tonnes grown by around 10,000 entrepreneurs. There are two types of ginger grown in KarbiAnglong namely Nadia and Aizol. Aizol has less fibre and is produced with the sole intention for export while Nadia is more fibrous and preferred for domestic uses. These varieties have high dry rhizome and recovery of oleoresin oil which is the main reason they are in demand among domestic as well as international buyers. Oleoresin, commercially known as 'Gingerin' is extracted from dried ginger and finds an important place in the food industry.

#### **Objectives of the Study:**

The study focused on following objectives

1. To determine the adoption of organic farming in study area
2. To study the prospect of organic farming in study area
3. To study the problems of organic farming facing by organic agro-entrepreneur

## DATA SOURCES AND METHODOLOGY:

The present study will be conducted in some selected district(Bokakhat, PadumPathar and Barpathar) in Golaghat District of Assam. The study was based on both primary and secondary data. The detailed methodology of the present study will be as Follows:

### Sample Design:

Basically, the entrepreneurs of organic food products, the Entrepreneur Producers Group were identified for the study. The organic products here means the agricultural produce, like Vegetables ( Pumpkin, Tomato, Potato, Cabbage, Cucumber, Yam, Cauliflowers, bins,) Spices( Turmeric, Ginger, Black pepper) fruits( Papaya, Lemon, Banana, pear) cereals or rice are included. Multistage random sampling technique was used to select the organic entrepreneurs. In the first stage the organic entrepreneurs of the areas were identified with the consultation of district Agriculture Extension Office (AEO).. In order to attain the main objective of study Likert 5 point scale method was used.

### Data Collection:

The primary data will be collected with the help of a specially designed pre-tested schedule by personal interview and group interview method. Secondary data would be collected from the concern offices, institutions, government, NGO, agencies published and unpublished work, statistical hand book, economic survey etc. Further more information were gathered from relevant websites.

### Sample Size:

The present study was conducted on the organic food productsproducers in the selected organic crop area in the district. In where Government of India introduced and allotted for organic farming under the Mission Organic Value Chain Development in North East Region.. The convenience random sampling was considered for the present study so that the respondents may be the representative of the state. sample size was selected proportionately so that the respondents may be representative of the state. Thus the size of total sample from each selected area is shown as below .

Name of the districts	No.of sample size
Golaghat	50
Dhemaji	50
Majuli	50
BiswanathChariali	50
Lakhimpur	50

## Data Analysis:

The different statistical tools and techniques will be used to analyse and interpreted the data depending upon the availability of the data.

### Prospect and problems of organic farming in North East India:

- a) **The agriculture in N.E India is organic by default:** The entrepreneurs of this N.E Region are practicing organic farming with traditional knowledge system from their ancestor period. The region has full of potential for natural farming and also scope for the production of various types of medicinal products .It can improves the food security by diversifying on farm crop and livestock operation. Due to gifted by mother nature this region agriculture is almost organic in nature and potential is very high in this region to develop the organic farming and for sustainable agriculture and increase the entrepreneurs income for social economic development(Sanjoy swami, 2020).
- b) **North East India is Hub for growing some famous and demanded crop:**

N.E.India is enormous potential for organic crop production and the productivity can be increased by the adoption of suitable techniques ( Babu et.al, 2015). North East India is suitable for growing of some demanded crops. Its accounts for 45 percent of total pineapple production and forth largest production of orange in India. It is the home for some important crop with high market demand like Assam Lemon, Medicinal plant and passion fruits, It is also famous for Zinger and Turmeric.

c). **Availability of organic manure:** Organic farming is most probable and economic in the places where resources and inputs are ready to available within the area. In N.E Region a huge quantity of Biomass are available from Forest, weeds and crop field etc. for recycling and produce quality compost for organic crop production which is basic input of organic farming. All the household of N.E India has the practice of maintaining livestock in their backward which produces sufficient quantity of on farm manures. More over the region has potential of producing about 47 mt of organic manures including 37 mt from animal excreta and 9 million tons from crop residues(Bujarbaruah, 2004) which may be sufficient for maintain the organic matters contents of soil for crop cultivation. The organic matter recycle is renewable and energy resources can be made available for organic crop production.

