ABSTRACT
Junk and organic food consumption is not a choice of the modern life, rather a perception controversy with sound and scientific validations. Undoubtedly, organic food is replacing the choice of the elite consumers’ today world over against the junk and non-healthy food. Change in the food choice seems natural and obvious, rather a social and knowledge compulsion. This growing trend has controversies between developed and developing economies, nations and policies and consumers in the cost factor. Organic farming is treated as social countermovement born out of the crisis of between the second food regime of 1945 to 1970 and the birth of third food regime, of 1980, & is a politico-economic approach to food with a special reference. Neoclassical economy defines itself from the heart of the market. Key components like demand and supply, price and cost and producers and consumers are components measurable. Modern society of interdependent people with anonymous exchange, no obligation other than contractual obligation is complex. Adam Smith’s concept of ‘invisible hand’ in ‘The Wealth of Nations’ ascribes to the hidden interdependence of a commercial society and its anonymous exchange. The story of the butcher and the baker goes on with its chain of operations. Karl Marx also has highlighted on the aspect of agriculture production same as Adam Smith. Eco-friendly character of the consumer is fast catching up. This is a growing trend and strong as an option for the human civilization to go organic in food habits in near future soon.

Research Methodology:
Largely qualitative research methodology followed in interpreting the secondary research data of different survey sources and macro data in support to the theme of the research objectives. The dependence and reliability of the sources were examined with careful scrutiny and through quality control methods. A large number of in-depth interviews were conducted to validate and substantiate the research recommendations and conclusions. Different dichotomies of the research was evaluated through qualitative methods and adequately represented in the content of the research article. Primary research was focused on the qualitative methods with contrasts & comparisons with several sources for adequate validation of the findings. Some think tank methods
were used for recommending the changes on the issues. A quantitative questionnaire administration method was used to find out the alternatives of the consumers perceptions and understanding to support the recommendations outlines.

**KEY WORDS:** Organic Food, Junk Food, Organic Farming, Integrated Farming System, Sustainable Development, Sustainable Consumption, Ecological Balance

### References & Bibliography