

AN ENTREPRENEURIAL OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT (A Study on Organic Farming in Odisha)

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ABSTRACT

After COVID-19, people are more concerned as highest priority towards the health and hygiene. One of the main causes for health problem is unhealthy and non-organic food. Statistics shown that almost 1 in 10 people of the world, fall ill because of consuming unhealthy and contaminated food which results death toll of 4,20,000 on average every year and the loss of 33million healthy life years. For protecting the health, people are now more concerned towards “organic products” which can lead to the demand for “organic farming”. Organic farming has many benefits to the society and as well as to the environment which upsurges soil condition and decreases pollution. This paper postulates finding out various entrepreneurial opportunities for organic farming in Odisha State of India for providing quality, healthy, hygienic organic food and employment to the society.

Keywords: Organic Farming, Entrepreneurial, Government Schemes, Growth and sustainability

1. INTRODUCTION

The Organic Farming is Traditional method of Agriculture. It is sometimes said that a new cause is best defined by what it is against, rather than what it is for. This has been true of organic farming that it has been outline against conventional farming. Odisha is one of the largest agricultural states in India. Out of 41 million of total population, 70% depends on agriculture and allied activities. Organic farming holds great promise for the comprehensive and sustainable economic development of the state being better in environmentally, economically and socially sustainable. Organic farming is a moral and sustainable form of agriculture. That provides consumers fresh, natural farm product. Organic farming works in synchronization with nature rather than against it. The government is trying to achieve the objective by using various techniques to improve crop yields without damaging natural environment as well as the people who leave and work in it. Organic farming offers environment-friendly practices with low external enforce, there by contributing to the increased food availability. Conventional farming is capital internship which requires more manufactured inputs and energy. As compared to conventional agriculture organic farming produces cost effective food products, free of synthetic fertilizer and pesticides. Since organic farming supplies more greenhouses gases in the soil, the farmers across the globe can solve the climate disaster by switching to organic method. The area under organic farming in Odisha is 95,740 hectares. According to the Research Institute of Organic Agriculture (Forschungsinstitut für biologischen Landbau – FiBL) survey 2021 India holds a unique position among 187 countries practicing organic agriculture. India is having total of 30% organic producers having a cultivated land of 2.30 Million ha in the world. There is an enormous increase of organic agricultural land was observed in the recent years. The total farmers involved in organic cultivation are 11,60,650 under PGS certification and 15,99,010 under India organic. The Government of India has approved and launched a Central Sector Scheme of “Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)” to form and promote 10,000 new FPOs till 2027-28.

2. PRINCIPLES FOR ORGANIC FARMING

According to The International Federation of Organic Agriculture Movements (IFOAM) the organic farming is based on four principles these are:

Chart-1: Principle of Organic Farming

It emphasizes on the important of healthy soil. If the soil is healthy so it will grow healthy crops which will leads to healthy animals as well. In the crops are healthy so they will also create positive impact on human health and by eating healthy crops we will also healthy body.	According to this principle production of crops and animals should be based on the land that is nutrients enriched. The main objective of this principle is to attain ecological balances through the farming so it focuses on recycling.
Organic farming is a strong supporter of fairness. Fairness means equality, respect, care and justice. This principle emphasize on the relationship fairness at each and every level and to all groups such as farmers, processors, distributor suppliers and consumers.	This is another important principle of organic farming in order to achieve all the goals its essential to take whole environment. This principle emphasize on responsibility that it's our responsibility to protect the land and environment form hazardous substances.

Source: Prepared from ifoam organics

2.1 START-UP COSTS IN INDIA FOR ORGANIC FARMING

- It has term of minimum three years
- Minimum five acres of land should be there to get one lakh amount of loan. Out of this, 60% for training purpose and 40% for organic inputs.
- A farmer can get a maximum of 20% subsidy.
- The government also provides subsidies under various schemes to reduce the burden of loans.

3. REASONS FOR SUITABILITY OF ORGANIC FARMING IN ODISHA

- Usage of fertilizers (57 kg per hectare) is less as compared to the national average (123 Kg per hectare)
- Less use of pesticides than the national average
- 92% of total farmers are small and marginal or landless.
- Most parts of Indian states are still depending on rainfall for cultivation

4. ODISHA ORGANIC MISSION (OOM)

The Odisha Organic Mission (OOM) will be responsible for developing programs for implementing policies under organic farming:

- To following functions are to be administered for developing and implementing policies at state and district levels.
- Three types of niche areas with high potential for organic farming (streams 1, 2, and 3)
- OOM also provides some necessary guidelines for declaring organic zones at the village, GP, block, and district levels.
- Coordinate efforts to promote and strengthen organic farmers' associations, including and support resource organizations, individual entrepreneurs, start-ups, NGOs, and Others.