- d). **Increased demand and High price of organically grown products:**

The demand is more for organically grown product by consumers in local market as well as national and international markets. So entrepreneurs can expect more prices for their produce if it is sold in proper place and proper time. There is a scope for the organic entrepreneurs of North Eastern states to fetch the National and international market for getting more prices. The entries of corporate sector dealing with organic products are giving more emphasis to development of organic farming in N.E. India. The introduction of new market technologies, development of food processing industries, organized retailing and promotion of organic products provide a new path for development of organic crop in N. E. Region.

**e). Geo physical and climatic condition;**

N.E Region is very special in respect of climatic variability, therefore location specific organic production technology is required. Salinity, climatic condition, low temperature and some factors which hinders the productivity of crops in organic farming in N.E. India.

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**Problems of organic farming in N.E. Region**

**a). Unawareness of agricultural practice:** The green revolution of India was not major touched to the N.E Region of India, majority of area in this region is rain fed and use of chemical fertilizer and pesticides are very limited due to unavailability and besides these the entrepreneurs are still practicing the ancestral tradition. So the productivity of agricultural commodities very less in this region of India. The entrepreneurs are not completely aware about the practices of organic farming. There is a lack of awareness and knowledge about the modern technique of composting like vermicomposting etc. So the improved method of organic crop cultivation as well as livestock farming is needed for improves the productivity of this region.

**b). Remoteness and poor transportation :** The remoteness of this region is also a big problems for the development of organic farming in N.E. Region, majority of this hilly region has very poor transportation which leads to cut off from the mainland and the entrepreneurs are unable to reach the proper market to achieved good price for their produce.

**c). Lack of market and marketing infrastructures :** Lack of these from the government side is the big problems in promoting and achieve success in organic farming in N.E Region. The entrepreneurs are unable to maximize price of their organic produce due to unavailability of standard market which deals with organic produce for supply and narrow product variety leads to lack of interest of procurement by public and private institution throughout the supply chain. There is a lack of infrastructural facilities for processing, packaging, storage etc. to meet the organic standard and to avoid contamination of organically produced food.

**.d). Building Efficient Supply Chain and Retail channels:** In organic food sector the organization of the supply chain and the lack of adequate infrastructures for transport, storage and retailing are major constraint. The supply chain system is of low volumes and irregular supply. Most organic enterprise in India are young and in a process of working out the best model for their supply chain by trial and error. This is a huge challenge. Logistical constraint such as lack of road connectivity, lack of public transportation etc is part of the reason why organic fresh produce is not readily available in the market. Together with the lack of adequate transport infrastructures, long distances raise transport costs and make the timely delivery of perishable products challenging.

**e). Products availability:** A major constraint in organic retail is the limited organic products range currently available in India as well as North East Region. On the whole, most stores stock only dry provision like grains, pulses, spices, tea and cabbage, fresh fruits and vegetables as well as dairy products are not readily available in urban markets. The biggest problems in organic fruits and vegetables supply chain in India as well as north east region are limited numbers of organic producers, the lack of adequate storage and transport infrastructures and the high risk for producers and retailers due to the perishable nature of produce. Retailers typically bear the entire cost of wastages of fresh produce, most organic retailers donot have cold selves and in hot climate some vegetables due to which it can wilt and rot in just a few hours.

**f). Certification :** Third party certification provides an important mechanism of quality assurance in a context where consumers are far removed from the sites of agricultural production, both in export and domestic market. In India the organic standard and India organic label were developed specifically for the export of organic products, certification and labeling are not yet mandatory for selling organic products in the domestic market. Many entrepreneurs and NGOs donot aim for third party certification because the certification fees are considered unaffordable for small entrepreneurs. Most small entrepreneurs do not have access to certification. Support from any government programme organic companies or NGOs. Also the paperwork and form structure required for documentation are time consuming and an obstacle especially for illiterate entrepreneurs.

