Office Memorandum

Subject – Proceedings of the consultation on “From Sustainable Agriculture to Organic Farming” held on 10th Jan 2018 at Lecture Hall, NASC Complex, PUSA, New Delhi.

The undersigned is directed to say that a consultative workshop was held to prepare the roadmap to move from sustainable agriculture practices to organic farming on 10th Jan. 2018 at Lecture Hall, NASC Complex, New Delhi. The minutes of the meeting are enclosed herewith for further necessary action.

Under Secretary to the Govt. of India

(H.R.Meena)

Ends: As above

Copy to: –

1. Secretary M/o Rural Development, Krishi Bhawan, New Delhi.
2. Shri D. S. Gangwar, JS, Ministry of Food Processing Industries.
3. PPS to Joint Secretary (RL)
4. PS to Joint Secretary (NK).
5. All participants of the Workshop
Subject: Proceedings of the consultation on “From Sustainable Agriculture to Organic Farming” held on 10th Jan 2018 at Lecture Hall, NASC Complex, PUSA, New Delhi.

A consultative workshop was held to prepare the roadmap to move from sustainable agriculture practices to organic farming on 10th Jan 2018 at Lecture Hall, NASC Complex, New Delhi.

Objective of the Meeting: Under DAY-NRLM, sustainable agriculture practices are being promoted through Mahila Kisan Sashaktikaran Pariyojana and till date more than 32.4 lakh women have been covered under these interventions. It is now envisioned under DAY-NRLM to take these interventions forward from sustainable agriculture to organic farming.

The consultation focused on the following key areas:
   1. Development of organic clusters in the States
   2. Organic cultivation and possible implementation strategies
   3. Organic certification
   4. Post-harvest management and Value addition
   5. Marketing strategies for organic produce

Participants: The consultation was chaired by Shri Amarjeet Sinha, Secretary, RD, Ministry of Rural Development. Subsequently the consultation was presided by Shri Atal Dulloo, Joint Secretary, Rural Livelihoods and Ms. Nita Kejriwal, Joint Secretary (in-situ), DAY-NRLM. The detailed list of participants are attached in Annexure: A.

Minutes of the meeting:

1. Secretary, RD set the agenda for promotion of organic clusters under the DAY-NRLM as follows:
   a. 1000 organic clusters would be promoted under Day-NRLM
   b. These clusters would be selected in the following areas:
      i. Areas where there has been greater success of implementation of initiatives under MKSP
      ii. Areas where CMSA has been implemented successfully
      iii. Areas where the producers’ groups and the producers’ enterprises are keen to move to organic cultivation, certification and marketing
      iv. Areas where there has been significant creation of livelihoods assets such as vermi-composting, water conservation structure through convergence with MGNREGS or otherwise.
      v. Producers’ groups outside DAY-NRLM fold may also be considered for formation of clusters
   c. Rural Marketing is a challenge and the following steps would be taken to address this challenge:
      i. Funds from DAY-NRLM and MGNREGS would be used to develop infrastructure for livelihoods. Secretary, RD quoted the example of the rural market set-up in Bastar (Harihar Bazaar) where facilities have been created for marketing, cleaning,
sorting and farmers’ training. A solar powered cold store has also been set-up in
cconvergence with the Ministry of Renewable Energy.

ii. Village level processing centers would be set-up in the 1000 clusters to enable
primary processing like cleaning, sorting, grading etc at the village level.

d. Once the clusters have been identified, the following activities need to be undertaken –

i. The challenges in the value chain need to be identified in these clusters and the
key interventions which would improve the value chain

ii. Subsequently an investment plan needs to be worked out for these 1000 clusters

e. Funding for technical support and teams at the State and National level would be made
available to ensure effective implementation.

2. Joint Secretary, Rural Livelihoods broadly discussed the key aspects of DAY-NRLM and clearly
articulated that NRLM sees a huge livelihoods opportunity and income increase for the poor in
organic farming. He also explained the core strengths of DAY-NRLM that would drive the success
of this program under DAY-NRLM. He stated that for DAY-NRLM, having long experience in the
promotion of sustainable agriculture, the logical way forward is to move into organic farming and
DAY-NRLM would seriously focus on the same.

3. Joint Secretary, Rural Livelihoods also presented the outlines of the organic farming interventions
under DAY-NRLM –

   a. The interventions on organic farming have to begin with market identification

   b. A cluster based approach would be taken which covers organic production, certification,
value addition and marketing integrated in a cluster

   c. As building economies of scale is crucial, multiple clusters in a district/state would be
selected

   d. Women farmers and the producer enterprises promoted under DAY-NRLM would be
central to the intervention

   e. Development of professional competency at every level and in every component would
be crucial for implementation.

   f. DAY-NRLM would facilitate the development of an ecosystem consisting of resource
organization/persons, other ministries, bank, market, certification

4. Joint Secretary MoFPI, highlighted the following points –

   a. The proximity to Mega Food Parks promoted under the Kisan SAMPADA Yojana may also
be a criteria for the selection of the organic clusters.

   b. Producers’ Enterprises promoted under DAY-NRLM may consider applying for the scheme
on creation of backward and forward linkages.

   c. A workshop with the SRLMs and MoFPI may be conducted to identify the potential areas
of convergence and MoFPI would also provide technical support for development of
project proposals.

5. Lead Livelihoods, DAY-NRLM presented the challenges to be addressed for moving from
sustainable agriculture interventions to organic farming.

6. Lead Livelihoods, DAY-NRLM also stated that the agenda of the consultation was that the broad
contours of a blueprint for DAY-NRLM to move towards development of organic clusters would
be developed. Based on the outcomes of the discussions, further consultations would be held to prepare a comprehensive document.

7. The following points were discussed during the sessions –

a. **Selection of clusters**: The following parameters for selection of the clusters emerged from the discussion:

   i. Areas where MKSP is being implemented for the last 3-4 years
   ii. The benefit to the farmers has to be the driving factor for building the organic interventions.
   iii. The clusters must be built around a market opportunity. The clusters may be phased depending on the maturity of the DAY-NRLM institutions (producers’ groups, producers’ enterprises). The clusters with mature institutions may be taken up in phase I and the remaining clusters may be taken up subsequently.
   iv. The following parameters may be considered to identify the safe areas where organic farming may be promoted –
      a) Level of heavy metals in ground water
      b) Level of pesticide residues in soil
      c) These safe areas are where the impact of transition to organic farming on productivity / yield would be less
   v. Perennial crops need to be prioritized to minimize losses to farmers due to temporary reduction in yield.
   vi. The clusters should be selected in a manner that significant volume of any commodity can be sourced from that cluster to achieve economies of scale.

b. **Marketing strategy**: The product portfolio, positioning, target markets and channel strategy was discussed –

   i. Product portfolio:
      a) The share of dairy and fruits & vegetables in the typical grocery consumption for an Indian family is more than 68%. The product portfolio for DAY-NRLM may focus on the fruits and vegetables sector.
      b) Whole herbs / herb supplements may be also explored as a potential product.
   
   ii. Economies of scale:
      a) Economies of scale are essential for the value chain intervention to be economically viable. This would encourage participation of institutional buyers and corporates.
   
   iii. Marketing strategy:
      a) The domestic market has been growing at 25-30% y-o-y. Considering this growth, the domestic markets may be the major focus under DAY-NRLM.
      b) However, the export market may also be explored in areas where third party certification can be implemented.
      c) The marketing strategy has to be a mix of educating the consumer, on-ground activation through activities like sampling etc and through effective communication of the benefits of organic products.
iv. Awareness generation and market development
   a) Creating awareness amongst consumers about the benefits of organic produce.
   b) Mentors/Mediators training farmers to equip them in latest organic farming techniques & help them in providing organic certifications.

v. Channel Design and branding
   a) A common brand may be created for organic produce under DAY-NRLM.
   b) A robust supply chain infrastructure to be developed for both producers’ enterprises.
   c) A Ready-to-goto-market KIT needs to be developed for Producers’ Enterprises which contains all information related quality, design, packaging etc.
   d) There is a need to develop institutional procurement centers for aggregation of produce from the farmers.

c. Certification:
   i. There are two major types of certification for organic produce.
   ii. Third party certification –
      a) Export markets mandate third party certification.
      b) Third party certification involves cost and stringent norms.
      c) Requires robust internal control systems to ensure certification
   iii. Participatory Guarantee System (PGS)
      a) NCOF has been promoting PGS certification systems. A web-portal has also been developed for tracking the certification process.
      b) PGS - India Organic is the logo and standard for PGS certified organic produce.
      c) Under NCOF, PGS India GREEN is the logo and standard for certification of organic produce which is under certification.
   iv. “Jaivik Bharat” has been created as a common brand by FSSAI for organic produce (both PGS and third party certified) in India.
   v. Digitization of the certification process would help in overcoming the challenges of the process.

d. Capacity building of farmers
   i. To ensure success of the organic clusters, there has to be investment in farmer capacity building
   ii. A cadre of community resource persons for continuous handholding support to the farmers at the village level needs to be developed.
   iii. Capacity building programs should also focus on strengthening the strategic market negotiation capabilities of farmers.

e. Availability of inputs:
   i. Availability of organic inputs is a challenge that needs to be addressed.
   ii. NCOF has developed package of practices for farm based organic inputs which may be adopted under DAY-NRLM
8. Next Steps
   a. Based on the criteria identified, the process of identifying the organic clusters would be initiated.
   b. Another consultation would be held with experts and the SRLMs to develop the blueprint for moving to organic farming under DAY-NRLM
   c. The blueprint would contain the guidelines and protocols for the development of organic clusters and the implementation of organic farming.
Annexure A – List of Participants

1. Sh. Amarjeet Sinha, Secretary (RD), MoRD
2. Sh. D S Gangwar, Joint Secretary, MoFPI
3. Sh. Atal Dulloo, Joint Secretary, Rural Livelihoods

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<th>Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Nisarag Patel</td>
<td>Deepak Foundation</td>
<td><a href="mailto:Nisaraj.patel@deepakfoundation.org">Nisaraj.patel@deepakfoundation.org</a></td>
</tr>
<tr>
<td>2</td>
<td>C Sashidhar</td>
<td>ITC Ltd Agi Business Division</td>
<td>c.sashidhar@itc</td>
</tr>
<tr>
<td>3</td>
<td>Manish Singh</td>
<td>SRLM- MP, SPM</td>
<td><a href="mailto:Spmagriculture1@gmail.com">Spmagriculture1@gmail.com</a></td>
</tr>
<tr>
<td>4</td>
<td>Bikash Putatunda</td>
<td>WBSRLM, Consultant CMSA</td>
<td></td>
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<tr>
<td>5</td>
<td>Amit Saha</td>
<td>SPM Livelihoods WB SRLM</td>
<td><a href="mailto:Livelihood.wbsrlm@gmail.com">Livelihood.wbsrlm@gmail.com</a></td>
</tr>
<tr>
<td>6</td>
<td>Gyan dev Chudasama</td>
<td>GLPC-GM-CRS Gujarat</td>
<td><a href="mailto:gmcps@glpc.co.in">gmcps@glpc.co.in</a></td>
</tr>
<tr>
<td>7</td>
<td>Sisir Pradhan</td>
<td>TL-P OLM</td>
<td>Sisir.pradhan <a href="mailto:736@gmail.com">736@gmail.com</a></td>
</tr>
<tr>
<td>8</td>
<td>Dathan CS</td>
<td>SPEM Kudumbashree Kerala</td>
<td><a href="mailto:dathanes@gmail.com">dathanes@gmail.com</a></td>
</tr>
<tr>
<td>11</td>
<td>Abhishek Shankar</td>
<td>Support, Hazaribag</td>
<td><a href="mailto:Abhishek.shankar57@gmail.com">Abhishek.shankar57@gmail.com</a></td>
</tr>
<tr>
<td>12</td>
<td>Manish Gaurav</td>
<td>DU</td>
<td><a href="mailto:Gouravmohan26@gmail.com">Gouravmohan26@gmail.com</a></td>
</tr>
<tr>
<td>13</td>
<td>Nandala Bakshi</td>
<td>TSRD, Coordinator</td>
<td><a href="mailto:tsrdpatamda@gamil.com">tsrdpatamda@gamil.com</a></td>
</tr>
<tr>
<td>14</td>
<td>Sujoy Bhattacharanya</td>
<td>NIRD, NRP</td>
<td><a href="mailto:Sujoy.rda@gmail.com">Sujoy.rda@gmail.com</a></td>
</tr>
<tr>
<td>15</td>
<td>Binay Kumar Deka</td>
<td>NIRD, NRP</td>
<td><a href="mailto:Binayakumardeka@gmail.com">Binayakumardeka@gmail.com</a></td>
</tr>
<tr>
<td>16</td>
<td>Subhrajit Satpathy</td>
<td>Harsha Trust</td>
<td><a href="mailto:Subhrajtsatpathy@gamil.com">Subhrajtsatpathy@gamil.com</a></td>
</tr>
<tr>
<td>17</td>
<td>Nishi Kant Dixit</td>
<td>UPSRLM</td>
<td><a href="mailto:Kd.nsrlm@gmail.com">Kd.nsrlm@gmail.com</a></td>
</tr>
<tr>
<td>18</td>
<td>Hari Krishna</td>
<td>NRLM-MoRD</td>
<td></td>
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<tr>
<td>19</td>
<td>Cheran</td>
<td>Consultant</td>
<td><a href="mailto:Cherank@gmail.com">Cherank@gmail.com</a></td>
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<td>20</td>
<td>Asit Senha Nur</td>
<td>Bastar Sewan Mandal</td>
<td><a href="mailto:Asit.sekhar@yahoo.in">Asit.sekhar@yahoo.in</a></td>
</tr>
<tr>
<td>21</td>
<td>Dr S Swain</td>
<td>Odisha livelihoods Mission</td>
<td><a href="mailto:Saujanendra@gmail.com">Saujanendra@gmail.com</a></td>
</tr>
<tr>
<td>22</td>
<td>P K Samal</td>
<td>OLM Odisa</td>
<td><a href="mailto:Samalpu55@gmail.com">Samalpu55@gmail.com</a></td>
</tr>
<tr>
<td>23</td>
<td>Arif Akhtar</td>
<td>JSLPS Jharkhand</td>
<td><a href="mailto:mofreem@gmail.com">mofreem@gmail.com</a></td>
</tr>
<tr>
<td>24</td>
<td>K Jayaram Killi</td>
<td>NRP</td>
<td><a href="mailto:jayaram.killi@gmail.com">jayaram.killi@gmail.com</a></td>
</tr>
<tr>
<td>25</td>
<td>Pankaj Singh</td>
<td>JSLPS</td>
<td><a href="mailto:Pankajkuamrsingh3@gmail.com">Pankajkuamrsingh3@gmail.com</a></td>
</tr>
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<td>26</td>
<td>Smt M D Haritha</td>
<td>SPM SAL SERP</td>
<td><a href="mailto:spmsalerp@gmail.com">spmsalerp@gmail.com</a></td>
</tr>
<tr>
<td>27</td>
<td>M A Makwana</td>
<td>Shroff’s foundation</td>
<td><a href="mailto:Mabhy.sft@gmail.com">Mabhy.sft@gmail.com</a></td>
</tr>
<tr>
<td>28</td>
<td>Saurabh Tiwari</td>
<td>Organic India P Ltd</td>
<td><a href="mailto:saurabhtiwari@organicindia.com">saurabhtiwari@organicindia.com</a></td>
</tr>
<tr>
<td>29</td>
<td>Anne Sophie Poisot</td>
<td>FAO</td>
<td><a href="mailto:annesophie.poisot@fao.org">annesophie.poisot@fao.org</a></td>
</tr>
<tr>
<td>30</td>
<td>Kamila Bhatia</td>
<td>Deepak Foundation</td>
<td><a href="mailto:Kavika.bhatia@deepakfoundation.org">Kavika.bhatia@deepakfoundation.org</a></td>
</tr>
<tr>
<td>31</td>
<td>R Purushotham</td>
<td>NRLM, NRP</td>
<td><a href="mailto:Purushotham.23@yahoo.com">Purushotham.23@yahoo.com</a></td>
</tr>
<tr>
<td>32</td>
<td>Ponnu Surramanian</td>
<td>NRLM</td>
<td><a href="mailto:pons@ponsconsults.com">pons@ponsconsults.com</a></td>
</tr>
<tr>
<td>33</td>
<td>Nitin Ponkshe</td>
<td>Maharashtra State Rural Livelihoods Mission</td>
<td><a href="mailto:nitinpankashre@yahoo.in">nitinpankashre@yahoo.in</a></td>
</tr>
<tr>
<td>34</td>
<td>Gaurav Dubey</td>
<td>RGAVP</td>
<td><a href="mailto:Dubeygaurav347@yahoo.com">Dubeygaurav347@yahoo.com</a></td>
</tr>
<tr>
<td>35</td>
<td>Praveen Meena</td>
<td>RGAVP</td>
<td><a href="mailto:PRAVEEN.MEENA1986@gmail.com">PRAVEEN.MEENA1986@gmail.com</a></td>
</tr>
<tr>
<td>36</td>
<td>Shyamal Gan</td>
<td>Lokh Kalyan Parishad</td>
<td><a href="mailto:shyamalgan@gamil.com">shyamalgan@gamil.com</a></td>
</tr>
<tr>
<td>37</td>
<td>Dr V Praveen</td>
<td>National Centre of Organic farming</td>
<td></td>
</tr>
<tr>
<td>38</td>
<td>Divya Gupta</td>
<td>SPM, CGSRLM</td>
<td><a href="mailto:Divya13nim@gmail.com">Divya13nim@gmail.com</a></td>
</tr>
<tr>
<td>39</td>
<td>Anand Srivastava</td>
<td>NRLM</td>
<td><a href="mailto:anandsrivastava@gmail.com">anandsrivastava@gmail.com</a></td>
</tr>
<tr>
<td>40</td>
<td>R R Prabhu</td>
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<tr>
<td>42</td>
<td>Vinay K Soni</td>
<td>VCSC, IHC New Delhi</td>
<td><a href="mailto:vsoni@tns.org">vsoni@tns.org</a></td>
</tr>
<tr>
<td>43</td>
<td>Suryamani Roul</td>
<td>Technoserve</td>
<td><a href="mailto:sroul@tns.org">sroul@tns.org</a></td>
</tr>
<tr>
<td>44</td>
<td>Ravdeep Kaur</td>
<td>VCSC, IHC New Delhi</td>
<td><a href="mailto:rkaur@tns.org">rkaur@tns.org</a></td>
</tr>
<tr>
<td>45</td>
<td>Alok De</td>
<td>Lead Livelihoods – NMMU</td>
<td><a href="mailto:alok.nrlp@gmail.com">alok.nrlp@gmail.com</a></td>
</tr>
<tr>
<td>46</td>
<td>Bajranga Pattnaik</td>
<td>Farm Livelihoods – NMMU</td>
<td><a href="mailto:virbajranga@gmail.com">virbajranga@gmail.com</a></td>
</tr>
<tr>
<td>47</td>
<td>Vivek Kunj</td>
<td>Farm Livelihoods – NMMU</td>
<td><a href="mailto:viveknrlm@gmail.com">viveknrlm@gmail.com</a></td>
</tr>
<tr>
<td>48</td>
<td>Arnab Bose</td>
<td>Farm Livelihoods – NMMU</td>
<td><a href="mailto:arnabbose.contact@gmail.com">arnabbose.contact@gmail.com</a></td>
</tr>
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<td>49</td>
<td>Gayatri Rao</td>
<td>Farm Livelihoods – NMMU</td>
<td><a href="mailto:gayatri.srao@gmail.com">gayatri.srao@gmail.com</a></td>
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National Level Consultation on Sustainable Agriculture to Organic Farming

