



GLOBAL AGRICULTURAL & FOOD SUMMIT JHARKHAND

29-30 November 2018, Ranchi

FUTURE OF AGRICULTURE: ORGANIC FARMING



Chief Minister Message



Department of Agriculture, Animal Husbandry & Cooperation, Jharkhand, Ranchi

Organic Corridor



Agri. Minister Message



About Organic Farming

Organic farming is a technique, which involves cultivation of plants and rearing of animals in natural ways. This process involves the use of biological/ Natural resources, avoiding synthetic substances to maintain soil fertility and ecological balance thereby minimizing pollution and wastage.

Purpose of Organic farming

Conserving environment and natural resources, re-establishing ecological balance, encouraging sustainable agriculture, improving soil fertility, conserving flora and fauna, increasing genetic diversity, provide healthy food to people and putting an end to chemical pollution and toxic residues.

Principle of Organic Farming

1. Principle of Health
2. Principle of Ecology
3. Principle of Fairness
4. Principle of care

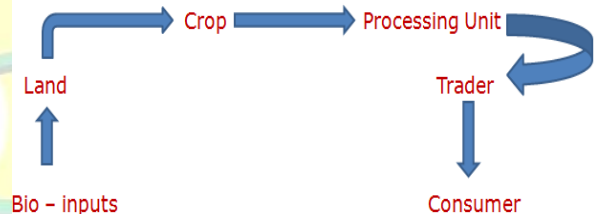


Organic Regulations

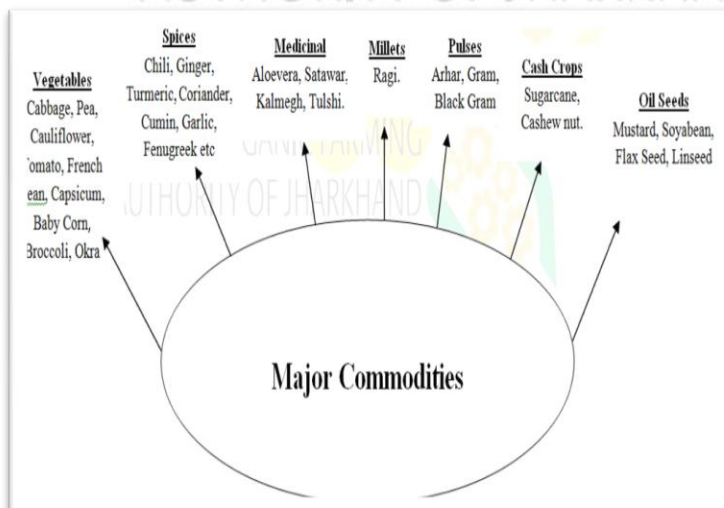
- Involve a set of production standards for growing, storage, processing, packaging and transportation.
- At all stages of organic production, Processing, Packaging, Export, Trading, Handling, Retailing; Various organic standards Developed
- **Organic certification** is a certification process for producers of organic food and other organic agricultural products

