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CASE STUDY

Case Study: Javik Gram - A Self-Sustainable Model of Agriculture

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ABSTRACT	Manuscript Info.
<p>Javik Gram is an exemplary model of self-sustainable agriculture rooted in the principles of organic farming. Located in the Banda district of Uttar Pradesh, this initiative is spearheaded by Rohit Shrivastava, an engineer who transitioned into sustainable farming. Born out of a desire to combat the detrimental effects of chemical-intensive farming, Rohit embarked on this journey to rejuvenate traditional agricultural practices while ensuring environmental sustainability and economic viability for farmers. Obtaining organic certification in India involves a comprehensive process that ensures the agricultural practices meet the standards for organic production. The process is regulated by the National Program for Organic Production (NPOP), under the Ministry of Commerce and Industry. Here are the detailed requirements and steps for farmers to get organic certification.</p>	<ul style="list-style-type: none"> ✓ ISSN No: 2584-184X ✓ Received: 25-05-2024 ✓ Accepted: 18-07-2024 ✓ Published: 09-08-2024 ✓ MRR:2(8):2024;01-03 ✓ ©2024, All Rights Reserved ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes
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KEYWORDS: Case Study, Sustainable, Organic, Entrepreneurship, Farming

1. Understanding Organic Standards

Farmers need to familiarize themselves with the standards and guidelines set by the NPOP. These standards cover various aspects of organic farming, including:

- Soil management
- Crop production
- Pest, disease, and weed management
- Harvesting
- Storage and handling
- Livestock management (if applicable)
- Processing and packaging (if applicable)

2. Choosing a Certification Body

Farmers must select an accredited certification body (CB) recognized by the NPOP. These bodies are responsible for inspecting and certifying farms as organic.

3. Application Submission

Farmers need to submit an application to the chosen certification body. The application should include:

Details about the farm (location, size, crops grown, etc.)

- A farm map showing fields, boundaries, and adjoining land use
- Farming practices and inputs used
- A conversion plan for transitioning to organic farming (if applicable)

4. Conversion Period

A farm must undergo a conversion period before it can be certified organic. This period typically lasts:

- Two years for annual crops
- Three years for perennial crops

- During the conversion period, farmers must follow organic practices, and no synthetic chemicals or prohibited substances should be used.

5. Record Keeping

Farmers are required to maintain detailed records of their farming practices. These records should include:

- Input purchase records (seeds, fertilizers, etc.)
- Crop production and management practices
- Pest and disease management practices
- Harvest and post-harvest handling
- Sales records

6. Inspection

The certification body will conduct an on-site inspection to verify compliance with organic standards. The inspection includes:

- Field visits and observation of farming practices
- Interviews with farmers and farm workers
- Review of records and documentation
- Soil and water testing (if necessary)

7. Compliance with Standards

Farmers must ensure that their practices comply with the NPOP standards. Key requirements include:

- Use of organic seeds and planting materials
- Soil fertility management through organic means (e.g., composting, green manure)
- Prohibition of synthetic pesticides, herbicides, and fertilizers
- Integrated pest management (IPM) practices
- Use of organic feed and healthcare for livestock (if applicable)
- Buffer zones to prevent contamination from neighboring non-organic farms

8. Certification Decision

Based on the inspection report, the certification body will make a decision. If the farm meets all the requirements, the certification body will issue an organic certificate.

9. Annual Inspections

Organic certification is not a one-time process. Farmers must undergo annual inspections to ensure continued compliance with organic standards.

10. Labeling and Marketing

Once certified, farmers can label their products as organic. They must use the India Organic logo on their products and adhere to labeling guidelines provided by the NPOP.

11. Fees

Farmers are required to pay fees for certification, which include:

- Application fee

- Inspection fee
- Certification fee
- Annual renewal fee
- Additional Considerations
- Group Certification: Small farmers can form a group and get certified collectively, which can reduce the cost and complexity of the certification process.
- Government Schemes: Farmers can explore various government schemes and subsidies available for promoting organic farming and supporting certification costs.