*Deendayal Antyodaya Yojana*-National Rural Livelihoods Mission (DAY-NRLM)

Presented by
Sh. Atal Dulloo
Joint Secretary, Rural Livelihoods, MoRD, GOI
NRLM Implementation Progress
(Up to November'17)

- Intensive implementation initiated in 4334 blocks across 582 districts in 29 States and 5 UTs
- Over 4.5 crore HHs mobilized into 38.6 lakh SHGs and 2.1 lakh VOs
- Rs. 3911 crores extended as Community Investment Support by the project
- Bank credit of Rs. 140517 crores accessed by SHGs since 2013-14
- About 32 lakh mahila kisans covered under Mahila Kisan Sashaktikaran Pariyojana
- 7,579 enterprises supported under SVEP
- About 1.99 lakh SHG households being linked to market through value chain interventions
NRLM Implementation Progress - Year Wise Trends (Numbers in lakh)

- Promotion of SHGs
  - FY 14-15: 3.6
  - FY 15-16: 3.7
  - FY 16-17: 5.1

- SHGs provided RF
  - FY 14-15: 1.3
  - FY 15-16: 1.9
  - FY 16-17: 2.3

- SHGs provided CIF
  - FY 14-15: 0.5
  - FY 15-16: 1.3
  - FY 16-17: 1.5
NRLM Implementation Progress - Year Wise Trends
(Numbers in lakh)

Disbursement of Revolving Fund (in Rs. Crore)

- 2014-15: 178.6
- 2015-16: 249
- 2016-17: 322.5

Disbursement of Community Investment Fund (in Rs. Crore)

- 2014-15: 304.8
- 2015-16: 465.6
- 2016-17: 687.3
NRLM Implementation Progress - Year Wise Trends

**No. of SHGs accessed bank linkage (in lakh)**

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<th>2016-17</th>
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<td>11.6</td>
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**Amount of Bank credit accessed (in Rs. crore)**

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<th>2015-16</th>
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<td>23956.5</td>
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- 2014-15: 10.4%
- 2015-16: 26.5%
- 2016-17: 27%

- 2014-15: 40%
- 2015-16: 27%
- 2016-17: 27%
Findings of the Independent Assessment conducted by IRMA (2017)

(i) Savings and Debt

- Households in NRLM areas (as compared to non NRLM areas)
  - Save more in formal financial institutions
  - Access higher loans (both in numbers and size) at lower interest.

(ii) Assets

- Significant growth in livelihood assets of households in Mission villages

(iii) Income

- Average monthly per capita income of households in NRLM areas is significantly higher than non-NRLM areas (22% higher income (net)).
- On an average, each NRLM village had 11 enterprises more than the non-NRLM villages – suggesting livelihood diversification in NRLM villages
3 Important results - IRMA

**No. of Enterprises**
- Non-Mission Areas: 14.1 (79%)
- Mission Areas: 25.2

**Per Capita Monthly Income**
- Non-Mission Areas: 1167.3 (22%)
- Mission Areas: 1422.4

**No. of Productive Livestock Assets**
- Non-Mission Areas: 3 (80%)
- Mission Areas: 5.4
NRLM- salient points

*NRLM is a program to promote rural livelihoods (increase in income of the poor is extremely important) and in last 3 years several initiatives been taken up in that direction:

* Brought focus in strengthening interventions in farm and non farm sectors and doing it in scale
* Universalization of Mahila Kisan Sashaktikaran Pariyojana- in 21 states and 1 UT
* Promotion of Women Producer Enterprises for value addition and market linkages for rural produce- milk, agriculture, horticulture, NTFP (more than 300 crore investment outlay so far)
* Taking up innovative solutions for livelihoods diversification- innovation fund, AGEY, SVEP
* Developing a large pool of women community cadre for last mile delivery of livelihoods extension services 24x7
NRLM- Roadmap for Livelihoods promotion

* Initiate LH interventions in all the existing intensive blocks in next two years- farm and non farm

* Promoting viable collective enterprises of women producers- women Producers Enterprises (majority of livelihoods interventions would integrate value addition and market linkages as essential components from the project development stage

* Partnership with resource organizations with demonstrated sector expertise- for example FAO

* Partnerships with other ministries- MOFPI, MOA, MOTA etc
Organic farming

* Organic cultivation as a means of remunerative livelihoods of the poor - a farm to fork integrated strategy to be adopted

* Rural income is a critical issue and organic farming can be one of the effective way to augment income of rural poor

* Why NRLM is doing it
  * Strong community ownership and access
  * We are directly working with women farmers – a proven community based approach
  * Having dedicated implementation structure till the community level
  * Have foot print in all the states
  * Developed cadres of grass root extension workers
  * Created a pool of resource persons/organizations
Organic Farming- Intervention outlines

* Start from market

* A cluster based approach - production, certification, value addition and marketing integrated in a cluster

* For scale – multiple clusters in a district/state

* Women farmers and the producer enterprises would be central to the intervention

* Develop professional competency at every level and in every component

* Facilitate development of an ecosystem – resource organization/persons, other ministries, bank, market, certification
Expectation from Workshop

* Identification of critical challenges in rolling out the NRLM organic program
* Identifying means to address those challenges
* Identify the ecosystem partners
* Key strategic directions for
  * Organic production
  * Certification
  * Value addition
  * Marketing
THANK YOU
MARKETING STRATEGIES FOR ORGANIC PRODUCE

PONNU SUBRAMANIAN
INTERNATIONAL RETAIL & CONSUMER CONSULTANT

Presented during
Consultative workshop - From Sustainable agriculture to Organic Farming
DAY-NRLM : New Delhi : 10 Jan 2018

pons@ponsconsults.com +91 9845009959
What am I going to deliberate here....

Not about problems in organic farming for sure.

Not about strategy to bring more lands under organic cultivation.

But.....

about possible methods of building long term strategy for marketing of organic produce

about questioning sticking onto only *organic produce* status, and sounding some other possibility of sustainable farming

on raising some pointers for thoughts....

*Broad Strategy approach note rather than detailed document*
Pointers for the Marketing Strategy....

Deliverable of the Marketing Strategy:

Understand the market size & potential customer set
Create an identity,
Design the product parameters,
Design channels,
Design the supply chain,
Devise the channel economics and

And thus….Deliver a value solution to the end-customer
Market Size...

2017

$500Mln
Rs 3000CR

Potential Customer Set:

Developed Nations for Exports
Evolved customers locally

2020?

$2 Bln
Rs 13000CR

Domestic
$1Bln

Exports
$1Bln
Pointers for the Marketing Strategy:

Deliverable of the Marketing Strategy:

- Understand the potential customer set
- Create an identity,
- Design the product parameters,
- Design channels,
- Design the supply chain,
- Devise the channel economics and

And thus....Deliver a value solution to the end-customer
Organic Conversion has two stages: “Under Conversion” and “Certified”

I recommend two independent Identities for these two stages

I also strongly recommend to build “Zero Chemical Pesticide” as one of the positioning (Chemical Nutrition allowed, Chemical Protection not)

- No drop in productivity, no pesticidal residues

Thus there will be three endorsement logos created with three different levels of product parameters

Logos shown here are just indicators and not designs per se
Current Endorsement Logos…

- USDA Organic
- JAS
- EU Organic
- Australian Certified Organic
- Organic Thailand
- Organic India
- Organic Malaysia
- Organic Brazil

Color incoherence
Can improve by redoing the logo to achieve instant connect
**PRODUCT PORTFOLIO**

This will be the first step for the marketing implementation

An ‘organic’ customer wishes to consume ‘all’ in organic form.

Consuming few items as organic and the rest as conventional does not give them satisfaction

Hence it is important to understand the pantry list and work out the range by identifying current gaps. And engage the producers to produce accordingly

**TYPICAL GROCERY COMPOSITION FOR AN INDIAN FAMILY OF 2+2**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice/Atta</td>
<td>Rs 450</td>
</tr>
<tr>
<td>Pulses</td>
<td>Rs 500</td>
</tr>
<tr>
<td>Spices</td>
<td>Rs 500</td>
</tr>
<tr>
<td>Oil</td>
<td>Rs 350</td>
</tr>
<tr>
<td><strong>Dairy/Ghee</strong></td>
<td><strong>Rs 2000</strong></td>
</tr>
<tr>
<td><strong>Fruits &amp; Veg</strong></td>
<td><strong>Rs 2000</strong></td>
</tr>
</tbody>
</table>

Current focus in the market

Need to build this
Deliverable of the Marketing Strategy:

- Understand the potential customer set
- Create an identity,
- Design the product parameters,
- Design channels,
- Design the supply chain,
- Devise the channel economics and

And thus...Deliver a value solution to the end-customer
WHERE TO FOCUS – EXPORTS or DOMESTIC?

Global Organic market = $100 Billion
India’s food consumption = $300 Billion
India’s current organic volume = $500 Million, majorly exports

**DOMESTIC**

**FAVOURING:**
- Easy access to information
- Open minded “Millenials” - receptive for new ideas
- Stronger economic growth in the country
- 1.3 Bln mouths to feed!

**TO TACKLE:**
- High margin expectation by retailer, treating organic as premium category.
- Production driven supply chain rather than consumption driven leading to inconsistent supplies
- Gaps in product portfolio preventing customers to enjoy 100% organic consumption

**EXPORTS**

**FAVOURING:**
- Evolved market
- Huge market size at $100 Bln
- Fairly established players

**TO TACKLE:**
- Upkeep with the competition (SEA/SA)
- Less value-added product offering currently

I strongly suggest to give push for Domestic Marketing
SUGGESTED MODEL: DOMESTIC SEGMENT

The APEX BODY owns the Endorsement Logos

It encourages to create “CO-BRANDING” with independent companies / brand owners

It builds COMMON SUPPLY CHAIN infrastructure and channel – Open for both cooperative and corporate companies

It builds Ready-to-goto-market KIT for FAOs / SMEs (design / pkg material / machinery)

It also creates a MARKET PLACE for connecting end consumers, intermediaries with the producers
Channel Design....

APEX BODY

OWN BRAND / “FPO”s

MARKET PLACE / CO BRANDINGS

COMMON INFRASTRUCTURE
Measuring the success of Marketing Strategy..

When an aspiring customer gets her/his product in organic/Zero form when it is required, at a place it is needed at the right price… will then the strategy be concluded as successful

Thank you!
About me…

Graduated in Agriculture from Annamalai University, 1989
Management Degree from IRMA, 1992

Initial career was involved in large scale agriculture commodity trading including exports

Entered organised retail trade industry in 1997

Extensive exposure in setting up and scaling of different retail formats for the past +20 years
Supermarkets, Hypermarkets, Omni Channel etc

Extensive exposure in working with farmers, supply chain development, product development
and marketing of various products.

Worked in both cooperative and corporate sectors

Organizations served include NAFED, ITC, Comark, Maxworth, Foodworld, SPAR

Currently practicing consultancy focusing on retail and consumer segments.
Currently helping SPAR International to stabilize retail business in Middle East & South East Asia
Value Addition and Marketing for Organic Produce

Saurabh Tiwari
Chief Sales & Marketing Officer
ORGANIC INDIA (P) Ltd.
Organic Business: Concern – Business structuring/ Profitability

• During 2005 – 10; the definition of Organic was known to either Organic farmers/ producers or to very niche elite class.

• Others considered it as some chemical company/ Company doing farming by using special chemicals etc..

• Awareness about Organic was minimal.

• The industry was lacking professionalism as the sector had no business/ limited funds / negative ROI.

• Lot of small individual players have started organic farming at their resp. locations with no connectivity.

• Retail market had practically no demand for Organic.