**G). Making Awareness and consumer need:** The major problems in reaching more organic consumers are the lack of awareness and the difficulty of meeting consumers needs regarding products ranges availability, quality and price. Although awareness of organic is spreading in India and topic has begun to receive more attention from the mainstream media, there is still a huge unmet need for information among consumers. The majority of the population is not aware of the harmful effects of non- organic agriculture and of the existence of organic farming. Among those who are aware of and interested in organic, there is lack of information on where organic products can be purchased. Even there is no comprehensive up to date and user friendly online directory of organic food retailing in India.

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**Review Literature:**

1. Das. P (2018), in his paper, "Organic agriculture in Assam" revealed that no agriculture can continue to feed a growing population if it depletes or fouls up its resource base. The path undertaken by conventional agriculture is ultimately a dead end in this regard. Through there is an almost mystical

faith that genetic engineering and other complex technologies will always Triumph. Agriculture needs to be sustainable unless Assam makes a rapid shift towards organic farming, the cost in terms of environmental degradation and health costs arising from agriculture could rise sharply. Organic farming is therefore a welcome alternative from three angles i, e. saving in finance draining by small entrepreneur , eco-friendly and helps in improvement of soil fertility and will facilitate the government on trimming gradually the subsidy on fertilizer. Further study claimed that it is important for the government to first carry out a study to ensure how best entrepreneur s can make a transition from today's farming practice to the organic mode because the shift would have to be carried out without any gap in farming activities. There is also a need for the government to identify which particular crops would be most suitable for which region of the state. The government must also train its personnel, without which the right knowledge would not be available to the needy.

2. ChoudhuryKrishnakhi, EaswaranKanagaraj .(2019) In their study entitled 'Agricultural Entrepreneurship in Lower Brahmaputra Valley of Assam' The present study is a modest attempt to understand the entrepreneurial attributes perceived by the entrepreneur s. Entrepreneurs with a sample of 30 key information into lower Brahmaputra valley in Assam. The resources show that entrepreneur s do recognize the attributes critical to entrepreneurship in the agricultural sector from their lived experiences and exposures, They do take efforts to make farming as profitable as a business venture by following a number strategies such as undergoing training, farm mechanization, availing bank loans, adopting modern agricultural technology and accessing government services. However, they do perceive constraint such as lack of financial , lack of hard work among entrepreneur s, non remunerative prices, lack of organic manure and lower level of education of entrepreneur s. This findings lead us to believe that the entrepreneur s are ready to become entrepreneurs in their own domain of agriculture and in their own terrain of Lower Brahmaputra Valley. Entrepreneur s do need to learn to work together, work with the governmental agencies and consumer groups so as to gain control over the market forces by satisfying the needs and aspirations of the consumers.

3. Das Debasish (2022) In his study entitled " Organic Farming: A study of Ginger cultivation in the district of KarbiAnglong, Assam" The study stated that the fertile land of KarbiAnglong has enough potential in the field of organic farming to meet the increasing demand for organic products in the international market. The ginger produced in the district has already been tagged with Geographical Identification status after all the quality checks. The ginger produced in KarbiAnglong has huge demands in the national and global markets of middle east due to its organic characteristics and medicinal benefits. He also analysed the existing condition of organic practices in the district that the access to loan was facilitated by an MoU Signed by Grin-Fed with state bank of India and LongpiDehangiRuraln Bank, International funding Organization such as IFAD( International Funding for Agricultural Development) also joined hands with the state government as it helped Grin-Fed set up collection. The involvement of multiple bodies like district administration, NGOs, Bank and International organization in the ginger supply chain provided a big push to the ginger cultivation in the region with the production increasing from 17,312 metric tons in 2007 to 32,000 metric tons in 2012. During his study he observed the some unavoidable problemslike lack of marketing, lack of advertisement lack of policy for encouraging the sprit of entrepreneur s for promoting organic agriculture, lack of infrastructure facility, lack of storage facilities in the district. At the end he suggested that proper implementation of the government schemes and right strategies in the field of marketing will definitely provide the organic ginger a boost in the global market which in turn will help in reviving the economic scenario of the district, state and nation as a whole.

