

THE FACTORS IMPACTING OVER ORGANIC PRODUCT'S MARKET: A STUDY OF KUMAUN REGION OF UTTARAKHAND

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ABSTRACT

Since ancient times, India has employed the organic farming technique, which is primarily concerned with producing agricultural products that are sustainable in a clean, unpolluted environment. In order to achieve the necessary agricultural production for human consumption, organic production methods make use of natural resources, maintaining the ecosystem and ecology alive and well. Using naturally occurring resources as inputs, such as organic wastes, farm, animal, and crop wastes, aquatic wastes, other biological materials, and beneficial microbes, is the environmental focus of organic production. Biofertilizers and biocontrol agents are used to release nutrients into crops and shield them from insect pests and diseases in order to increase agricultural productivity. It is imperative that farms move to organic practices. India, a nation that depends heavily on agriculture, must take measures to address the issue of its rapidly expanding population.

Although there has been a noticeable movement in people's knowledge of organic food, it appears to be quite gradual. The cultivation of organic crops using the organic farming technique is gaining steam on a global scale. To achieve sustained food, livelihood, and environmental security, a range of alternatives to chemical intensive agriculture must be developed. The present study is an Exploratory cum Descriptive Research in nature with a sample size of 200 customers and various statistical tools such as frequency distribution, percentage, arithmetic mean and general linear Univariate model used. The respondents from different age group, different qualifications and others agreed that there should be an immediate improvement in the product accessibility in the market and the government as well as the producers, should play a key role in it. The study concludes that Organic product's Market availability needs to improve from Govt. as well as producers both.



Keywords: Agriculture, Sustainability, Organic Farming, Biomass; Biodiversity, Soil Health, Humankind Etc

1. INTRODUCTION

Organic Farming in India is not a new concept though it is facing a number of problems nowadays. The non organic products captured a lion's share of the agricultural market but there are people who experienced a time where they felt the need of a good health, the meaning of a healthy body and focused on the neat and clean environment. They wished to change their diet plan instantly but again faced problems in doing so because a person can change or shift their diet suddenly from the unhealthy diet to the healthy one. India is an agricultural state since a long period. The soil of Indian subcontinent is fertile as well. The scenario changed from last 5-6 decades when we introduced the new techniques of production where we applied fertilizers and pesticides for growing and getting a fast and a comparatively better production. We got the production but on the cost of ill health, soil, water and air pollution, extinction of a number of different species previously available or visited India from other continents.

To foster the health people increased their need and wants of healthy diet or food but it is nearly impossible to give supply to a large population like India. The scope or demand of Organic food is rising and also the quantity demanded is

not easily calculated as the land area under organic production is unable to fulfill the demand of the customers instantly. The proper infrastructure is unavailable in the country. The particular channel required for the easily transfer of goods as well as finance is not available. People who found the organic products market unable to get the different varieties of organic food in the particular market or store. Last but not the least the price of organic products are way too high in comparison to non organic products and the customers are compel to purchase the nonorganic products for their living. The ever-increasing population in opposition to the ever-decreasing amount of living resources like food and water has made it imperative to increase agricultural production and stabilize it in a lucrative and practical manner.

1.2 ORGANIC PRODUCTS MARKETS IN THE KUMAUN REGION OF UTTARAKHAND

The Uttarakhand state is the prime location and the heaven of organic products as the soil of Uttarakhand is naturally organic. The hilly areas of Uttarakhand are the best place for growing organic products. A number of organic products produced and sold in the hilly area through online mode, through farmers to customers directly and with the help of local NGO's/FPO's present in the Kumaun Region of Uttarakhand. There is less or say no availability of a proper market place specifically for the organic products to sell in the region. People arranged hotels, motels or restaurants in there they provide organic cuisines in their premises. There are small markets available in the region in which different organic or pahadi crops available for selling. There they provide different produce such as Jamboo/Jambu/Faran, Hemp Seeds, Jakiya, Bhatt(Black Soybean), Gandrayani, Gahat(Himalayan Horse Gram), Red Munsiyari(Rajma), Timur(Szechuan Pepper), Bhangjeera, White Munsiyari(Rajma), Himalayan Red Rice, Chitra Munsiyari(Rajma), Lakhori Powder(Yellow Chilli), Panchakki Madua(Watermill), Black Caraway(Kala Jeera), Barnyard Millet(Jhangora), Munsiyari(Purple Rajma), Pahari Masoor Dal, Himalayan Flex Seeds(Alsi), Moth Beans etc.