• Producers were unable to sell the items & that resulted in increased cost/ MRP resulting in very poor Retail shelf off take.
Attrition was very high in the industry due to low business/unstable future etc.

It was extremely difficult to appoint Consignee Agents & Distributors for stock connectivity.

We started structuring domestic Retail market in a phase manner i.e. targeting Metro’s, Mini Metro’s.

For ORGANIC INDIA; Tulsi Tea wet sampling played major role in changing the taste buds of our potential customers & slowly the conversion started from “Milk wali Chai” to Organic Tulsi Tea.

We took print media & educational route in reaching out our target audience: # articles, advertorials, Ads. in leading Magazines & Newspapers – both national & regionally.

We regularly do “early morning garden activity” @ PAN India level to maximize our target customer reach.

Journey from 2005-06 to 2017-18 :: 12 years :: OI retail presence :: **25,000 outlets**
Awareness of Organic Produce

- Mentors/Mediators training farmers to equip them in latest organic farming techniques & help them in providing organic certifications.

- Converting organic produce to packaged food like quinoa.
- Entering into the spices/pulses segment.
- Eco-friendly packaging combined with organic story on all packs: usage of glass bottles.
- Creating a brand identity through logo, name, packaging.

Elements of Marketing Strategy

01 Mentorship

- Creating awareness amongst consumers about the benefits of organic produce.
- To build understanding about ‘whole herbs’.

02 Awareness of Organic Produce

03 Adding value to Organic Products

- Converting organic produce to packaged food like quinoa.
- Entering into the spices/pulses segment.
- Eco-friendly packaging combined with organic story on all packs: usage of glass bottles.
- Creating a brand identity through logo, name, packaging.
Elements of Marketing Strategy

- **Education And Information:** Functional Benefits through print & digital
- **On Ground Activation:** Sampling and brand engagement: Morning activity, blogs, corporate tie-ups etc
- **Communication:** Emotional Connect with the brand through TV, radio etc.

- **Exploring International Markets**
  - Selection of right channel partner for Retail expansion.
  - Market & consumer research before selecting product range for exports.
  - To finalize go to market strategy & its effective execution.
  - To expand retail presence @ respective countries targeting Organic stores, departmental stores & leading Health & wellness stores
  - To educate the consumers thru digital & social media and by carrying out in-shop activities.
To promote Health amongst consumers
To provide Viability to traders/ channel partners

- **Consumer awareness:** To educate consumers about the health benefits of Organic produce i.e. NO :: chemicals- heavy metals-toxins + high nutrient value + Whole herbs / Herbal Supplements etc.

- **Mother nature:** For global sustainable environment.

- **Communication medium:** Print Media & Digital/ Social Media route

- **Product portfolio:** Product selection & launch as per the market demand.

- **Availability:** @ leading Departmental stores + Organic stores + Retail chain of stores + Organic Café’s Hotels etc.

- **Business Viability:** To provide +tive ROI to Channel partners

- **Community building:**
  - To promote Healthy Conscious Living community.
  - To build farmer community for organic produce & healthy consumer community to consume organic produce.
Staple to Staple-free tea bags
Wellness Store
Wellness Store
Retail presence
Yoga Day
Our presence @ Dubai, Hongkong & Singapore
THANK YOU
Challenges and Opportunities for Small and Marginal Farmers in Organic Farming

Presented by Dr. Praveen Vootla, JSO
(Dr. Krishan Chandra, Director)
National Centre of Organic Farming, Govt. of India
DAC&FW, Ministry of Agriculture & Farmers Welfare, Govt. of India
Major Challenges

1. Organic Input
2. Capacity Building
3. Less schemes
4. Expensive & export purpose
5. Market linkage
Organic Input
Technology Development
Technology Development

- Liquid formulation of Biofertilizers and biopesticides & NPK biofertilizer consortia (Rhizobium/Azotobacter, PSB and KMB)

  - higher shelf-life of more than two years,

  - zero contamination and

  - better efficacy even in adverse climatic condition.
Isolation of Potash mobilizing bacteria (KMB) and development of its liquid formulation has been a major achievement of NCOF.

KMB is being commercially used as a potential biofertilizer by different production units across the country.
Technology Development

- Isolation of Potash mobilizing bacteria (KMB) and development of its liquid formulation has been a major achievement of NCOF.

- KMB is being commercially used as a potential biofertilizer by different production units across the region.
NPK Paste -2004
Technology Development

Biofertilizers Tablet Form
Oil & Paste Formulation of *Trichoderma viride* developed by NCOF.
Technology Development

Liquid formulation for biopesticides (Trichoderma viridae Beauveria, Pseudomonas fluorescens, Verticellium lecanii, etc) developed by NCOF.
Liquid formulation for biopesticides (*Trichoderma viridae*, *Beauveria, Pseudomonas fluorescens, Verticellium lecanii*, etc) developed by NCOF.

Developed various portable fermenters with steel head assembly and poly-culture fermenter which are being commercially used by production units.

Identified Peat as good carrier for biofertilizer which is proved by NIFTAL.
Technology Development

- Waste Decomposer and its farmer level mass multiplication technique
Technology Development (in pipe-line)

- Organic-Fruit Ripener
- Organic -Sewage Treatment
Waste Decomposer
Grow organic crop just with Rs. 20/-

Developed by
Dr. Krishan Chandra
Director
Government of India
Ministry of Agriculture & Farmers Welfare
National Centre of Organic Farming, Ghaziabad
Simple & Reliable

Ready to use (within 5 days)

Longer shelf-life (3 years)

Recommended for all crops

Better crop response

Works as a great component for clean India Movement by converting bio-waste into organic Manure

Low cost (only Rs. 20 per bottle)

More than 1 lakh MT Organic Manure could produced from 1 bottle per year by farmers

10 lakh farmers already benefitted
Methodology of Mass Multiplication by farmers:

Mix 2 kg jaggery in 200 litre of water in a container and stir well.

Pour the contents of the bottle into the solution and stir well every day.

Cover the container with a paper/cardboard.

The waste decomposer gets ready after 5 days.
Quick Composting from waste

Fertigation with liquid de-composer

In-situ composting

Revival of Soil Health

Seed Treatment

Pest and Disease control
Quick Composting by farmers

- Spread the bio-waste as layer on a plastic sheet placed under shade of a tree
- Sprinkle 20 liter of the solution over the bio-waste layer of 01 ton
- Maintain 60% moisture during entire period of composting
- Turn over the compost at 7 day interval
- The compost gets ready to use after 40 days
- The solution of 200 liters is sufficient to prepare 10 MT of compost in single go.

Sprinkle waste decomposer solution directly on a heap of compost
In-Situ Composting of Crop Residue

• Spray the Waste Decomposer solution on the post-harvest stalks of crop plants and leave it for few days

• The above preparation can be used for 1 acre / 0.4 Ha. crop residue as in-situ composting.

• Repeat the same with every irrigation for getting good results on decomposition process and improvement soil health.
Seed Treatment

• Simply spray/sprinkle the waste decomposer solution uniformly over any type of seeds.

• Leave the treated seeds under shade for 30 minutes.

• After 30 min. the seeds are ready for sowing.
Foliar Spray

The mass multiplied liquid waste decomposer culture is diluted in the ratio of 1:10 with water and applied as foliar spray to control pest and diseases.
Success Stories

For more information on use of Waste Decomposer, in regional languages, please click the below given youtube link:

https://www.youtube.com/watch?v=CpDoYhkYT2c&t=33s (Hindi)
https://www.youtube.com/watch?v=uUxQP5xGL8&t=80s (Hindi)
https://www.youtube.com/watch?v=4kWT7uooiLE (Hindi)
https://www.youtube.com/watch?v=HE23HxzpEb0 (Hindi)
https://www.youtube.com/watch?v=MWWnyir8gRo (Hindi)
https://www.youtube.com/watch?v=GutOBQQhODY&t=22s (Hindi)
https://www.youtube.com/watch?v=yM4aCHtTRc8 (Hindi)
https://www.youtube.com/watch?v=X0Gji-8YqYoI (Hindi)
https://www.youtube.com/watch?v=4_SnTCiT1RE (Hindi)
https://www.youtube.com/watch?v=_ePRyiT44kU (Hindi)
https://www.youtube.com/watch?v=j1tUvXS608 (Hindi)
https://www.youtube.com/watch?v=OEEJtRqrFtY (Hindi)
https://www.youtube.com/watch?v=96wDnHUETEI (Hindi)
https://www.youtube.com/watch?v=Vprh130csTI (Hindi)
https://www.youtube.com/watch?v=HjTeV24eMHZI (Hindi)
https://www.youtube.com/watch?v=Qq9lJqX0wAo (Punjabi)
https://www.youtube.com/watch?v=75rjEXm-OVA&t=32s (Kannad)
https://www.youtube.com/watch?v=DIsrK-jcOm4&t=31s (Manipuri)

https://www.youtube.com/watch?v=2HS_gxafMeY (Assami)
https://www.youtube.com/watch?v=Edikauc3a_o (Assami)
https://www.youtube.com/watch?v=7gcSe9nECH8
https://www.youtube.com/watch?v=04QdsWrE94 (Oriya)
https://www.youtube.com/watch?v=y43M_66473Q (Nagaland)
https://www.youtube.com/watch?v=UqX6D9eyw_E&spfreload=10 (Marathi)
https://www.youtube.com/watch?v=oxGBWeUzjsM (Telugu)
https://www.youtube.com/watch?v=TTjIPncv29k (Telugu)
https://www.youtube.com/watch?v=X8U0MoB8HSc (Telugu)
https://www.youtube.com/watch?v=Yff6m1BZ7L (Telugu)
https://www.youtube.com/watch?v=ZbfjNdQW (Telugu)
https://www.youtube.com/watch?v=yq9C5pgK8Lw (Bengali)
https://www.youtube.com/watch?v=CpDoYhkYT2c (English)
https://www.youtube.com/watch?v=GutOBQQhODY (English)
https://www.youtube.com/watch?v=K592ImuxK10 (English)
https://www.youtube.com/watch?v=45neaDyR8SE (English)
https://www.youtube.com/watch?v=EWJarcz8RQ (English)
Sh. Lalit Kumar Sahoo, Farmer
Nisdha (Vi) Raipur Dist., Chhattisgarh Mobile no. 9977881836
https://www.youtube.com/watch?v=R3YkWViNOyM
Dr Debahsis Dutta  
Senior Scientist, Mob.7895633976
ICAR-IIFS, Modipuram

Dr N. Ravi Shankar  
Principal Scientist,  
Mob.8755195404

https://www.youtube.com/watch?v=Sm2XkojiDdI
Union Minister of Agriculture Sh. Radha Mohan Singh Ji is distributing Waste Decomposer to Farmers
Capacity Building
Human Resource Development (HRD) by imparting training

- Farmers’ training & field demonstration (FTFD) for farmers under SAGY.
- 30 days Certificate course on organic farming
- 10 days Refresher course on production and quality control of organic input.
- 5 days Trainers’ Training Course
- 2 days Training Course for extension staff and field functionaries

Trainings conducted by NCOF during 2014-15 & 2015-16

<table>
<thead>
<tr>
<th>Year</th>
<th>30 days Training</th>
<th>10 Days training</th>
<th>05 days TOT</th>
<th>02 days’ Exten trainiong</th>
<th>Total persons benefitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
<td>3</td>
<td>5</td>
<td>33</td>
<td>140</td>
<td>3997</td>
</tr>
<tr>
<td>2015-16</td>
<td>3</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>90</td>
</tr>
<tr>
<td>2016-17</td>
<td>3</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>18633</td>
</tr>
</tbody>
</table>
On farm training was given to the students on Organic inputs at NCOF and village Beehta during Certification Course on Organic farming.
## Farmer Training and Field Demonstration under SAGY

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Total no. of Adarsh Gram selected under</th>
<th>Farmer benefitted in Lakhs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lok Sabha</td>
<td>Rajya Sabha</td>
</tr>
<tr>
<td>2015-16</td>
<td>236</td>
<td>64</td>
</tr>
<tr>
<td></td>
<td>61.50</td>
<td></td>
</tr>
<tr>
<td>2016-17</td>
<td>208</td>
<td>86</td>
</tr>
<tr>
<td></td>
<td>60.27</td>
<td></td>
</tr>
</tbody>
</table>
Farmers’ training conducted at Gram Under SAGY- Bhagwanpur, Chittawan, Distt- Meerut on 24.04.2015 (no. of farmers assembled more than 100)
Name of MP (LS)- Shri Rajendra Agrawal
Govt. of India Initiatives & Schemes
The National Project of Organic Farming (NPOF) has been subsumed with the Central Sector Scheme- National Mission for Sustainable Agriculture (NMSA) during 12th five year plan. Under NMSA, NCOF is functioning with the following mandates for promotion of organic farming in the country:

- Human Resource Development (HRD)
- Technology development and dissemination
- Strain maintenance and supply
- Capital Investment Subsidy Scheme (CISS) for establishment of organic input production unit
- Statutory quality control activities
- Participatory Guarantee system (PGS) for organic certification
- Publicity and awareness

**RCOF, HQ- GHAZIABAD**
Delhi, Uttarakhand, Rajasthan & Uttar Pradesh

**RCOF, BENGALURU**
Karnataka, Kerala, Tamilnadu, Pondicherry and Lakshdweep

**RCOF, BHUBANESWAR**
BOrissa, Sikkim and Andman & Nicobar

**RCOF, Panchkula**
Haryana, Himachal Pradesh, Punjab, Jammu & Kashmir

**RCOF, IMPHAL**
Assam, Arunachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland and Tripura

**RCOF, JABALPUR**
Madhya Pradesh, Chhattisgarh, Jharkhand

**RCOF, NAGPUR**
Maharashtra, Gujarat, Andhra Pradesh, Goa, Daman & Diu, Dadra and Nagar Haveli

**RCOF, Patna**
Bihar, West Bengal and Eastern U.P
Publicity and awareness programmes

- Books on organic farming
- Publication of bi-annual biofertilizer news letter and quarterly organic farming news letter,
- Pamphlet, leaf-let etc,
- Radio-talks, television programmes, news paper coverage etc.
- Exhibitions.
- Radio jingle on - Use of Organic Fertilisers and promotion of organic agriculture
- Broadcasted through 62 different Radio Stations (FM, NER, AIR etc)

- 12 languages- (Hindi, Assame, Bengali, Dogri, Gujarati, Kannada, Manipuri, Marathi, Oriya, Telugu, Punjabi, Tamil, Malayalam)
Organic Fertilizer Newsletter  
(Quarterly)

Biofertilizer Newsletter  
(Biannual)
Eligible Organizations

<table>
<thead>
<tr>
<th>Biofertilisers and Biopesticides production Unit</th>
<th>Fruit &amp; Vegetable Waste Compost Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals, group of farmers/growers, proprietary, and partnership firms, Co-operatives, Fertilizer industry, Companies, Corporations, NGOs</td>
<td>APMCs, Municipalities, NGOs and Private entrepreneurs.</td>
</tr>
</tbody>
</table>

New as well as existing units (for expansion/renovation) engaged in the production are also eligible under the scheme.
### Project cost

<table>
<thead>
<tr>
<th>Biofertilisers and Biopesticides production Unit</th>
<th>Fruit &amp; Vegetable Waste Compost Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>200 tonne/annum is about 160.00 lakh</td>
<td>100TPD capacity is about Rs 190 lakh</td>
</tr>
</tbody>
</table>

- value of land to be computed in the project cost should not exceed 10% of the project cost
- cost of the land and civil structures (buildings) should not exceed 50% of the total financial outlay
Quantum of Subsidy

- The scheme provides credit linked back-ended capital investment subsidy @ as described below.