By following these steps and meeting the requirements, farmers in India can obtain organic certification and market their produce as organic, potentially gaining access to premium markets and enhancing their income.

Dilemma

Rohit Shrivastava faces a critical dilemma as he scales Javik Gram. While the initiative has shown significant success locally, expanding its principles and practices to a broader audience poses several challenges. These include maintaining the purity of organic practices amidst increasing demand, ensuring consistent quality across larger plots, and navigating the financial constraints that come with organic certification and sustainable farming infrastructure. Furthermore, he needs to address the skepticism from conventional farmers and stakeholders who are accustomed to chemical farming.

THE CASE

Rohit Shrivastava, after completing his engineering degree, observed the widespread issues plaguing modern agriculture—soil degradation, decreased biodiversity, and health hazards due to pesticide use. Motivated by a holistic approach to farming, he returned to his ancestral land in Orai and initiated Javik Gram.

Implementation:

Organic Farming Practices:

1. Rohit implemented organic farming techniques, including crop rotation, green manure, compost, and biological pest control. He avoided synthetic fertilizers and pesticides, focusing instead on enriching the soil through natural means.

Community Involvement:

2. He engaged local farmers, conducting workshops and training sessions on the benefits and methods of organic farming. By fostering a cooperative model, he encouraged shared resources and collective problem-solving.

Technological Integration:

3. Leveraging his engineering background, Rohit integrated modern technology with traditional practices. He used data analytics to optimize water usage and implemented solar-powered irrigation systems, reducing dependency on non-renewable resources.

Economic Model:

4. To ensure economic sustainability, Rohit developed a direct-to-consumer model, bypassing middlemen.

This ensured fair prices for farmers and fresh, affordable produce for consumers. Additionally, he created value-added products like organic fertilizers and biopesticides, generating additional revenue streams.

Data Source

The data for this case study is derived from:

- Interviews with Rohit Shrivastava and local farmers involved in Javik Gram.
- Agricultural reports and performance metrics from the Orai district agricultural office.
- Field observations and environmental impact assessments conducted by independent researchers.
- Financial statements and market analysis reports from Javik Gram's direct-to-consumer business model.

Case Questions

1. Sustainability and Scale:

- How can Javik Gram scale its operations without compromising on the core principles of organic farming?
- What strategies can be implemented to maintain the quality and consistency of produce across larger plots of land?

2. Economic Viability:

- What financial models can support the expansion of Javik Gram while ensuring fair compensation for farmers?
- How can Javik Gram attract investment without sacrificing its sustainable and organic ethos?

3. Community Engagement:

- What measures can be taken to increase adoption of organic farming practices among skeptical farmers?
- How can community involvement be deepened to ensure long-term commitment to sustainable practices?

4. Technological Integration:

- What role can technology play in enhancing the efficiency and output of organic farming in Javik Gram?
- How can Rohit balance the use of modern technology with traditional farming methods to preserve the authenticity of organic farming?

5. Market Expansion:

- How can Javik Gram expand its market reach while educating consumers on the benefits of organic produce?
- What marketing strategies can be employed to differentiate Javik Gram's products in a competitive market?

Javik Gram stands as a beacon of sustainable agriculture, blending traditional wisdom with modern technology under the visionary leadership of Rohit Shrivastava. The path forward involves addressing scalability, maintaining economic viability, fostering community engagement, integrating technology, and expanding market reach. By tackling these challenges, Javik Gram can not only sustain but also inspire a broader transformation in the agricultural landscape.

CONCLUSION

Javik Gram stands as a beacon of sustainable agriculture, blending traditional wisdom with modern technology under the visionary leadership of Rohit Shrivastava. The path forward involves addressing scalability, maintaining economic viability, fostering community engagement, integrating technology, and expanding market reach. By tackling these challenges, Javik Gram can not only sustain but also inspire a broader transformation in the agricultural landscape.

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