

Unlocking Business Opportunities for Moringa Leaf Products

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Abstract:

Over the past few years, growing knowledge of moringa leaf products' nutritional value and medicinal properties has driven tremendous expansion in the national and worldwide industry. Known locally as the "Miracle tree," Moringa is a highly prized resource because of its varied nutrient profile and tolerance to diverse environments. This study looks at entrepreneurial prospects in moringa leaf products to create sustainable businesses. It examines the production techniques required to keep Moringa products' natural quality, nutritional worth, and medicinal properties. Furthermore, this study investigates consumer market potential, preferences influencing demand, marketing approaches for market entrance, and product differentiation. Finally, this study emphasizes the entrepreneurial opportunities, market demand, nutritional value, and environment-friendly agriculture practices connected with Moringa. By highlighting these elements, businesses can help to promote health and wellness and stimulate economic development in a competitive market environment.

Keywords: Moringa leaf products, Sustainable business, nutrition, Sustainable Agriculture

Introduction:

The global health and wellness industry has witnessed significant growth over the

past few years, driven by increasing awareness of the benefits of natural and organic products. Among the numerous

natural resources gaining attention, *Moringa oleifera*, commonly referred to as the "Miracle tree," has emerged as an exceptional quality due to its wide range of nutritional value and medicinal properties. In old age, 'Moringa' has long been recognized in traditional medicine for its wide range of health benefits. However, recent scientific research has further updated these claims, leading Moringa into the spotlight on a global scale.

Moringa is an adaptable plant that thrives in diverse environmental conditions, making it able to withstand crops in regions prone to harsh climates. Its adaptability, adjusted with its rich nutrient profile—comprising essential vitamins, minerals, and antioxidants—has made Moringa a highly sought-after commodity in both developed and developing nations. The leaves, in particular, are packed with nutrients, including significant Vitamin A, Vitamin C, calcium, potassium, and protein levels, making them a powerful dietary supplement. Besides, the bioactive compounds found in Moringa leaves have been linked to a variety of health benefits, such as anti-inflammatory, anti-diabetic, and anti-cancer properties, which further enhance their appeal in the nutraceutical and pharmaceutical industries. (T. Arumugam, E. Allirani, & V. Premalakshmi, 19 May 2023)

The Moringa leaves products demand is rising day by day and a unique opportunity for entrepreneurs to avail of this trend.

However, entering the Moringa market requires more than just recognizing its potential. It demands a comprehensive understanding of the production processes that preserve the natural quality, nutritional value, and medicinal properties of Moringa products. Proper cultivation techniques, including organic farming practices, are essential to maintain the integrity of the leaves and ensure that the final product meets consumer expectations. Additionally, post-harvest processing methods, such as drying and packaging, play a crucial role in retaining the potency of Moringa's nutrients. (T. Arumugam, E. Allirani, & V. Premalakshmi, 19 May 2023)

In a contemporary era, one of the key challenges in the Moringa industry is ensuring that the products meet high standards of quality while also being sustainable. Entrepreneurs must adopt environmentally friendly agricultural practices to cultivate Moringa in a way that is not only profitable but also beneficial for the ecosystem which can check and balance between business and environment. Sustainable farming practices, such as crop rotation, organic fertilization, and water conservation, can help maintain soil health and reduce the environmental impact of Moringa cultivation. (Ifeanyichukwu, Okoye, Ameh, & Okoro, 25-01-2023)

As per the production, understanding the consumer market is critical for the success

of the Moringa-based venture. As consumer preferences continue for health consciousness, there is a growing demand for products that not only offer health benefits but are also convenient and easy to integrate into daily routines. This has led to the development of a wide range of Moringa products, including powders, capsules, teas, tablets, and oil. Entrepreneurs must adapt to these market trends and preferences to effectively position their products and meet the needs of their target audience.

Marketing strategies play a pivotal role in the successful commercialization of Moringa products. Entrepreneurs must craft compelling narratives that highlight the unique selling points of Moringa, such as its high nutritional content, health benefits, and sustainability. Leveraging digital marketing tools, social media platforms, and influencer partnerships can amplify the reach of Moringa products and attract a broader consumer base. Additionally, product differentiation is crucial in a competitive market environment. Businesses must explore innovative ways to set their Moringa products apart, whether through unique formulations, packaging, or branding strategies. (Putri, Rosidah, Amelia, & Feriska, 2024)

The potential for economic development through the cultivation and commercialization of Moringa is immense. By tapping into the growing demand for

natural health products, entrepreneurs can create sustainable businesses that not only generate profits but also contribute to the well-being of consumers and the preservation of the environment. Furthermore, the expansion of the Moringa industry can stimulate local economies, particularly in rural areas where Moringa cultivation can provide livelihoods for small-scale farmers and contribute to poverty alleviation. (Putri, Rosidah, Amelia, & Feriska, 2024)