<table>
<thead>
<tr>
<th>Biofertilisers and Biopesticides production Unit</th>
<th>Fruit &amp; Vegetable Waste Compost Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>25% of total financial outlay subject to the maximum of Rs 40 lakh per unit, whichever is less.</td>
<td>33% of total financial outlay subject to the maximum of Rs. 63 lakh per unit, whichever is less.</td>
</tr>
</tbody>
</table>
Financial assistance provided for establishment of fruit/vegetable market/agro waste compost production units and biofertilizer / biopesticide production units

<table>
<thead>
<tr>
<th>Fruit Veg Waste Comp. Unit</th>
<th>Biofertilizer unit</th>
<th>Subsidy released (Rs. Crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>60</td>
<td>10</td>
</tr>
</tbody>
</table>

Exact data on no. of units and Subsidy released till date is awaited from NABARD
Paramparagat Krishi Vikas Yojana (PKVY)
Paramparagat Krishi Vikas Yojana (PKVY) for Organic Farming

Paramparagat Krishi Vikas Yojana, a comprehensive Centrally Sponsored Scheme launched to promote organic farming. Being implemented on a cluster basis on 20 Hectare each.

The target is to promote 10,000 clusters covering 2 lakh Hectare over the period of 3 years, 2015-16 to 2017-18. During the year 2015-16, 7186 clusters have been formed in 29 states and one Union Territory.
OBJECTIVES

- Eco-friendly cultivation
- Promote traditional techniques
- Locally available natural resources

Target: 10,000 clusters
One Cluster = 50 acres
Rs.50000 per farmer in a cluster

Potential markets
Components of PKVY Scheme

Mobilization of farmers: training & field visit

PGS-India training to LRPs

Organic seeds, Organic inputs, Biological nitrogen, etc.

INM

Transportation of organic produce

Quality control

Labeling and Branding of PGS-India certified products

Organic Fairs
## Components of PKVY Scheme

(Rs. in lakhs)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Components</th>
<th>Total Financial Assistance per cluster in 3 years</th>
<th>1st Year</th>
<th>2nd Year</th>
<th>3rd Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mobilization of farmers/Local People to form cluster.</td>
<td>Rs. 0.80</td>
<td>0.80</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>2.</td>
<td>PGS-India Certification and Quality Control</td>
<td>Rs. 2.64</td>
<td>0.37</td>
<td>1.15</td>
<td>1.12</td>
</tr>
<tr>
<td>3.</td>
<td>Adoption of Organic Villages: Organic seeds, Organic inputs, Biological nitrogen, etc.</td>
<td>Rs. 4.5</td>
<td>2.50</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>4.</td>
<td>Integrated Manure Management</td>
<td>Rs. 3.75</td>
<td>3.25</td>
<td>0.50</td>
<td>0.0</td>
</tr>
<tr>
<td>5.</td>
<td>Custom Hiring Centre Charges</td>
<td>Rs. 0.45</td>
<td>0.15</td>
<td>0.15</td>
<td>0.15</td>
</tr>
<tr>
<td>6.</td>
<td>Labeling, Branding and Transportation</td>
<td>Rs. 2.81</td>
<td>0.0</td>
<td>2.19</td>
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<td><strong>Total</strong></td>
<td><strong>Rs. 14.95</strong></td>
<td><strong>7.07</strong></td>
<td><strong>4.99</strong></td>
<td><strong>2.89</strong></td>
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<tr>
<td>S.No</td>
<td>Name of the State</td>
<td>No of clusters</td>
<td>PKVY schemes being implemented by DAC&amp;FW during 2015-16 to 2017-18</td>
<td></td>
<td></td>
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<tr>
<td>------</td>
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<td>----------------</td>
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<td>1</td>
<td>Andhra Pradesh</td>
<td>433</td>
<td>1854.47 1000.15 1100.15 1308.50 798.17 798.17 759.88 0.00 0 39 167.03 0.00</td>
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<td>2</td>
<td>Bihar</td>
<td>327</td>
<td>1400.49 1050.37 0 988.17 664.26 0 573.86 0.00 0 100 428.28 214.14</td>
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<tr>
<td>3</td>
<td>Chhattisgarh</td>
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<td>805.17 603.88 316.18 568.12 314.78 314.78 329.92 0.00 0 12 51.39 25.70</td>
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<td>4</td>
<td>Gujarat</td>
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<td>428.28 178.45 18.31 302.19 238.83 0.00 175.49 0.00 0 0 0.00 0.00</td>
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<tr>
<td>5</td>
<td>Goa</td>
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<td>17.13 7.14 0 12.09 0 0.00 7.02 0.00 0 0.00 0.00</td>
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<td>545</td>
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<td>9</td>
<td>Kerala</td>
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<td>10</td>
<td>Madhya Pradesh</td>
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<tr>
<td>13</td>
<td>Punjab</td>
<td>50</td>
<td>214.14 160.6 160.6 151.10 0.00 87.75 0.00 0 200 856.57 428.28</td>
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<td>14</td>
<td>Rajasthan</td>
<td>755</td>
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<td>15</td>
<td>Tamil Nadu</td>
<td>112</td>
<td>479.68 399.73 399.42 338.46 207.26 207.26 196.55 194.64 0 0 0.00 0.00</td>
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<td>17</td>
<td>Uttar Pradesh</td>
<td>573</td>
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<tr>
<td>18</td>
<td>West Bengal</td>
<td>120</td>
<td>513.94 214.14 214.14 362.63 393.66 271.18 210.59 374.07 0 0 0.00 0.00</td>
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<td>19</td>
<td>Assam</td>
<td>228</td>
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<td>20</td>
<td>Arunachal Pradesh</td>
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<td>122.06 51.41 51.41 86.13 81.08 81.08 50.02 94.50 0 0 0.00 0.00</td>
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<tr>
<td>21</td>
<td>Mizoram</td>
<td>34</td>
<td>218.43 89.08 89.08 154.12 138.65 138.65 89.50 211.94 0 0 0.00 0.00</td>
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<tr>
<td>22</td>
<td>Manipur</td>
<td>30</td>
<td>192.73 107.07 0 135.99 0.00 78.97 0.00 0 0 0.00 0.00</td>
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<tr>
<td>23</td>
<td>Nagaland</td>
<td>24</td>
<td>154.18 154.18 154.18 108.79 0.00 63.18 128.98 0 0 0.00 0.00</td>
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<td>24</td>
<td>Sikkim</td>
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<td>963.64 409.105 201.63 679.94 0.00 394.86 0.00 0 0 0.00 0.00</td>
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<tr>
<td>25</td>
<td>Tripura</td>
<td>50</td>
<td>321.21 133.84 133.84 226.65 308.83 308.83 131.62 164.81 0 0 0.00 0.00</td>
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<tr>
<td>26</td>
<td>Meghalaya</td>
<td>45</td>
<td>289.09 144.55 144.55 203.98 296 159.02 118.46 0.00 0 0 0.00 0.00</td>
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<tr>
<td>27</td>
<td>Himachal Pradesh</td>
<td>110</td>
<td>706.67 395 345.005 498.62 0.00 289.56 797.58 0 100 642.43 321.21</td>
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<td></td>
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<tr>
<td>28</td>
<td>Jammu &amp; Kashmir</td>
<td>28</td>
<td>179.88 74.95 74.95 126.92 87.81 26.79 73.71 0.00 0 0 0.00 0.00</td>
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<td></td>
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<tr>
<td>29</td>
<td>Uttarakhand</td>
<td>550</td>
<td>3533.35 1962.97 1902.21 2493.10 2019.4 1641.29 1447.81 2668.08 0 35 224.85 112.42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Andman &amp; Nicobar</td>
<td>68</td>
<td>485.39 130 0 342.49 0.00 198.89 0.00 0 0 0.00 0.00</td>
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<tr>
<td>31</td>
<td>Other admin. charges</td>
<td>24.85</td>
<td>0 0 0 0 0 0 0 0 0 0 0.00 0.00</td>
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<td></td>
<td>Total</td>
<td>7208</td>
<td>33763.09 22619.60 18878.40 23822.96 15218.88 7138.08 13834.58 8445.20 0 2792 12246.79 6039.88</td>
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<td></td>
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<tr>
<td></td>
<td>Total fund released in 2017-18 is Rs 14485.08 lakh</td>
<td></td>
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## Composting in villages under Swachh Bharat Abhiyan

<table>
<thead>
<tr>
<th>Villages</th>
<th>No. of Clusters</th>
<th>Amount (in Rs.)</th>
<th>Total (in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SaansadAdarsh Gram Yojana (SAGY) villages</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>594 (4 clusters per village)</td>
<td>2,376</td>
<td>23,000*</td>
<td>546.48</td>
</tr>
<tr>
<td><strong>Additional Villages</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,319 (4 clusters per village)</td>
<td>13,276</td>
<td>23,000</td>
<td>3053.48</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>15,652</td>
<td>23,000</td>
<td>3599.96</td>
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</table>
Organic Certification
PGS-India webportal launched by Hon’ble Union Agriculture Minister Shri Radha Mohan Singh dated: 15 July, 2015
PGS-India Webportal

- Designed and developed by NCOF under the guidance of Dr. Krishan Chandra with the kind support of JS (INM), DAC& FW (cooperation of NIC)
Participatory Guarantee System – India
Organic Guarantee

Organic Guarantee is a system of assurance based on process verification to build the trust of consumers on the quality of produce and is demonstrated in the form of documented logo or a statement.
Why Organic Guarantee System?
Guarantee System

Three Systems of Quality Guarantee

Brand Guarantee
By seller

Third party Guarantee

Producers Participatory Guarantee

Interestingly
TRUST is the foundation in all the three
Participatory Guarantee System – India

PGS-India is a quality assurance initiative that is locally relevant, emphasize the participation of stakeholders, including producers and consumers and operate outside the framework of third party certification.

- locally relevant
- Quality assurance system
- Participation of producers (Farmers) and Consumers (including Traders/retailers)
- Assess, inspect and verify the production practices, Documentation and
- Certification decision
- Sale products with PGS-India Logo and Unique Identity Number

Guiding principles

- Participation
- Shared Vision
- Transparency
- Trust
- Horizontality: non-hierarchical at group level, collective responsibility
- National networking
PGS-India

A farmer group centric institutional approach with Government controlled surveillance and verification

• Entire surveillance is on Government cost
• Farmers are owners of the program with decision making powers
• Encourage direct marketing
• On-line traceability in public domain
• Consumer have direct access for traceability
PGS- India : Organization structure

Farmer/ Farm family

Local groups

Regional Councils (RCs)

Zonal Councils / RCOF

National Centre of Organic Farming - As Secretariat

National Advisory Committee
Department of Agriculture and Co-Operation
Ministry of Agriculture

Apex policy making body
Low cost decentralized certification system

Farmer-friendly and hassle-free.

Certified by farmers’ groups

http://www.pgsindia-ncof.gov.in
Route Map of Functioning of online PGS-India Website

LG Registration

Farmer 1

Farmer 2

Farmer 3

Farmer 4

Farmer 5

Application and registration in RCs

Approval of LG and generation of UID

Regional Council

NAC meeting and Approval of RCS

Application and registration of RCs

Zonal Council

Surveillance Report

Appointment of ZCs

NCOF / NAC

Meeting

Training

Peer Appraisal last Sheet

Local Group Summary Decision Sheet

Scope Certificate

Route Map of Functioning of online PGS-India Website
This Scope Certificate is valid from MM/DD/YYYY to MM/DD/YYYY for these product(s) and / or service(s) certified in this certificate.

The validity of the certificate solely depends on the continued compliance with the required standards and PGS-India guidelines.

Signature of PGS India Group Leader
Local Group No.: LGS000000001

Authorized by:
Organic Farming Centre
Regional Council for PGS in KARNATAKA
Authorization No.: PGS00001
Date: 6/24/2014

Local Group Name: ORGANIC MASTERS
Local Group Code: LGS000000001

Member Name: GUDDAPPA

<table>
<thead>
<tr>
<th>Member Code</th>
<th>Member Name</th>
<th>Total Organic Area (Ha)</th>
<th>Farm Status</th>
<th>Crops/Produce</th>
</tr>
</thead>
<tbody>
<tr>
<td>84</td>
<td>GUDDAPPA</td>
<td>20</td>
<td>PGS ORGANIC</td>
<td>COWPEA (LABIA ASPARAGUS BEAN) (YARD LONG BEAN) (Area: 2 Ha)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>FINGER MILLET (RAGE MANDIKA) (Area: 8 Ha)</td>
</tr>
</tbody>
</table>
PGS-India Status
Total RCs: as on date : 722
Year wise details of farmer groups registration under PGS-India Certification system
Year wise details of farmers registration under PGS-India Certification system
Year-wise details of cultivable area (ha) registered under PGS-India Certification system
Total Registration details in PGS-India across the country

- **Local Groups**: 6,898
- **Farmers**: 2,46,416
- **Area (ha)**: 1,77,512
Total PGS-India Scope Certificates

- 2015-16: 3,606
- 2017-18: 47015

Market Linkage
Product Brands under PGS-India

More than 100 brands

- Tripura Organics
- Biocert Organics
- Swadesham Organics
- Prakriti Organics
- Prakriti Organics
Swadesham Organics – Chetna Vikas Swarajiya Trust

LG2000001050 BEHTA GROUP 1, BIHATA BULANDSHAHAR, UTTAR PRADESH
Swadesham Organics – Chetna Vikas Swarajiya Trust

LG2000001050 BEHTA GROUP 1, BIHATA BULANDSHAHAR, UTTAR PRADESH
Prakriti Organics - JVES
Prakriti Organics - JVES
Kasu Organic-RS Eventtech
VAIDIK JAVIK AADHAR UTPADAK SAMUH (MOHTARA TELI), Mungeli

LG2300007710, VAIDIK JAVIK AADHAR UTPADAK SAMUH (MOHTARA TELI), Mungeli
Phalada Organics
PGS-India Organic Store at Meerut
SRI SRI Institute Organics
Analysis Report of Organic Produce tested for MRL in NABL accredited Laboratory

**TEST REPORT**

**SAMPLE SUBMITTED BY:** Jalpaiguri Vivekananda Educational Society, 15A, Bazar Street, 1st Floor, Kolkata – 700 002.  
**A/c:** Ms. Prakriti Organic Farm Fresh India Pvt. Ltd.  
15A, Bazar Street, 1st Floor, Kolkata – 700 002.

**NO. F(S)-(NN)/16-17/1155**  
**Date:** MARCH 03, 2017  
**Page 1 of 2**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Test Parameters</th>
<th>Test Method</th>
<th>Unit</th>
<th>Result</th>
<th>Norms as per FSSAI 2006 (Rules &amp; Regulation 2011) as amended on 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Moisture</td>
<td>IS 4333 (Part 1) : 2002</td>
<td>% (w/w)</td>
<td>18.80</td>
<td>16 (Max)</td>
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<tr>
<td>2.</td>
<td>Foreign Matter</td>
<td>IS 4333 (Part 1) : 1996</td>
<td>% (w/w)</td>
<td>0.17</td>
<td>1.0 (Max)</td>
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<tr>
<td>3.</td>
<td>Other Edible Grains</td>
<td>IS 4333 (Part 1) : 1996</td>
<td>% (w/w)</td>
<td>0.10</td>
<td>3.0 (Max)</td>
</tr>
<tr>
<td>4.</td>
<td>Damaged Grain</td>
<td>IS 4333 (Part 1) : 1996</td>
<td>% (w/w)</td>
<td>0.46</td>
<td>6.0 (Max)</td>
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<tr>
<td>5.</td>
<td>Weevilled Grains</td>
<td>IS 4333 (Part 1) : 1996</td>
<td>% (w/w)</td>
<td>0.87</td>
<td>6.0 (Max)</td>
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<tr>
<td>6.</td>
<td>Uric Acid</td>
<td>IS 4333 (Part 1) : 1996</td>
<td>mg/kg</td>
<td>Absent</td>
<td>100 (Max)</td>
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<tr>
<td>7.</td>
<td>Aflatoxin</td>
<td>AOAC-19th Edx. Chapter No. 49</td>
<td>µg/kg</td>
<td>&lt;4.0</td>
<td>30 (Max)</td>
</tr>
</tbody>
</table>

**Remarque:**  
Conclusion: The sample may be covered under PGS-Green category. (Participatory Guarantee System)  
...END OF TEST REPORT...