1.3 REVIEW LITERATURE

Payal (2023) viewed that organic farming had the potential to sustain not only humans but land and nature also. Conventional farming poorly took us toward unsustainable agricultural practices and its harmful effect on land, soil and farmers were not hidden from the public eyes. Switches towards organic practice of farming would not only help the human kind to achieve sustainable agricultural products but would also lead to a decent rise in income and production which was farmers' priority. **Nirjharnee Nandeha (2023)** discovered that organic farming supports the one health approach to ensure the health of the environment, plants, animals, people, and soil. Organic farming used a regenerative method to rebuild food and agricultural systems, which enhanced ecosystem benefits. As a result, it offered a realistic alternative for producing clean, sustainable food with little harm to the environment. The small and marginal farmers should use organic agricultural methods, particularly for their long-term food security and to reduce risk. Long-term organic farming adoption in horticulture crops would benefit from sustained efforts from research institutions, developmental organizations, progressive farmers, input dealers, processors, and other stakeholders. **Rani (2023)** analyzed about organic production methods employed natural resources to harness desired agricultural production for human consumption, keeping the ecosystem and ecology alive and in good health. The environmental focus of organic production was on using naturally occurring resources as inputs, such as organic wastes; crop, animal, and farm wastes, aquatic wastes, other biological materials, and advantageous microbes; bio-fertilizers/bio-control agents to release nutrients to crops and protect them from insect pests and diseases for increased agricultural production. This research investigated the causality between organic production, the area cultivated under organic production, the number of organic producers, and bio-fertilizer production by using Granger causality, the augmented Dickey-Fuller test used to find out the stationery of data. **Dan Ioan Avasiloaiei (2023)** viewed about the potential benefits of organic farming practices, including Green House Gas emissions' mitigation and improved soil health, biodiversity, and ecosystem services, while also acknowledging the need for further research to optimize implementation strategies and foster widespread adoption. The analysis considered the measurement and estimation methods employed to assess changes in soil carbon stocks and the potential environmental and economic implications for farmers. The findings revealed that carbon farming practices could be viable and advantageous in organic vegetable production. **L.Stepasyuk (2023)** analyzed the pricing process on the market of organic products and the justification of recommendations for improving the pricing methodology and determining the equivalent price for organic agricultural products. The work used dialectical method, methods of systematic and comparative analysis, economic-statistical and graphic methods, methods of computer information processing. When comparing the economic efficiency of production, it was determined that an agricultural enterprise with the production of organic products received less gross production, net income and profit per 1 hectare of farmland than conventional ones. **NADIIA ANDRUSENKO (2022)** aimed to identify possible changes in the

organic products markets due to the events of 2022 in Eastern Europe. The analysis was carried out on key market indicators (land area, producers, exporters, importers and Retail sales), development history; institutions; market development indicators, including export and import, standards and legal framework, state support policy. **Joshi N. S. (2023)** discovered that Uttarakhand Organic Farming Commodity Board was playing key role in promoting organic farming in Uttarakhand and Uttarakhand had also introduced India's first Organic Agriculture Act. The researchers found products marketing problems and transportation of organic products to the concerned market. The researchers suggested that the Government should fix the transportation cost for organic products. Many organizations that supported organic farming should be situated near the concerned village not in the cities. **N. Krithika (2023)** explored about organic agricultural methods were unknown to the local farmers, who favored traditional farming, which yielded goods faster using poisonous chemical pesticides and fertilizers. The awareness-raising initiatives should be planned so that farmers could learn about Organic Farming and its benefits. It could be used in land rehabilitation practices across the country and help to reclaim barren land by improving soil quality and serving as a store for nutrients, preventing nutrient loss through leaching and erosion. **Manisha Lawankar (2023)** discussed the challenges faced by agricultural exports in India and presented strategies to overcome them for fostering sustainable growth. The challenges included low productivity, high logistics costs, limited value addition, export promotion, branding issues, non-tariff barriers, and quality concerns. To address these challenges, the finding suggested about encouraging efficient global value chains and contract farming, diversifying agricultural exports, promoting value-added products, enhancing export logistics, developing market intelligence, collaborative export promotion efforts, addressing non-tariff barriers, promoting agri-export hubs and supporting organic production. **Tiwari (2022)** explored agricultural conservation aims to expand crop yields and reduce production cost, increase and maintain soil fertility, water storage capacity, prevent soil erosion and corrosion. Conservation Agriculture promoted the organic farming to increase quality of soil, many factors hinder such as weed management and tightness of soil. Consequently, both conservational agriculture and organic farming boosted up the both process in coming future. **Kurunju (2021)** gave a general overview of organic farming; the impact of organic farming on soil health and climate mitigation in comparison with conventional farming practice. With the increase in awareness of health and environmental concerns, the adoption of organic agriculture and the demand for organic agricultural products was increasing. It held a great prospect in countries like ours where an integrated crop-livestock system was still prevalent. **Kumar S. K. (2021)** viewed that conventionally grown foods had immense adverse health effects due to the presence of higher pesticide residue, more nitrate, heavy metals, hormones, antibiotic residue, and also genetically modified organisms. Organic farming through sustainable agriculture met not only the food requirements of present generation in an environment friendly way but also the requirements of future generations and maintained our environment.

