3.1 PROFILE OF THE STUDY

3.1.1 Health Consciousness:

“It is health that is real wealth and not pieces of gold and silver”

-Mahatma Gandhi

The world Health Organization (WHO) defines health as a” State of complete physical, mental and Social well-being, not merely the absence of disease or infirmity. Describing an attitude in which one has an awareness of the healthiness of one's diet and lifestyle. (WHO, 1947). Adolescent health, or youngster’s health, is the variety of tactics to preventing, detecting or treating younger human being’s fitness and well being(WHO R. , 2001). The term adolescent and youngster are regularly used interchangeably, as are the phrases Adolescent Health and Youth Health. Youngster’s health is often complicated and calls for a complete bio psychosocial approach. (NSW, 2010)

3.1.2 Perception of Health:

Perceived fitness is a hallmark of typical health status. Respondents had been asked to rate their fitness as tremendous, very good, exact, fair, or poor. Respondents were told that "fitness" means no longer handiest the absence of ailment or injury, however also includes their ordinary bodily, mental and social nicely-being. The diploma to which individuals don't forget all these components of health in their responses may vary. Perceived fitness is a subjective measure of usual fitness reputation. Individuals' self-assessment of their fitness may additionally consist of aspects which might be tough to capture clinically, inclusive of incipient disorder,
ailment severity, physiological and mental reserves, and social function. Studies have confirmed that this is a reliable and legitimate measure, associated with purposeful decline, morbidity and mortality.

3.2 PROFILE OF THE RESPONDENTS

3.2.1 Youth:

Youth are the “Son of the Soil” birth and greatest asset. Younger are have creative minds and they are capable of achieving seemingly impossible tasks such as monsoon management. In this context that this study on motivating attracting and retaining youth especially college going generation in organic agriculture for consume organic food products. Youth are primary productive human resource of socio-economic development. The youth of the India is diverse in ethnicity, religion and socio economic backgrounds. Such a diversity necessitates customizes initiatives to meet needs and activate their untapped potential. The current study focus find out awareness level towards organic food products among youngsters and how making agriculture more attractive and rewarding to the younger generations.

3.2.2 Youth population:

Global population is projected to reach 9 billion by 2050. The number of young people (aged 15 to 24) is also expected to increase to 1.3 billion by 2050, accounting for almost 14 percent of the projected global population. UN report said India has world’s largest youth population. That is 356 million youth constitute 28 percent of the country’s population, With 356 million 10-24 year-olds, India has the world’s largest youth population despite having a smaller population than China. “Never before have there been so many young people. Never again is there likely to
be such potential for economic and social progress. How we meet the needs and aspirations of young people will define our common future,” (UNReport, 2014).

Despite rapid urbanization and the trend of migration to cities, more than half the adolescents (10-19 years) and youth (15-24 years) in Tamil Nadu live in rural areas, show Census 2011 figures. There are around 1.24 crore boys and girls in the 10-19 age group and nearly 1.26 crore youths in the state. Tamil Nadu parameters as far as adolescents and youths are concerned are in line with the national scene where more youths live in rural areas. About 27.16% of the adolescents and 24.18% of the youth in rural areas are engaged as agricultural laborer. "Agriculture was a major occupation in rural areas during 1970s and 80s. But over the years the number of people employed in agriculture has come down due to migration and also due to employment in allied activities," (Sivakumar, 2014).

As the Salem District youth population grows, more programmes in the area are geared toward training for future working generation. Salem District really does have great demographics for potential economic growth, that trend is behind the Salem area high ranking when it comes to potential labor force growth. State forecasts show the metro labor force could expand 1.2 percent over the five years ending in 2020, while the state's potential tops out at 0.8 percent. While there's no guarantee young people will remain in Salem after they finish school, the capital city's crating business opportunity based is growing in a way that could encourage them to stay (Caswy, 2016).
3.2.3 Youth in Agriculture:

We need to re-engage youth in agriculture;

(Parasuraman & Jegan, 2004) their says, in general, there is lack of interest and knowledge to farming among youngster especially college students. Youth faced lot of challenges related participation of organic agriculture sectors. Youth are affecting lacking, as data are rarely disaggregated by important factors such as age, sex, finance and land or geographical location. Youth should have become greatly involved to initiatives for organic agriculture and they always support for organic agriculture. But the fact that among young people are incorporated in the communal council and so on shows that something is happening and the consciousness is starting to increase, but there’s also a long way to go. The large majority of youth are still thinking about earning money and living life of luxury, they don’t think of our future generation. Hence in this study must now rely on increased consciousness about the need for sustainable agriculture and provide strong programme that inspire youth involvement in order to save organic agriculture and to identify potential solution to overcome these challenges.

In this research provides real life examples of how to engage college students in organic agriculture. It shows Agripreneurship Development Programme (ADP) and life school approach can provide college students with the skills and awareness insights to engage in organic farming and adopt terrace gardening methods. With some additional efforts through terrace gardening training and students can connect to produce to their own growing organic food. Facilitating students access to zero budget
organic forming helps them become agripreneur, improving their self-esteem and they feeling that they can make living in healthy.

3.2.4 Youth in local food system:

Youth should recruit in to sustainable agriculture because today youth are the future of organic food security. Government initiatives along with grass-roots programs are working to fill the fields with a new generation of farmer in order to reverse urbanization and to establish local food system. In order to secure possibilities of local food production, we must be look beyond the programmes that exit today, and consider youth participation in agriculture as one of society’s upmost priorities. Youth unemployment is high and reliance on imports has increased due to declining local food production. Hence, urgently need to increase food production, for that purpose in this study provide the programme assists to tackle youth unemployment and the negative impact of this on social and economic development.

3.2.5 Youth Empowerment in Agriculture:

Tamil Nadu population according to the 2011 census is about 7.2 crore, more than half of them live in villages, although Tamil Nadu in fast becoming an urban state. More than half of the state population is below the age of 30. The younger generation will be interested in taking to organic farming as a profession only if farming becomes both economically and intellectually attractive. The future of food security in our country will depend on both the strengthening of the ecological foundations essentials for sustainable agriculture, as well as attracting the educated youth to farming. Empower of youth in agriculture should help young farm women and men to earn income from both farm and non-farm enterprises. Over the next two
decades the agriculture sector in India will result in both challenges and opportunities for young people, depending on whom and where they are. In order to achieve food security, India must change from extensive production systems, which require greater investment in organic farming and provide decent incomes for young agripreneur now and in future.

The agriculture sector has the potential to provide numerous employment opportunities in organic food production, marketing, processing, retail, catering and research, input sales among others. A strong commitment to youth development as a priority area by college going generation would be significant goals of the colleges, universities, educational institutions and organic food industry. Hence, in this situation, the present study has been helps to attract youth in organic agriculture in future by providing many programs and training.

3.2.6 Role of youth in National Resource Management and Agriculture:

(Prabhu, Ponnuswamy, & Subramaniam, 2004), Agriculture is the backbone of India. The best agricultural practices will combine traditional agricultural methods reinforced by modern technology and innovations, just as how an elevated life will be led by merging the soul and the spiritual knowledge to attain salvation. It is possible to attain such an enriched goal in agriculture too. Youth today, are combining the traditional knowledge from their forefathers and there new technologies to achieve the best result. Involvement, awareness, marketing skills and a keen eye for detail are the assets of this generation of agriculturalists. In this research showing the seeds of creativity and enthusiasm in young minds is significant and laudable. To ensure a healthy way of life and a life free of hunger, we must eradicate the very environment
of hunger. Tamil Nadu must emerge as the most developed state in India and inclusive growth in the key to achieve whichever place has an abundance of food crops, prosperity and satisfaction of people follows.

Nowadays, youngster constitutes only 13-19 percent of farming. It is imperative to make agriculture a lucrative and profitable occupation in order to increase that number. Such a steady income can also be achieved only by combining hard work with organic agriculture. Youngster plays a major role and duty in conserving the natural resources of this country. This is important to ensure that our children and grandchildren do not think our life experiences with the beautiful natural environment now as myths or cooked –up stories. The time is not far away when we shall have to pay for oxygen, when water will be rationed and grave bodily disorder will be rampant, climate changes will the order havoc everywhere. Hence, urgently need to create opportunities for the younger generation in organic food and organic agricultural sectors. Everyone should cultivate crops on their own lands that are suited for them, value added techniques, warehousing and storage facilities are qualities that youth in agriculture must possess.

