

“Cause Capitalism” Is this Really a Word? : A Case of Organic India

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Most non-profits must spend an inordinate length of hours seeking funding, which detracts from constituent programming. They are severely controlled, which prevents them from adopting more unique fundraising tactics, resulting in a donation-dependent survival model. And on the other hand, capitalism is a vehicle for creating money, jobs, and social advancement. Both the concepts don't do well enough individually. Therefore, a concept has been found by Olivia Khalili, Executive Director of Social Impact & Corporate Responsibility and the concept is the amalgamation of both- “Cause Capitalism”

On her blog, cause capitalism is explained as a way to expand a business by adding a social objective. It means bridging together the concept of capitalism and the bottom line of profits with the power to affect global change. She assures that incorporating this concept into businesses will boost sales, client base, brand awareness, loyalty, productivity of employees, customer satisfaction, advertising, hiring, education, and cost savings, as well as social and media recognition.

In a different part of the world, a person named Yoav Lev who is now known as Bharat Mitra, started his journey of entrepreneurship with complete mindfulness and incorporated the concept of cause capitalism into his work to an extent.

Yoav Lev, a 22-year-old traveller from Israel, travelled to India in 1987 to seek inner peace from his spiritual teacher, the late H.W.L. Poonja of Lucknow, also known as Papaji. Yoav Lev thought from a young age that pleasure did not come from amassing worldly stuff. He was determined to discover the source of his happiness within himself. The search was to discover his actual role and personality, which led him to India. He subsequently returned to India, adopting the name Bharat Mitra.

He says that his guruji did not distinguish between daily life and spirituality. He made him realize his actual role in this life is to be a householder. Under his spiritual guidance, Lev learned the therapeutic properties of tulsi (basil plant). In 1997, he started growing three different varieties of tulsi in Azamgarh, eastern Uttar Pradesh. He introduced **Organic India in 2006** with tulsi tea as its star item. The brand now manufactures more than 22 different flavors of organic tulsi tea and organic herbal formulations or supplements, organic packaged food, organic body care, and organic detox. Now, Bharat is a Member of the Board of FabIndia

Overseas Private Ltd, Core Owner, Director, and Chief Mentor of Culture and Wellness at Peninsula Hot Springs (Australia).

The vision of Organic India is to inspire, promote, and support real wellbeing by developing a complete, viable business model that is a driver of mindfulness in the world market. The mission is to be a motivating, reliable, and creative worldwide leader in the provision of real organic goods and services for a healthier mindful lifestyle.

The brand follows the path of innovation. They operate the company based on sincere services and are constantly looking for methods to make an impact. In addition to selling people its goods, Organic India also educates and trains them on how to take care of their health, offering them broad knowledge about it. Their stores and websites have created a great sense of community by doing so. That is the reason there are more adverts in print (newspapers) on specific lifestyle disorders and how goods would assist people. Their operation is based on the real and direct experience of consumers which becomes the major tool of their brand building and marketing which has become irreplaceable.

The brand is an expression of a business model built on mindfulness that is practical, lucrative, and devoted to actual morals and ideals. Another initiative taken by them involved farmers. They made the decision to contact directly with Israeli farmers in order to motivate them to transition to organically grown agriculture. They did so in order to have the greatest produce than any of its rivals and so deliver the freshest, most diverse, highest quality, and most affordable produce into the store. They communicate this to the people as well that they do not buy wholesale like everyone else, but instead approach straight to the farmer and buy the fresh produce. As a consequence of their vision, 3,000 farmer alliances have resulted in the cultural and economic

revitalization of the small farming community, as well as local health care, training, and inclusive social transformation for women.

One easy illustration of their approach to teaching and training is when a consumer visits the shop to purchase a multivitamin containing chlorophyll. The shopkeeper hands the buyer the bottle and informs him how much it costs, say \$30. The shopkeeper then adds to it and reminds the client that having a green smoothie every day is an alternative and healthier approach to getting a higher dose of chlorophyll. This demonstrates that the vendor is not just concerned with charging clients money, but also with informing them of the alternatives accessible. It works when consumers try. This type of experience spreads through positive word of mouth, and as a result, more people show up.