1.4 RESEARCH METHODOLOGY

The term 'Research Methodology' describes the particular steps or methods that are employed to find, choose, manage, and evaluate data on a subject. The methodology part of a research article gives the reader a chance to assess the general validity and reliability of the study.

1.4.1 RESEARCH OBJECTIVE:

- To explore about the factors impacting over Organic Agriculture Markets in Kumaun Region of Uttarakhand.
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1.4.2 RESEARCH DESIGN: The Study is Exploratory cum Descriptive Research in Nature.

1.4.3 H01: There is no significant difference of various factors over different Organic Products Markets Available in the Kumaun Region of Uttarakhand

1.4.4 DATA COLLECTION: Both primary and secondary sources of data collection were used while conducting the research. The Primary Data was collected through the scheduled questionnaire which was filled by the Farmers of Organic Products from different areas of the Kumaun Region of Uttarakhand. The Secondary Data was collected from various online and offline sources like journals, research papers, magazines, articles etc. A sample of 200 farmers who were linked with of NGOs/FPOs (Directly & Indirectly) of the Kumaun Region of Uttarakhand.

1.4.5 STATISTICAL TOOLS: Numerous descriptive and inferential statistical tools, such as frequency distribution, percentage, and arithmetic mean, have been used to analyze the data. To evaluate hypotheses and examine notable

variations the general linear model (also known as univariate analysis) was applied and accordingly inferences were made.

2. ANALYSIS AND INTERPRETATION

According to the objective of the research paper various tools for testing the hypothesis have been applied. The data was collected from the customers of organic products in the Kumaun region of Uttarakhand.

2.1 DESCRIPTIVE STATISTIC OF RESEARCH OBJECTIVE

The objective is a companion with the research statements and one by one, their analysis is as follows:

According to Table number 2.1 (A) shows Mean Value lies between 4.16 and 4.00 which represents that the majority of respondents are in agreement of the research statements and the standard deviation lies between 0.66 and 0.33 which shows that responses are very close to mean value.

2.1 (A): As per the Research Objective of the paper the Factors affecting the different organic products markets available in the Kumaun Region of Uttarakhand are as follows:

Table: 2.1 (A)

Sr. No.	Research Statement	N	Mean	S. D.
1	Flyers on Road and Posters in Supermarkets / Public Places enhance the awareness about Organic Products	200	4.14	0.40
2	Pamphlets/Advertisements in Newspaper offers various schemes over Organic Products	200	4.16	0.46
3	Road Shows enhances the knowledge of people about Organic Products and their uses	200	4.12	0.43
4	Television increases the possibility for potential customers to purchase Organic Products	200	4.12	0.33
5	Internet provides the opportunities to grow the market size of Organic Products	200	4.00	0.66

Source: Primary Data (Survey Method)

- FLYERS ON ROAD AND POSTERS IN SUPERMARKETS / PUBLIC PLACES ENHANCE THE AWARENESS ABOUT ORGANIC PRODUCTS**

Table number 2.2 (A) depicts that the majority respondents are agree with the statement that is 82 per cent, 16 per cent are strongly agree and just 2 per cent respondents are neutral with respect to the research statement "Flyers on Road and Posters in Supermarkets/ Public Places enhance the awareness about Organic Products".