As a Chinese proverb goes “we are in dented to nurture for agriculture land”. It is said in the Quran that” God is the only owner of all natural resources. We as human beings, have no rights to besiege, maim or disfigure any of them. 68.8% of Indian population dwells in the 6.4 lakh villages and the rest 31.2% lives in cities. Hence there statistics must keep in mind while we are the land in India.
3.2.7 Youth Recognize:

(Nancy, Vijayaraghavan, Sither, Geetha, & Labal, 2004), According to their presentation, youth have the skill set and knowledge to agricultural issues and needs. Recognize youth is very important, only when a person is recognized can be inspired to set an example and teach others. Youth should not start agriculture immediately, but initially step allow them to take own decision into the own terrace gardening and marketing for agriculture products. This would provide them the necessary experience and exposure in the field. Hence in this research study giving initiation and inspire training to start organic farming. As an instance that a youngster in Kerala was cultivating coriander inside the off season, which enabled him to benefit profits. Agriculture do not attracts many as it produces less profit. Profitable affects nobody, but in this organic farming possible for Return on Investment (ROI) is high in agriculture. Traditional knowledge is can make agriculture a profitable engagement. There is 76% fall in the availability of food and the population is growing at the rate of 1.3% every year. Hence by 2050, we have to at least double our productivity. Currently climate has become highly unpredictable, so we need to consider these facts while we plan to improve agricultural productivity.

Nowadays youth turn to farming in only for two reasons either, that they didn’t get any better job, or because they are genuinely interested in making a profitable affair out of it. Youth can approach the horticulture department for any kind of clarification or queries regarding agriculture. Farming requires full commitment and dedication day in and day out. The usage of technology for knowledge dissemination,
especially Social Media through mobile phones, which play a major role in blinking information to the doorstep.

3.3 PROFILE OF THE FOOD PERCEPTION

3.3.1 Food:

Food is any substance consumed to provide nutritional support for the body. It is usually of plant or animal origin, and contains essential nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals. The substance is ingested by an organism and assimilated by the organism’s cells in an effort to produce energy, maintain life, or stimulate growth. Historically, people secured food through two methods: hunting and gathering, and agriculture. Today, most of the food energy consumed by the world population is supplied by the food industry. Food safety and food protection, World Resources Institute, World Food Programme, Food and Agriculture Organization, and International Food Information Council.

3.3.2 Food sources:

Most food has obtained its origin in plants. Some food is obtained directly from plants; but even animals that are used as food sources are raised by feeding them food derived more energy worldwide than any other type of crop. Maize, wheat, and rice in all of their varieties account for 87% of all grain production worldwide. Most of the grain that is produced worldwide is fed to livestock. Some foods not from animals or plant sources include various edible fungi, especially mushrooms. Fungi and ambient bacteria are used in the preparation of fermented and picked foods like leavened bread, alcoholic drinks, cheese, pickles, kombucha, and yogurt. Another example is
blue-green algae such as Spiraling Inorganic substances such ad salt, baking soda and cream of tartar are used to preserve or chemically alter an ingredient.

3.3.3 Food production:

Most food has always been obtained through agriculture. With increasing concern over both the methods and products of modern industrial agriculture, there had been a growing trend toward sustainable agriculture practices. This approach, partly fuelled by consumer demand, encourages biodiversity, local self-reliance and organic farming methods. Major influences on food production include international organizations, national government policy or law and war. In popular culture, the mass production of food, specifically meats such as chicken and beef, has come under fire from various documentaries, most recently Food, Inc, documenting the mass slaughter and poor treatment of animals, often for easier revenues from large corporations. Along with a current trend towards environmentalism, people in Western culture have had an increasing trend towards the use of herbal supplements, foods for a specific group of person (such as dieters, women, or athletes), functional foods (fortified foods, such as omega-3 eggs), and a more ethnically diverse diet.

3.4 PROFILE OF ORGANIC FOODS PERCEPTION

The Word "Organic":

A word Organic means either it grows up naturally and was brought to you without chemicals, hormones, pesticides, or radiation. Under federal law, any product with "organic" anywhere on its packaging or display materials must contain at least 70 percent organic ingredients. In the direction of qualify as organic, those ingredients
cannot contain, or be produced with, any of the following: chemical, additives, synthetics, pesticides, or genetically modified substances.

**The term of Organic:**

The Department for Agriculture and Rural Affairs (DEFRA) states that:

Organic food is the product of a farming system, which avoids the use of man-made fertilizers, pesticides, growth regulators, and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation.

**Organic Definition:**

The USDA states that the aim of organic foods and organic farming is to "integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity." in basically "USDA Organic" or "Certified Organic" seal on food, the item be obliged to have an ingredients list and the contents should be 95% or more certified organic, meaning free of synthetic additives like pesticides, chemical fertilizers, and dyes, and must not be processed using industrial solvents, irradiation, or genetic engineering, according to the USDA. The remaining 5% may only be foods or processed with additives on an approved list. ([Alan, 2010](#))

**Organic Foods:**

A broadly defined category of food which, in the purest form, is grown without chemical fertilizers or pesticides and sold to the consumer without adding preservatives and synthetic food enhancers; it is widely believed by advocates of alternative healthcare that organically grown foods are safer and more nutritious;
however, there are no compelling data that demonstrate clear superiority of organic over non-organic foods. Organic products may be certified by voluntary organizations or government bodies, such as “Farm-Verified organics” and “California Certified Organic Farmer” (MedicalDictionary, 2012).

The term "organic" refers to the process of how certain foods are produced. Organic foods have been grown or farmed without the use of artificial chemicals, hormones, antibiotics or genetically modified organisms. In order to be labeled organic, a food product must be free of artificial food additives. This includes artificial sweeteners, preservatives, coloring, flavoring and monosodium glutamate (MSG). Organically grown crops tend to use natural fertilizers like manure to improve plant growth. Animals raised organically are also not given antibiotics or hormones. Organic farming tends to improve soil quality and the conservation of groundwater. It also reduces pollution and may be better for the environment. The most commonly purchased organic foods are fruits, vegetables, grains, dairy products and meat. Nowadays there are also many processed organic products available, such as sodas, cookies and breakfast cereals. (Newsletter)

3.4.1 Organic Food Benefits:

Organic food is extremely famous and all of us want to recognize approximately their benefits. The sweeping public opinion that natural meals is healthier than traditional food is quite robust, and is the primary motive for boom in its call for during the last five-6 years. How your food is grown or raised may have a primary effect on your mental and emotional health in addition to the surroundings. Organic food frequently have extra beneficial vitamins, which include antioxidants,
than their conventionally-grown opposite numbers and those with allergic reactions to foods, chemical substances, or preservatives frequently find their signs and symptoms reduce or depart after they eat simplest natural ingredients. However, it is no longer definitely about how lengthy you live but the QUALITY of those years. Feeling healthful and active to have fun and explore lifestyles sounds much higher to me than scuffling with off most cancers, obesity, or lifestyle-preventable diseases.

There are so many advantages of organic food under following:

i) **Organic Food benefits Our Health:**

This might be the maximum apparent however there are two distinct aspects of your health, which are impacted through your deciding on organic food: what you're NOT getting and what you ARE.

- It Tastes Better.
- It is Cheaper.
- Less chance of food-Borne illness.
- Safe from Dangerous Pesticides and Scary Chemicals.
- Peace of Mind and Better for your conscience.
- Organic Food is GMO-free.

ii) **Organic Food benefits others Too:**

Some of the benefits of organic food appear to have less to do with you than they do with others. But all of us recognize that what we do to others, we do to ourselves. A few of the advantages for others while we pick natural:

- Supports the Local Economy.
iii) **Organic Food benefits the Environment:**

Lastly, the blessings of organic food to the surroundings. Not simplest does this protect the planet; however, it manifestly nevertheless protects our health, the fitness of cherished ones, and the fitness of different dwelling creatures. Conventional food producers claim that there is not enough scientific evidence for organic food production being better for the environment. A few extra blessings of organic food to guide the surroundings:

- Keeps Plants Healthy.
- Keeps Animals Healthy.
- Creates Healthy Conditions.
- Supports and is supported by Nature.