4. BordoloiPopiha, Singh. N.D. (2020) in their study entitled " Present Status, Prospect and Problemsof Organic farming in North Eastern India" The study revealed that the North East region of India is mostly rain-fed and agricultural practice is almost organic in nature to restore the loss which achieved by wisdom. They depicted that the total cultivated organic area of India is 4.72 M hectare (2013-2014) out of which 69.45 thousand hectare is falls under North Eastern India. North eastern India is the Hub for growing famous and demand crop. It is the suitable for growing of some demand crops. Its accounts for 45 percent of total pineapple production and forth largest producers of organic in India. Their study also mentioned that it is for the some niche crops with high market demand like Assam Lemon, various types of medicinal plants and passion fruits, Zinger and Turmeric known for its quality. Although there is lots of prospects in organic farming some problems hinder the development of organic farming in this area. There is an urgent need for entrepreneur s friendly government policy and strategies, awareness about the proper nourishment of crop and pest & disease management, implementation of early organic land certification process, development of marketing channels for making the organic farming in North Eastern India and to cite causes and remedies of such challenges.

(5). Das. Suryatapa.andTapan Kumar( 2020). in their article, "Organic farming in India: A vision towards a healthy nation" reported that food quality and safety are the two important factors that have gained ever increasing attention in general consumers, conventionally grown foods have immense adverse health effects due to the presence of higher pesticide residue, more nitrate, heavy metals, antibiotic residue. The popularity of organically grown food is increasing day by day owing to their nutritional and health benefits. Organic farming also protect the environment and has a greater socio-economic impact of a nation. Their study found that day to day the numbers of organic produces increases considerably all over the world . Asia contributes to the largest percentage (40%) of organic production in the world and India contributes to be largest numbers of organic producers( 835000). The growth of organic farming in India was quite dawdling with only 41,000 hectares of organic land comprising merely 0.03% of the total cultivated area. In India during 2002, the production of organic farming was about 14,000 tonnes of which 85% of it was exported. Moreover there were several major drawback in the growth of organic farming in India which include lack of awareness, lack of good marketing policies, shortage of biomass. They conclude that encouraging organic farming in India can build a nutritionally, ecologically and economically healthy nation in near future.

(6). Mishra Rekha, KausikNeeraj (2013), in their article, " Consumer Insights for Organic Food Market: A Delhi-NCR Study". Explained the consumer behavior and attitude towards organic food.Today however marginal growth is slowly becoming evident in the increase in organized producers, retailers and products offerings in the market, where before the movement had been driven entirely by the sprit of individual initiatives of the entrepreneur s. Though 50% of the organic food production in India is targeted towards export, there are many who look towards organic food for domestic consumption.

Their survey revealed that India was among top ten countries where health food, including organic food was demanded by the consumers. Organic food consumption is increasing in India and this is evident from the fact that many organic food stores are spurring up in India. This study found that majority of the respondents have high education level since post graduate and above formed 63 percent of the respondents indicating the awareness about organic food among highly educated people, employment. Status of the respondents is reported as 40 percent in full time jobs or servicemen and 32 percent were in others which composed of house wives and retired people. Students formed 17 percent and businessmen were 15 percent in numbers. Indicating that organic food is more popular among people in full time job. In order to figure out the most preferred shopping places in the organic food market among organic consumers are asked in which places they go for shopping when they want to buy organic products. Majority of the consumer preferred shop supermarket and organic shop nearly equally for purchase. The study concluded that owing to lack of product assortment in Delhi-NCR market, consumers have high future demands on each products groups. Organic food marketers can gain from their findings by incorporating their insight while strategies their organic food marketing plan.

## Result and Discussion:

**Table 1. Demographic of the respondents:**

Sl.No	Demographic	Nos.of Respondents (250)	Percentage( 100%)
<b>1.</b>	<b>Age</b>		
	25-35 Years	29	11.6
	36-46years	136	54.4
	46-56 years	75	30
	Above 56 years	16	6.4
<b>2.</b>	<b>Gender</b>		
	Male	250	100
	Female	00	
<b>3.</b>	<b>Marital Status</b>		
	Married	184	73.6
	Unmarried	66	26.4
<b>4.</b>	<b>Educational Qualification</b>		
	Up to Upper Primary	30	12
	High School	125	50
	Higher Secondary	40	16
	Bachelor Degree	40	16
	Master Degree	15	6
<b>5.</b>	<b>Occupational Status</b>		
	Agriculture	135	54
	Business	75	30
	Service	20	8
<b>6.</b>	<b>Annual Family Income</b>		
	Less than 2,00,000	146	58.4
	Rs 2,00,000- 4,00,000	84	33.6
	Rs 4,00,000- 6,00,000	20	8
	Rs 6, 000 and above	00	