Table 2.2 (A): Frequency Distribution

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	4	2.0	2.0	2.0
	Agree	164	82.0	82.0	84.0
	Strongly Agree	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data Survey

Table number 2.2 (B) points to the affirmation of the hypothesis by majority of respondents (across various demographics categories) there being no significant difference found in respondent opinion (marital status wise and education qualification wise) with respect to the research statement "Flyers on Road and Posters in Supermarkets/ Public Places enhance the awareness about Organic Products" but there is significant difference among respondents opinion on age wise, gender wise, income wise and land area wise (p-value is less than 0.05) with regard to above hypothesis.

Table 2.2 (B): Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	3441.104 ^a	14	245.79	2419.37	0.00
Age	2.333	2	1.17	11.48	0.00
Gender	.609	1	0.61	6.00	0.02
Marital Status	.370	1	0.37	3.64	0.06
Education Qualification	.564	2	0.28	2.78	0.07
Income	4.322	4	1.08	10.63	0.00
Land Area	1.025	3	0.34	3.36	0.02
Error	18.896	186	0.10		
Total	3460.000	200			

a. R Squared = .995 (Adjusted R Squared = .994)

*Sig.: at 5% level

Source: Primary Data Survey

The value of adjusted R Squared is 99.4 per cent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.14) and S.D. (0.40) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across categories validate the null hypothesis "There is no significant difference in respondent opinion (across various demographics categories) regarding Flyers on Road and Posters in Supermarkets/ Public Places enhance the awareness about Organic Products."

- PAMPHLETS/ADVERTISEMENTS IN NEWSPAPER OFFERS VARIOUS SCHEMES OVER ORGANIC PRODUCTS**

Table Number 2.3 (A) depicts that the majority respondents are agree with the statement that is 80 per cent, 20 per cent are strongly agree and just 4 per cent respondents are neutral with respect to the research statement "Pamphlets/Advertisements in Newspaper offers various schemes over Organic Products".

Table 2.3 (A): Frequency Distribution

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	8	4.0	4.0	4.0
	Agree	152	76.0	76.0	80.0
	Strongly Agree	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data Survey

Table Number 2.3 (B) points to the affirmation of the hypothesis by majority of respondents (across various demographics categories) there being no significant difference found in respondent opinion (age wise, gender wise, marital status wise, education qualification wise and land area wise) with respect to the research statement "Pamphlets/Advertisements in Newspaper offers various schemes over Organic Products" but there is significant difference among respondents opinion on income wise (p-value is less than 0.05) with regard to above hypothesis.

The value of adjusted R Squared is 99.2 per cent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.16) and S.D. (0.46) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across categories validate the null hypothesis "There is no significant difference in respondent opinion (across various demographics categories) regarding Pamphlets/Advertisements in Newspaper offers various schemes over Organic Products."

Table 2.3 (B): Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	3477.827 ^a	14	248.42	1765.37	0.00
Age	.587	2	0.29	2.09	0.13
Gender	.462	1	0.46	3.28	0.07
Marital Status	.024	1	0.02	0.17	0.68
Education Qualification	.015	2	0.01	0.05	0.95
Income	9.077	4	2.27	16.12	0.00
Land Area	.482	3	0.16	1.14	0.33
Error	26.173	186	0.14		
Total	3504.000	200			

a. R Squared = .993 (Adjusted R Squared = .992)

*Sig.: at 5% level

Source: Primary Data Survey

- ROAD SHOWS ENHANCES THE KNOWLEDGE OF PEOPLE ABOUT ORGANIC PRODUCTS**

AND THEIR USES

Table Number 2.4 (A) depicts that the majority respondents are agree with the statement that is 80 per cent, 16 per cent are strongly agree and just 4 per cent respondents are neutral with respect to the research statement "Road Shows enhances the knowledge of people about Organic Products and their uses".

Table 2.4 (A): Frequency Distribution

Responses	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Neutral	8	4.0	4.0	4.0
	Agree	160	80.0	80.0	84.0
	Strongly Agree	32	16.0	16.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data Survey

Table Number 2.4 (B) points to the affirmation of the hypothesis by majority of respondents (across various demographics categories) there being no significant difference found in respondent opinion (age wise, gender wise, marital status wise and education qualification wise) with respect to the research statement "Road Shows enhances the knowledge of people about Organic Products and their uses" but there is significant difference among respondents opinion on income wise and land area wise (p-value is less than 0.05) with regard to above hypothesis.