Organic Certification Traceability

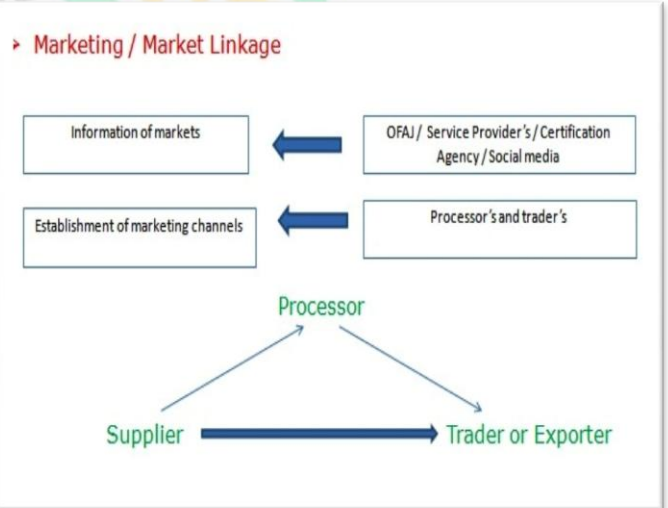
SYSTEM + PRODUCT



Major Commodities



Sustainability of Organic Products



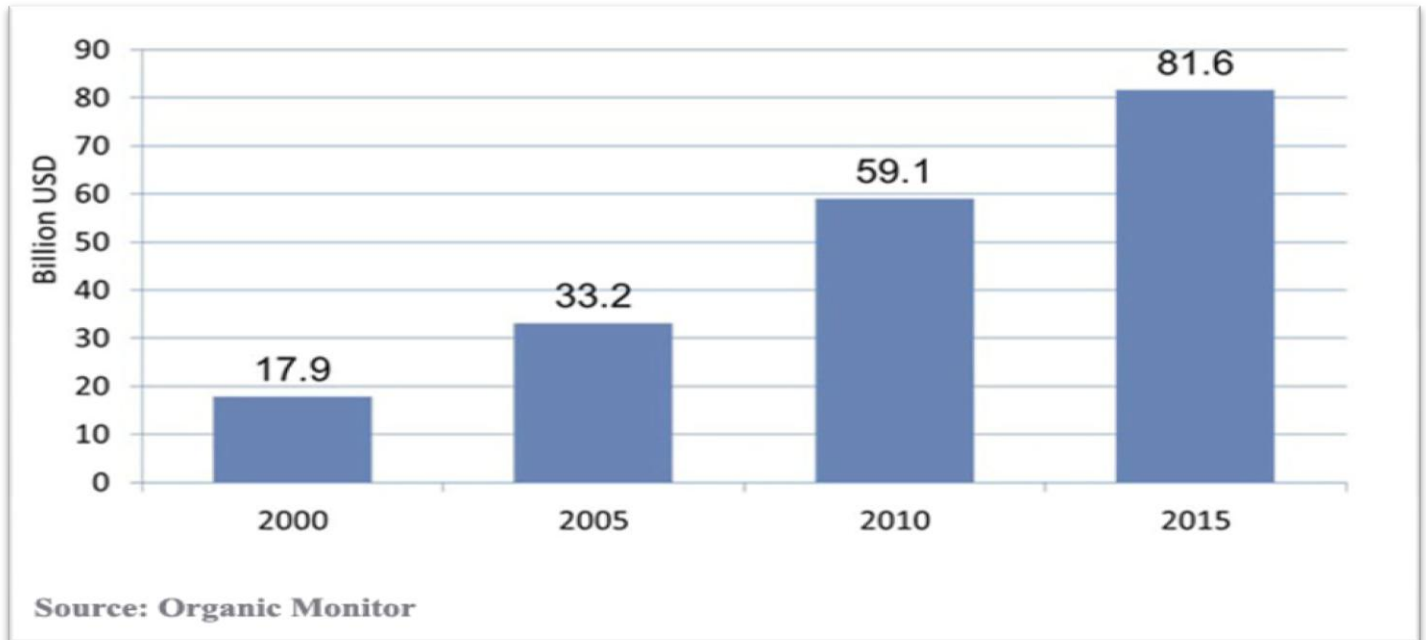
<u>About OFAJ</u>	<u>Objective of OFAJ</u>
<p>To check the use of synthetic chemicals & inputs, organic farming is necessary. Keeping this in view, state government formed “Organic Farming Authority of Jharkhand” in the year 2012-13, which is registered under Society Act, 1860 (registration no. 173/2012-13). OFAJ is the nodal agency in Jharkhand for the implementation of various centrally and state sponsored schemes for promotion of organic farming & its certification programme under NPOP, PGS and other public standards.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> To facilitate Organic farming/ Organic cultivation practices through technical support and government sponsored schemes <input type="checkbox"/> Certification of the Organic commodities for its organic authenticity & value addition in the global market <input type="checkbox"/> To make available the organic products <input type="checkbox"/> Certification of the farmer’s land <input type="checkbox"/> Maintenance of internal control system <input type="checkbox"/> To popularize organic produce <input type="checkbox"/> Premium prices to the farmer <input type="checkbox"/> Enforcement socio-economic condition of the farmers <input type="checkbox"/> Export of organic produce <input type="checkbox"/> Enforcement of environment