According to the founder, the need for marketing is totally based on greed. If the business starts running based on genuine services, it will get its position on its own. The only marketing investment done by the brand is on training people in the shops, and informing them about the brand, and its products.

Very few people want to solve problems. They just want to make enough money that the problems don't affect them.

We live in a world where it's expected for people and firms to make higher profits every quarter and on a year-on-year basis. There is never supposed to be a saturation point. But the reality is much harsher. Capitalism is primarily running on a belief that more money is always better. That's why unlike solving the problem but making the problem a tool to earn rewards, that's higher money.

This is like a pharmaceutical company does not want you to get healthy. Staying sick is what keeps them in business. A patient cure is a customer loss. Even the CSR activities are based on profits

earned. It in turn means its fine polluting nature and doing immoral deeds as long as a part of the money earned is given back to society. Therefore money can never be a yardstick to measure success and contribution to society. One should be solving the problem and not finding a cure to its after-effects. Like what they do in ‘Organic India’

The company has also started a campaign #FightRight, which emphasised the importance of building overall immunity over time rather than depending on guarantees. Actress Soha Ali Khan and cricketer Mithali Raj are involved in this campaign to raise awareness about immunity development and highlight Organic India's extensive line of organic goods. Organic India has also worked with SRL Diagnostics and Apollo Hospitals to help them build better defenses and fight back with Organic India Immunity Kits.

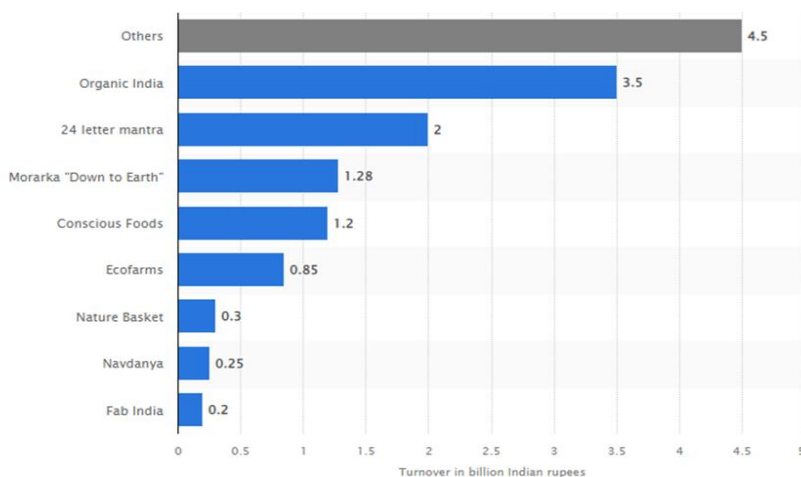


Figure 8.1: Turnover of Top Organic Companies in India 2018- in Billion Indian Rupees
(Source: Statista 2022)

Educate people about the problem and not just sell the antidote. 'Organic India' is number one among its peers. And considering what they give back to society, it's much higher than just money in the bank. It is evident from the statistics given above, that through its value-based system, the brand "Organic India" is able to generate the largest revenue of 3.5 billion rupees in the year 2018 among other top organic companies in India.

The world will change once the people living in it start making the right choices. Each time a consumer is buying a product, he is voting for that company. Similarly, when many customers buy the product from the same brand or a single customer buys the same product repetitively from the same brand, the brand should realize the significance of the customer's trust in them and should try to be ethical, socially, and environmentally responsible. Accordingly, more companies will come forward and start operating towards being responsible to all the sectors of society.

It's high time to develop business models that include not just their own bottom line, but also the environment and the community. This way, the world will be worth living in.

QUESTIONS:

1. What do you mean by bottom line?
2. Why do you think the companies doing CSR activities have a better image?
3. Does engaging in CSR activity justify the harmful impact the companies have caused on the environment and society?
4. Write in your own words- what is "cause capitalism"?