The value of adjusted R Squared is 99.2 per cent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.12) and S.D. (0.43) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across categories validate the null hypothesis "There is no significant difference in respondent opinion (across various demographics categories) regarding Road Shows enhances the knowledge of people about Organic Products and their uses."

Table 2.4 (B): Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	3406.927 ^a	14	243.35	1805.29	0.00
Age	.314	2	0.16	1.17	0.31
Gender	.014	1	0.01	0.11	0.75
Marital Status	.001	1	0.00	0.01	0.92
Education Qualification	.391	2	0.20	1.45	0.24
Income	5.521	4	1.38	10.24	0.00
Land Area	1.898	3	0.63	4.69	0.00
Error	25.073	186	0.14		
Total	3432.000	200			

a. R Squared = .993 (Adjusted R Squared = .992)

Source: Primary Data Survey

*Sig.: at 5% level

• TELEVISION INCREASES THE POSSIBILITY FOR POTENTIAL CUSTOMERS TO PURCHASE ORGANIC PRODUCTS

Table Number 2.5 (A) depicts that the majority respondents are agree with the statement that is 88 per cent and 12 per cent are strongly agree with respect to the research statement "Television increases the possibility for potential customers to purchase Organic Products".

Table 2.5 (A): Frequency Distribution

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	176	88.0	88.0	88.0
	Strongly Agree	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data Survey

Table 2.5 (B) points to the affirmation of the hypothesis by majority of respondents (across various demographics categories) there being no significant difference found in respondent opinion (gender wise, marital status wise and education qualification wise) with respect to the research statement "Television increases the possibility for potential customers to purchase Organic Products" but there is significant difference among respondents opinion on age wise, income wise and land area wise (p-value is less than 0.05) with regard to above hypothesis.

The value of adjusted R Squared is 99.5 per cent, which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.12) and S.D. (0.33) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across categories validate the null hypothesis "There is no significant difference in respondent opinion (across various demographics categories) regarding Television increases the possibility for potential customers to purchase Organic Products."

Table 2.5 (B): Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	3401.201 ^a	14	242.94	3053.37	0.00
Age	1.125	2	0.56	7.07	0.00
Gender	.017	1	0.02	0.22	0.64
Marital Status	.204	1	0.20	2.56	0.11
Education Qualification	.218	2	0.11	1.37	0.26
Income	1.901	4	0.48	5.97	0.00
Land Area	1.096	3	0.37	4.59	0.00
Error	14.799	186	0.08		
Total	3416.000	200			

a. R Squared = .996 (Adjusted R Squared = .995)

*Sig.: at 5% level

• INTERNET PROVIDES THE OPPORTUNITIES TO GROW THE MARKET SIZE OF ORGANIC PRODUCTS

Table Number 2.6 (A) depicts that the majority respondents are agree with the statement that is 62 per cent, 20 per cent are strongly agree, 16 per cent are neutral and merely 2 per cent are disagree with respect to the research statement "Internet provides the opportunities to grow the market size of Organic Products".

Table 4.2.9 (A): Frequency Distribution

Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	2.0	2.0	2.0
	Neutral	32	16.0	16.0	18.0
	Agree	124	62.0	62.0	80.0
	Strongly Agree	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Source: Primary Data Survey

Table Number 2.6 (B) points to the affirmation of the hypothesis (H_{18}) by majority of respondents (across various demographics categories) there being no significant difference found in respondent opinion (gender wise, marital status wise and education qualification wise) with respect to the research statement "Internet provides the opportunities to grow the market size of Organic Products" but there is significant difference among respondents opinion on age wise, income wise and land area wise (p-value is less than 0.05) with regard to above hypothesis.