1. The test report shall not be reproduced except in full, without written approval of the company.  
2. Results relate only to the parameters tested.  
3. The remaining sample after test will be retained for 30 days from the date of issue of certificate.
Organic Vegetable Market in Jarkhand
Organic Vegetable Stall - Ekalavya Foundation
Marketing avenues for PGS-India certified organic products
Market Avenues

Mobile Organic Shop
Weekly Organic Bazar on wheels
Organic Stall in Mela
Transport of organic produce to Mela
Market Avenues

Mobile Organic Shop and stall

Organic outlet in Krishi Bhavan New Delhi
(Dr. Krishan Chandra, Director, NCOF and Manu Chaudary seen in picture)
Organic Outlets/Stalls and Cafeteria

Inauguration of Organic Restaurant by Hon’ble Union Agriculture Minister Shri Radha Mohan Singh (Dr. Krishan Chandra, Director NCOF and other dignitaries also seen) at Krishi Bhavan, New Delhi

Shri Radha Mohan Singh Hon’ble Union Agriculture Minister exploring and procuring organic commodities from the organic store at Krishi Bhavan, New Delhi (Dr. Krishan Chandra, Director NCOF and other dignitaries also seen)

Inaugural of Organic Cafeteria by Shri Radha Mohan Singh Hon’ble Union Agriculture Minister in F 38/39, Krishi Bhavan, New Delhi (Dr. Krishan Chandra, Director NCOF also seen)

Shri Radha Mohan Singh Hon’ble Union Agriculture Minister visiting a PGS-certified organic food stall
Under the Dynamic leadership of Dr. Krishan Chandra
Director, National Centre of Organic Farming
INM Division, Ministry of Agriculture Farmers Welfare, Govt. of India
krishan.rcof@gmail.com, Phone Number: 9818322105
Organic Certification: Domestic and Export Market Scenario

Consultative Workshop – “From Sustainable Agriculture to Organic Farming”

Purushotham Rudraraju

10th Jan 2018
• Advantage India – Best Fit Ecosystem for Certified Organic production.
  • Varied Agro Climatic Conditions
  • Traditional Farming Systems
  • Wild Collections
  • Small Holder farmers
  • Entrepreneurial Attitude
  • Promotional Support from Government for Production and Trade
  • Competitive Certification Landscape
India Ranks 15th in terms of World’s Organic Agricultural land*
Total area under organic certification is 5.71mil ha(2015-16).
  • Includes 26% cultivable area with 1.49 million Hectare
  • Rest 74% (4.22 million Hectare) forest and wild Collection Area of minor forest produce.
  • 1.35 million MT (2015-16) of certified organic products

* Source: FIBL & IFOAM Year Book 2015
Products include

- Oilseeds
- Cereals & Millets (Basmati Rice/Amaranthus)
- Cold Press Oils,
- Cotton and Textiles,
- Pulses
- Medicinal plant products and Essential Oils,
- Tea,
- Fruits and Fruit Products,
- Spices,
- Dry Fruits,
- Vegetable Products
- Coffee etc.

* Source: FIBL & IFOAM Year Book 2015
Export Scenario

- Volume: 263687 MT
- Value: 298 M USD
- Oil seeds (50%)
- Processed food products (25%),
- Cereals & Millets (17%),
- Tea (2%),
- Pulses (2%),
- Spices (1%),
- Dry fruits (1%), and others.
Domestic Scenario

- **Volume**: 1.24 Mi MT
- **Growth**: 25-30%
- **Value**: 0.36b 2014
Opportunity

- Enabling Ecosystem
- Efficient Supply Chain System
- E-Commerce
- Future Value: 2b 2020
- 1 Billion Domestic and 1 Billion Export
Consultative Workshop – “From Sustainable Agriculture to Organic Farming”

Purushotham Rudraraju

10th Jan 2018
Organic Standards

- International guidelines-IFOAM, Codex
- Regional standards-EEC 2092/91
- Country standards-NOP, JAS, NSOP
- Private standards-Biosuisse, Naturland
Basis of Standard Setting

- Coexist with, rather than dominate, natural systems;
- Sustain and/or build soil fertility;
- Minimize pollution/damage to the environment and human health;
- Minimize the use of non-renewable resources;
- Ensure the ethical treatment of animals;
Basis of Standard Setting

- Do not rely on significant amounts of external inputs, or on use of GMOs.
- Protect and enhance the farm environment with particular regard to conservation and wildlife.
- Consider the wider social and ecological impact of agricultural systems.
- Conserve the habitat.
Status of Standards

Regional/National standards are
- Enacted
- Enforceable
- Enforced through the accredited certification agencies.
What is Certification

- Process of verification and authentication.
- By an independent body.
- That production/processing/marketing and all other requirements of a standard/s are complied with by the operator.
How it is done?

- Set of procedures established for the purpose.
- Include physical inspection of the production location, conditions, verification of records, interviews with the personnel involved and analysis.
Who does it?

- Independent Inspection and Certification Agency
- Accredited under the standard.
- Independent, qualified, trained and competent inspectors.
- Standards inspection and Certification Forms
- Certification committee
- Analysis by an accredited lab
Certification Process

- Application
- Registration
- Inspection planning
- Physical inspection, verification of records/systems, interviews, sampling etc.
- Certification and award of status
- Follow up visits
Accreditation

- Quality assurance system for the certification agencies.
- Initial assessment-competence, infrastructure, experience, independence and internal system.
- Periodic follow up appraisal.
Grower Group Certification

- Certification of an organised group of producers, processors and exporters with similar farming systems and which are in geographical proximity.
Why Grower Group Certification?

- Cost of individual certification is high
- Independent processing and marketing is not feasible
- The farming operations are located remotely and are more or less similar
Grower Group Certification-Criteria

1. Farms in a group shall apply similar farming production systems and be in geographical proximity.

2. Farmers with land holding of 4 ha and above can also belong to a group certification but will have to be inspected annually.

3. Individual farmers area shall be less than 50% of the total area of the group.
Grower Group Certification-ICS

Internal Control System (ICS)

• Quality assurance system that allows the external control agency to delegate the annual inspection of the individual group members to a body identified from within the operators of the group.
Internal Control System - Purpose

- Integrity of the organic status of the products safeguarded.
- Traceability of the products ensured
- Social Control of the organisation is exercised
Internal Control System-Procedure

ICS Manual

• A written form of the internal control procedures.

• Prepared by the coordinator, staff and approved by the legal/management representative.

• Distributed among the staff responsible.

• Updated – once a season/year.
Internal Control System-Procedure

Internal Quality System (IQS)

• Implementation of the Internal control system.
• Internal Standard.
• Risk Assessment.
• Annual external Inspection—once a season/year.
Internal Quality System-Procedure

- Development of Internal control system.
- Identification of producers groups.
- Creation of awareness about group certification.
- Identification of qualified personnel or service provider for maintaining the ICS.
Internal Control System - Documentation

- Basic Farm Data
- Organic Risk Assessment Form.
- Farm admission Form
- Farmer Contract/Agreement
- Training Schedules/Register
- Inputs Purchase/Supply Record.
- Storage records
- Internal Inspections.
- Non Compliance and Sanctions Register.
- Approved Farmers List
- Yield Estimates.
- Storage and Sales Control Registers.
Farm Diary

- Farmer Primary Data.
- Farm Map
- Farmer Agreement
- Field History
- Live Stock Details- Breed-Fodder-Medicine.
- Seed/Propagation -Treatments details
- Soil Fertility Management-Inputs-storage-Application.
- Pest and Disease Management Details.
- Storage Management Details
- Field Visits
- Yield Estimates
- Sales Registers.
Internal Inspections

By Independent Internal Inspectors

• To Assess Compliances/Non Compliances with Standards.
• To Recommend for Appropriate Sanctions
• To Assess the Organic Status and Yield Estimates.
Assessment of Compliances / Non Compliances

- Source of Seeds/Propagation.
- Borders and Buffer Zones
- Seed treatments.
- Soil Fertility Management
- Pest and Disease Management
- Storage and Handling.
- Risk of Contamination
- Labelling.
- Use of approved / unallowed Substances
Sanctions

Based on the degree of Non Conformity:

- Warning
- Suspension or Change of status
- Expulsion
Post Harvest Handling

- **Avoid Contamination Harvest**
  - Separate harvest of Organic and In conversion Products.
  - Separate harvest of Organic and Buffer zone Products.
  - Use contamination free harvesting tools and packing.

- **Avoid Contamination while Transport**
  - Use clean, covered and approved trucks.
  - Avoid transport of conventional and organic products.
  - Do not keep unallowed products while transporting produce

- **Avoid Contamination while Storage**
  - Store organic and conventional products separately.
  - Do not keep any unallowed substance in store.
  - Do not use fumigate
Chain of Custody

- **Export and Administration**
  - Ensure Integrity of the Product.
  - Ensure Effective ICS.
  - Ensure Traceability of the product in supply Chain
  - Proper documentation

- **Processing**
  - Ensure proper storage of the produce.
  - Ensure separation of the product.
  - Cleaning and handling procedures.
  - Labelling and Documentation

- **Production**
  - Ensure compliance with the Standards.
  - Documentation to have effective certification.
Thanks!
ORGANIC FARMING SCENARIO IN INDIA

Consultative Workshop on
"From Sustainable Agriculture to Organic Farming"

Deendayal Antyodaya Yojana – National Rural Livelihoods Mission

NASC Complex, PUSA, New Delhi
10th Jan 2018
CONTENT

- About Organic Farming
- Global Statistics
- Indian Scenario
- ITC’s Organic Foot print
- Points to ponder
ABOUT ORGANIC FARMING

Organic Agriculture
“…system of farm design and management to create an eco-system, which can achieve sustainable productivity without the use of artificial external inputs such as chemical fertilizers and pesticides.”
- National Programme for Organic Production (NPOP)

Principles of Organic Farming
Health, Ecology, Fairness And Care For All Including Soil

Healthy soil, plants, animals, humans = a healthy planet
...sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible

Emulating and sustaining natural systems
...based on living ecological systems and cycles, work with them, emulate them and help sustain them

Equity, respect and justice for all living things
...should build on relationships that ensure fairness with regard to the common environment and life opportunities

For the generations to come
...should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment
**KEY INDICATORS & TOP COUNTRIES: 2015**

**Organic Agricultural Land**
- Australia: 22.7 Mil. ha
- Argentina: 3.1 Mil. ha
- US: 2.0 Mil. ha
- India: 1.2 Mil. ha

**Wild Collection, Non-agri Land**
- Finland: 9.1 Mil. ha
- Zambia: 6.8 Mil. ha
- India: 3.7 Mil. ha

**Producers**
- India: 5.8 Lakh
- Ethiopia: 2.03 Lakh
- Mexico: 2.0 Lakh

**Organic Market Size**
- US: 39.7 Bil. USD
- Germany: 9.5 Bil. USD
- France: 6.1 Bil. USD
- India: 0.3 Bil. USD

**Organic Activities: 179 Countries**

**Regulations: 87 Countries**


Mil. = Million; Bil. = Billion; USD = US Dollar; ha = Hectares
GLOBAL ORGANIC MARKET

- Valued at USD 110.25 billion in 2016
- Estimated growth @ CAGR of 16.15% to reach USD 262.85 billion by 2022
- North America followed by Europe are the major markets for organic products

2015 Estimates

<table>
<thead>
<tr>
<th>Category</th>
<th>USD  Billion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Organic Food</td>
<td>90</td>
</tr>
<tr>
<td>Organic Packaged Food &amp; Beverage</td>
<td>38 – 40</td>
</tr>
<tr>
<td>Organic Packaged Food</td>
<td>32 – 34</td>
</tr>
<tr>
<td>Organic Packaged Beverage</td>
<td>4 – 6</td>
</tr>
</tbody>
</table>

Source: Reports of Techsci Research [www.techsciresearch.com]; YES BANK & Ingenus Strategy and Creative Research
INDIAN SCENARIO

Production (2015-16): 1.35 Mil. Tons
• Sugarcane, Oil Seeds, Cereals & Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee, etc.

• Madhya Pradesh has largest area followed by Himachal Pradesh and Rajasthan

Exports (2015-16): 2,63,687 MT valued at 298 Mil. USD
• Oil seeds (50%) Processed food products (25%), Cereals & Millets (17%), Tea (2%), Pulses (2%), Spices (1%), Dry fruits (1%)

• European Union, US, Canada, Switzerland, Korea, Australia, New Zealand, South East Asian countries, Middle East, South Africa, etc.

Domestic trade: Rs. 600 Crs. in 2015-16 (Vs. Rs. 300 Crs. in 2012-13) estimated by ICCOA

Sources: 1) http://www.apeda.gov.in/apedawebsite/organic/Organic_Products.htm
Mil. = Million; USD = US Dollar; ha = Hectares; MT = Metric Ton; Crs. = Crores; ICCOA = International Competence Centre for Organic Agriculture
ORGANIC FARMING REGULATIONS IN INDIA

- **Systems in India**
  - National Programme for Organic Production (NPOP) (3rd Party Certification):
    - Individual or Group certification with Internal Control System (ICS)
  - Participatory Guarantee System (PGS) - India:
    - Decentralized process – group of small farmers of a cluster
    - Recognized by IFOAM; Promoted by MoA – acceptable for domestic trade

- **FSSAI’s “Food Safety and Standards (Organic Foods) Regulations 2017”**
  - Recognizes both NPOP & PGS-India: “Jaivik Bharat”
  - Shall be effective from July 2018

- **Conversion Period**
  - de facto organic areas – no conversion period; provided documentary evidence is available
  - Annual & Biennial crops - At least 24 months of organic management preceding organic sowing
    - 12 months relaxation, if land is idle/ treated with products approved under NPOP for 3 years
  - Perennial (excl. pastures & meadows) – 36 months
  - Adherence to organic standards - Entire farm & across the seasons of a year
## ITC - SUSTAINABLE AGRICULTURE - MANGO

- Connect with to 3,410 Small & Marginal farmers in AP, Tamilnadu, Maharashtra and Gujarat
- Helping Famers to realize a better price for their produce with enhanced Customer connect

<table>
<thead>
<tr>
<th>Stages</th>
<th>Value Chain Interventions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conception</td>
<td>▪ Identification &amp; Registration of Farmers’ group</td>
</tr>
<tr>
<td></td>
<td>▪ Guidance by Agriculture experts on Compliance Criteria</td>
</tr>
<tr>
<td></td>
<td>▪ 3rd Party Certifications</td>
</tr>
<tr>
<td>Pre-Implementation</td>
<td>▪ Capacity Building to adopt and follow Good Agricultural Practices</td>
</tr>
<tr>
<td>Implementation</td>
<td>▪ Implementation of Internal Control Systems</td>
</tr>
<tr>
<td></td>
<td>▪ Chain of Custody - Aggregation, Packing and dispatch</td>
</tr>
<tr>
<td></td>
<td>▪ Processing and Marketing of Finished Products</td>
</tr>
<tr>
<td>Monitoring &amp; Review</td>
<td>▪ Farm-level documentation – Orchard mapping, Farm Dairy</td>
</tr>
<tr>
<td></td>
<td>▪ Audits/ Internal Inspections &amp; Hand-holding through ICS Management process</td>
</tr>
</tbody>
</table>
ITC ORGANIC MANGO – GOOD AGRI PRACTICES