### 3.4.2 Organic Food groups:

More information on the Five Food Groups under following for human being:

- Fruit
- Vegetables and legumes/beans
- Grain (Millets) foods, mostly wholegrain and/or high cereal fiber varieties
- Meats and poultry, fish, eggs, tofu, nuts and seeds and legumes/beans
- Milk, yoghurt cheese and/or alternatives, mostly reduced fat
- Snacks.
3.4.2.1 Diagram shows Organic Food groups:

Sources: [http://www.grassrootsnutrition.ie/single-post/2016/12/08/Food-for-Thought-the-new-food-pyramid](http://www.grassrootsnutrition.ie/single-post/2016/12/08/Food-for-Thought-the-new-food-pyramid)  

(Alex, 2016), Just as we thought we had left the high-carbo, low-fat 1980's firmly behind us, the Irish government throws us a bomb: the all new, revised, updated, latest research-based Food Pyramid. During the decades of Food Pyramids leading our nations we have gained more weight than ever before, are facing an obesity crisis, Type 2 Diabetes crisis, autoimmune disease crisis and a cancer crisis. Arguably, the entire following are firmly linked to the modern diet.

**Organic Fruits:**

Fruits grown organically have been shown to have higher levels of antioxidants and similar nutritive properties than those grown commercially with genetic engineering or the use of pesticides. The Organic Trade Association suggests that in sharp contrast to commercially grown fruit, organically grown adds to the retention of valuable nutrients. In a two-year study at Washington State University, organic fruits
such as strawberries were shown to taste better, have a longer shelf life and carry higher levels of vitamin C and phenolic compounds, which protect against cancer.

**Organic Vegetables:**

Like fruit, organic vegetables can also have significantly greater health benefits than commercially grown types. Explanations for the health benefits include better growing practices and more nutrient-dense products. The Organic Trade Association further explains that vegetables from commercial farmers have higher concentrations of pesticides, chemically treated fertilizers, antibiotics and growth hormones. While helping the farmer reduce waste and increase productivity, these chemicals have also been linked to environmental concerns, cancer clusters and nearly twice the prevalence of attention deficit hyperactivity disorder in children exposed to abnormally high levels of pesticides.

**Organic Whole Grains Millets:**

Organic whole grains can include brown rice, barley, millet, quinoa, rye, buckwheat, spelt, wheat bran and berries and any other grain that has been minimally processed and meets certification standards. Like other organics, whole grain products are generally more nutritious due to their higher fiber content, low fat content and the abundance of vitamins and minerals they contain. Grain Foods Foundation adds that whole grain foods are an excellent source of complex carbohydrates that provide energy to the body while aiding in weight management, immunity, balance in the nervous system, their ability to regulate the digestive system, lower blood pressure and keep cholesterol in check.
Organic Meat and Poultry:

(OTA), Organically-grown animals are farmed using natural methods. The Regional Office for Asia and the Pacific's "Guidelines for Humane Handling, Transport and Slaughter of Livestock" suggest that when animals experience extreme duress this produces a poor meat quality and abnormally high pH levels in the product. For certification by the U.S. Department of Agriculture, farmers must uphold free-range practices to decrease stress on the animals, allow for better living conditions and feed them only certified organic food and grass.

Organic Milk:

From (Organic Milk), it refers to a number of milk products from livestock raised according to organic farming methods. In most jurisdictions, use of the term "organic" or equivalents like "bio" or "eco", on any product is regulated by food authorities. In general these regulations stipulate that livestock must be: allowed to graze, be fed an organically certified fodder or compound feed, not be treated with most drugs (including growth hormone), and in general must be treated humanely. There are multiple obstacles to forming firm conclusions regarding possible safety or health benefits from consuming organic milk or conventional milk, including the lack of long-term clinical studies. The studies that are available have come to conflicting conclusions with regard to absolute differences in nutrient content between organic and conventionally produced milk, such as protein or fatty acid content. The weight of available evidence does not support the position that there are any clinically relevant differences between organic and conventionally produced milk, in terms of nutrition or safety.
Organic Snacks:

Snacking is bad habit but we have grown used, really healthy snacks is hard. Nearly every snack in the supermarket is made from artificial flavour, additive colors, GMOs, and more. While we think Fruits, seeds, veggie and nut make the best snacks. Pure 100% organic healthy and tasty nutrition snack made from certified organic ingredients.

3.4.3 Identifying Organic Foods:

Single item foods such as fruits and vegetables must be labeled with the official USDA organic label sticker. You can also find this sticker on single item packaged foods such as eggs and meat.

3.4.3.1 Diagram shows USDA Organic Labels for packed foods

How identify the organic food : (DNA, 2014),

Ten ways to find out if our food is organic:

a) Appearance:

If it is naturally and organically grown, no two items will look identical... ever!

It is just not possible to find two things that look absolutely alike in nature.
b) Size Up:

Fruits, vegetables and grains won't be huge in size, hence it is acceptable to go organic, on other hand over huge potatoes, tomatoes, cabbages, eggplants, cauliflower, capsicum and the humble lauki, or bottle gourd, it is not to be organic. There are, of course, special cases in which people do grow large-sized fruits and vegetables organically as well, but they are not the norm and are difficult to find.

c) Your Insect Friends:

Our grandmothers would and still live on to a 100 years because of had healthy food, but present generation didn’t know about organic food products. Hence, some people like friends, or neighbours insect to buy organic food products and they will explain about organic food products.

d) Tasty:

Natural is just tastier. When cook organic vegetables, will realize that need fewer spices as there is so much natural flavour. Similarly, organic fruits are juicier as they are allowed to ripen on the tree. Otherwise, fruits are usually plucked when green and then gassed to ripen and increase shelf life. In the case of a banana, your taste buds will speak up because the pesticide fruit has more water due to the spraying of acetylene gas. Unfortunately, most mangoes today are artificially ripened and apples have the maximum pesticides.

e) Healthier:

Organic feels healthier, is far lighter on the digestive system and also helps reduce acidity and gas related issues. Will feel a perceptible difference soon enough.
f) The Smell Test:

The fragrance and consistency of organic food is very different very intoxicating, in fact. Organic spices, for instance, will have a strong smell and flavour as they retain their oil content. In non-organic spices, the oils have been extracted and sold separately so they are devoid of any oil and just eat it in raw and will know the difference, because tongue will have a strong sensation after eating natural food, Organic fruits have a divine fragrance.

g) Cook Faster:

Organically grown food always cooks much faster; in fact if you are a multi-tasker, be careful as might just be ablaze the dish if go out to peep in the garden while it is cooking. Food with pesticides needs to be cooked for much longer periods.

h) Read:

Please read the label and check for any preservatives present in the product; most preservatives are petroleum based; hence surely do not desire to be consuming those!

i) Certification:

Though not a norm in India yet, sometimes fruits and vegetables meant for exports do land up in the local market and have a sticker on them that can be checked. (4 digit PLU price look up code the sticker basically means grown with pesticides; 5 digit codes starting with 8 means GM grown, 5 digit codes starting with 9 means organically grown. In India, have the regular 4 digit PLU which indicates that it is grown with pesticides).
j) Shelf Life:

   It is a fable that organic fruits and vegetables spoil faster; stored in a refrigerator they last for a long time.

3.4.4 Organic Food Labels:

   (USDA), Organic food label means nothing but, it is nutrition facts, ingredient lists, and dietary claims on food packages, “organic” might be appear on every piece of information to decode when shopping for products. Considerate what the organic label means can help shoppers make informed purchasing choices and this term bring into being on products that have been produced using cultural, biological, and mechanical practices that support the cycling of on-farm resources, promote ecological balance, and conserve biodiversity. The National Organic Program element of USDA’s Agricultural Marketing Service enforces the organic regulations, ensuring the integrity of the USDA Organic Seal. In order to make an organic claim or use the USDA Organic Seal, the final product must follow strict production, handling and labeling standards and go through the organic certification process. The standards deal with a variety of factors such as soil quality, animal raising practices, and pest and weed control and they strictly regulate to may not be used like Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering.