**Table 01. Determine towards organic farming adoption**

Attitude statement	Strongly Disagree	Disagree	Neither agree nor Disagree	Agree	Strongly Agree
1. Organic farming gives a positive to entrepreneurs		10(4%)	35(14%)	73(29.2%)	132(52.8%)
2. Local markets for organic products are available		15 (2%)	45(18%)	72(28.8%)	123(49.2%)
3. Organic farming is more profitable than conventional farming		07(2.8%)	45(18%)	53(21.2%)	145(58%)
4. Organic product can be sold higher prices compared to conventional products.		26(10.4%)	35(14%)	50(20%)	139(55.6%)
5. It is hard to find business buyers		10(4%)	30(12%)	65(26%)	145(58%)
6. Organic products can be sold for higher prices compared to conventional products.	-	-	12(4.8%)	85(34%)	123(49.2%)
7. Organic products are healthier for the family.	-	-	30(12%)	82(32.8%)	138(55.6%)

Sources: Field Survey

Interpretation: In our random sampling method the table depicted that Majority of the respondents or organic entrepreneurs strongly agree for adoption of organic farming in study area i.e. (52.8%), (49.2%), (58%), (55.6%), (58%), (49.2%), and (55.6%) respectively on every indicator. It is also mentioned that only the nominal percentage of entrepreneurs who disagreed to adoption of organic farming it was (4%), (2%), (2.8%), (10.4%), and (4%) respectively.

**Table 2. To determine the prospect of organic farming:**

Statement	Strongly Disagree	Disagree	Neither agree nor Disagree	Agree	Strongly Agree
1 Organic agriculture is by default in Assam	-----	-----	20(8%)	65(26%)	165(66%)
2. Emerged as hub for growing organic products.	-----	-----	29(11.6%)	73(29.2%)	158(63.2%)
3. Availability of organic manure,	-----	-	20(8%)	55(22%)	175(70%)
4. Geo physical and climatic condition.	-----	-----	30(12%)	57(22.8%)	153(61.2%)
4. Increased demand and high price of organically grown products.	-----	-----	22(8.8%)	58(23.2%)	165(66%)

Sources: Field survey

Interpretation: To determine the prospect of organic farming in study area the data has been shown that in the state like Assam where nature has gifted us fertile land for growing organic farming so it is indeed and data reflect that majorities of the respondents were strongly agree that the region like north east as well as Assam is a great prospect for organic farming and it is a huge potential for organic farming and those were represented by (66%), (63.2%), (70%), (61.2%), and (66%) respectively against every indicators in the given table and it had to stated that there is no any respondents with disagree on prospect of organic farming in Assam. There were on tiny percentage of respondents responded with neither disagree nor agree on prospect on organic farming. (8%), (11.6%), (12%) and (8.8%) respectively.