- Quality Saplings
  Reduced time to crop
- Fertility & Organic content of orchards increased
- Better Canopy management
- Safe Harvesting Methods
- Reduced Post Harvest Losses
- Market access @farm gate
  Higher Incomes to Farmer
POINTS TO PONDER

- **Challenges**
  - Yield reduction in the initial years
  - Inadequate availability of good quality organic inputs
  - Lack of pest and disease management options
  - High cost of certification
  - Year round engagement & market support

- **Work needs to be done on**
  - Structured Research on - location specific Package of Practices for sustaining yield, quality and farmer interest
  - Strengthen organic input production - Authentic & technically superior organic inputs (On-farm & Off-farm)
  - Promote Grower group/ Participatory Guarantee System of certification
  - Awareness, Guidance and Capability building
  - Campaign on “Know-your-food” and “Know-your-farm”
ORGANIC FARMING STUDIES BY ICAR, INDIA
13 centres across India; on Cereals, Pulses, Oilseeds, Fiber, Spices, Vegetables for 7 years

Yield of Organic Vs Inorganic (after 8th Cycle across locations)

- **Yield advantage:**
  - 4 to 6%: Basmati Rice, Soybean, Garlic, Groundnut, Cauliflower, Tomato
  - 7 to 16%: Greengram, Onion, Chilli, Cabbage, Turmeric

- **Yield reduction:**
  - 5 to 8%: Wheat, mustard, lentil, potato, French bean

Economics of Organic Vs Inorganic Production

- **Net return:** 17% higher (at 20-25% premium price)
- **Cost of cultivation was found to be 13% higher under Organic production system** due to handing of bulky organic manures

Benefits of Organic Production

- Soil organic carbon increased by 22% in 6 years
- Increase in soil microbes (fungi, bacteria, actinomycetes) observed in all locations
- Slight improvement in nutritional quality Soybean, Turmeric, Ginger

## ORGANIC FARMING VS CONVENTIONAL FARMING

<table>
<thead>
<tr>
<th>Institute</th>
<th>Project Duration</th>
<th>Focus Crops</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Institute of Organic Farming (FiBL) and Swiss Federal Research</td>
<td>21 years</td>
<td>Potato, Legume Green Manures, Winter Wheat + Fodder Intercrop, Cabbage,</td>
<td>• 1-5% yield drop Vs Conventional farming</td>
</tr>
<tr>
<td>Station for Agroecology and Agriculture (FAL-Reckenholz)</td>
<td></td>
<td>Barley, Grass-clover, Beet-root, Soybean &amp; Maize</td>
<td>• 20% yield drop Vs Integrated Crop Management</td>
</tr>
<tr>
<td>Rodale Institute FSI Pennsylvania</td>
<td>21 years</td>
<td>Maize, Soybean</td>
<td>Normal Rainfall years</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maize: 40% yield reduction in first 5 years Vs Conventional</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Soybean: similar to Conventional</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Drought Years:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Organic 28% to 34% higher yield than Conventional in both Maize &amp; Soybean</td>
</tr>
<tr>
<td>International Crops Research Institute for the Semi-Arid Tropics</td>
<td>7 years</td>
<td>Soybean, Pigeon Pea, Maize, Sorghum, Cowpea and Cotton</td>
<td>• 35-62% Lower yield during 1st year and later on par with Conventional</td>
</tr>
<tr>
<td>(ICRISAT)</td>
<td></td>
<td></td>
<td>• 14% lower yield over Integrated Crop Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Net Incomes are higher Vs Conventional due to lower input costs –</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>recommended for small &amp; marginal farmers</td>
</tr>
</tbody>
</table>

*Source: Organic Agriculture in India (Concepts, Scenario, Principles and Practices), by Dr AK Yadav, National Centre of Organic Farming, Ghaziabad, Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India*
GOVT. OF INDIA SCHEMES

- Paramparagat Krishi Vikas Yojana (PKVY)
  - Cluster approach
    - Cluster size: 50 acres in contiguous form, if possible
    - No. of farmers: $\geq 50$ per cluster
    - 65% of the farmers should be small & marginal farmers
  - Financial assistance:
    - Rs. 10 Lakhs to farmer members of a cluster i.e., Rs. 20,000 / acre for three years for production
    - Rs. 4.95 Lakhs for mobilization and certification
  - Certification: Participatory Guarantee System

6,866 Groups across 25 states covering around
1.76 Lakh hectares & 2.45 Lakh farmers

Sources:
1) Revised Guideline of PKVY as per 10th December 2015, Ministry of Agriculture.
## Participatory Guarantee Scheme: India Status

6,866 Groups across 25 states covering around 1.76 Lakh hectares & 2.45 Lakh farmers

<table>
<thead>
<tr>
<th>State Name</th>
<th>Total Groups</th>
<th>Total Group Members (Farmers)</th>
<th>Total Area (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MADHYA PRADESH</td>
<td>1050</td>
<td>41,487</td>
<td>45,811</td>
</tr>
<tr>
<td>MAHARASHTRA</td>
<td>1128</td>
<td>39,898</td>
<td>21,551</td>
</tr>
<tr>
<td>UTTARAKHAND</td>
<td>528</td>
<td>28,540</td>
<td>20,368</td>
</tr>
<tr>
<td>KARNATAKA</td>
<td>616</td>
<td>21,437</td>
<td>16,527</td>
</tr>
<tr>
<td>UTTAR PRADESH</td>
<td>830</td>
<td>36,935</td>
<td>15,757</td>
</tr>
<tr>
<td>RAJASTHAN</td>
<td>431</td>
<td>17,991</td>
<td>8,606</td>
</tr>
<tr>
<td>CHHATTISGARH</td>
<td>452</td>
<td>9,749</td>
<td>8,037</td>
</tr>
<tr>
<td>HIMACHAL PRADESH</td>
<td>144</td>
<td>5,540</td>
<td>5,018</td>
</tr>
<tr>
<td>GUJARAT</td>
<td>191</td>
<td>6,717</td>
<td>4,843</td>
</tr>
<tr>
<td>ASSAM</td>
<td>229</td>
<td>7,265</td>
<td>4,705</td>
</tr>
<tr>
<td><strong>SUB TOTAL</strong></td>
<td><strong>5599</strong></td>
<td><strong>2,15,559</strong></td>
<td><strong>1,51,225</strong></td>
</tr>
<tr>
<td>Other States</td>
<td>1267</td>
<td>29,949</td>
<td>25,374</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>6866</strong></td>
<td><strong>2,45,508</strong></td>
<td><strong>1,76,599</strong></td>
</tr>
</tbody>
</table>

Source: [http://pgsindia-ncof.gov.in/Reports/StateWiseGroupAndArea.aspx](http://pgsindia-ncof.gov.in/Reports/StateWiseGroupAndArea.aspx) (accessed on 3rd Jan 2018); Figures have been rounded off to nearest integer
STATE-WISE MAJOR CROPS GROWN UNDER ORGANIC FARMING IN INDIA

**Arunachal Pradesh**
- Maize, Sorghum, Pulses, Oilseeds, Tea/ Coffee, Medicinal

**Assam**
- Tea/coffee, fruits and vegetables

**Chattisgarh**
- Rice, Wheat, Vegetables

**Delhi**
- Wheat, Vegetables

**Goa**
- Fruit, Vegetables

**Gujarat**
- Cotton, Pulses, Oilseeds, Vegetables

**Haryana**
- Basmati Rice, Wheat, Maize, Vegetables

**Himachal Pradesh**
- Wheat, Fruits, Vegetables

**Himachal Pradesh**
- Basmati Rice, Vegetables, Maize, Sorghum, Herbs, Spices

**Jammu & Kashmir**
- Spices, Fruits, Vegetables

**Karnataka**
- Cotton, Rain fed Wheat, Maize, Sorghum, Pulses, Oilseeds, Vegetables

**Kerala**
- Spices, Vegetables, Herbals

**Madhy Pradesh**
- Soybean, Wheat, Vegetables

**Maharashtra**
- Cotton, Rice, Wheat, Pulses, Oilseeds, Spices, Vegetables

**Meghalaya**
- Spices, Vegetables

**Mizoram**
- Spices

**Nagaland**
- Spices

**Punjab**
- Basmati Rice, Wheat, Vegetables

**Rajasthan**
- Cotton, Wheat, Seed Spices, Vegetables

**Sikkim**
- Maize, Sorghum, Vegetables, Spices, Herbs

**Tamil Nadu**
- Tea, Herbs, Spices

**Uttar Pradesh**
- Rice, Wheat, Maize, Vegetables

**Uttarakhand**
- Basmati Rice, Vegetables, Maize, Sorghum, Herbs, Spices

**Andhra Pradesh (Unified)**
- Cotton, Maize, Pulses, Oilseeds, Fruits and Vegetables

# NATIONAL STANDARDS FOR ORGANIC PRODUCTION

<table>
<thead>
<tr>
<th>General Requirements</th>
<th>Crop Production requirements</th>
<th>Animal Production requirements</th>
<th>Food processing, handling and storage requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Habitat management</td>
<td>• Selection of seed/planting material</td>
<td>• Conversion requirements</td>
<td>• General requirements</td>
</tr>
<tr>
<td>• Diversity</td>
<td>• Fertilisation</td>
<td>• Rearing environment</td>
<td>• Storage</td>
</tr>
<tr>
<td>• Integration of Animal/Livestock</td>
<td>• Pest, Disease &amp; Weed management including growth regulators</td>
<td>• Animal nutrition</td>
<td>• Ingredients, additives &amp; processing aids</td>
</tr>
<tr>
<td>• Conversion period</td>
<td>• Equipment / implements and storage containers</td>
<td>• Veterinary medicine</td>
<td>• Processing</td>
</tr>
<tr>
<td>• Soil &amp; Water Conservation</td>
<td>• Storage &amp; transport</td>
<td>• Requirement for Beekeeping</td>
<td>• Packaging and labelling</td>
</tr>
</tbody>
</table>
## INDIAN SCENARIO

### Area Incl. Wild (Mil. ha) and Area Share (%)

<table>
<thead>
<tr>
<th>State</th>
<th>Area Incl. Wild (Mil. ha)</th>
<th>Area Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madhya Pradesh</td>
<td>1.93</td>
<td>39.5%</td>
</tr>
<tr>
<td>Himachal Pradesh</td>
<td>1.37</td>
<td>28.1%</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>0.48</td>
<td>9.8%</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>0.22</td>
<td>4.5%</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>0.11</td>
<td>2.3%</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>0.1</td>
<td>2.0%</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>0.09</td>
<td>1.8%</td>
</tr>
<tr>
<td>Karnataka</td>
<td>0.09</td>
<td>1.8%</td>
</tr>
<tr>
<td>Odisha</td>
<td>0.09</td>
<td>1.8%</td>
</tr>
<tr>
<td>Sikkim</td>
<td>0.08</td>
<td>1.6%</td>
</tr>
<tr>
<td>Others</td>
<td>0.32</td>
<td>6.6%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4.88</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

### Production (MT) and Production Share (%)

<table>
<thead>
<tr>
<th>State</th>
<th>Production (MT)</th>
<th>Production Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madhya Pradesh</td>
<td>3,21,964</td>
<td>29%</td>
</tr>
<tr>
<td>Karnataka</td>
<td>2,54,761</td>
<td>23%</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>2,17,323</td>
<td>20%</td>
</tr>
<tr>
<td>Gujarat</td>
<td>60,626</td>
<td>5%</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>60,117</td>
<td>5%</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>50,299</td>
<td>5%</td>
</tr>
<tr>
<td>Odisha</td>
<td>28,972</td>
<td>3%</td>
</tr>
<tr>
<td>Uttarakhand</td>
<td>23,714</td>
<td>2%</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>17,598</td>
<td>2%</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>14,824</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>60,370</td>
<td>5%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11,10,568</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
From Sustainable Agriculture
To
Organic Farming

_Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM)_

Presented by
Alok De
Lead - Farm Livelihoods, DAY-NRLM
DAY-NRLM : Goal and Scope

• Addresses the following critical dimensions of rural livelihoods and human development
  • **Empowering institutions** of the poor
  • Strengthening **financial support services**
  • Supporting **diversification of livelihoods**
  • **Imparting skills** to the rural population
  • Improving **quality of human development**

• Aims at eliminating poverty of 8 – 9 crore rural households (SECC –single deprivation household) by 2024-25
LIVELIHOODS PROMOTION STRATEGY
DAY-NRLM - Livelihoods

**Strengthening existing livelihoods and diversification of livelihoods**

**Farm Livelihoods**
- Mahila Kisan Sashaktikarana Pariyojana (MKSP)
  - Agriculture, livestock, non-timber forest produce and promoting new livelihoods
- Dedicated fund for Value Chain development
  - Promotion of Producers’ Enterprises in farm sector- Agri, NTFP and Dairying

**Non-Farm Livelihoods**
- Start-up Village Entrepreneurship Program (SVEP)
  - Promotion of rural enterprises in non-farm livelihoods and establishment of robust support structure
- Aajeevika Grameen Express Yojana (AGEY)
  - Rural transport services in unserved areas and livelihoods for SHG members
FARM LIVELIHOODS PROMOTION
Strategy - Farm livelihoods interventions

- Promote diversification of Livelihoods (each poor HH to have multiple source of income)- Agriculture, NTFP, livestock
- **Creating support structure** for – training, capacity building, information sharing, credit, technology, marketing
- Creating **CRPs from within the community** to take over the role of support services
- Develop **value chains of key commodities**
- Organizing the producers at village level as **producers groups**
- Network with **markets, food and nutrition security** interventions
- Promoting **producers’ enterprises** (collectives) for value addition and market linkage
Mahila Kisan Sashaktikaran Pariyojana (MKSP)
Mahila Kisan Sashaktikaran Pariyojana (MKSP)

- Agriculture, NTFP, Livestock
- Focus on **agro-ecological practices, productivity enhancement and value chain intervention**
- Number of States Covered: **21 States, 1 UT**
- Number of Districts Covered: **189**
- Number of Blocks covered: **1324**
- Number of Villages covered: **26213**
- Number of Mahila Kisan covered: **33.06 lakh**
- Total Pashu Sakhi and Krishi Sakhi (trained Community extension services providers) – **21,402**
# State-wise coverage of Mahila Kisans

<table>
<thead>
<tr>
<th>Sr.</th>
<th>State</th>
<th>District Planned</th>
<th>District Covered</th>
<th>Block Planned</th>
<th>Block Covered</th>
<th>Village Planned</th>
<th>Village Covered</th>
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</table>
## Implementation Strategy of MKSP

### Focus on Poorest of Poor

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reducing cost of cultivation</td>
<td>• Promotion of <strong>agro-ecological practices</strong> - Non pesticide management, in-situ water harvesting, soil health, seed and soil management</td>
</tr>
<tr>
<td>Increased productivity of livestock</td>
<td>• <strong>Better livestock management practices</strong> - Disease prevention, immunization, feed and fodder management, housing, hygiene and health management</td>
</tr>
<tr>
<td>Non Timber Forest Produce (NTFP)</td>
<td>• <strong>Replicate successful models in NTFP</strong> for substantial income increase – Tasar, Lac</td>
</tr>
</tbody>
</table>
| Community Based Extension System | • **Trained village level resource persons** to provide regular technical support at the household, **24x7x365**  
  • **Farmer Field School/Pashu Pathshala** in the fields for reviewing, awareness generation, trouble shooting and capacity building |
| Custom Hiring Centers | • **Access to farm mechanization** through establishment of custom hiring centers |
| Better price realization | • Better price realization through better post-harvest practices, value addition and market linkage through promotion of **producers’ enterprises** |
Agro-ecological Principles

