

# **A Study on Organic Farming Enterprises and Green Business Model in Rural Area Tirunelveli City**

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**Abstract:** *Green business models, which integrate environmental and social considerations into entrepreneurship, play a crucial role in supporting this transformation. This study, titled “A Study on Organic Farming Enterprises and Green Business Model in Rural Area, Tirunelveli City, to examine the development, challenges, and prospects of organic farming enterprises in Tirunelveli’s rural areas. The research focuses on understanding how farmers adopt organic practices, the role of green business models in promoting sustainability, and the economic and environmental impacts of these initiatives. Data for the study were collected from local organic farmers, entrepreneurs, and agricultural officers through structured questionnaires and interviews. The findings reveal that organic farming enterprises in Tirunelveli are gradually expanding due to increased consumer awareness of health and environmental concerns. However, farmers face major challenges such as high certification costs, limited access to organic inputs, lack of government support, and inadequate marketing facilities. Despite these constraints, organic farming has shown positive effects on soil fertility, biodiversity, and long-term sustainability. The study also identifies that implementing green business models—such as eco-labeling, local value chains, waste reduction, and renewable energy use—can enhance the profitability and competitiveness of these enterprises. Furthermore, the research highlights that community participation, training programs, and government incentives play crucial roles in strengthening organic enterprises. The study concludes that promoting organic farming through integrated green business strategies can contribute significantly to rural economic development and environmental conservation in Tirunelveli. It recommends policy interventions, financial support, and awareness campaigns to create a more sustainable and inclusive agricultural ecosystem.*

**Keywords:** Organic farming, Green business model, Sustainability, Rural development, Tirunelveli, Environmental conservation