5. GROWTH OF ORGANIC FARMING IN ODISHA

The Government of Odisha plans to introduce a set of new operational guidelines for organic farming with an area of 250 hectors for the selected districts such as, Gajapati, Kalahandi, Kandhamal, Keonjhar, Koraput, Mayurbhanj, Nayagarh, and Rayagada. The Odisha State proposed to invest ₹ 178 Crore over next five years from 2019-20 to 2025-26. The Government has been decided to implement the program in a cluster approach under the progressive Krishi Vikash Yojana. Cluster formation, training and exhibition visits for the farming group will be promoted through the services and providers will be selected transparently. The Government introduces Odisha Organic Farming Policy to make the agricultural climate more flexible, reduce the risk to farmers and increase their income. The policy is designed to promote organic farming and market the product. The annual statistics reports show that

the organic farm area in Odisha for the year 2020-21 is 78148.00 hectare and the conversion area of organic farming is 14546.81 ha. The organic farm production for the year 2020-21 is 128264.72 MT. The conversion production for the year 2020-21 is 3587.28 MT. In 2020-21 period Odisha does not export any quantity of organic foods.

Table-1: Production of Organic Fertilizers in Odisha comparing with 32 States of India (2020-21)

	Organic Fertilizers in Odisha (in MT)	Total Organic Fertilizers of 32 states of India (in MT)	Percentage Occupancy
City Compost (A)	13,153.50	4,06,876.66	3.23
Organic manure (B)	12,102.00	13,65,507.57	0.89
Vermicomposting (C)	17,064.50	3,73,360.33	4.57
PROM (D)	680.00	1,32,772.88	0.51
Bio enriched Organic Manure (E)	785.00	53,077.03	1.48
Rural Compost (F)	-	18,69,847.60	-
Farm Yard Manure (G)	5,565.00	3,87,42,226.58	0.01
Total Manure MT {A+B+C+D+E +F+G}	49,350.00	4,29,43,668.66	10.70

Source: National Centre for Organic and Natural Farming

Table-2: Total Area under Organic Certification

Year	Total area under organic certification process during last 6 years (cultivated + Wild Harvest) (in ha)	Percentage Change
2015-16	1,09,224.05	---
2016-17	99,736.17	(8.69)
2017-18	1,17,910.30	18.22
2018-19	1,27,851.77	8.43
2019-20	1,15,676.68	(9.52)
2020-21	96,306.88	(16.74)

Source: Prepared by author from APEDA

Table-3: Statistics report for the year 2020-21 of Odisha Organic Farming

On the basis of	Total Quantity	Position of Odisha in India
Organic cultivated farm area (in ha)	92694.81 ha	6 th
Wild collection area (in ha)	3612.07 ha	14 th
Production from farms (in MT)	131852.01 MT	6 th
Production from wild area (in MT)	242.00 MT	10 th

Source: Prepared by author from APEDA

5.1 Scope of organic farming in Odisha

Due to climate change, organic farming has become an important place in world. Under the National Mission on Sustainable Agriculture (NMSA), the Government of India through various schemes for promoting organic farming. In Odisha, the government has introduced advanced Paramparagat Krishi Vikas Yojana (PKVY) and organic value added development schemes under NMSA to promote organic farming.

5.2 Paramparagat Krishi Vikas Yojana (PKVY)

In this Yojana the organic farming is promoted through cluster approach and adoption of the organic village through PGS certification under PKVY. Farmers group will be encouraging to start organic farming under the Paramparagat Krishi Vikas Yojana (PKVY). Fifty or more farmers will form a cluster of 50 acres of land organic farming under the PKVY scheme. Thus 10,000 clusters will be formed over three years which will come under organic farming on an area of 5.0 lakh acres. Farmer will not be liable for the cost of certification. Rs. 1,000 will be provided to each farmer will be Rs.20,000 per acre in three years of harvesting and bringing products to market. Government of Odisha announces a project for promoting organic farming in Odisha. As per PKVY modalities, the cluster formation for organic farming group. Training and exposure visit will be promoted through service providers who will be selected in a transparent manner. Each group (20 ha cluster) will be provided 10 lakh and it will be released

in three phases. An area of 1,500 ha (75 clusters) will be considered for organic farming this year as per the budget provision, 3 crores will spend during 2019-20.

Table-4: Component and Pattern of Assistance

Component	₹/ha for three years	Cost in ₹/20 ha Cluster
Cluster formation and capacity building	3,000	₹ 60,000
Deployment of manpower and management of implementation	4,500	₹ 90,000
PGS Certification-Service charges to RC and residue analysis	2,700	12,000
Incentive to farmers as DBT or as inputs	31,000	6,20,000
Marketing, packaging, space rent, transportation	1,500/ha	30,000
Value addition infrastructure	2,000/ha	40,000
Brand Building, trade fairs, publicity, marketing support	5,300/ha	1,06,000
Total	50,000/ha	10,00,000

Source: National Centre for Organic and Natural Farming

5.3 Capital Investment Subsidy Scheme for Vegetable and Fruit Market Waste compost, and Biofertilizers - Biopesticides Production Units

- For promoting organic farming in the country and better return on investment.
- To increase productivity and maintaining soil health and safety to environment.
- To reduce the dependence on chemical fertilizers and pesticides.
- To convert the organic waste in to plant nutrient resources.
- To prevent pollution and environment degradation by proper conversion and utilization of organic waste.