Schemes under OFAJ to promote Organic Farming in Jharkhand

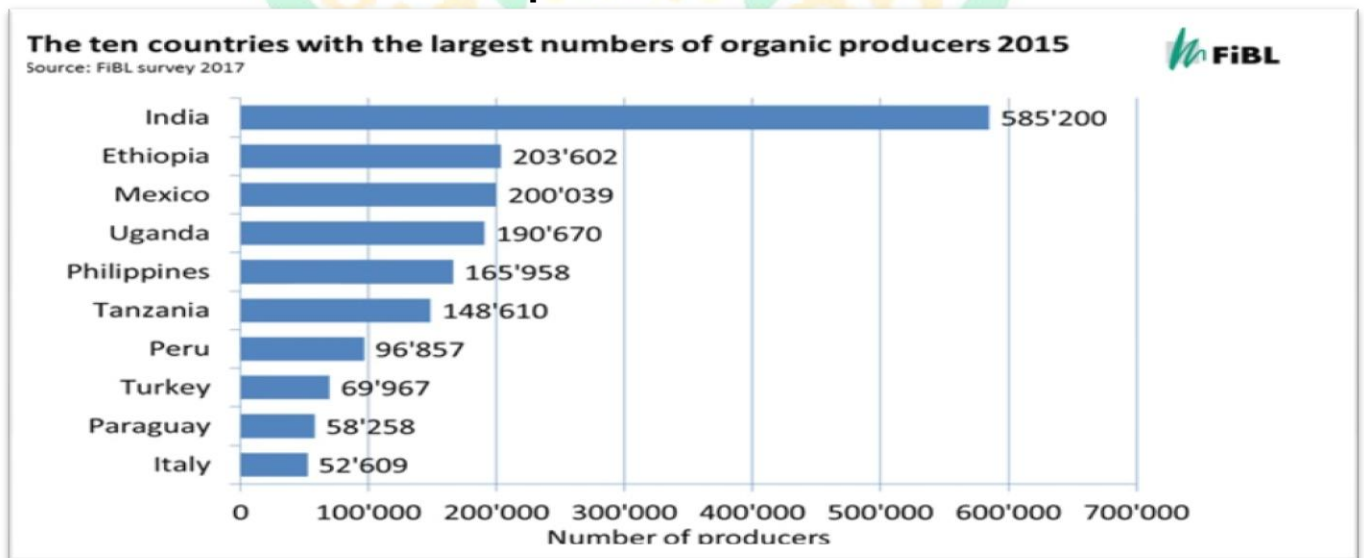
Current Status of Implementing Schemes in Jharkhand.						
SI No.	Name of Scheme	Implementing Year	Districts	Area (Ha)	Cluster/ ICS	Current Status
Central Sponsored Scheme						
1	PGS Certification Programme under PKVY	2016-17, 2017-18 & 2018-19	Ranchi, Ramgarh, Hazaribagh, Deoghar & Saraikela	2000 ha	100 Clusters	2nd Year of Conversion
2	PGS Certification Programme under PKVY	2018-19, 2019-20 & 2020-21	Ranchi, Ramgarh, Hazaribagh, Deoghar & Saraikela	3000 ha	150 Clusters	Under Process
State Sponsored Scheme						
3	NPOP Certification Programme	2017-18, 2018-19 & 2019-20	Ranchi, Ramgarh, Hazaribagh, Deoghar, Saraikela, Giridih, Dumka, Gumla, Lohardaga, Pakur, Bokaro, Dhanbad, Latehar & E. Singhbhum	20000 ha	52 ICS	1st Year of Conversion

New Schemes to be implemented by OFAJ						
SI No.	Name of Scheme	Implementing Year	Districts	Area (Ha)	Cluster/ ICS	Remarks
Central Sponsored Scheme						
1	PGS Certification Programme under PKVY	2018-19, 2019-20 & 2020-21	Ranchi, Ramgarh, Hazaribagh, Deoghar & Saraikela, Jamtara, Dumka, Sahebganj, Bokaro & Giridih	15000 ha	750 Clusters	3 Years AAP and Project report has been submitted to Govt. of India.
2	Swakshata Action Mission- Namami Gange	2018-19, 2019-20 & 2020-21	Sahebganj	540 ha	27 Clusters	3 Years AAP and Project report has been submitted to Govt. of India.
State Sponsored Scheme						
1	NPOP Certification Programme	2018-19, 2019-20 & 2020-21	All 24 Districts.	30000 ha	-	Sanction order by Govt. of Jharkhand in progress.

Development of the Global Organic Market 2000-2015



Top Ten Countries



Global Opportunity in Organic Sector	Indian Market Size (In cr)										
<p>➤ Area Are :</p> <ul style="list-style-type: none"> • Agriculture • Wild Collection/ Forest Produce • Textile • Food & Pharmaceutical • Milk & Milk Production • Cosmetic • Aquaculture <p>➤ Market Opportunity in Organic :</p> <ul style="list-style-type: none"> • Export- Now about 85% • Domestic- Emerging 	<p>Growth Rate- 45% CAGR</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Market Size (In cr)</th> </tr> </thead> <tbody> <tr> <td>2014-15</td> <td>210</td> </tr> <tr> <td>2015-16</td> <td>305</td> </tr> <tr> <td>2016-17</td> <td>441</td> </tr> <tr> <td>2017-18</td> <td>640</td> </tr> </tbody> </table> <p>Note- Estimated Category size basis collective sales data of leading brands in domestic market Category Growth estimated @45% per annum international Federation of Organic Agriculture Movement.</p>	Year	Market Size (In cr)	2014-15	210	2015-16	305	2016-17	441	2017-18	640
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Organic Farming Scenario in India (2017-18)