It is sensible to conclude that the Moringa industry presents a promising opportunity for entrepreneurs willing to invest in sustainable practices, understand market dynamics, and innovate in product development and marketing. By focusing on Moringa's nutritional value, medicinal properties, and environmental benefits, businesses can not only succeed in a competitive market but also play a crucial role in promoting health, wellness, and economic development on a domestic and global scale

General Objective

The general objective of this article is to explore the entrepreneurial opportunities associated with Moringa leaf products by analyzing their nutritional value, medicinal properties, and sustainable production techniques. The study aims to identify the market potential, consumer preferences driving demand, and effective marketing strategies for successful market entry and product differentiation. By focusing on the

economic and health benefits of Moringa, this article seeks to guide businesses in promoting wellness and developing economic growth through environmentally friendly agricultural practices in a competitive global market.

Specific Objectives

1. To analyze the nutritional value and medicinal properties of Moringa leaf products.
2. To identify and assess the production techniques that preserve the natural quality of Moringa products.
3. To evaluate the market potential and consumer preferences driving the demand for Moringa leaf products, in both national and global markets.
4. To develop the recommended effective marketing strategies for successful market entry and product differentiation in the competitive Moringa industry.
5. To explore the role of environment-friendly agriculture practices in creating sustainable business

Literature Review

The Moringa plant has a place with the Moringaceae family and is the most popular of the local Moringa oleifera class. For quite a long time, it has been utilized as an arrangement of Ayurvedic and Unani

medication and has a large number of wholesome and bioactive mixtures, including proteins, fundamental amino acids, starches, lipids, fiber, nutrients, minerals, phenolic compounds, phytosterols, and others. These qualities permit it to have pharmacological properties, including against diabetic, mitigating, anti-carcinogenic, cell reinforcement, cardio-protective, antimicrobial, and hepatoprotective properties. Moringa oleifera is perceived as a brilliant wellspring of phytochemicals, with expected applications in practical and restorative food arrangements because of its nourishing and therapeutic properties (Milla, Peñalver, & Nieto, 6 February 2021). Similarly, it is also true that a large number of rural people take Moringa leaf when they are in any physical disorder like muscle pain, inflammation, vitamin deficiency, anti-bacterial and gaining energy busting, and many other valuable footprint for a human being.

In this review, Moringa leaves were handled in two stages (1) drying and (2) crushing. In the first step, the leaves were dried using a variety of drying methods, including conventional, laboratory, and advanced ones, to ensure the best possible colour quality and maximum preservation of nutrients. In the second step, leaves were grounded using three different grinding mills—hammer, dry, and cutter—to investigate the impact of the grinding mechanism on the powder's flowability in conjunction with particle size and moisture

content. The flowability was estimated utilizing ordinary and high-level techniques including Carr Record and Union File. The best conditions for Moringa leaves to get the most nutrients and keep their colour was found to be oven drying at 50 °C. (Ali, Yusof, Chin, & Ibrahim, 2017). In my close observation, commercially advanced techniques are more viable than conventional functions. Maintaining 100 % organic and natural colour and proper moisturizing solar dryer and grinding for incomparable which can fulfil customers benefits along with the profitable business.

Moringa oleifera at the same time addresses well-being, health, and financial goals in Malawi. In towns and cities, including Lilongwe, Moringa products like oil, seeds, and powder are readily available. Buyers can buy these Moringa items from a scope of sources, including nearby business sectors, stores, and drug stores. Notwithstanding, there remains a deficiency of examination that digs into the degree of Moringa item use inside Malawi. This study utilized the quantitative exploration way to deal with and extensively evaluate the mindfulness, utilization decision and buy aims (readiness to pay), and impression of Moringa items among the nearby populace of Lilongwe. According to the study, customers' purchasing decisions are influenced by health, accessibility, and broader societal contexts, such as family influence and pricing. (Agyei & Kwaku ,

2023). The authors described it in the context of the Cambodian environment, but the Indian customer's preferences are quite different from Cambodia's; Indian customers trend for online marketing rather than physical shops with convenient pricing.