Individuals, group of farmers/growers, proprietary, and partnership firms, Co-operatives, Fertilizer industry, Companies, Corporations, NGOs are eligible for Biofertilisers and Biopesticides production Unit. APMCs, Municipalities, NGOs and Private entrepreneurs are eligible for Fruit & Vegetable Waste Compost Unit. 25% of total financial outlay subject to the maximum of Rs 40 lakh per unit, whichever is less for Biofertilisers and Biopesticides production Unit. 33% of total financial outlay subject to the maximum of Rs.63 lakh per unit, whichever is less for Fruit & Vegetable Waste Compost Unit

5.4 Bharatiya Prakritik Krishi Paddhati (BPKP)

National Mission on Sustainable Agriculture (NMSA) launched BPKP as a sub-mission under the PKVY. The main objective of the BPKP is promoting traditional native practices to farmers which give freedom from outside purchased inputs. It majorly concentrates on on-farm biomass recycling, cow dung-urine formulations; and exclusion of all synthetic chemical inputs either directly or indirectly. It is Centrally Sponsored Scheme (CSS) with total expenditure of ₹ 4,645.69 crores, implemented on demand driven for the period of six years from 2019 to 2025 with a vision of covering 12,00,000 ha in 600 major blocks of 2,000 hectare in different states. The financial assistance under this scheme is ₹ 12,200/ha for three years for cluster formation, capacity building, certification and residue analysis. Eight states opted this scheme namely Andhra Pradesh, Chattisgarh, Kerala, Himachal Pradesh, Madhya Pradesh, Odisha, Tamil Nadu and Jharkhand.

5.5 Odisha Organic Mission

The Odisha Organic Mission (OOM) will be responsible for developing programs for implementing policies under organic farming. it will develop the necessary administrative structure with appropriate monitoring ways at the state and district levels to achieve some functions. Three types of niche areas with high potential for organic farming (Streams 1, 2 and 3). OOM also provides some necessary guidelines for declaring organic zones at the village, GP, block and district levels. Coordinate effort to promote and strengthen organic farmer association, including and support resource organization, individual entrepreneurs, start-ups, NGO and others.

6. A Glimpse on Success story on Organic Farming

There are many successful organic farmers are present in Odisha, Krushna Nag is the one of them. Krushna Nag started his organic farming business with very minimum initial investment, but now he is gaining Rs. 18 lakh profit per year. He always says that, "I wanted to grow trees" and he started farming by planting around 50 mango trees across his 0.25 acre ancestral land. He believes in following organic methods for health reason as well as low investment costs. Krishna Nag slowly increases his farming and with the help of government he is earning more output and profits. Now he is an inspiration for more than 100 farmers. Not only Krishna nag but also many more

examples and successfully farmers are present in Odisha who getting successful by doing organic farming. Another success story of Organic Farming is success story of Gangadhar Senapati of Bhainsaliin Balangir District of Odisha. Once Niti Aayoga CEO Amitabh Kant had said If India wants to achieve 9-10% GDP Growth, and then they should have taken Revolution on Farming Sector, which inspires many Farmer to start their carrier in Farming. But Gangadhar Senapati neither knows Niti Aayoga nor its CEO but still he working hard to get his livelihood from Rice Farming with the help of Reliance Foundation Information Service (RFIS). He started his Farming in 5 acres Land but initial Days he faces heavy loss due adverse Weather condition and Pest attack. Then he manages to overcome his losses with the help of RFIS. He gave all credit of his rich Knowledge on Organic Farming to the RFIS. After getting Good Profit from Paddy Farming, he started Cultivating Black Gram, Green gram and other Pulse, besides vegetable. Now Gangadhar Senapati was role model for many backward region farmers. Some of more successful farmers are Suresh Mishra from Sonepur District, Pradyut Kumar Jena from Niali, Akalavya Parida from Mayurbhanj and Krushna Chandra Girifrom Niali and many more are present in Odisha who will get successful by doing organic farming.

7. CONCLUSION

From the above observed points, organic farming is the future and more profitable. The Organic Farming improves Soil Condition as well as Environment condition also. It increases Nutrition level of Food which is ultimate result of Good Health. The Organic Farming required very less initial investment. The popularity of organic food is growing dramatically as consumer seeks the organic foods that are thought to be healthier and safer. Thus organic food perhaps ensures food safety from farm to plate. Because of more initiatives by the Govt. of Odisha, organic farming seems to be more attracted entrepreneurial opportunity.

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