

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA

UNSTARRED QUESTION NO. 1458
TO BE ANSWERED ON 29/07/2022

MARKET FOR ORGANIC PRODUCTS

1458. SHRI IRANNA KADADI:

Will the Minister of AGRICULTURE & FARMERS WELFARE be pleased to state:

- (a) whether there is any effort made by the Government to create a national competitive market for organic produce from different States and UTs, particularly from Karnataka and if so, details thereof;
- (b) whether Government has encouraged creation of markets specific to organic produce;
- (c) if so, the details thereof along with necessary steps taken by Government in this direction;
- (d) whether Government has formulated any action plan during last three years to increase the production of organic fertilizers and to encourage farmers to use it; and
- (e) if so, framework of action plan and expenditure sanctioned by Government in this regard?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

(SHRI NARENDRA SINGH TOMAR)

(a) to (c): Government is implementing Pramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development for Northern Eastern Region (MOVCDNER) scheme for promotion of organic farming through Cluster / FPOs formation in the country since 2015-16. Both the schemes provide end to end support to farmer from production to value addition, certification, branding and marketing under the project.

Government is providing assistance @ Rs 8800/ ha under PKVY and Rs 5000/ ha under MOVCDNER for marketing, branding, trade etc. Many States like Uttarakhand, Jharkhand etc. have also opened organic outlets for sale of organic products while states like Jharkhand, Maharashtra etc. are running weekly organic bazaars for sale of organic products. The details of brands developed under PKVY and MOVCDNER scheme in the country is given at **Annexure-I**.

Moreover, for development of domestic organic market, Ministry of Agriculture has launched low cost and small farmer group centric decentralized online PGS-India certification programme. Farmers are certifying their organic produce through authorized Regional Council under PGS-India programme to have access to the domestic organic market. 65 number of Regional Council have been authorized and 12.72 lakh farmers have done registration under PGS-India programme.

For development of organic export market, Ministry of Commerce has notified National Programme for Organic Production (NPOP) for third party certification. Farmers, Processors and Traders are certifying their organic products through accredited Certification Agencies under NPOP for marketing in the international market. 32 Certification bodies have been accredited under NPOP.

To promote marketing of organic products, a dedicated web portal- www.Jaivikkheti.in/ has been developed as online marketing platform for direct sale to the consumers by the farmers to get a better price for their products. This portal has been developed both for providing information and marketing to all stakeholders. Details of organic farmers, input suppliers, certification agencies and marketing agencies are available on this portal. PGS group can take advantage of direct marketing to sell their commodities directly to prospective buyers and consumers through this portal. Total 6.09 lakh farmers have been registered so far on the **Jaivik kheti portal**.

For systematic marketing of organic produce, Govt. of Karnataka has facilitated setting-up of 15 Regional Organic Federations throughout the State by federating the village level organic farmers' association to create a market platform and bulk volume. These federations have been assisted for taking up organic market related activities viz., collection, grading, value addition, processing, packaging and brand development. Market Oriented Organic Crops Specific Cluster Development Programme, based on the market demand, was initiated. Under the programme, organic clusters are developed concentrating on specific 2-3 crops in potential regions to provide bulk volume and continuous supply of the specific crop produce to the market. Over all a total of 350 crops specific cluster involving 53827 farmers in 63677 hectares area were developed through the concerned regional organic federations. These 15 regional federations have federated to form Karnataka State Cooperative Organic produce marketing federation at the state level.

(d) & (e): Under PKVY and MOVCDNER schemes, farmers are primarily encouraged for organic cultivation using organic fertilizers and provided hands-on training about on-farm production of organic fertilizers and its use are integral part of these schemes. Farmers are provided subsidy of Rs. 31000/ ha / 3 years under PKVY and Rs. 32500/ ha/ 3 years under MOVCDNER for various organic inputs including organic fertilisers. In addition, Organic cultivation on either side of River Ganga, large area certification and support for individual farmers have also been introduced under PKVY to increase coverage using organic fertilizers.

During 2022-23, a provision of Rs 469.34 crores have been made under PKVY and Rs. 198 crore under MOVCDNER for promotion of organic farming.

The details of funds released under PKVY and MOVCDNER schemes during last three years:

(Rs. in crore)

| Year | Release/ Expenditure PKVY Scheme | Release /Expenditure MOVCDNER Scheme |
|---------|-------------------------------------|---|
| 2019-20 | 283.67 | 103.80 |
| 2020-21 | 381.05 | 137.17 |
| 2021-22 | 88.58* | 133.29 |

*Low release of funds was owing to non-compliance the new procedure of release of funds by the states as per the new guidelines of the Department of Expenditure.

Brands developed under Paramparagat Krishi Vikas Yojan (PKVY)

| States | Brand Name |
|-----------------------|--|
| Madhya Pradesh | Made in Mandla |
| Uttarakhand | Organic Uttarakhand |
| Tamil Nadu | Tamil Nadu Organic Product (TOP) |
| Maharashtra | Sahi organic, Nasik Organic & Gadchiroli Organic Farming |
| Jharkhand | Jaivik Jharkhand , from the land of Jharkhand |
| Chhattisgarh | Aadim brand of BhoomiGadi FPO, Bastar Naturals |
| Punjab | Five Rivers |
| Tripura | Tripureshwari Fresh |

Brands developed under Mission Organic Value Chain Development for North Eastern Region (MOVCDNER).

| S. No. | Name of the State | Brand Name / Trademarks |
|---------------|--------------------------|--|
| 1 | Arunachal Pradesh | Organic Arunachal |
| 2 | Manipur | Organic Manipur |
| 3 | Mizoram | Mission Organic Mizoram |
| 4 | Nagaland | Naga Organic |
| 5 | Sikkim | Sikkim Organic |
| 6 | Meghalaya | O Megha |
| 7 | Tripura | Tripura Organic |
| 8 | ASSAM | Assam State Organic Mission Agency (ASOMA) |