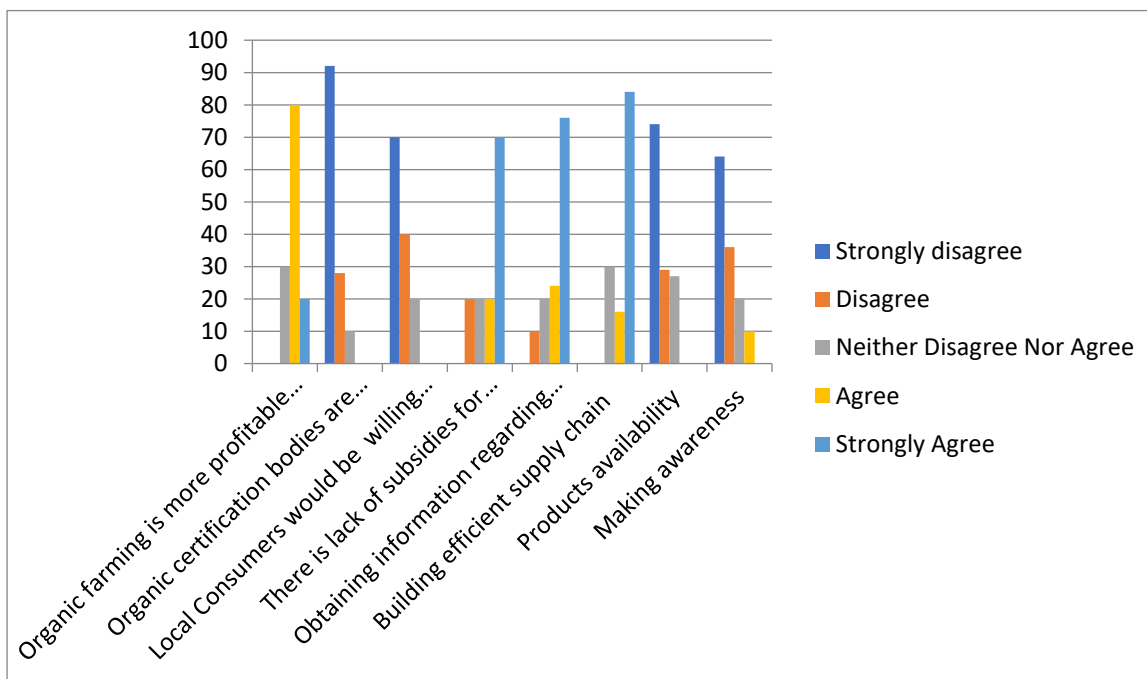
**Table 3. To determine the problemsface in organic farming.**

Statement	Strongly disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
Organic farming is more profitable than conventional farming	-	-	20(8%)	63(25%)	167(66.8)
Organic certification bodies are available	145(58%)	65(26%)	10(4)	--	-



Local Consumers would be willing to pay higher prices for organic Products		-	40(16%)	75(30%)	135(54%)
There is lack of subsidies for organic entrepreneur s.		10(4%)	37(14%)	65(26%)	138(55.2%)
Obtaining information regarding organic farming is difficult.		15(6%)	35(14%)	65(26%)	125(50%)
Building efficient supply chain	123(49.2%)	76(30.4%)	45(18%)	6(2.4%)	
Products availability		10(4%)	67(26.8%)	50(20%)	137(54.8%)
<u>Making awareness</u>	145(58%)	56(22.4%)	49(19.6%)	-----	-----

Source: Field Survey



The table 3 represented the status of problemsface by the organic entrepreneur s. These data reflected that for understand the profit position of organic farming majority(66.8%) of the respondent agree with more profitable than conventional farming. The above data reflected that product certification is a big challenge for organic farming. Due to lack of available certification agencies, companies, institution and NGO's the entrepreneur s are not able to create the demand of organic products among the consumers and customers. The data witnessed that of entrepreneur s were strongly disagree as against the certification available in study , followed by disagree nos. and only some . respondents were neither disagree nor agree. Furthermore willingness of consumer pay for high price is a very challenging dueto economically unsound and lack of awareness about the organic products of local people in the state like Assam. it is not easy to cope up prospect customer for organic products and data shown

**Conclusion:**

In an attempt to feed people by more easier and productive manner, the food has become full of chemicals that are harmful to our health, leading to many of the diseases we are faced with today; obesity, cancer, heart disease, high blood pressure and diabetes. Now it is one of the most talked topics that what we are eating to take nutrition for our human body. Organic farming become popularity after introduction of modern technique for attempt to feed mass people i.e apply high input components on soil which leads to adverse effect on soil and nature, pesticide residue consistently in foodstuff which is render the life activity of human and others. From our it can be concluded that although Assam is huge potential for organic farming but it has been also seen lack behind in the line of effective marketing infrastructures, efficient supply chain management, level of consumer awareness, products availability, certifying agencies, organic manure, low intervention of government policy.

Therefore it is needed to create awareness about organic products and its benefits. The government, institutions, NGO, extension services and official research of concern offices should take initiative for promotion of organic farming. Given proper encouragement, organic farming will progress tremendously in Assam.

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