Suppliers who can comply with EU regulations and who are willing to do so do have access to opportunities in the European market. Notwithstanding, entering the EU market for a few non-industrial nations like Bangladesh is by all accounts implausible at the hour of composing. Right off the bat, mindfulness around the dietary benefits and market capability of Moringa items should be raised so ranchers and families start to boost the profits of Moringa trees. Second, a thorough cost-benefit analysis of a Moringa production company ought to be carried out. Thirdly, forthcoming providers need to get to know the guidelines and norms required while focusing on the product market. This additionally implies that providers ought to lay out and support exchanging associations with EU shippers or even mediators since the volume provided is probably going to be restricted by European terms. (Gonzalez & Maden, 2015). Respected authors would like to implement their marketing strategy in the context of the EU market due to a developed but Indian context the present would like to Implement 4A's strategic

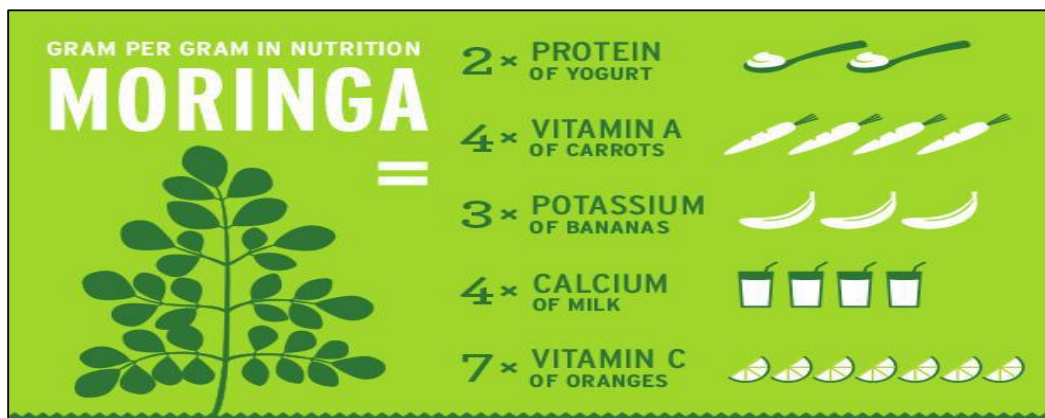
model, which our customers can prefer for their convenient products.

Methodology

Data Collection: Primary Data was collected from Bhubaneswar City Damana Square and KIIT Square to consumers of different offices and markets in Odisha and

secondary data was collected from different websites. Convenient sampling method was adopted and a total of 95 respondents contacted as the final sample size. Questionnaires and a face-to-face interview were the method of data collection.

Nutritional value and Medicinal properties of Moringa leaf products



Moringa as the wide variety of 'wonder trees,' is honoured for its remarkable diversified benefits and remedial herbs. The leafage of this factory is consumed in multiple formats, including fresh leaves, powder form, capsules, tablets, and oil. Below is an in-depth evaluation of the nutritive worth of Moringa products, expressing various dimensional herbal properties.

Macronutrients: Moringa leaves are an exceptionally varied source of protein, comprising around (25- 30%) of their dry weight. This characteristic positions them as an outstanding factory-grounded protein option, particularly beneficial for

individualities following submissive and vegan diets. Roughly (38-40%) of the dry weight of Moringa leaves is attributed to carbohydrates. The bulk of these carbohydrates come from fibre, which is pivotal for maintaining good digestive health. Moringa leaves are low in fat, contributing about (5- 6%) of their dry weight. (Ni Luh Putu Putri, Semariyani, & Sudiarta, 2023-01-28)

Micronutrients: Moringa leaves are extremely rich in Vitamin A, with about (15- 20%) of the daily recommended input per gram of dry powder. This vitamin is essential for eye side, vulnerable function, and skin health. Moringa leaves contain

around (17- 20%) Vitamin C by weight, which plays a pivotal part in boosting immunity, skin health, and crack mending. Vitamin E is present in lower quantities, Vitamin E constitutes about (2- 3%) of the leaves' content, contributing to the antioxidant defence and skin health. Moringa is a good source of several B vitamins, including B6(about (5- 7%), B2(Riboflavin(3- 5%), and Folate(2- 4%). These vitamins are vital for energy metabolism and brain health. (-Willard1, Espinoza2, Yang, Engelskirchen, & Feenstra5, Fall 2020)

Minerals and calcium: Moringa leaves are a rich source of calcium, contributing about 15- 18 of their dry weight. This is significant for bone health and muscle function. Iron is present in sufficient amounts, about (12- 15%), making Moringa an excellent natural remedy for anaemia. Moringa leaves contain around (5- 6%) magnesium, essential for pivotal function and muscle relaxation. Potassium constitutes about 8- 10 of the leaves' content, which is vital for heart health and electrolyte balance. Zinc is present at about (1- 2%), supporting vulnerable function and crack mending.

Medicinal Properties of Moringa Leaf Products:

Moringa leaves have been traditionally used in colourful societies for their medicinal values, which are now supported by scientific exploration. Below is a detailed analysis of the medicinal

parcels of Moringa splint products, presented in percentage-wise terms.