• India Rank in terms of Worlds Organic Agriculture land	:	9
• Total Area under Organic Certification (NPOP)	:	3.566 Million Ha.
• Cultivated Organic Area (NPOP)	:	1.78 Million Ha.
• Cultivated Organic offered area (PGS)	:	0.25 Million Ha
• Forest/ Wild Organic Area (NPOP)	:	1.78 Million Ha
• Production of Certified Organic Products in India	:	1.70 Million MT.
• Total Volume of Organic Food Export from India	:	458339 MT
• Total Forex earning through export of Organic Food	:	515.44 Million USD

Marketing Strategy

- ❖ Organic Grower Groups will be formed and will be registered as legal entity.
- ❖ Service Providers have been entrusted to facilitate marketing activity of Organic Produce in the MOU signed with OFAJ.
- ❖ For the purpose of Marketing of Organic Produce and assisting the Farmers organic certification program has been extended for fourth year.
- ❖ Organic Produce Stall will be setup at prominent places in Ranchi & also in each districts head quarters.
- ❖ Organic E Rickshaw and pickup vans will be provided to Organic Grower Groups.
- ❖ Efforts will be made to facilitate marketing of Organic Produce through convergence with the Schemes of the Mission of Integrated Development of Horticulture (MIDH).

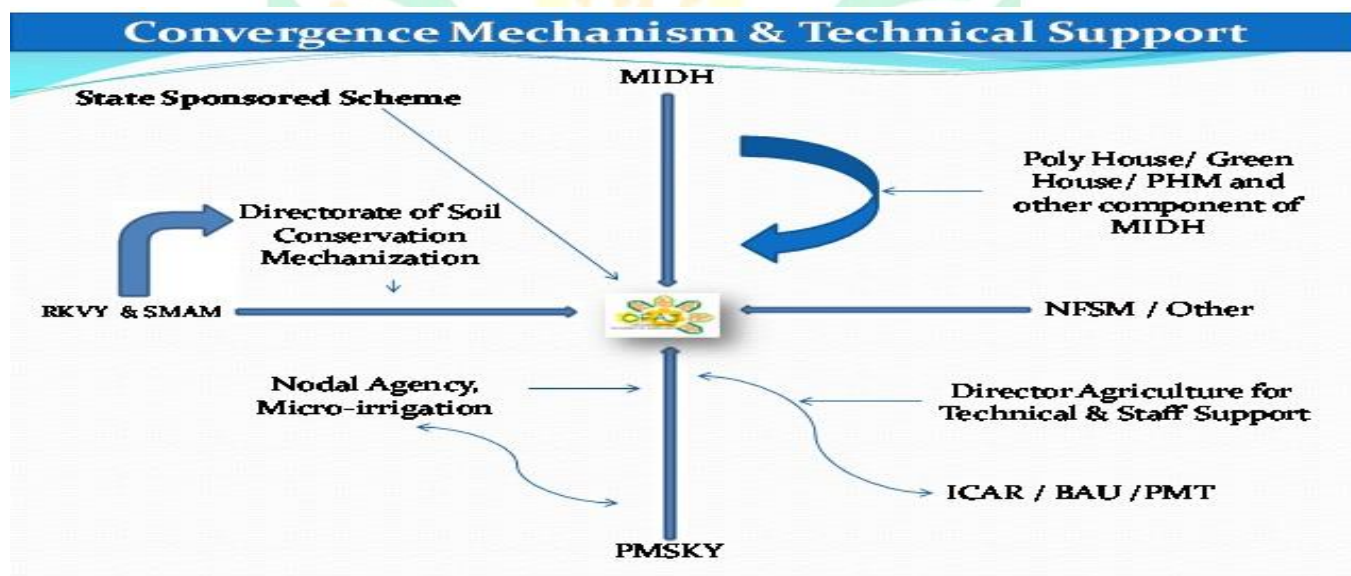
Opportunities for Investors in Jharkhand

- The State has 10 lakh ha. Upland where minimum use of chemical inputs are prevalent. These upland is a paradise for future Organic Production.
- The State has abundant forest cover which abodes various Organic produce like medicinal plants, fruit plant, edible mushrooms etc. Specific natural produce identified and promoted for viable streamlined extraction.
- Traditional methods of crops production with minimum use of chemical inputs are common. Farmers are easily oriented towards organic production.
- The State has undisturbed eco-system, hence eco-friendly commodities can be promoted. The State receives high annual rainfall (1000-1300 mm per annum). The agro-climatic condition is conducive for commercial vegetable production. These natural resources are being tapped by establishing watersheds and organic villages.
- The larger animal population in the State indicates easy availability of raw material production of organic manure from the animal waste.
- The agro-climatic conditions are conducive for commercial vegetable production. The State has nearly 11 lakhs metric tones surplus vegetable production.

