

## **Study of Marketing Options and Structures Available for Organic Products for Nongovernmental Organizations in India**

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### **Abstract**

*The Centre for Indian Knowledge Systems (CIKS) is an NGO working toward enhancing the livelihood security of small and marginal farmers through organic farming in India. CIKS has been exploring various avenues and methods to establish a marketing model for organic products through a study. The purpose of this study was to understand different forms of enterprises that an NGO in India can choose to promote and operate the commercial activity of marketing organic products and, at the same time, safeguard the farmer's interest. Five enterprises having different structures were studied. It was concluded that if the enterprise model carried out as a society is proven viable, it would not be difficult to attract mutual fund investors, particularly those keen on supporting rural enterprises. After the initial phase, when the enterprise operations have stabilized and matured, the enterprise can be converted into a suitable form as a producer, a public or private limited company, depending on the interest of the stakeholders. The results and analysis of this study provide insights into other development organizations involved in organic cultivation and marketing.*

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