

# Agriculture Majorly Organic Farming Developed by Social Entrepreneurs in India

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**Abstract** - The development of the concept of social entrepreneurship from 1800 to date and its modernization over time involves much more structural organization and its operation in a businesslike manner. The problems faced by the agricultural sector in the mid -1900 lead to the green revolution and adoption of chemical fertilizers. Social entrepreneurship is used as a means to solve agricultural problems in countries like Sweden and the United Kingdom and to also promote organic farming. In India, the concept of organic farming is gaining popularity with governmental agencies getting involved to promote it. Social entrepreneurship organizations such as Ecofarma, Chetna Organics are doing their bit which includes the development of the CSA business model and its implementation.

**Key Words:** Social entrepreneurship, Organic farming, CSA model, Jarna community, Agriculture.

## 1. INTRODUCTION

Social entrepreneurship is not a new concept as it had various early forms but currently, more people are taking interest in this concept. The practice of social entrepreneurship is quite an old concept though the label of "social entrepreneur is quite new in comparison". Florence Nightangle was the lady who transformed the state of hospitals in late 1800, as well as John Jurad, who worked with mentally challenged patients in 1960. Hence in today's society, their work to bring about a social difference can be considered as "social entrepreneurs". This term "social entrepreneur" was introduced in 1972 by banks who wanted to state that social problems can also be solved using a businesslike approach and managerial capabilities.[1] Hence the term social entrepreneurship describes the working of community, volunteer and public company along with private organizations that work for the benefit of the society instead of having objectives for making of profit. Hence famously social entrepreneur has been defined as "businessmen who treat social problems and bring the same imagination and creativity like business entrepreneurs do for creation of wealth. "They are individuals who use novel methods for proper utilization of resources to contain the needs of the society that is not met by the welfare system of the state.[2]

After independence, the Indian agricultural division was unable to meet the demands of the huge population. The conventional agricultural practices were not to cope up to produce enough food to feed the entire country. The green revolution solved all these problems by modernizing the

outdated practices and method of farming .it changed India to a nation which exports food from a nation which would import food. [3] The pastoral population in India is merely dependent on Agriculture and its linked areas for their sources of revenue. The contribution of the Agricultural division to India's GDP is only 17%, that's why the central government and ICAR stresses on the development of social [4]

## 2. Social Entrepreneurship solving agricultural problems through organic farming in other countries.

Social entrepreneurs use their business flairs to solve problems for society at large. Organic agriculture makes the production of food environmental friendly, flourishing pastoral areas with business activities such as social farming which in turn also increases biodiversity. One of the best examples of this is the Järna society in Stockholm. Here, early as 1968, the farms were taken over by anthroposophic organizations where biodynamic agricultural practices were carried out. In this concept, each of the farms was considered as a living object. According to this anthroposophic philosophy-a number of specific practices were carried out in the farm such as - incorporation of animal rearing along with the production of different varieties of crops, specific time for planting, reaping and cultivation of the food crops according to the period of the moon, sun and other planets. They also completely avoided synthetic fertilizers and other chemicals such as biocides. Such specific agricultural practices lead to the better performance of this community economically and socially when compared to Sweden. The average income of this community is much higher than when Sweden in general. Also, the employment rates of this community in 2005 were 6.0% as compared to 2.3% of Sweden in general. Hence these economic factors along with its practice of organic farming make Jarna an ideal case study. Therefore, its described as an environmental culture or green entrepreneurship. Here the farmers are from the local region and the produce is sold in that community only through entrepreneurs. [5].

In Europe and the UK, the organic sector is flourishing successfully. The demand for organic products is growing faster than the supply produced by its farmer's .Hence this specific area which was marginalized is now becoming very important. Such that the government is helping out the farmers with new initiatives and policies and hence the area under organic farming has increased to about 3%[6]

### 3. Present status of organic farming in India.

Agriculture is a vital element in India's economy. Currently, this sector gives employment to approximately 52 % of the entire number of available jobs and its contribution to the GDP through low is around 18% which is quite significant.[7]

Earlier agricultural practices in India followed only conventional methods. Even today many of the produces from the forest such as herbs, medicines are produced by this method. Till March 2014, India has under 4.72 million Ha where organic farming is done which includes 0.6 million hectares of cultivable agricultural ground.[8].The number of farmers who are getting certified to carry out organic farming practices is increasing every year. There is an organic farmers association that is helping farmers to adopt the practices of organic farming. Currently the Agriculture and Processed Food Export Development Authority (APEDA), Ministry of Commerce launched the National Program for Organic Production (NPOP) which supports the farmers and act together along with European Union , Japan, United States Department of Agriculture (USDA) in order to give recognition and make the Indian quality assurance equal to that of other recognized countries. Statistics states that from 2013 to 2014 India has exported around 135 farmer produce which is priced at \$403 million. The country to which it exports includes Canada, Switzerland, the United States, and other countries. Majorly it comprised of Soybeans (70%), sugar(3%). [9]

### 4. Role of Social Entrepreneurs in Organic farming.

Upcoming Social Entrepreneurs are now organizing the farmers by an innovative Business Model which is named the Community Supported Agriculture called the CSA model. This model directly links the producers to the customer as the farmers can sell their produce directly to customers. But the shortcoming in this business model majorly includes the lack of direct communication between farmers and customers and the trust customers have on the producers. This is where social entrepreneurs come into action. They help to manage the relationship between them and increase the medium of communication by the means of information technology. Webpages, Social Networking sites such as blogs can be used to cultivate public awareness and also be used as a medium of communications for the social entrepreneurs on behalf of farmers.

Currently, many social entrepreneurship organizations are directly working with farmers based on this model. It includes organizations such as I Say Organic which works with more than 1000 farmers across 12 Indian states and produces over 200 products. Their major goal is to benefit farmers as well as consumers by providing them with produces free of chemicals. Like this organization, there are so many more Startup social organizations whose major goal is quite similar. Suminter India Organics is one such organization that promises to deliver GMO-free and organic produce to its customers. Other organizations such as

Ecofarms and Chetna Organics are also following in the same footsteps with their innovative business model.

### 5. CONCLUSIONS

Agriculture is an important sector of any country, especially for a country like India which still has an agrarian economy, agriculture plays an important role. Hence organic farming is becoming a major player with a lot of entrepreneurs developing business models to promote it, Still, there are a lot of challenges that need to be solved which involves the stigma related to farming and other technological challenges. The entrepreneurs are working on them with the hope to solve them in the future and develop India into a completely self-sufficient organic hub which can serve as a role model for other developing nations. The first state where this is already a success is Sikkim. It's India's first official organic state with a population of over 6 lakhs.

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