   There are four distinct labeling categories for organic products are under following.
Diagram 3.4.4.1 shows that Organic Food Labels:

- "100 Percent Organic" products must show an ingredient list, the name and address of the handler (bottler, distributor, importer, manufacturer, packer, processor) of the finished product, and the name and seal of the organic certifier. These products should contain no chemicals, additives, synthetics, pesticides or genetically engineered substances.

- "USDA Organic" products must contain at least 95 percent organic ingredients. The five percent non-organic ingredients could include additives or synthetics if they are on an approved list. The label must contain a list that identifies the organic, as well as the non-organic, ingredients in the product, and the name of the organic certifier.

- "Made With Organic" products must contain at least 70 percent organic ingredients. The label must contain a list that identifies the organic, as well as the non-organic, ingredients in the product, along with the name of the organic certifier.

Sources: https://www.swcd.net/event/ccof-organic-labeling-webinar
3.4.5 Who buys organic?

(Anne, Albert, & Clive, 2017), A series of studies, conducted over the period 1989 to 1993, based on actual purchasing patterns, seeks to quantify the extent of purchase of organic food and the consumer's commitment. The most commonly expressed motives for purchasing organic food have become consideration for the environment and health reasons. Availability and price are the chief factors, which inhibit the purchase of organic food. A profile of actual purchasers of organic produce shows them to be female aged 30-45, with children and having a higher level of disposable income. This research has demonstrated that the primary factor in organic food purchase is the consumer’s level of personal disposable income. There would appear to be a distinction between those who claim to be interested in the environment and those who regularly buy organic products.

Diagram 3.4.5 shows that who buys organic?

3.4.6 Why buy organic?

(Katherine, 2016), Organic food is often viewed as healthier, more ethical, and tastier than food grown with pesticides. A survey of more than 3,000 shoppers in the United States, United Kingdom, and Australia assessed why people making the choice to buy organic -- or, in some cases, why they don't. The survey results show that most people buy organic for health reasons in the USA and Australia, whereas few people buy organic to ensure improved conditions for farm workers. Customers in the UK are less likely to buy organic because of the high cost. Concern for environmental safeguarding, taste, and animal welfare fall in the middle. Learn more in the following info graphic.

Diagram 3.4.6.1 shows Why buy organic?

3.4.7 Investment opportunity towards organic foods in India:

In many ways, organic food is still a niche concept in India. Current domestic natural meals sales are anticipated at around $200 million annually and growing at a compounded price of 30% to 40% every 12 months. Demands are developing as incidences of food adulteration are repeatedly pronounced on in worldwide media and purchaser cognizance of herbal, wholesome and safe foods rises. New food protection regulation is also working toward enhancing the protection standards of food and on the identical time, customers are increasingly inclined to pay for organic foods as their disposable incomes upward push. The number of food categories bought as organic has grown to more than two hundred. Starting with organic tea and spices, it’s grown to organic flour, breakfast cereals, ghee (clarified butter), fruits, vegetables, milk, honey and lots of more. Another key component in the back of the current growth is e-commerce, which presents natural agencies with an attractive course to market. There are more than 25 e-trade platforms promoting organic meals on line in India now, plus generalist grocery websites like Big basket and Pepper tap are selling organic classes. In addition, there are specialized organic shops like I Say Organic, Joy by Nature, ekgaon, and Organic Shop. It takes about 3 years to convert a area from traditional to organic. A natural food business enterprise, which obtains the organic certification, typically works with a collection of farmers -commonly 400-500 - known as its Internal Control System (ICS) (Hemendra, Investment Oppotunity, 2015).
3.4.8 Revenue from Organic Foods:

(Kumar, 2013), According to him, Organic foods are those made from agricultural products grown without the use of pesticides or chemical fertilizers. A clutch of entrepreneurs in India is betting big on the domestic organic food market. Five years ago, 75 per cent of our revenue came from exports and the balance from the domestic market. Now both markets have equal share," Indeed, the demand for organic foods in India has seen a sharp growth in recent years. While earlier, organic food producers primarily aimed at exports to Europe and the United States, there is now a gradual shift. "The demand for organic foods has been growing and today we stock a range of around 38 different organic foods in 40 stores as against just about half a dozen stores three years ago,"

Diagram shows 3.4.8.1 Domestic Organic Food Market

Source: www.businesstoday.in/magazine/features/organic-food
Domestic consumers taken to organic foods despite their cost:

(Kumar, 2013), Mainly focuses on the domestic market, attributes it to rising disposable incomes and improved awareness about the health benefits of organic foods. "From 2007 to 2012, the average middle class income in India has shot up. The consumer is willing to pay more for good quality food," The demand for organic foods will only grow in India, organic food producers’ claim, with the implementation of the Food Safety and Standards Act from February this year of 2012. The new law sets more stringent standards of food safety - raising the bar on the quality of food manufacture, storage, distribution, sale and import. The stress on quality under the new Act will push up prices of foodstuff made using conventional techniques, reducing the price differential with organic food, and boosting sales, asserts Gupta.

Diagram 3.4.8.2 shows that why organic foods cost more:

Source: [www.businwsstoday.in](http://www.businwsstoday.in)
3.4.9 Organic Food Business Opportunities: (Trade Fair, 2016)

- Government Agencies and Institutions for Organic Foods
- Research and Development Institution for Organic Foods
- Organic-Food Wholesale
- Import and export of Organic food Products
- Supermarkets, department stores, Convenience specialized chain stores for Organic Foods
- Organic foods Catering businesses
- Organic Food Restaurant
- Media/ Marketing
- Organic agriculture for all food items
- Organic cotton and cotton products
- Organic essential and ayurvedic oils
- Organic processed and semi-processed food business
- Organic Fruits and vegetable stall business
- Services and consultancy for organic food production etc.,

3.4.10 Organic food outlets:

Customer can buy organic food from:

- Some supermarkets
- Some green grocers
- Some fresh food markets and Hotels or Restaurant
- The internet
- Certified organic retailers & Health food shops
- Organic Farmers Open Market (UzhavarSandhai)
- Own Gardening

Organic food is often more expensive than conventionally produced food. This is because organic farming generally operates on a smaller scale, production is more labour intensive and, without herbicides, pesticides and other chemicals, yields are generally smaller.

3.5 PROFILE OF ORGANIC FARMING

Organic farming:

Organic farming is a technique, which involves cultivation of plants and rearing of animals in natural ways. This process involves the use of biological materials, avoiding synthetic substances to maintain soil fertility and ecological balance thereby minimizing pollution and wastage. In other words, organic farming is a farming method that involves growing and nurturing crops without the use of synthetic based fertilizers and pesticides. Also, no genetically modified organisms are permitted. International Federation of Organic Agriculture Movements (IFOAM), an international organization established in 1972 for organic farming organizations defines goal of organic farming as:

“Organic agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved”
3.5.1 History of Organic Farming:

Organic farming is the form of agriculture that relies on techniques such as crop rotation, green manure, compost, and biological pest control, to maintain soil productivity and control pests on a farm. Organic farming excludes or strictly limits the use of synthetic fertilizers and synthetic pesticides, plant growth regulators, livestock antibiotics, food additives, and genetically modified organisms. Organic agricultural methods are internationally regulated and legally enforced by many nations, based in large part on the standards set by the International Federation of Organic Agriculture Movements (IFOAM), an international umbrella organization for organic organizations established in 1972.

