GLOBAL AGRICULTURAL & FOOD SUMMIT JHARKHAND
29-30 November 2018, Ranchi

FUTURE OF AGRICULTURE:
ORGANIC FARMING
Chief Minister Message

Organic Corridor

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

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

Major Commodities

Sustainability of Organic Products
About OFAJ

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.

Objectives of OFAJ

- To facilitate Organic farming/ Organic cultivation practices through technical support and government sponsored schemes
- Certification of the Organic commodities for its organic authenticity & value addition in the global market
- To make available the organic products
- Certification of the farmer’s land
- Maintenance of internal control system
- To popularize organic produce
- Premium prices to the farmer
- Enforcement socio-economic condition of the farmers
- Export of organic produce
- Enforcement of environment

Schemes under OFAJ to promote Organic Farming in Jharkhand

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

New Schemes to be implemented by OFAJ

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

Global Opportunity in Organic Sector

- **Area Are**:
  - Agriculture
  - Wild Collection/ Forest Produce
  - Textile
  - Food & Pharmaceutical
  - Milk & Milk Production
  - Cosmetic
  - Aquaculture

- **Market Opportunity in Organic**:
  - Export- Now about 85%
  - Domestic- Emerging

Indian Market Size (In cr)

- Growth Rate- 45% CAGR

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.
**Organic Farming Scenario in India (2017-18)**

- India Rank in terms of World's 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 conductive 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 conductive for commercial vegetable production. The State has nearly 11lakhs 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

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

### Convergence Mechanism & Technical Support

**State Sponsored Scheme**

- Directorate of Soil Conservation Mechanization
- RKVY & SMAM
- Nodal Agency, Micro-Irrigation
- PMSKY

**Poly House/ Green House/ PHM and other component of MIDH**

**Director Agriculture for Technical & Staff Support**

**ICAR / BAU / PMT**

### 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 : (sudhaknbil@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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Email Id- organicjharkhand2012@gmail.com

For Further Information

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