Anti-inflammatory: Isothiocyanates, flavonoids, and phenolic acids are present in Moringa powder which is about (10- 15%) primarily constitute along with anti-inflammatory properties. These composites inhibit the exertion of seditious enzymes and cytokines, making Moringa useful in managing habitual seditious conditions like arthritis and asthma.

Moringa leaves have strong anti-inflammatory parcels, primarily due to the presence of, which constitute about (10- 15%) of the splint content.

Antioxidant: The antioxidant of Moringa leaves is attributed to its high situations of Vitamin C, Vitamin E, flavonoids, and phenolic acids, inclusively making up around (15- 20%) of the splint content. These antioxidants neutralize free revolutionaries, reducing the threat of habitual conditions similar to heart complaints, cancer, and neurodegenerative diseases.

Antidiabetic: Blood Sugar Regulation Moringa leaves are known to have antidiabetic goods, with composites similar to chlorogenic acid and isothiocyanates making up about (5-7%) of the leaves. These composites help reduce blood sugar situations by enhancing insulin perceptivity and decelerating the immersion of glucose in the bowel.

Cardiovascular Health:

Cholesterol-Bringing down: Moringa leaves can bring down cholesterol circumstances, because of the presence of beta-sitosterol, a phytosterol that makes up around (2-3%) of the brace content. This decreases the danger of atherosclerosis and other cardiovascular circumstances.

Pulse Guideline: The potassium content in Moringa leaves, which comprises around (8-10%), alongside isothiocyanates, manages circulatory strain by loosening up veins and decreasing the danger of hypertension.

Antifungal: Moringa leaves' antifungal packages are credited to their saponin and flavonoid content, which comprise around (2-3%) of the leaves. These composites repress the development of pathogenic growths, like Candida species.

Immune-Boosting: Immune Modulation Moringa leaves are known to boost the vulnerable system, primarily due to their high Vitamin C content (17- 20%), zinc (1-2%), and other phytochemicals. These nutrients enhance the body's capability to fight infections and support overall vulnerable health.

Liver Security: Hepatoprotective Merchandise Moringa leaves have hepatoprotective bundles, ascribed to their high cell reinforcement content (15-20%), which helps cover the liver from harm brought about by toxins, drugs, and oxidative pressure.

Neuroprotective packages: The neuroprotective merchandise of Moringa is connected to its high happiness of cell reinforcements (15-20%) and B nutrients(5-7%), which support mental capability and safeguard against neurodegenerative circumstances like Alzheimer's.

Anticancer packages: Disease Counteraction Moringa leaves are accepted to have anticancer properties because of the presence of bioactive composites like quercetin and kaempferol (5-7%). These composites help the expansion of disease cells and may decrease the danger of bright sorts of malignant growth, including bone and colon malignant growth.

It is logical to conclude that Moringa products are nutritionally rich and offer colourful medicinal benefits. Their rich content of proteins, vitamins, minerals, and antioxidants makes them a precious supplement. also, their medicinal value, including anti-inflammatory, anti-diabetic, cardiovascular, antimicrobial, and vulnerable-boosting goods, make Moringa leaves a potent natural remedy for colourful health conditions. Regular consumption of Moringa splint products can significantly contribute to overall health and heartiness, making them a largely recommended addition to the diet.

The production techniques that preserve the natural quality, nutritional content, and medicinal benefits of Moringa products:

At the very beginning of processing Moringa leaf products, preserving their natural quality, nutritional content, and medicinal benefits is critical. Various production techniques can influence these factors, and choosing the right methods can help maintain the potency of Moringa products. Below is an analysis of the production techniques that are most effective in preserving these qualities:

Harvesting Techniques

Timing of Harvest: The nutritional content of Moringa leaves can vary depending on when they are harvested. Harvesting the leaves in the early morning or late afternoon is generally recommended when nutrient levels, particularly vitamins and phytochemicals are at their peak. Harvesting during the early stages of plant growth also tends to yield leaves with higher concentrations of beneficial compounds.

Method of Harvesting: Gentle harvesting methods, such as hand-picking or using sharp tools, minimize damage to the leaves and reduce the risk of nutrient loss. Avoiding excessive handling and bruising of the leaves is essential to preserving their natural quality.

Drying Techniques

Shade Drying: Shade drying is one of the most effective techniques for preserving the nutritional content and medicinal properties of Moringa leaves. By drying the leaves in a shaded area with good airflow, the risk of nutrient degradation, particularly of heat-sensitive vitamins like Vitamin C and B- vitamins, is minimised. This method helps retain the green colour, flavour, and bioactive compounds.

Solar Drying: Solar drying, which uses solar energy in a controlled environment, can be an efficient and eco-friendly alternative to traditional drying methods. It helps maintain the nutritional value by controlling the temperature and humidity, preventing excessive heat exposure that could degrade the vitamins and antioxidants.