3.5.2 Concept of Organic Farming:

(TNAU, 2016), Organic farming system in India is not new and is being followed from ancient time. It is a method of farming system which primarily aimed at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use of organic wastes (crop, animal and farm wastes, aquatic wastes) and other biological materials along with beneficial microbes (bio fertilizers) to release nutrients to crops for increased sustainable production in an eco friendly pollution free environment.
3.5.2.1 Chart shows that Concept of Organic Farming:

Sources: http://agritech.tnau.ac.in/org_farm/orgfarm_introduction.html

3.5.6 Reasons For Organic Farming:

The population of the planet is skyrocketing and providing food for the world is becoming extremely difficult. The need of the hour is sustainable cultivation and production of food for all. The Green Revolution and its chemical based technology are losing its appeal as dividends are falling and returns are unsustainable. Pollution and climate change are other negative externalities caused by use of fossil fuel based chemicals. In spite of our diet choices, organic food is the best choice you’ll ever make, and this means embracing organic farming methods. Here are the reasons why we need to take up organic farming methods:

- To accrue the benefits of nutrients
- Stay away from GMOs
- Natural and better taste
- Direct support to farming
- To conserve agricultural diversity
- To prevent antibiotics, drugs, and hormones in animal products
3.5.7 Organic Farming in India:

“This Way towards Economic Development”

(Srishti, 2011), Indian economy is suffering from the typical transition faced by most economies as they tread from being underdeveloped to a developing and finally to developed. Most economies tend to shift from an agricultural sector to the industrial sector followed by a very large service sector. The Indian economy, in its transition, has shifted base from an agricultural sector to a more pronounced service sector- thus leading to the problems that we face today.

India suffers from what is typically called in economics to be a problem of surplus labour and deficit capital. In simple words, it means that while manual labour is large and easily available in India, the capital required for a robust industrial growth is majorly missing. Many economists are of the opinion that this might the cause of the lopsided growth that we currently exhibit. In India, more than 54% of the GDP comes from agriculture. Many economists are of the belief that the transition from agriculture to industry is not happening as expected or required and hence the best thing that can be donenow is to slow down the transition from the agricultural sector to other sectors. Most farms in India are being converted for use as other things. The land, being short in supply, sells for huge sums and most farmers tend to sell the farms and move to the cities to work as day laborers or in jobs as such. The idea that is being considered as a potential turnover is that the government should sell stakes for these farmlands to big business houses and make it profitable to be a farmer. What it means is that the agricultural land can be used to grow organic foods-, which are labour, intensive and hence costly- and India can become an exporter of the same. The world
demand for organic foods is on a severe rise and it is predicted that with the number of sucrose-injected foods in the market at present, this demand is set to rise exponentially.

India can convert itself into a potential exporter of the organically produced foods. This shall not only absorb the high levels of unemployment that persist in the economy but shall also ensure that we maintain the 33.33% green cover that is mandatory. Post the green revolution decades ago, India is yet to see another surge in production of food. Being a nation with the second largest population, food security is a big threat. Practically this idea seems to be feasible to most people. Reliance has already stepped into the food market by opening up Reliance Fresh. If given enough boost by the government, this sector may well develop to be one of the potential massive GDP earners in the future. The current trend of a shift from rural to urban areas is picking up pace due to rural areas being deprived from all sorts of facilities like electricity and roads. With the entry of private sector into this arena, it may spell development for the areas as well. This is because to induce private sector to invest, the government would have to undertake the task of providing amenities. In addition, this task- unattended as of yet- shall spell development finally seeping into the roots of the country. The weakness that we suffer from right now can be used to our advantage by undertaking labor-absorbing techniques- and this may be one of them.

3.5.8 Organic Agriculture:

Organic Agriculture is a systems technique to production this is running towards environmentally, socially and economically sustainable manufacturing.
Instead, the rural structures rely on crop rotation, animal and plant manures, some hand weeding and organic pest manipulate.

"Organic agriculture is a holistic production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles, and soil biological activity. It emphasises the use of management practices in preference to the use of off-farm inputs, taking into account that regional conditions require locally adapted systems. This is accomplished by using, where possible, agronomic, biological, and mechanical methods, as opposed to using synthetic materials, to fulfil any specific function within the system." (FAO/WHO Codex Alimentarius Commission, 1999).

3.5.9 Organic Agriculture in India:

In India, modern organic agriculture came into existence with the growing demand for organically grown food and fiber in the western world. Soon civil society organizations joined the movement for its potential in sustaining the soil health, preventing contamination in surface and ground water aquifers and ensuring safe and healthy food. To support the export prospects, Ministry of Commerce launched the “National Programme on Organic Production” (NPOP) defining the National Standards for Organic Production (NSOP) and the procedure for accreditation and certification in 2000. India now has 30 accredited certification agencies for facilitating the certification to growers. For area expansion and technology transfer, Ministry of Agriculture launched a National Project on Promotion of Organic Farming (NPOF-DAC) and earmarked funds for setting up of organic and biological input production
units, vermin compost production units and for organic adoption and certification under various schemes such as NHM (now MIDH), NMSA and RKVY.

To empower farmers through participation in certification process and to make the certification affordable for domestic and local markets, Ministry of Agriculture has also launched a farmer group centric organic guarantee system under PGS-India programme. To augment the research needs ICAR launched a Network Project on Organic Farming (NPOF-ICAR) under Project Directorate of Farming System Research with 13 collaborating centre across the country. Organic package of practice for some important crops has developed under the project. Domestic market is also growing at an annual growth rate of 15-25%. As per the survey conducted by ICCOA, Bangalore, domestic market during the year 2012-13 was worth INR 600 crore.

3.5.10 Agriculture Department of Tamil Nadu:

Agriculture continues to be the most predominant sector of the State economy, as 70 percent of the population is engaged in Agriculture and allied activities for their livelihood. The State has an area of 1.3 Lakh sq.km with a gross cropped area of around 63 L.Ha. The Government policy and objectives have been to ensure stability in agricultural production and to increase the agricultural production in a sustainable manner to meet the food requirement of growing population and to meet the raw material needs of agro based industries, thereby providing employment opportunities to the rural population. Tamil Nadu has all along been one of the states with a creditable performance in agricultural production with the farmers relatively more responsive and receptive to changing technologies and market forces. The Agriculture Department has taken up the challenge to achieve higher growth rate in agriculture by
implementing several development schemes and propagation of relevant technologies to step up the production.

3.5.11 SWOT Analysis for Organic foods:

<table>
<thead>
<tr>
<th>Strengths:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Foods provides healthier and fresher vegetables and fruits for students. Hence, students try to eat healthier and healthier for their life.</td>
</tr>
<tr>
<td>Here using Real organic farmers</td>
</tr>
<tr>
<td>Organic business is strength of our nation. This is new type business with grow organic plants, and for government policy is in favour of farming.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weaknesses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is no proper distribution channel.</td>
</tr>
<tr>
<td>Here weak at communication</td>
</tr>
<tr>
<td>Organic food products are high price.</td>
</tr>
<tr>
<td>People have no time and space to own organic cultivation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing demand and Growing market potential for Organic Food.</td>
</tr>
<tr>
<td>There are only few competitors in the market.</td>
</tr>
<tr>
<td>Youngsters also involved organic farming.</td>
</tr>
<tr>
<td>Start up business towards value added products by organic Foods.</td>
</tr>
<tr>
<td>Easily get bank loan for business.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Threats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic food threats are from substitutes and new entrance. Like other organic farms and supermarkets.</td>
</tr>
<tr>
<td>Weather makes the high risk to influence plants.</td>
</tr>
<tr>
<td>Bad publicity from social networking sites for organic food business.</td>
</tr>
<tr>
<td>Sometimes the policy and legislation change to negative.</td>
</tr>
</tbody>
</table>
3.5.12 Overview of Cuba’s Agricultural:

(Ed Ewing reports, 2008), The crumble of the Soviet Union pressured Cuba to turn out to be self-reliant in its agricultural production. The country's progressive solution became urban organic farming, the creation of 'organoponicos'. “Organic farming is not a mirage, and last one half of the sugar refineries changed into the first step towards our food independence, “Before the revolution almost half the agricultural land in Cuba was owned via 1% of the people. Trade with the once excellent superpower meant swapping sugarcane, which Cuba produced in business abundance, for reasonably priced food and materials like equipment and petrochemical fertilizers.

