



Embracing Conscious Living Through Organic Farming And Handmade Sustainable Products At Greenvision Eco Organics

Latha A.

Navik Organic Products, Navik Organic Farms, Viswanatham, Sivakasi, Tamil Nadu, India

Abstract

This paper presents the sustainable practices adopted at Navik Organic Products, operating under the brand Greenvision Eco Organics in Tamil Nadu, India. It explores the production and use of organic soil inputs such as vermicompost, vermiwash (Vermijal), liquid bio-manure (Ghomantra), and potting mix. It also covers the development of handmade wellness products, water conservation techniques, biodiversity outcomes, social impact, and e-commerce marketing strategies. Findings suggest that holistic models like this can promote conscious living, empower rural communities, and deliver measurable sustainability outcomes.

Keywords: *Organic Farming, Sustainability, Handmade Products, Water Conservation, Biodiversity*

Introduction

Greenvision Eco Organics, under the parent business Navik Organic Products, is a model for sustainable agriculture and ecological entrepreneurship based in Viswanatham, Sivakasi. The initiative integrates traditional Indian organic farming wisdom with contemporary eco-conscious strategies. The farm functions as a closed-loop system using certified organic manures, eco packaging, and zero-waste production. This paper introduces the unique model of Greenvision Eco Organics, emphasizing soil health, handmade product lines, biodiversity conservation, and community development.

Objectives

1. To document the impact of Navik

Organic's core soil enhancers — organic vermicompost, vermiwash (Vermijal), liquid bio-manure (Ghomantra), and potting mix.

2. To assess the environmental and economic potential of handmade cold processed soap bars, shampoo bars, lip balms, lotion bars, mosquito repellents, and pain balms.
3. To analyze the water-saving strategies and biodiversity restoration through organic techniques.
4. To highlight employment creation for local women through artisanal production.
5. To study the marketing of certified, FSSAI-approved food products and their reach via digital platforms and eco

expos.

Methodology

This qualitative case study was developed using field data from Navik Organic Farms, including observations, interviews with women artisans, sustainability tracking, and biodiversity impact monitoring. Product distribution data were collected from online platforms like Amazon, Flipkart, Agri Begri, Orgall, and www.greenvisionecoorganics.com. Visual documentation of soil treatment, irrigation patterns, and farm biodiversity were used to validate sustainable outcomes. Inputs were benchmarked with APEDA, INDOCERT, SGS, and FSSAI certification standards.

Findings

Navik Organic Products has emerged as a leader in farm-based sustainability.

1. Vermicompost accounts for 40% of production and is a major contributor to soil enrichment and microbial revival.
2. Liquid bio-fertilizers (Ghomantra and Vermijal) are used via fertigation to minimize wastage and improve nutrient absorption.
3. A unique potting soil mix supports urban gardening needs.

Water conservation efforts include:

1. Drip irrigation systems
2. Rainwater recharge pits
3. Dried coconut husk mulching

These have reduced water consumption by over 35% annually.

Biodiversity on the farm has flourished due to theproprogressjournals.com

cow-based composting, native species cultivation, and ethical livestock integration.

Product-wise contribution (supported by pie chart visuals):

1. Handmade cold processed soap bars and shampoo bars
2. Coconut oil-based products including lip balms, pain balms, and lotion bars
3. Eco-friendly mosquito repellents
4. Certified organic food items: FSSAI-approved stone and wood-pressed coconut oil, herbal powders (moringa, hibiscus, neem, tulsi)

All soaps and wellness products are handmade and employ local women, offering livelihood opportunities and promoting traditional skills.

Eco Market & Marketing Reach:

A weekly eco market at the farm enables local access to fresh organic produce and awareness campaigns. The brand is present in eco stores, expos, and e-commerce platforms. Each product features certified organic labels (INDOCERT, SGS) and is barcoded (Datakart, Govt. of India) for transparency.

Conclusions

Greenvision Eco Organics represents a successful convergence of traditional agriculture, sustainability, and conscious commerce. The farm's organic soil inputs reduce dependency on synthetic chemicals, while handmade products deliver eco wellness alternatives to mainstream cosmetics. Water efficiency and biodiversity gains are complemented by women's empowerment and eco-literacy efforts. The integration of e-commerce platforms ensures that ethical,

FSSAI-certified organic products reach wider markets. This model is scalable and replicable, especially in semi-urban and rural settings.

References

1. APEDA. (2023). Agricultural and Processed Food Products Export Development Authority. Retrieved from <https://apeda.gov.in>
2. FSSAI. (2023). Food Safety and Standards Authority of India. Retrieved from <https://www.fssai.gov.in>
3. INDOCERT. (2023). Organic Certification Guidelines. Retrieved from <https://www.indocert.org>
4. SGS India. (2023). Product Certification Services. Retrieved from <https://www.sgsgroup.in>
5. The Progress Journals. (2024). Submission Guidelines. Retrieved from <https://theprogressjournals.com>