Processing Techniques

Powdering: Moringa leaves are often processed into powder form for easier consumption and longer shelf life. To preserve the nutritional and medicinal qualities, the leaves should be ground at low temperatures using techniques such as cryogenic grinding. This method reduces heat generation during grinding, which can otherwise lead to the loss of essential oils, vitamins, and other bioactive compounds.

Freeze-Drying: Freeze-drying is an advanced technique that involves freezing the Moringa leaves and then removing the moisture through sublimation. This

method effectively preserves the nutritional content, including vitamins, minerals, and phytochemicals, as it prevents the heat-related degradation of sensitive compounds. Freeze-dried Moringa products typically retain more of their original flavour, colour, and medicinal properties.

Spray Drying: Spray drying is another technique used for Moringa leaf processing, especially when producing extracts. It involves spraying a liquid extract into a hot air chamber, where it dries instantly into a powder. While this method is efficient, it may lead to some loss of heat-sensitive nutrients. Therefore, it is crucial to control the temperature and drying time to minimize nutrient degradation.

Storage Techniques

Vacuum Packaging: Once processed, Moringa products should be stored in vacuum-sealed containers to reduce exposure to oxygen, which can lead to oxidation and nutrient loss. Vacuum packaging also helps prevent moisture absorption, which can degrade the quality of the product over time.

Refrigeration and Freezing: To extend shelf life and preserve the nutritional and medicinal qualities, storing Moringa products in a cool, dark place is recommended. Refrigeration or freezing can be particularly effective for powdered or fresh Moringa leaves, as it slows down

the degradation of vitamins and antioxidants.

It is logical to conclude that the preservation of the natural quality, nutritional content, and medicinal benefits of Moringa products depends heavily on the choice of production techniques. From harvesting to processing and storage, each step plays a pivotal footprint in maintaining the potency of Moringa. Techniques such as shade drying, freeze-drying, and cold-press extraction are particularly effective in preserving the valuable nutrients and bioactive compounds found in Moringa leaves. By utilizing these methods, producers can ensure that Moringa products retain their full range of health benefits, making them a powerful tool for nutrition and wellness.

Market potential and consumer preferences driving the demand for Moringa Leaf products, both nationally and globally

Moringa, particularly its leaves, has gained increasing global attention due to its exceptional nutritional value and health benefits. Rich in vitamins, minerals, antioxidants, and essential amino acids, Moringa leaves are used in various forms powder, capsules, teas, and oil making them popular in health supplements, food products, and skincare. Understanding the market potential and consumer preferences that drive demand for Moringa leaf products nationally and globally. There are some issues involved with it;

First of all, the global market for Moringa products, including Moringa leaves, has seen steady growth, largely driven by the rising health and wellness trends. As consumers become more health-conscious, they are seeking natural and plant-based alternatives to improve their diets and overall well-being. Moringa leaf products fit perfectly into this trend due to their nutritional richness and medicinal properties.

Secondly, regionally such as North America, Europe, and Asia-Pacific are

showing significant growth in demand for Moringa leaf products. North America, particularly the United States, is one of the largest markets, where Moringa is marketed as a superfood. Europe, focusing on organic and sustainably sourced products, has also welcomed Moringa, particularly in the organic and vegetarian profile. In Asia-Pacific, countries like India and the Philippines are not only producers but also consumers of Moringa, with a long history of its use in traditional medicine.

Figure: 1



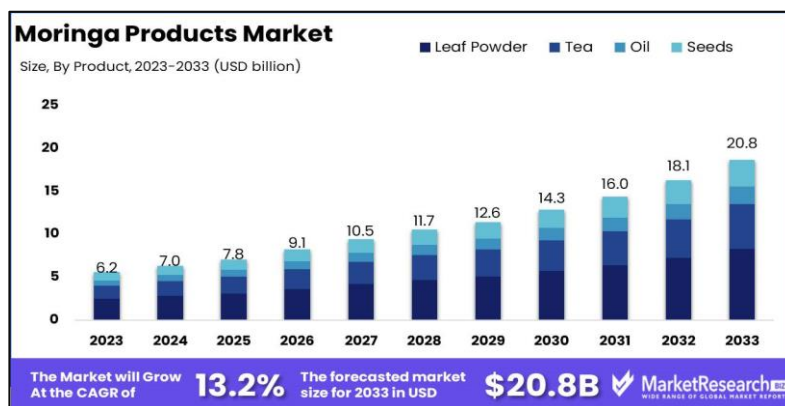
Interpretation: The above data described the global market value of Moringa products in 2021 was about USD 5.6 billion and is expected to reach around USD 10.4 billion by 2030 which

experienced a wide range of annual growth rate(CAGR) of 8% from 2022 to 2030.