Chart 3.5.12 shows that Cuba’s Agricultural area:

http://www.gifex.com/cuba_maps/Maps_Satellite_Photos_Images_Cuba.htm#country

When the U.S. Collapsed in 1990-91, Cuba's capacity to feed itself collapsed with it."Within a year the country had lost 80% of its trade," explains the Cuba Organic Support Group (COSG). Over 1.3m tonnes of chemical fertilizers a year were misplaced. Fuel for transporting produce from the fields to the towns dried up. People
started to head hungry. The UN Food and Agriculture Organization (UNFAO) predicted that calorie intake plunged from 2600 a head within the past due 1980s to among 1,000 and 1,500 by means of 1993. According to COSG “Cuba needed to produce twice as much food, with much less than half the chemical inputs,” Land was switched from export crops to food production, and tractors have been switched for oxen. People had advocated transporting from the town to the land and organic farming methods had brought. As per COSG "Integrated pest management, crop rotation, composting and soil conservation were carried out," The United States needed to become expert in techniques like bug composting and biopesticides. "Worms and worm farm technology is now a Cuban export," (Stephen). Thus he explain the specific system of Organoponicos, or urban organic farming, became started out. Organoponicos are really gardens, they use natural techniques and meet nearby desires, and the ministry of agriculture set up an urban gardening culture farmed by way of households or small groups and dozens of large-scale Organoponicos, or market gardens. The instant crisis of hunger turned into over. Cuba produced 3.2m tonnes of organic food in urban farms in 2002 and, UNFAO says, food consumption is lower back at 2,600 calories a day.

3.5.13 Sikkim became India’s first fully organic state in 2016:

Sikkim has become India’s first fully organic state by implementing organic practices on around 75,000 hectares of agricultural land. The organic cultivation is free of chemical pesticides and chemical fertilizers as it tries to strike a harmonious balance with a complex series of ecosystems. In the long term, organic farming leads in subsistence of agriculture, bio-diversity conservation and environmental protection.
The sustainable farming will also help in building the soil health resulting in sustainable increased crop production. Besides, it will also boost the tourism industry in the state.

Diagram 3.5.13 Shows that Sikkim became India’s first fully Organic State

Sources: https://www.mapsofindia.com/my-india/government/sikkim-indias-first-all-organic-state

Prime Minister Narendra Modi has recently declared Sikkim as India’s first organic state. While handing over the organic certificate to Chief Minister Pawan Chamling in Gangtok, Narendra Modi said that Sikkim would soon lead the path to organic farming in different states of the country. Sikkim has set an example for other states to follow suit. This is an indication for others to realize that nature needs care and protection. The landlocked state in the eastern part of India, with a population of six lakhs only, has proved. It started its organic initiatives way back in 2003, the results of it has become the country’s first organic state. Some of the major crops produced in Sikkim are off-season vegetables, cardamom, ginger, turmeric, Sikkim mandarin, paddy, maize, millets, kiwi, buckwheat and flowers. It has been reported that of the total organic production of 1.24 million tonnes in the country, Sikkim alone is the supplier of around 80000 million tonnes. This is indeed a big
achievement. Sikkim can now proudly declare itself as a fully organic state and lure tourists from all across the country and the world to relish the fresh organic vegetables in the heart of Himalayas.

3.5.14 National Programme for Organic Production (NPOP):

Organic Products:


(APEDA(NPOP), 2015) Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality that has resistance to diseases. India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market that is growing steadily in the domestic market related to the export market. As per the available statistics, India’s rank in terms of Worlds Organic Agricultural land was 15 as per 2013 data (Source FIBL & IFOAM Year Book 2015). The total area under organic certification is 5.71million Hectare (2015-16). This includes 26% cultivable
area with 1.49 million Hectare and rest 74% (4.22 million Hectare) forest and wild area for collection of minor forest produces. The Government of India has implemented the National Programme for Organic Production (NPOP). The national programme involves the accreditation programme for Certification Bodies, standards for organic production, promotion of organic farming etc.

**Production:**

India produced around 1.35 million MT (2015-16) of certified organic products which includes all varieties of food products namely Sugarcane, Oil Seeds, Cereals & Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee etc., The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc. Among all the states, Madhya Pradesh has covered largest area under organic certification followed by Himachal Pradesh and Rajasthan.

**Exports:**

The total volume of export during 2015-16 was 263687 MT. The organic food export realization was around 298 million USD. Organic products are exported to European Union, US, Canada, Switzerland, Korea, Australia, New Zealand, South East Asian countries, Middle East, South Africa etc. Oil seeds (50%) lead among the products exported followed by Processed food products (25%), Cereals & Millets (17%), Tea (2%), Pulses (2%), Spices (1%), Dry fruits (1%), and others.

**3.5.15 Organic Terrace Gardening:**

With the rising number of buildings and the decreasing open space, terrace gardening is emerging as a great option to have the best of both worlds. A terrace
garden does not need much maintenance and it is hardly time consuming. Just devoting 10-15 minutes daily to the garden is sufficient for its upkeep. One can indulge in gardening generally in the morning hours before going to work. Most terrace gardeners prefer having their morning tea and newspaper on the terrace too.

**Spread the culture of terrace gardening:**

The Vittal Mallya Scientific Research Foundation (VMSRF), a non-profit research organization, feels that conducting workshops for kitchen gardening is an excellent idea for the people to bring awareness about organic food consumption in our country. “The Researcher motto is to teach students to ‘grow your own organic food’. For this, we conduct workshops on kitchen gardening so that people can apply the same if they have open space like a roof top, a balcony, an open ground space, etc.” The terrace in most of our houses is an unused space and it would be ideal for gardening. Help our self by not only making our environment healthy but at the same time helping, we live a healthier life and also a peaceful one. If the house owners will start applying this idea, the day will not be very far when the garbage issue of our country will end and all the waste will be consumed by our own top and Green garden.

**Amazing Organic Terrace Garden Tips:**

*(The Organic Life, 2016)*, According to this report, can always raise your own organic garden on our balcony or terrace. It is therapeutic, rewarding and quite cost effective but requires a bit of imagination and maintenance. We will have to take care of some basic things before you start gardening like opting for a suitable space to grow our organic terrace garden, selection of plants and the containers we will grow
them in, buying the right kind of soil and organic fertilizers among others. Here are a few quick tips to get we started. The following tips will help to keep our organic garden stay healthy and productive throughout the year.

- Selection of space to grow your plants
- Finding the right plant containers
- Buying 100% organic seeds
- Begin with simple plants
- Keep your gardening tools ready
- Soil preparation: Compost and Manure

3.5.16 Marketing strategy for organic food products:

An organization's strategy that combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the right product mix in order to achieve the maximum profit potential and sustain the business. The marketing strategy is the foundation of a marketing plan judging by advertising campaigns and outreach efforts targeted at consumers, organic food producers and marketers believe so. By exploring the qualities of the average food consumer, these companies and organizations sharpen their marketing strategies, educating consumers about the potential health, environmental, and lifestyle benefits organic foods offer. In recent years, retail sales of organic foods have blossomed as consumers have educated themselves about potential benefits associated with buying organic. While studies regarding the dangers of non-organic foods are largely inconclusive, that has not prevented the organic food
industry from topping nearly $31.4 billion in sales in 2011, up from just $3.6 billion in 1997, according to the Organic Trade Association.

**Youth Marketing:**

Youngsters as we know them today have only been a separate part of the population since the 1950’s. A burgeoning youth culture in film and popular music celebrated the years when young people were no longer children, but not quite adults. Young people suddenly became very conscious of their own identity. At that time, a booming postwar economy meant that many teens had disposable incomes. Eager to express them, they began to buy clothes, grooming products, and entertainment like never before. Marketers noticed the trend and started to design products and ads designed specifically for teens. Youth marketing is any marketing effort directed toward young people. This group is typically broken down into smaller segments depending on their age, including tweens, teenagers, college students, and young adults aged 23-34. Each market segment has products and ad campaigns that targeted specifically for them. This advertising strategy is not limited to any one marketing channel or technique. Youth marketing takes place on TV, radio, in print and in dozens of forms online. Companies often sponsor extreme athletes, musicians, and high school sports teams as a way to insert them into youth culture. Authenticity is particularly important to the young -- they want the brands they support to reflect their values and tastes. Young people make such valuable consumers because they influence the purchasing decisions of their friends and family. In addition to being consumers themselves, teens can affect where their family goes on vacation, the car they choose.
to buy, and the clothes that their friends wear. If a product or brand is popular with young people, it gains an image of being “cool.”