Table 2.6 (B): Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	3219.953 ^a	14	230.00	628.67	0.00
Age	2.757	2	1.38	3.77	0.03
Gender	.174	1	0.17	0.48	0.49
Marital Status	.186	1	0.19	0.51	0.48
Education Qualification	1.748	2	0.87	2.39	0.10
Income	5.367	4	1.34	3.67	0.01
Land Area	7.000	3	2.33	6.38	0.00
Error	68.047	186	0.37		
Total	3288.000	200			

a. R Squared = .979 (Adjusted R Squared = .978)

*Sig.: at 5% level

The value of adjusted R Squared is 97.5 per cent which represents that percentage of variation explained by all variables. Additionally, taking into account the mean value (4.00) and S.D. (0.66) along with little statistical difference among respondent opinion it could be concluded that the majority of respondents across categories validate the null hypothesis "There is no significant difference in respondent opinion (across various demographics categories) regarding Internet provides the opportunities to grow the market size of Organic Products."

3. FINDINGS

1. Majority of the respondents (across various demographic categories) agree that Flyers on Road and Posters in Supermarkets/ Public Places enhance the awareness about Organic Products. The farmers (from different education qualification and married) are agree with the statement that flyers and posters for organic products enhance the awareness about organic products but on the other side farmers (from different age groups, gender, income and land area) have a different view that these efforts enhance the awareness but the customers are not willing to know about the organic products, they want the product available in the market at a genuine price range. Due to low demand, the farmers are afraid that their income will be low and to spend money on flyers and posters in the supermarkets is a useless part of marketing strategies and needs to cater on immediate basis.
2. Majority of the respondents (across various demographic categories) agree that Pamphlets/Advertisements in Newspaper offer various schemes over Organic Products. The farmers (from different age group, gender, married one, qualifications and land area) agree that Pamphlets and Advertisement in Newspaper offers schemes to customers for enhancing sales. But on the other hand, farmers (of different income group) feel that Pamphlets and Advertising for customers are not offering the customers more schemes as the other grocery providers' offer for their goods.
3. Majority of the respondents (across various demographic categories) agree that Road Shows enhance the knowledge of people about Organic Products and their uses. The farmers (from different age groups, gender, married and qualified) agree that road shows help to enhance the knowledge of people about the organic products and their uses but on the other side farmers (that have different income and land area) do not want to focus on the road shows and advertisement or giving pamphlets as the return after doing so is not profitable and practical for them to spend a large portion of their income to the advertisement. Due to geographical conditions, land areas are small and cost of an advertisement on Road Show is too high and usually ignored by the small farmers. However, this practice should be implemented by Government officials to raise awareness about organic products and their benefits can be enhanced. So Government officials need to cater such OTT platforms for better achievements of Government target and needy one also.
4. Majority of the respondents (across various demographic categories) agree that Television increases the possibility for potential customers to purchase Organic Products. The farmers from (different gender, marital status and education qualification) agree that the Television would help in attracting potential customers towards the organic farming products to purchase. On the contrary, Farmers (having different age, income and land area) think that television has less impact on customers to motivate them to purchase an organic good as the people or potential customers spend their screen time on mobile phones, internet, OTT platforms and other social media sites.
5. Majority of the respondents (across various demographic categories) agree that Internet provides the opportunities to grow the market size of Organic Products. Farmers (having different qualification, gender and marital status) agree with the research statement because internet provides farmer a wide reach and options for doing better farming and sell the output of farming. In different point of view of farmers (with different age group, income and land area) have view that, most of the farmers needs to learn about the operation of Internet in the field of organic farming, some sites/ vendors charge a particular fee for selling goods on their sites and it is also bother the farmer that do not have enough land to grow and sell the products online and fulfill the demand of the customers. Along with the above view, farmers don't have any awareness center in their reach who can guide them about optimum uses of internet and government policies.

4. CONCLUSION

In conclusion, the researcher concludes that all the variables (Flyers on Road and Posters in Supermarkets / Public Places enhance the awareness about Organic Products, Pamphlets/Advertisements in Newspaper offers various schemes over Organic Products, Road Shows enhances the knowledge of people about Organic Products and their uses, Television increases the possibility for potential customers to purchase Organic Products and Internet provides the opportunities to grow the market size of Organic Products) help in increasing the awareness of customers as well as the potential customers for getting proper information regarding organic products. These efforts surely help in increasing the sale of organic products but on the contrary the extra expense on all these will impact adversely on the income of farmers. The farmers also need to enhance their ability in using the internet, podcast premier and other informative tools that will impact the market demand and market size for the increment of sale of organic products in the Kumaun region.

CONFLICT OF INTERESTS

None.

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