(Sirsat, October 29, 2022)

Indian domestic market of Moringa leaves products

Figure: 2



Interpretation: The market value of Moringa products in 2023 was \$6.2 billion. It is currently growing steadily and is expected to reach approximately \$20.8 billion in 2033, with an annual growth of 13.2% during the forecast period from 2024 to 2033. (Moringa Products Market By Product , July 2024 • Report Code: 9967)

(Source:

<https://marketresearch.biz/report/moringa-products-mark>)

Marketing Strategies for successful market entry and product differentiation in the competitive Moringa industry

According to the marketing environment at Bhubaneswar, a successful entry into the competitive Moringa industry and its different types of a product, companies can follow the 4As strategic model (Acceptability, Affordability, Accessibility, and Awareness) to craft effective marketing which is as follows;

Acceptability: At present Moringa product is a highly valued health supplement, emphasizing its unique benefits like high nutrient content, anti-inflammatory properties, and so on. For developing different product lines (powders, capsules, tablets, oil, teas) to create various consumer demands and dietary needs, ensuring a customized to customer expectations.

Affordability: In the present pricing strategies appeal to different age group segments. For instance, 50-60 plus and 40-50 years customer-driven premium organic Moringa could target health-conscious consumers willing to pay more, while affordable entry-level options can attract budget-conscious buyers. Wide variety of brands in the Moringa market, 100gm powder prices more or less Rs.150 but it can be promoted for not more than Rs.130 MRP as a new player. For long-term effective customer affordability, subscription models or discounts for bulk

purchases can also be made to increase and sustain. (Ni Luh Putu Putri, Semariyani, & Sudiarta, 2023-01-28)

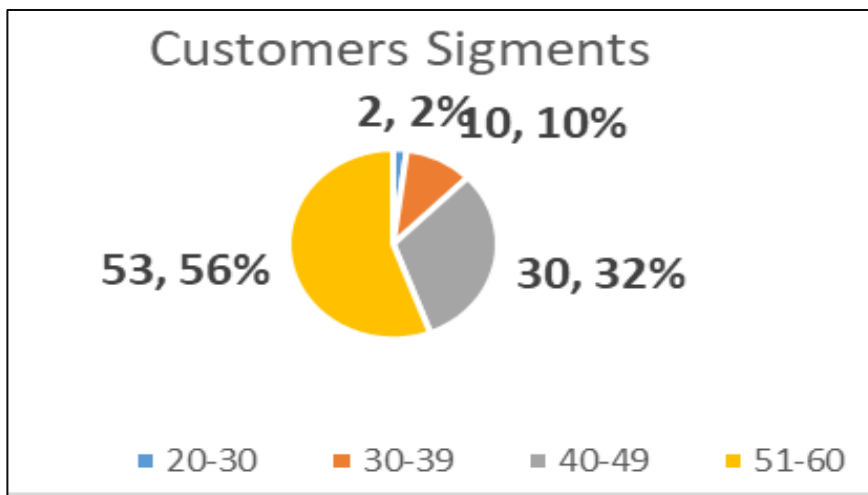
Accessibility: Through maintaining widespread availability of products across both online and offline channels. Partner with health stores, supermarkets, pharmacy and health stores, independent small groceries, online retailing, and e-commerce platforms(Amazon, Flipkart) to maximize visibility. Direct-to-consumer options via a branded website with delivery services can further improve customer reach.

Awareness: Using content marketing and influencer partnerships to educate the public on Moringa's health benefits. Utilize social media marketing (Youtube, Facebook, LinkedIn WhatsApp) SEO-driven blogs, and webinars to drive awareness. Collaborating with nutritionists or health experts can also boost credibility and engagement, building a loyal customer base.

It seems that this approach upgraded product differentiation while addressing consumer needs and market dynamics.

Customer Segments:

Figure: 3

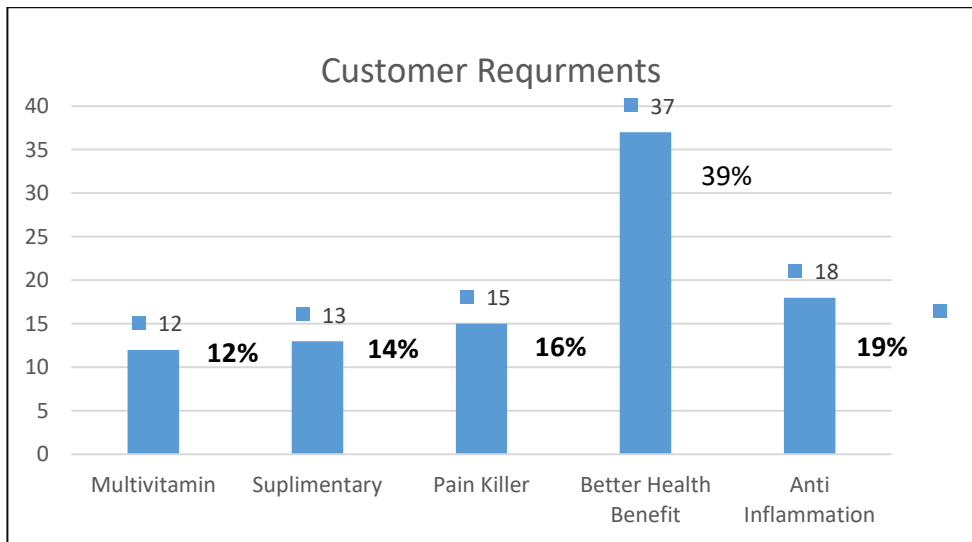


Interpretation: The data illustrate that 51-60 plus age group customers are the highest level purchasing which is 53.56% beside the age group of 40-50 are purchasing about 30.32% which is the second highest and the 30- 39 group

lead purchase about 10 % approximately. The age group of 20-30 purchased 2.2% which is the lowest among the four groups.

Customer Requirements:

Figure: 4



Interpretation: The bar chart compares the percentage of requirements which are getting better health benefits about 39% and 12% of customers are going to ask for multivitamin purposes which is the lowest

among other requirements. But customers demand as a food supplement for 14%, 16% to pail killer, and taking as an anti-inflammation.

Customer Preference of Moringa Leaves Products

Table: 1

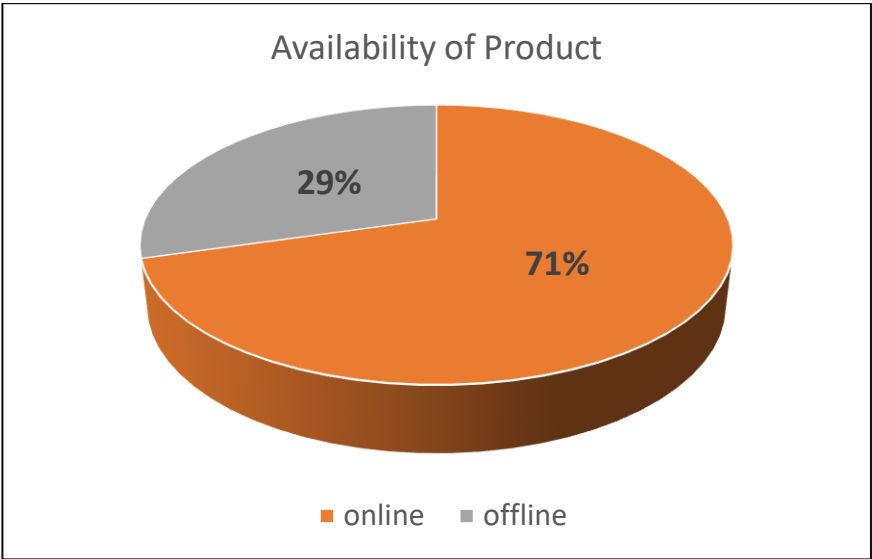
Product Line	No of Customers
Moringa Powder	31
Moringa Tea	44
Moringa Tablet	8
Moringa Capsule	11
Moringa oil	1

Interpretation: A large number of customers like the tea of moringa products which is 44 on the other hand Moringa oil uses only 1 customer.

Moringa powder is taken for 31, capsule for 11, and 8 customers for moringa tablets respectively.

Availability of Products:

Figure: 5



Interpretation: The above pie chart describes 71% of customers collect their product online which is a higher level of

consumers but offline is lower than online for 29% respectively.

Distribution Channel:

Table: 2

Moringa Leaves Product	Online E-commerce Platform
	Amazon
Offline Selling	Flipkart
Supermarket	Online Retailing
Convenient Store	
Pharmacy and health store	
Independent small groceries	

Cost Benefit Analysis:

Table: 3

Cost			Benefit	
Land rent	5000 X 12	60,000	Production	
Solar Dreyer	70,000 X 1	70,000	3 KG X 3=9 KG	Rs. 9,000 daily
Grinder	6000 X 1	6,000	9000 X 25	Rs. 2,25,000 monthly
Infrastructure cost	50000	50,000	2,25,000 X 12	Rs. 27,00,000
Daily labour	(500 X 3) X 12	4,50,000		
Skill Labour	15000 X 12	1,80,000	Net Sale	Rs. 27, 00, 000
Marketing personnel	20,000 X 12	2,40,000	Net expenditure	Rs. 13, 12, 000
Advertising cost	1,00,000	1,00,000	Net Profit	Rs. 13,88,000
Packaging cost	1,00,000	1,00,000		
Transportation cost	50,000	50,000		
Electricity bill	500 X 12	6,000		
Total cost for 1 year		13,12,000		

Role of environment-friendly Agricultural Practices in creating sustainable businesses

Moringa, known as the "miracle tree", has been accepted internationally for its nutritional and therapeutic properties. The rising interest in Moringa leaf products offers a distinctive opportunity for sustainable business growth in this industry, which the author would like to describe. First of all, environment-friendly agricultural practices, such as organic farming, agroforestry, and permaculture, can be crucial in ensuring the long-term sustainability of Moringa cultivation.