**Marketing to college students:**

Marketing changes quickly, but some things remain constant. As long as kids have money to spend, there will be advertisers reaching out to them. Decades of research into youth marketing has produced a number of proven strategies that work for companies in any industry or era. Surprisingly, email and TV ads make a much stronger impression than social media or mobile advertising. New media marketing may get more attention, but TV is still the best way to connect with students. Reaching college students can be extremely profitable for many businesses today. College students typically represent a large portion of early adopters; a group that will help spread all message to others via word of mouth marketing. Finding college students is the easy part (they are on college campuses all around the country).

**Way to Market College Students:**

*(Bryan, 2017)*. In the fall of 2016, some 20.5 million students travelled to their colleges for another semester of studying, socializing and, of course, spending. This massive national student body stretches across every state and unites a vast range of young people from all social and economic backgrounds into a diverse, unique and economically powerful consumer group. These are the students of ‘Generation Y’, of the ‘Millennials’ a generation estimated to be the largest consumer group in U.S history, a generation roughly 92 million strong more of whom have or will have attended college than any previous American generation. By engaging with as many students as possible during the impressionable few years they spend at College, we can
create a meaningful, long-lasting relationship between organic products and the students. These students are the first generation of ‘Digital Natives’ raised in a world of mass connectivity and social media; their affinity for technology has reshaped how they engage with retail. As consumers, they are more aware, more informed and more empowered than any generation before. Millennial students spend more time together than most other social or professional groups and in many ways exist in a social and technological space out of the reach of traditional media, at a vitally important time when they are beginning to recognize their purchasing power, setting trends and habits that will last a lifetime.

**Attracting and Retaining Youth in Agriculture (ARYA):**

(ARYA, 2017) India is primarily an agricultural country where more than 50% of the population is involved in agricultural activities. However, climatic changes, frequent drought and floods make agriculture extremely risky. Youth are the primary productive human resource of socio-economic development. Youth minds are creative and they are capable of handling risk factors such as monsoon management, climatic change adaptation and poverty in an efficient way, using various technologies. However, the majority of the farmers do not want their next generation to continue with their traditional profession, because of low income from agriculture and poor quality of life in rural areas. The youth can be attracted to and retained in farming only if it becomes economically rewarding and intellectually satisfying”. Therefore, the government has taken a number of steps like Farmers FIRST, Student READY, and ARYA etc, to attract youth to enter into agricultural activities.
3.6 PROFILE OF THE STUDY AREA

The area of the study focuses on Salem District. Salem is a town in Salem district in the Indian state of Tamil Nadu. The primary purpose of this study to take a look at of setting up a self-sustaining and earnings, making farm amongst youngster, particularly college going college students about Salem city so as to use know-how of organic farming strategies. Agriculture is the mainstay of this district as approximately 70 % of the populace is engaged in Agriculture. Major horticulture vegetation cultivated in this district are end result plants like mango, banana, guava, jack, sapota and aonla, vegetables like bhindi, tomato, brinjal, onion, chillies and tapioca, spices like pepper and turmeric, plantation plants like coffee, areca nut and betel vine. In relation to Agricultural Department Administration, Salem district is cut up into five agricultural divisions mainly Salem, Attur, Sankagiri, Mettur and Omalur. A quiet, however a route-breaking farming revolution has opened up in pastoral Salem over the last decade. Hence, purpose of this study initiative to come back of this organic farming increase consciousness and perception towards organic food products among youngster especially college students in Salem district. Because, young people are agents of their own development and youngster’s community are our greatest assets. Hence, present study providing a constant source of maintains healthy life for college students in Salem district. Salem has several educational institutions with arts and science colleges affiliated to Periyar University founded in 1997. In Salem region arts and science colleges under affiliated Periyar University are 95, but in this study select only Salem district from taluks wise covering institution only that is 20 arts and science colleges.
3.6.1 Salem District Profile:

- Revenue Divisions 4
- Taluks 13
- Blocks 20
- Corporation municipalities 5
- Town Panchayats 33
- Revenue villages 631
- Panchayat Villages 385

Departments:

- Department Of Agriculture
- Agricultural Marketing and Agri Business
- Department Of Horticulture
- Agricultural Engineering

3.6.1.1 Map shows that the TamilNadu

Source: https://www.veethi.com/places/tamil-nadu-salem-district-35.htm
3.6.1.2 Map shows that the Thirteen Taluks of Salem District

Source: https://salem.nic.in/district-maps

3.6.1.3 Map shows that the Four Revenue Divisions of Salem district

Sources: https://salem.nic.in/district-maps
3.6.1.4 Map shows that the Twenty Blocks of Salem district

![Map of Salem district](https://salem.nic.in/district-maps)

Sources: [https://salem.nic.in/district-maps](https://salem.nic.in/district-maps)

3.6.1.5 Diagram shows that the District Collector’s Office of Salem district

![District Collector’s Office of Salem district](https://salem.nic.in/)

Sources: [https://salem.nic.in/](https://salem.nic.in/)

**District: Salem**

Salem district is situated in the North Western Agro climatic zone. Minimum temperature prevailing is 18°C and maximum temperature is 40°C.
Soil Types:

Loamy, Clayey, Alluvial, sandy Clay, sandy loam and acidic soil are the soil types found in the district

Rainfall:

Table 3.6.1.1 shows that the Rainfall of Salem district at Season times

<table>
<thead>
<tr>
<th>Season</th>
<th>Rainfall (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>:40.00</td>
</tr>
<tr>
<td>Summer</td>
<td>:206.40</td>
</tr>
<tr>
<td>South West monsoon</td>
<td>:406.90</td>
</tr>
<tr>
<td>North East Monsoon</td>
<td>:376.60</td>
</tr>
<tr>
<td>Grand Total</td>
<td>:993.90</td>
</tr>
</tbody>
</table>

3.6.2 Major Horticulture Crops:

Major horticulture crops cultivated in this district are fruits crops like mango, banana, guava, jack, sapota and aonla, vegetables like bhendi, tomato, brinjal, onion, chillies and tapioca, spices like pepper and turmeric, plantation crops like coffee, areca nut and betel vine.
Schemes operated:

Table 3.6.2.1 Shows that the Schemes operated and subsidy towards Horticulture Crops of Salem District

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Scheme</th>
<th>Inputs Supplied</th>
<th>Subsidy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>State Schemes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Integrated Horticulture Development Scheme</td>
<td>Vegetable Seeds, Planting Materials</td>
<td>50%</td>
</tr>
<tr>
<td>2</td>
<td>National Agriculture Development Programme – Precision Farming</td>
<td>Seeds, Fertilizers</td>
<td>50%</td>
</tr>
<tr>
<td>3</td>
<td>National Agriculture Development Programme – High Tech Productivity Enhancement Programme</td>
<td>Vegetable Seeds</td>
<td>50%</td>
</tr>
<tr>
<td>4</td>
<td>Rain fed Area Development programme</td>
<td>Vegetable Seeds, Planting Materials</td>
<td>50%</td>
</tr>
<tr>
<td>5</td>
<td>National Agricultural Insurance Scheme</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>B</td>
<td>State and Central Shared Schemes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>National Horticulture Mission</td>
<td>Seeds, Planting Materials</td>
<td>50-75%</td>
</tr>
<tr>
<td>2</td>
<td>National Mission on Micro Irrigation</td>
<td>Drip Irrigation components</td>
<td>75-100%</td>
</tr>
<tr>
<td>C</td>
<td>Centrally Sponsored Schemes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>National Mission on Medicinal Plants</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>National Bamboo Mission</td>
<td>-</td>
<td>50%</td>
</tr>
<tr>
<td>D</td>
<td>Externally Aided Schemes- TN IAMWARM</td>
<td>Seeds, Planting Materials</td>
<td>50%</td>
</tr>
</tbody>
</table>
3.6.3 State Horticulture Farms:

There are six State Horticulture Farms in the District which are Giant orchard, Karumandurai, SHF, Karumandurai, Mulluvadi, Maniyarkundam, Arunoothumalaia and Yercaud.

