

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
UNSTARRED QUESTION NO. 2725
TO BE ANSWERED ON 12th AUGUST, 2026

BENCHMARKS FOR ORGANIC PRODUCTS OF NCOL

2725 # SHRI SHIVESH KUMAR:

Will the Minister of COOPERATION be pleased to state:

- (a) the manner in which National Cooperative Organics Limited (NCOL) is marketing its organic products;
- (b) the benchmarks for organic production in India and the organic production benchmarks being complied with by the NCOL; and
- (c) the steps being taken by the NCOL for organic farmers?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a) National Cooperative Organics Limited (NCOL) markets its certified organic products under the "Bharat Organics" brand through a multi-channel marketing strategy. Its products are marketed via various e-commerce platforms, modern retail chains, cooperative outlets including Safal/Mother Dairy, NAFED, NCCF, etc., and its Direct-to-Consumer (D2C) portal.

(b) The benchmark for organic production in India is the National Programme for Organic Production (NPOP), which is notified by the Agricultural and Processed Food Products Export Development Authority (APEDA). National Cooperative Organics Limited (NCOL) complies with these benchmarks by procuring and marketing only certified organic products that conform to NPOP standards. The products are sourced from valid certified farmer groups, Internal Control Systems (ICS), or certified operators and are subject to stringent quality testing, traceability mechanisms, and compliance with applicable food safety and organic certification requirements. In addition, NCOL ensures mandatory laboratory testing of organic produce for pesticide residues and other quality parameters before marketing, thereby maintaining the prescribed standards for organic production in India.

(c) NCOL promotes the formation of National Programme for Organic Production (NPOP)-certified Internal Control System (ICS) groups through cooperative societies to support organic farmers. It facilitates the procurement of certified organic produce through cooperative societies at fair and transparent prices and markets organic products under the *Bharat Organics* brand through multiple sales channels. NCOL has signed Memoranda of Understanding (MoUs) with 28 States/UTs to promote the organic cooperative ecosystem and facilitate greater participation of farmers in organic farming.