These methods reduce soil degradation, preserve biodiversity, and minimize the use of harmful chemicals, ensuring that the environment remains viable for future cultivation.

Secondly, Sustainable cultivation techniques like reduced tillage, use of organic fertilizers, and water conservation help minimize the carbon footprint associated with Moringa farming. This makes the industry more eco-conscious, which appeals to environmentally aware consumers. Moreover, the adoption of sustainable practices in Moringa farming boosts local economies by creating jobs, particularly in rural areas.

Environmentally conscious Moringa businesses can attract investments and contribute to economic development through fair trade, better wages, and equitable business models.

Additionally, businesses that support sustainability can market themselves as eco-friendly, tapping into the growing consumer demand for green products. This contributes to environmental preservation and creates a unique brand identity, offering long-term profitability and market differentiation. Finally, It would appear that by integrating eco-friendly practices, the Moringa industry can lead to sustainable businesses that support economic growth while protecting natural resources, creating a win-win for both the environment and local economies.

Findings:

1. Moringa powder contains numerous herbal and medicinal properties which act as a remedial quality for the human body.
2. Production technique of Moringa powder through solar dryer and grinder for inhouse processing maintains natural quality and preserves all remedial value.
3. Demand for Moringa products rising moderately not only domestic market but also international market.
4. For entering as a new player in the Moringa product market has followed an effective competitive marketing strategy with the 4 As model.

5. After 40 -60, customers are the large body of purchasers for better health-conscious

6. The trend of purchasing Moringa products from online platforms which preferred customers.

7. Financially it is a viable project as well as an eco-friendly greener agriculture practice sustainable venture.

Discussion:

In the context of Indian soil, the natural Moringa plant and its leaf product vibrate to maintain good health and accelerate a new business for dedicated entrepreneurs for developing economic growth which would like to describe from the findings.

First of all, it is a natural and herbal product containing different types of vitamins, minerals, protein, carbohydrates, anti-oxidants, and anti-fungal and anti-inflammatory properties which boost the immune system to protect the body from various enemies such as cancer, diabetics, high blood pressure, brain stock, anaemia and many more. It plays a significant role in keeping the wellness of the human body but a strong young portion of customers are not aware of it.

Secondly, production manufacturing technology evolves with solar dryers which maintain hygiene and natural quality with proper moisture and prevent external hazards like dust and odd particles. As a result, macro and micronutrients as well as antioxidant, anti-fungal, and anti-inflammatory values are

contained in it which lead to the cure recovery of sound health customers.

Moreover, It is true to say that organic products are a natural remedy across the world for human beings, which launches untapped business situations for state-up-owned. Consequently, Moringa products demand is rising not only domestically but also across the globe.

In addition, a fresh player in the competitive market could drive a handloom strategic model where customers purchase trends for an online platform that is easy to access and convenient, which is hassle-free and saves time. It is also true that available moringa products are not just in the physical store but in a wide variety of invisible footprints. Adaptability and availability may attract customers. Effective learning about Moring products may not lead to proper awareness of their esteem value.

Furthermore, middle-aged to late-age customers are practising sound health to protect against internal disorders, but those who are young blood, such as the 20-30 age group, do not have a high value of awareness about it. Finally, it is logical to conclude that Moringa's cultivation of eco-friendly cultivation leads to ahead business development is a proactive decision for opportunities and sustainable economic development.

Conclusion:

An entrepreneur looking for a potential business industry for producing Moringa leaf products holds unlimited opportunities

for enterprises in rising demand due to natural health and well-being. Rich Moringa's nutrient values and properties of medicine, a business can take up a health awareness market that values sustainable organic products and functional benefits. To establish this business, one needs to develop an in-depth understanding of cultivation practices, quality production, and proper time-being marketing strategy for consumers

Moreover, to ensure long-term and sustainable profitability, Moringa cultivation and development Moringa leaf product business enhances and eliminates rural poverty, supports economic development, and also creates employment opportunities. As an entrepreneur, innovative business implementation, sustainability, and unlocking significant business opportunities in the Moringa products, welcoming not only personal health but also enlarging economic growth on a global scale.

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