• Adapting to local environment

• Providing the most favorable soil conditions for plant growth by enhancing soil biological activity and soil organic matter, recycling nutrients through organic matter decomposition

• Promoting biodiversity within the system, over time and space, at the field and landscape level; promote complexity not simplicity

• Enhancing beneficial biological interactions and synergies to promote, especially, those that regenerate soil fertility and provide pest management without resorting to external inputs

• Minimizing losses of energy and water from the system

• Minimizing the use of non renewable external resources through nutrient recycling

• Maximizing the use of farmers’ knowledge and skills
## Sustainability Matrix

<table>
<thead>
<tr>
<th></th>
<th>Production</th>
<th>Economics</th>
<th>Environment</th>
<th>Social wellbeing</th>
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<td>Yield, Nutritional quality, Pesticides residues</td>
<td>Profitability, Total cost, Ecosystem services</td>
<td>Soil quality, Energy use, Bio-diversity (micro-organisms to crops-tree mix), Water pollution</td>
<td>Employment opportunity, Exposure to pesticides, Safe food</td>
</tr>
</tbody>
</table>

- **Production**
  - Yield, Nutritional quality, Pesticides residues

- **Economics**
  - Profitability, Total cost, Ecosystem services

- **Environment**
  - Soil quality, Energy use, Bio-diversity (micro-organisms to crops-tree mix), Water pollution

- **Social wellbeing**
  - Employment opportunity, Exposure to pesticides, Safe food
Community Extension Services
Delivering livelihoods extension services to the household level, 24X7

- Systematic approach for building the skills and capacity of the community in
  - Sustainable Agriculture (*Agro ecological practices*)
  - Livestock

- Creation of a well capacitated pool of trainers at national as well as state level
  - **89** National Resource Persons (NRPs)
  - **608** State Resource Persons (SRPs)

- Gradation of State Resource Persons in practice

- Gradation of trained Community Resource Persons (CRPs) is planned to be done through creditable organisation/institution

21,402 Community Resource Persons
SRI Seed Bank

Jeevamruta

Intercropping – ginger and papaya

SRI
Azolla Cultivation

Pashu Pathashala

De-worming
Non-Timber Forest Produce (NTFP)
Non-Timber Forest Produce (NTFP)- key strategy

- NTFP, while not a universal intervention, is a viable livelihoods option for people living in forest fringes.
- Focus is on the following NTFPs: Lac, Tasar, Gum Karaya and Medicinal Herbs
- Ensuring better control over the NTFP value chain by the collectives of poor women NTFP collectors
  - Promoting regeneration of NTFP species - to improve bio diversity and enhance productivity
  - Building capacity of the community in modern harvesting and post harvesting techniques - to increase their income
  - Promoting value addition of NTFP - to ensure higher returns
  - Developing market linkages for NTFP
Custom Hiring Centers
Establishment of CHCs under DAY-NRLM

Custom Hiring Centres established till 2016-17

- MKSP, 83%
- SRLM-AAP, 17%
- Total no. of CHC - 3437

Expected by March 2018 (cumulative no.)

- No. of CHCs: 8730
- No. of villages: 10110

3437 Custom Hiring Centers
Soil Testing Kit

Use of equipment by women

Custom Hiring Centre in Operation

Distribution of small equipment

Custom Hiring Center managed by MKSP farmer

Refrigerator for vaccines.

Soil Testing Kit
Value Chain Interventions
**Producer Enterprises**

- **Producers’ Enterprises (PEs)** are defined as registered, formal organizations of farmers including co-operatives and Farmer Producer’ Companies.

- A producer enterprise is built on **Mutual Assistance Principles**.

- The primary objective of these organizations is to **ensure better economic return to the farmer producers** by helping them to take up business activities.

- These enterprises operate as commercial organizations and being **economically viable** is of paramount importance for these organizations.
Ongoing value chain interventions under DAY-NRLM

- **Vegetables (aggregation, drying), Banana (chips, powder), Paddy**
  - Coverage: 36000 SHG members

- **Floriculture, Agro-horticulture, goatery, fishery**
  - Coverage: 52600 SHG members

- **Mango sorting, grading, waxing), ginger, cashew, Hill broom**
  - Coverage: 16100 SHG members

- **Maize, Hill Broom**
  - Coverage: 2000 SHG members

- **Maize, NTFP (multi commodities with processing)**
  - Coverage: 5000 SHG members

- **Soyabean, Mustard**
  - Coverage: 13700 SHG members

- **Dairy, NTDP**
  - Coverage: 52750 SHG members

- **Dairy**
  - Coverage: 36000 SHG members

- **Total Target: 2.3 Lakh Mahila Kisan**
NTFP – Madhya Pradesh

Litchi – Bihar

Vegetables - Maharashtra

Dairy – Madhya Pradesh
Tamarind brick making, packaging and branding - Jharkhand
From Sustainable Agriculture to Organic Farming
Opportunity for Organic Farming

• India has the largest number of organic producers in the world
• In 2015, number of Organic Producers’ – 5.85 lakhs
• 1.18 million hectares of organic agricultural land
• The organic food market in India is growing at 25-30 per cent
• In 2016, Indian organic market was $0.50 billion and is expected to grow to $1.36 billion by 2020**
• Majority of Certified organic production goes to export markets, mainly Europe, the United States of America, Australia, New Zealand, Israel and the Middle East.
  • Exports consist of about 35 commodities, including cotton, spices, tea and basmati rice.

Global Organic Market

Approx. global organic food market*

$90 billion

Top 3 countries – organic market in billion euros*

USA 35.8
Germany 8.6
France 5.5

DAY-NRLM foray into Organic Farming

- Strong base of community and social capital up to the village level
- Opportunity for enhanced income and better price realization to Mahila Kisans
  - Varied basket of commodities
- Competitive edge for the Producers’ Enterprises promoted under DAY-NRLM
  - Low cost financing options available under DAY-NRLM through RF and CIF

- More than 44.84 lakh acres under agro-ecological practices
- More than 33 lakh Mahila Kisan involved in agro-ecological practices
- More than 21000 Community resource persons providing last mile extension services at the village level
- More than 126 producers’ enterprises in agriculture, NTFP and dairy
### Challenges to be addressed (1/2)

#### Market Access and information
- Access to information on demand, supply, consumer trends
- Access to markets which offer remunerative prices for organic produce
- Linkage with institutional byers

#### Transition to organic
- Development of standard package of practices
- At least three years to convert farm land to organic practices
- The transition period results in temporary loss of production

#### Need for a Policy Framework
- Promotion of institutional framework at national level to facilitate market access
- Promoting local certification bodies

#### Technical support Partners
- Identification of agencies for technical support on conversion to organic
- Identification of agencies for technical support on certification
- Specialized agencies for packaging, branding and market linkage
Challenges to be addressed (2/2)

Ensuring Quality

• Development of Standards and processes for ensuring quality
• Developing an institutional mechanism for regular audit and handholding support

Access to Finance

• Access to finance to individual farmers and Producers’ Enterprises for value addition infrastructure

Institutional mechanism for NRLM

• Team of experts with knowledge of commodities and markets
• This mechanism needs to be built at both the State level and the National level
What will be the intervention framework under DAY-NRLM?
Thank You
Innovative markets and local food systems for sustainable and organic agriculture

Anne-Sophie Poisot
Adviser, Sustainable Agriculture
FAO India

With

Allison Loconto, INRA/FAO
Ashish Gupta, Bhoomika Campaign
Pilar Santacoloma, FAO
Marcello Vicovaro, FAO
The challenge of transitions to more sustainable systems

**Figure 2 - Transitioning from different starting points**

- **Diversified agroecological farming**
  - Connect to Markets
  - Relocalize
  - Diversify
  - Reduce chemical inputs
  - Mechanize
  - Diversify
  - Build knowledge
- **Room for innovation!!**

**Subsistence agriculture**

**Industrial agriculture**
What do we need to innovate about?

Challenges for **sustainable** food systems

- Improving farmer access to sustainable inputs
- Satisfying consumer demand in terms of quantity and availability all year long
- Providing guarantees to consumers on quality
- Finding right balance between costs & prices
- Strengthening the capacity of farmers on sustainable farming practices and market knowledge to improve ability to negotiate value
- How to make sustainable systems attractive to the next generation
What is an innovation?

• Assumed linear path (invention, design, commercialization)

• But ... significant evidence of multi-actor networked paths:
  – user innovation (von Hippel); co-invention (Malerba);
  – open innovation (Chesbrough); open source (Raymond)
  – participatory design (Schuler, Namioka), community innovation (Oost)
  – upstream engagement (Fischer) mid-stream modulation (Fischer), Constructive Technology Assessment (Rip et al.)
  – cooperative research (EC RTD); democratising innovation (Felt et al)
  – Responsible innovation (Guston), responsible research and innovation (Von Schomberg, McNaughten, Owen, Stilgoe)
  – social innovation (Stirling), grassroots innovation (Smith)
Innovation is a collective process not only a new technology

- “Innovation is not simply a technology (or a technical object), it must be the reorganization of institutions, organizations, value chains, businesses to enable actors to innovate on their own terms” (Felt et al., 2007)
- “An innovation occurs when new ideas, new technical devices or new forms of organisation meet their users” (Joly 2011).
The role of ‘Institutional Innovations’

- Def: New rules & forms of interaction between actors
- Institutional innovations helped:
  - bring together food systems actors that had not traditionally worked together
  - redefine “sustainable” practices at local level
- Institutional innovations are as important as technological innovations in the transition to sustainable agriculture,
  And, they require policy support
### Figure I: Location and typology

<table>
<thead>
<tr>
<th>Multi-actor innovation platforms (IPs)</th>
<th>Participatory guarantee systems (PGS)</th>
<th>Community-supported agriculture (CSA)</th>
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<tbody>
<tr>
<td>Benin</td>
<td>Bolivia (Plurinational State of)</td>
<td>Ecuador</td>
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<td>Indonesia</td>
<td>Colombia</td>
<td>Thailand</td>
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<td>India</td>
<td>Trinidad and Tobago</td>
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<td>United Republic of Tanzania</td>
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- **Benin**: The Songhai Model of integrated production
- **Indonesia**: Partisipasi Inovasi Petani (PIP) project: A participatory model for promoting farmer-driven innovation
- **Islamic Republic of Iran**: Using Farmer Field Schools on Integrated Pest Management to support sustainable production and marketing
- **Nigeria**: Impact Assessment of Community-Based Farming Schemes in Enhancing Sustainable Agriculture
- **Uganda**: Role of Cooperatives in Linking Sustainable Agricultural Practices with Markets (KACE)
- **United Republic of Tanzania**: Sustainable Agricultural Practices by Smallholder Tea Farmers
- **Bolivia**: Ecological fairs in La Paz, Cochabamba and Tania
- **Colombia**: Familia de la Tierra PGS
- **India**: PGS and Smallholder Markets: Idea of Trust and Short Market Chains
- **Namibia**: The Namibian Organic Associations’ Participatory Guarantee System
- **Philippines**: The Innovative Institutional Approach: Quezon Participatory Guarantee System
- **Uganda**: Facilitating Social Networks through FreshVeggies PGS
- **Ecuador**: Reinforcing Local Systems of Healthy Food of Sierra Centro
- **Thailand**: Moral Rice Programme, Dharma Garden Temple
- **Trinidad and Tobago**: The Brasso Seco Paria Community Make Agrotourism their Business
1) Innovation in certification: Participatory Guarantee Systems

- The focus is on an alternative form of certification (based on free or low-cost peer review) and farmer-led experimentation
- Begins with partnerships between farmers, consumers and intermediaries (incl. service providers, organic movements)
- Uses local and national knowledge (and harmonized international organic standards)
- Initial legitimacy comes from within the group, then outside recognition
- New local markets created based on direct contact with consumers: farm visits, farmers’markets, internet sales and supermarkets used
- Changes in rules for organic production, internal organization and sharing of roles and responsibilities

**Legend of the functions needed:**
- F1 = entrepreneurial activity
- F2 = knowledge creation
- F3 = knowledge creation through networks
- F4 = guidance of the search
- F5 = market formation
- F6 = resources mobilization
- F7 = creation of legitimacy

**INDIA PGS:** Success of PGS initiatives target 500,000 hectares under PGS organic cultivation in India by 2020. Central government scheme *Paramparagat Krishi Vikas Yojana* (PKVY-PGS)
Bolivia: Public procurement for local agroecological food

- National regulation for Ecologic Agriculture
  - 2006 - Export = 3PC, Domestic = PGS
  - Registration with Food Safety Authority
- School Breakfast
  - Camelidos/Quinoa production system
  - Local, traditional products
  - PGS as the registration mechanism
  - Direct procurement from local farm families
2) Innovation in production and research: Multi-actor Innovation Platform

- Focus on **specific technologies & farmer-led experimentation**
- Begins with partnerships within local research and extension and includes farmers
- Uses national and international knowledge to promote organic or sustainable agriculture
- New local market created
- Changes rules in extension, production, and allocation of responsibilities among actors

Legend of the functions needed:
F1 = entrepreneurial activity
F2 = knowledge creation
F3 = knowledge creation through networks
F4 = guidance of the search
F5 = market formation
F6 = resources mobilization
F7 = creation of legitimacy
Nutrition and Food Systems Division (ESN)

Benin: Integrated production systems and the creation of local input supply systems

- Youth training centre
- Integrated model (crop, livestock, aquaculture, bio-fertilizers, biogas production, transformed products, shop, business center...)
- 5 regional hubs (training, production, processing, services) that sell inputs (EM, seeds, biorepellents) and buy products from ex-trainees
- 54% of value of finished products was internal to the network. 46% constituted product sales with a value of US$ 7,040,540 in 2014
- Replicated to several countries outside Benin
3) Innovation in marketing:
Community Supported Agriculture

- Begins with grassroots entrepreneurial activities **to resolve a community concern**
- Resources mobilized within community
  The CSA practices are reinforced through internal improvements, focalizing on purpose of the initiative and building internal/external legitimacy
- Market formation, often in the form of bringing the market into the community, is a result of these reinforcement mechanisms
- Change seen in the rules for how the community creates a protected space to market their products within the local communities

**Legend of the functions needed:**
F1 = entrepreneurial activity
F2 = knowledge creation
F3 = knowledge creation through networks
F4 = guidance of the search
F5 = market formation
F6 = resources mobilization
F7 = creation of legitimacy
Trinidad & Tobago: Community supported agriculture – multi-functional innovation

- Brasso Seco Tourism Action Committee
- Began with Bird Watching – now a vibrant agri-tourism community
  - Continuous investment, new ideas, new products, new events in order to value old traditions
- Bringing the market into the community
Results from new FAO-INRA-Slow Food empirical study on markets for agro-ecology in 12 countries (2016)

- **Markets for agroecological products are many and diverse** (22 types found)
  - Five main markets: direct sales, on-farm stalls, farmers’ markets or eco-fairs, open air markets, restaurants

- **Self provisioning remains important in a farmers’ marketing strategy** (15% of farmers’ exchanges)
  - farmers and their families benefit from agro-ecological products

- **45 % of the produce farmed agroecologically is exchanged through “agroecological or organic channels”** (i.e. where they are recognized as such)