Investors Paradise- Jharkhand (India)

- Land of Setting up post harvest infrastructures.
- Hassle-free single window clearances.
- Assured water and power connections.
- Capital investment subsidies in addition to APEDA/ NHB subsidies.
- Sale tax connections and tax holidays.
- Facility of Special Economic Zones at Jamshedpur.
Agri-export zone for vegetable and fruits at Ranchi linked with major production centers at Ranchi, Hazaribagh and Lohardaga districts. joint venture possibilities with Jharkhand State Agriculture Marketing Board and Deptt. of Industries, Jharkhand. Technical knowledge back up from Horticulture and Agro-forestry Research at Plandu, Ranchi and Birsa Agriculture University at kanke Road, Ranchi. Vast network of Rural Hats/ Bazars with with plenty of market arrivals of produce.
- Availability of professional agricultural expert.
- Immense scope for contract farming/ organic farming.
- Luxuriant forest covers rich in natural medicinal plants.
- Airport-Well connected by nearest airport Ranchi.

Opportunities for Organic Export								
Parameter	Jackfruit	French Bean	Peas	Capsicum	Scented Rice	Medicinal Plant	Lentil	Forest Produce
Growing Season in Jharkhand	December to August	September to December	December to April	September to February	July to November	Throughout the Year	October to February	March to August
Target Country	Middle east Europe USA	Japan, Singapore, South Korea	Japan, Singapore	Japan, Singapore, South Korea	USA, Europe Middle East	USA, Europe Middle East	USA	Europe, USA
Peak Demand in target country	April to June	January to March	November to March	Throughout March	Throughout the Year	Throughout the Year	-	December
issues	Awareness on utilization	Quality standard market positioning	Matching of supply & demand season	Matching of supply & demand season	Phytosamititi and quality standard	Quality Standard	Quality Standard	Awareness about utilization
Competition	No Competition	China, Taiwan, Vietnam	China, Thailand, Indonesia	China, Thailand, Indonesia	Pakistan	Far East, Srilanka	Far East Srilanka	No Competition
Strategy	Export as minimally processed products	Cold store till demand, export in fresh and dry form, brand as organic	Cold store till demand, export in fresh packed form, brand as organic	Export in fresh packed form, position as organic	Producing the production cost.	Minimal processing quality	Minimal processing quality	Properly processed form.



Working Organic Stakeholders under OFAJ

1. Certification Agencies :-

- Aditi Organic Certifications (P) Ltd, Bengaluru : (aditiorganic@gmail.com Mob- 9845064286)
- Lacon Certification (P) Ltd, Kerala : (info@laconindia.com Mob- 9447004902)
- Vedic Organic Certification Agency, Hyderabad : (voca_org@yahoo.com Mob- 9290450666)

2. Service Providers :-

- APOF Organic Certification Agency, Pune : (info@aoca.in Mob- 8806230301)
- VEDIC Organic Certification Agency, Hyderabad : (voca_org@yahoo.com Mob- 9290450666)
- K.N. Biosciences Research Foundation, Hyderabad : (sudhakhnbil@gmail.com Mob- 9845064286)
- ICCOA, Bengaluru : (info@iccoa.org Mob- 9845064286)

3. Input manufacturer :-

- Arya Biotechnologies, Aurangabad : (nicoorgo@orgoneem.com Mob-9850065955)
- NICO Orgo Manures, Dakor, Gujrat : (nicoorgo@orgoneem.com Mob- 02699244403)

4. Regional Councils

- Eko Guarantee Division of Encon, Aurangabad : (vaishali@eko-logie.com Mob- 9845064286)
- Biocert International Pvt. Ltd., Indore : (admin@biocertinternational.com Mob- 9845064286)
- Aditi Organic Certifications (P) Ltd, Bengaluru : (aditiorganic@gmail.com Mob- 9845064286)
- APOF Organic Certification Agency Pune : (info@aoca.in Mob- 8806230301)
- Satyendra Organic Farming, Khargone. : (satyendraorg@gmail.com Mob- 9826585108)



Organic Farming Authority of Jharkhand

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For Further Information

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