Horticultural crops statistics:

Table 3.6.3.1 shows that Statistics of Horticulture Crops in Salem district

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the Crop</th>
<th>Area</th>
<th>Prodn.</th>
<th>Provty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fruits</td>
<td>8160</td>
<td>18820</td>
<td>23.07</td>
</tr>
<tr>
<td>2</td>
<td>Vegetables</td>
<td>28407</td>
<td>792255</td>
<td>27.89</td>
</tr>
<tr>
<td>3</td>
<td>Plantation Crops</td>
<td>8456</td>
<td>17681</td>
<td>2.09</td>
</tr>
<tr>
<td>4</td>
<td>Spices &amp; Condiments</td>
<td>9201</td>
<td>90954</td>
<td>9.89</td>
</tr>
<tr>
<td>5</td>
<td>Flowers</td>
<td>2097</td>
<td>19398</td>
<td>9.25</td>
</tr>
<tr>
<td>6</td>
<td>Medicinal &amp; Aromatic Crops</td>
<td>664</td>
<td>15951</td>
<td>24.02</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>56985</strong></td>
<td><strong>1124459</strong></td>
<td><strong>19.73</strong></td>
</tr>
</tbody>
</table>

Horticulture Map

3.6.3.1 Map shows that Horticulture Crops of Tamil Nadu

Sources: [http://tnhorticulture.tn.gov.in/horti/horticulture-map](http://tnhorticulture.tn.gov.in/horti/horticulture-map)
3.6.4 Roof Top / Kitchen Garden Kits:

(Roof top / Kitchen garden kits, 2012), Vegetables are important constituents of Indian food and a source of nutritional security due to their short duration, high yield, nutritional richness and economic viability. Organic foods are the vital sources of proteins, vitamins, minerals, dietary fibres, micronutrients, antioxidants, phytochemicals and anti-carcinogenic principles in our daily diet. The city urbanization, increase in per capita consumption, health consciousness, growing working women, shifting of farmers to high value vegetables due to higher income and continuous demand for vegetables are the significant factors fuelling vegetable growth in the country. Traditionally, Indian lifestyle has a predilection for fresh vegetables or those processed at home. With the ever-increasing urban agglomeration in metropolitan cities like Chennai, that accommodates 8.65 million residents making it the fourth populous metropolitan city in India (2011 census) demands fresh green foods everyday at their doorway. Likewise, Coimbatore, Madurai, Trichy, Salem and all other districts of Tamil Nadu are on urban agglomeration. The cities more or less have broad industrial base in the automobile, Information & Technology, hardware manufacturing, health care sectors and business process outsourcing (BPO) which makes it even more populous day-by-day. As a result, the passion for gardening and nurturing plants is getting stringent due to paucity of space in the urban setting. Now the demand is for revelation, to make the city “Green” utilizing the space on the terrace and common open space. The focus of the programme is to grow own vegetables on the roof top or common open space available through technological intervention.
3.6.5 Objectives of the Scheme:

- Motivating the urban dwellers to grow their own vegetables on the roof top or common open space at every household in all districts.
- Self sustained vegetable production throughout the year.
- Provide nutritional security through fresh green vegetables and provide a tangible security to vegetable production.
- Mitigate the environmental impacts in cities by conserving energy and water, improving air and water quality.
- Dissemination of technology to peoples.
- Eco-friendly technology to combat the pollution through automobiles & dust.
- Women empowerment by making them economically self sufficient

3.6.6 Benefit of the Scheme:

- The passion for gardening and nurturing plants has gained momentum in Tamil Nadu harnessing the interest of the people.
- Escalation in per capita consumption of vegetables
- Self sustained vegetable production for every household
- Invigorating the environment.
- Market Intervention
- Nutritional security through production of fresh green vegetables on their own.
- Training the public to farm-at-home is financially rewarding to the soaring vegetable prices today.
3.6.7 **Highlight of the Scheme:**

- Light weight growing medium.
- Light weight containers.
- Hybrid seedlings.
- Water soluble fertilizer.
- Bio pesticides and fungicides.

**Total Cost of the kit: Rs. 522.10/kit**

**Subsidy Cost of the kit: Rs. 200/kit**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Kit items</th>
<th>Rates (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Seeds</td>
<td>69.40</td>
</tr>
<tr>
<td>2</td>
<td>Azospirillum (200g)</td>
<td>3.65</td>
</tr>
<tr>
<td>3</td>
<td>Phosphobacteria (200g)</td>
<td>3.65</td>
</tr>
<tr>
<td>4</td>
<td>Trichodermaviridi (100g)</td>
<td>6.00</td>
</tr>
<tr>
<td>5</td>
<td>Pseudomonas fluorescens (100g)</td>
<td>6.00</td>
</tr>
<tr>
<td>6</td>
<td>Azadiractin (100ml)</td>
<td>22.00</td>
</tr>
<tr>
<td>7</td>
<td>Polythene cover with compressed coco pith 2Kg bricks - 6 bags per kit</td>
<td>329.40</td>
</tr>
<tr>
<td>8</td>
<td>18:18:18 (urea , super phosphate with SOP) 1Kg</td>
<td>74.00</td>
</tr>
<tr>
<td>9</td>
<td>Technical Know How folder 1No</td>
<td>8.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total Cost</strong></td>
<td><strong>522.10</strong></td>
</tr>
</tbody>
</table>

3.6.8 **Agriculture Department of Salem:**

Agriculture is the mainstay of this district as about 70% of the population is engaged in Agriculture. Joint Director of Agriculture is the district head for the Agriculture Department in Salem District. In relation to Agricultural Department Administration, Salem district is divided into 5 agricultural divisions namely Salem, Attur, Sankagiri, Mettur and Omalur. Agricultural divisions include Agricultural
Extension Centres at block level. Agricultural division is administered by Assistant Director of Agriculture whose office is located in the agricultural communication centres in the above five centres. Agricultural Extension Centre at Block level is managed by Agricultural Development Officer. Certification of seed and enforcement of seed act is undertaken by the separate wing of Seed Certification Department. The services of Grading and Marketing of Agricultural produces and stamping of Agmarkare managed by the Assistant Director of Agriculture (Agricultural Marketing) at District headquarters. Under Research Wing, the testing laboratories and bio-fertilizer production unit is functioning at District headquarters.

**3.6.9 Activities of the Agriculture Department:**

- To increase agricultural production and productivity through technology transfer and adoption.
- Production and distribution of agricultural inputs like Seeds, Bio-fertilizers, Bio-pesticides and Micro-nutrient Mixtures etc.,
- Implementation of various agricultural schemes including subsidy oriented Centrally Sponsored Schemes.
- Enforcement of quality control measures of agricultural inputs viz. Fertilizers, Pesticides and regulation of its trade.
- Providing support services like trainings, trials, demonstrations for easy adoption and fast spread of new technologies.
- Involved in accounting of crop area coverage and assessment of crop productivity by conducting crop-cutting experiments.
- Certification of seed and enforcement of seed act.
✓ Grading of Agricultural produces and stamping of Agmark seal.

✓ Analysis of samples of Soil, Water, Fertilizer and Pesticides.

3.6.10 Conclusion:

Agriculture is being developed as one of the sustainable occupation and profitable by increasing its production, entrepreneurship, and crop innovations. According to National Sample Survey, approximately 90 % farmers possess agricultural land less than 2 hectares, out of which 42% farmers have taken loans from banks and 26% are still dependent on money lenders. Agriculture is the backbone of India. In this has all the potential to keep the educated youth within the College students. However, its success depends upon the improvement in the quality life of the future generation. Hence, In this research the researcher gathered or framed information and data about organic food products and its including conduct awareness programme to know consciousness and perception level of organic food products among college students in salem district especially Arts and Science final year students affiliated colleges under periyar university. These datas highly useful to younger generation to creare organic world.