- **Initiatives are community-based:**
  - Importance of intermediaries to facilitate knowledge and/or market exchanges
  - fulfilling a social need, ensuring participatory decision-making and being inclusive
<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Year created</th>
<th>Geographical market size:</th>
<th>#links in supply chain</th>
<th>Main Lesson:</th>
<th>Challenge for Market Access:</th>
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<tbody>
<tr>
<td>Benin</td>
<td>The Songhai Centre</td>
<td>1985</td>
<td>Local, regional, national and international</td>
<td>1.7</td>
<td>Effective coordination along the value chain from research through consumption can create long-term markets for agroecological products.</td>
<td>Inconsistences in production and challenges in product placing.</td>
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<tr>
<td>Bolivia</td>
<td>Bolivía-Tarija PGS</td>
<td>2005</td>
<td>Local and regional</td>
<td>1.8</td>
<td>A publicly recognized PGS provides a trustworthy mechanism for public procurement, but it is not enough of a demand for current production</td>
<td>Lack of information for intermediaries and consumers about agro-ecological products and production practices.</td>
</tr>
<tr>
<td>Brazil</td>
<td>Sateré-Mawé native Waraná Presidium</td>
<td>2002</td>
<td>Local, regional, national and international (Fair Trade)</td>
<td>3</td>
<td>Financial autonomy of families within the collective, and good market information, enables strategic market access.</td>
<td>Unfair competition in markets based on low-price conventional versions of guarana.</td>
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<tr>
<td>Chile</td>
<td>The Mapuche Ethical Label</td>
<td>2010 (1979)</td>
<td>Local, regional and national</td>
<td>1.3</td>
<td>Creating linkages between ethical consumers and agroecological producers can revitalize indigenous traditions.</td>
<td>Lack of agroecological sufficient production to meet the demand.</td>
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<tr>
<td>China</td>
<td>Shared Harvest farm</td>
<td>2012</td>
<td>Local and regional</td>
<td>0.6</td>
<td>Trust between producers and consumers is important for reducing food safety concerns.</td>
<td>Lack of market channels, fraudulent labelling and lack of internal family member support for purchasing agroecological.</td>
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<tr>
<td>Colombia</td>
<td>Familia de la Tierra</td>
<td>2005</td>
<td>Local, regional and national</td>
<td>2.5</td>
<td>Conscious consumption and production through alliances among producers, consumers, restaurants and research</td>
<td>Lack of consumer awareness.</td>
</tr>
<tr>
<td>Country</td>
<td>Name</td>
<td>Year created</td>
<td>Geographical market size:</td>
<td>#links in supply chain</td>
<td>Main Lesson</td>
<td>Challenge for Market Access</td>
</tr>
<tr>
<td>-------------</td>
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<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Ecuador</td>
<td>Canastas comunitaria Utopia</td>
<td>2010</td>
<td>Local, regional and national</td>
<td>1.5</td>
<td>The creation of discussion spaces between producers, consumers and intermediaries enables production planning and price negotiation, even with wholesalers.</td>
<td>Poor transportation for producers and consumers that inhibits participation in community events.</td>
</tr>
<tr>
<td>France</td>
<td>Grabels farmers market</td>
<td>2008</td>
<td>Local and regional</td>
<td>1.2</td>
<td>A local participatory system to ensure the origin and the quality of the products in short chains can be more efficient than a top-down label by favoring learning and involvement by consumers, producers and intermediaries.</td>
<td>For sellers, suppose a capacity to deal with a local, diversified and fresh supply; for consumers, to go beyond rumors about high prices and to learn to consume differently</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>Akmola Traditional dairy producers</td>
<td>2008</td>
<td>Local and regional</td>
<td>2.5</td>
<td>Locally organized events that offer free food and product education as a way to promote environmental friendly products and to preserve traditional farming methods.</td>
<td>The lack of reliable markets channels and risks to quality because of a lack of good logistics.</td>
</tr>
<tr>
<td>Mozambique</td>
<td>Maputo Earth Market</td>
<td>2013</td>
<td>Local and regional</td>
<td></td>
<td>The creation of market channels where producer and customer are in direct contact, promotes the local economy and the urban and suburban family producers.</td>
<td>The scarce funding and governmental support for create new market channels</td>
</tr>
<tr>
<td>Namibia</td>
<td>The Namibian Organic Association</td>
<td>2009</td>
<td>Local, regional and national</td>
<td>1.7</td>
<td>A single PGS can be applied to both large and small-scale operations.</td>
<td>Lack of adequate post-harvest infrastructure (storage facilities and an organic abattoir) for adding value to and increasing the availability of organic products</td>
</tr>
<tr>
<td>Uganda</td>
<td>Freshveggies PGS</td>
<td>Local, regional and national</td>
<td>1.6</td>
<td>Collective production planning and marketing through social networks builds trust in the system.</td>
<td>Inconsistent supply, lack of logistics and lack of space of trade and local markets channels</td>
<td></td>
</tr>
</tbody>
</table>
Policy

Recommendation 1

• Promote interactive learning to create and spread knowledge where farmers have multiple roles
  – Farmer-led research
  – Learning-by-doing
  – Engaging non-traditional actors in research
Policy

Recommendation 2

• Public support to strengthen farmers’ capabilities in strategic market negotiation
  – *physical spaces for monthly or weekly markets for sustainably produced products*
  – *national fairs and exhibitions for high-quality food*
Policy

Recommendation 3

• Support communication and trust relationships between farmers, intermediaries and consumers by financing innovative, multi-stakeholder participatory projects in research, tourism, community development and education
Policy Recommendation 4

• Scale-up and legitimate innovative initiatives through policy & regulatory frameworks and recognition of ongoing initiatives
Key points

• Even when private actors (farmers, consumers, cooperatives, firms, etc.) are leading the innovations, partnerships with public actors and civil society are fundamental for legitimating political and physical spaces.

• Incentives for sustainable practices not only economic, but also from the autonomy created when local actors develop innovative rules for market interactions.

• Local actors rely upon social values (e.g., trustworthiness, health (nutrition and safety), food sovereignty, youth development, farmer and community livelihoods) to adapt sustainable practices to local contexts and create new market outlets.
Organic agriculture in India

- India 9th of 170 countries for total land under organic farming (approx 1.2 million hectares)
- India is 1st in numbers of organic farmers (5.85 lakh farmers in 2015)
- Fast market growth of organic 25-30%
- Low level of processing in organic in India
- Main scheme implementing organic is under NMSA (National Mission on Sustainable Agriculture) - PKVY (Paramparagat Kirshi Vikas Yojana) - implementing Participatory Guarantee Systems through National Center of Organic Farming (pgsindia-ncof.gov.in)
Some issues to be addressed

– **Multiplicity of standards and terminologies** - Organic, Agro-eco, ZBNF. For food the Food Safety Regulator (FSSAI) has taken the initiative to launch "Jaivik Bharat" to unify this. What about fibre and other plant derivatives [http://jaivikbharat.fssai.gov.in/organicdirectory/](http://jaivikbharat.fssai.gov.in/organicdirectory/)

– **Harmonization between PGS and NPOP** - i.e. farmers should easily be able to switch between them- based on surplus availability of produce and market locations, since both processes are equivalent. This should be acceptable for IFOAM as per Country Template - Organic Regulation Toolkit. However needs harmonization with various institutions - Min. Agri, FSSAI and BIS [https://www.ifoam.bio/sites/default/files/countrieswithane mergingos_web.pdf](https://www.ifoam.bio/sites/default/files/countrieswithane mergingos_web.pdf)
Some issues to be addressed

— Level playing field with conventional farmers?
  • They don’t have to certify that produce is safe...
  • Subsidies for chemical inputs. How about sustainable inputs?

— Need a formal network of Agro-ecology in India. Public sector (government and institutional) network of scientists working on Organic/Agroecology to publish an annual journal.

— Government to provide schemes (including funding) to incentivise public research, including through action-research with farmers

— Develop institutional procurement (government canteens etc). Control the costs by reducing waste and improving supply management
How to innovate in food systems transitions?
STRENGTH OF FOOD PROCESSING SECTOR

- 8.7% of GVA in Manufacturing in 2015-16
- 10.04% of GVA in Agriculture in 2015-16
- Grew at 6.87% in 2015-16 while agriculture grew at 0.76%
- 17.7 lakh employment in the registered sector
- Highest share of employment in registered factory sector at 12.8%
- Unregistered sector supports employment to 47.9 lakh workers
- Exports of food products touching USD 31 billion in 2016-17
- USD 7.5 billion plus of FDI received during 2000-2017
POST HARVEST LOSSES

The estimated value of harvest and post harvest losses (Rs. 92651 Crore) in India for production year 2012-13 and price of 2014

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Crop/ Commodity</th>
<th>Production MT</th>
<th>Overall total losses %</th>
<th>Monetary value of losses (Rs in crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cereals</td>
<td>233</td>
<td>4.65 - 5.99</td>
<td>20698</td>
</tr>
<tr>
<td>2</td>
<td>Pulses</td>
<td>13</td>
<td>6.36 - 8.41</td>
<td>3877</td>
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<tr>
<td>3</td>
<td>Oilseeds</td>
<td>31</td>
<td>3.08 - 9.96</td>
<td>8278</td>
</tr>
<tr>
<td>4</td>
<td>Fruits</td>
<td>68</td>
<td>6.70 - 15.88</td>
<td>16644</td>
</tr>
<tr>
<td>5</td>
<td>Vegetables</td>
<td>97</td>
<td>7.32 - 12.44</td>
<td>14842</td>
</tr>
<tr>
<td>6</td>
<td>Plantation crops &amp; spices (incl Sugarcane)</td>
<td>366</td>
<td>1.18 - 6.51</td>
<td>9325</td>
</tr>
<tr>
<td>7</td>
<td>Livestock products</td>
<td>216</td>
<td>0.92 - 10.52</td>
<td>18987</td>
</tr>
</tbody>
</table>
WHY FOOD PROCESSING

- Reduce wastage
- Increase income of farmers
- Add value to agricultural produce
- Supply of quality food to consumers
- Employment generation
- Help in controlling price fluctuation
INITIATIVES TO PROMOTE FOOD PROCESSING

- 100% FDI through automatic route in manufacturing of food products
- 100% FDI in marketing of Food Products produced and manufactured in India
- Special fund of Rs. 2000 cr set up in NABARD to provide affordable credit in designated Food Parks
- Loan to Food and Agro based Processing Units classified for Priority Sector Lending under Agriculture activities
- Nil or low rates of GST on common food items (0% on fresh milk, pasteurized milk, curd, lassi, buttermilk, fresh fruits and vegetables, flour, atta/ maida/ besan/ all cereals (unbranded), bread, gur, salt, dried fruits)
KISAN SAMPADA YOJANA

➢ New Central Sector Scheme – KISAN SAMPADA YOJANA (KSY) launched on 3.5.2017

➢ Total outlay of Rs. 6,000 crore for the scheme

➢ KISAN SAMPADA YOJANA will be implemented for the period upto 2019 - 20
OBJECTIVES OF KSY

- To give thrust to development of food processing sector
- To augment capacity through technology infusion
- To create effective backward and forward linkages - linking farmers, processors and markets
- To create robust supply chain infrastructure for perishables
- Development of agro processing clusters
- To promote skill development, R&D and quality assurance
SCHEMES UNDER KSY

- Mega Food Parks
- Integrated Cold Chain & Value Addition Infrastructure
- Food Safety and Quality Assurance Infrastructure (Lab and HACCP)
- Infrastructure for Agro-processing Clusters
- Creation of Backward and Forward Linkages
- Creation/Expansion of Food Processing & Preservation Capacities
- Human Resources and Institutions
MEGA FOOD PARKS

➢ To provide modern infrastructure for food processing units in the country based on hub and spoke model

➢ Capital grant @ 50% of eligible project cost in general areas and @ 75% in NE / difficult / ITDP areas; max. Rs.50 crore per project

➢ Implemented through Special Purpose Vehicle (SPV) and State PSUs

Status:

➢ Total projects taken up : 42
➢ Projects operational : 9
➢ Projects under implementation : 33
MEGA FOOD PARK-HUB AND SPOKE MODEL

**Farmer Groups**
- CC
- CC
- CC

**Self Help Groups**
- CC
- CC
- CC

**Farmers**
- CC
- CC
- CC

**Mega Food Park CPC**

**PPCs:**
- PPC 1
- PPC 2
- PPC 3

**Pre-cooling, Grading & Sorting, waxing, packing, Temporary storage.**
Supply to CPC or direct market

**CCs:**
Aggregation Points

**CPC:**
- Core, Basic Enabling,
  Non-core infrastructure,
  SDF sheds,
  Processing units

**Domestic sales and exports**

**Value added Products**

**Fresh Products**

**Domestic Retail sales**
Mega Food parks in the country
To provide integrated cold chain and preservation infrastructure from farm gate to consumer

To enhance value addition of agricultural produce

Financial assistance:
• Storage infra. - @35% / 50% in general/ difficult areas
• Value addition / processing infra. - @ 50% / 75%
• Irradiation facilities - @ 50%/ 75%

Max. grant Rs. 10 crore per project

Status:
Projects approved : 238
Projects completed : 103
Under implementation : 135
New projects to be taken up : 50
INFRASTRUCTURE FOR AGRO PROCESSING CLUSTERS

- Assistance for creating common facilities and enabling infrastructure closer to production areas
- Envisages a cluster of minimum 5 processing units with an investment of Rs 25 Cr
- Grant @ 35% / 50% in general/difficult areas; max. Rs. 10 Cr.
- 100 clusters proposed
CREATION OF BACKWARD AND FORWARD LINKAGES

➢ To plug gaps in supply chain of perishables agri horti produce
➢ To connect farmers directly with processing and market
➢ To create front end retail infrastructure
➢ Support for facilities like:
  ▪ Primary processing centres / collection centres at farm gate,
  ▪ Distribution hub and retail outlets at the front end,
  ▪ Reefer transport etc.

➢ Grant @ 35% / 50% in general / difficult areas; max. of Rs. 5.00 Cr

➢ 50 projects proposed
To promote food processing/preservation units in:

- Fruits & Veg; Spices
- Milk & Milk products
- Meat / Poultry/ Marine/ Fish products
- Grain / Pulse/ Oil seed milling,
- Ready to eat, ready to cook, food packaging etc.

Grant @ 35% / 50% in general / difficult areas; max. Rs. 5 crore

400 new units proposed
Food Testing Labs

- Facilitate industry to comply with domestic/ international standards
- Make available modern commercial testing facilities for industry.
- Grant @50% / 70% of equipment in general / difficult areas for private projects and 100% for public sector
- Revised guidelines issued on 23.03.2017
- Present status:
  - Projects Approved - 102
  - Projects completed - 62
  - Projects on-going - 40
- 60 new labs proposed
HUMAN RESOURCES AND INSTITUTIONS

SKILL DEVELOPMENT

- To provide sector specific skilled workforce from floor level workers, operators, packaging and assembly line workers to quality control supervisor etc. in the various sectors of food processing industries

- Grant @50% of the cost of plant & machinery for approved training module

- Max. grant Rs. 15 lakh per training module & two training module per training center for eligible institutions
MoFPI has two institutions for capacity building in food preservation and processing.

- National Institute of Food Technology Entrepreneurship & Management (NIFTEM) – deemed university.
- Indian Institute of Food Processing Technology (IIFPT) – affiliated to Tamil Nadu Agriculture University.

- Running B.Tech, M.Tech. and Ph.D. programmes
- Several short duration trainings for capacity development of industry professionals and entrepreneurs.
EXPECTED OUTCOME OF KSY

- leverage investment of Rs. 31400 crore
- handling of 334 lakh MT agro-produce valuing Rs. 1,04,125 crore
- benefit 20 lakh farmers
- generate 5,30,500 direct/indirect employment
ISSUES TO BE ADDRESSED BY STATE

➢ Requirement of obtaining CLU for agro-processing projects need to be exempted

➢ Creation of modern infrastructure and robust supply chain need to be supported in a big way through adequate resource allocation

➢ Effective single window system

➢ Seasonal industry status to food processing sector to reduce labour and power cost

➢ Adopt model Food Processing Policy
THANK YOU