

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

LOK SABHA
UNSTARRED QUESTION NO.1009
TO BE ANSWERED ON THE 24TH JULY, 2018

NATIONAL COMPETITIVE MARKET FOR ORGANIC PRODUCE

1009. SHRI MAHEISH GIRRI:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether there is any effort made by the Government to create a national competitive market for the organic produce from North-Eastern States, if so, the details thereof;
- (b) whether the Government has encouraged the creation of markets specific to organic produce; and
- (c) if so, the details thereof along with the necessary steps taken by the Government in this direction?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्रालय में राज्य मंत्री (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): Yes Madam. The Ministry of Agriculture and Farmers' Welfare, Government of India is promoting organic farming under scheme "Mission Organic Value Chain Development for North Eastern Region" (MOVCDNER) for implementation in the North Eastern States. The scheme aims at development of certified organic production in a value chain mode to link growers with consumers and to support the development of entire value chain starting from inputs, seeds, certification and creation of facilities for collection, aggregation, processing, marketing and brand building initiative.

(b) & (c): Yes Madam. Under the MOVCDNER Guidelines, there is provision of creation of North East organic bazaar wherein Organic Bazaar will be created, maintained and operated by Farmer Producer Companies (FPCs)/Farmer Interest Groups (FIGs)/ Farmer Producer Organizations (FPOs) registered under MOVCDNER, which will function like collection centers between the farm gate and processing infrastructures.

Also, the agencies like North Eastern Regional Agri-Marketing Corporation Limited (NERAMAC) will be providing marketing and logistic assistance in terms of aggregation and transportation of organic produce/ products.

The State-wise brands have been developed under MOVCDNER scheme are:

Contd...2/-

Name of the State	Brand Name / Trademarks
Arunachal Pradesh	Organic Arunachal
Manipur	Organic Manipur
Mizoram	Mission Organic Mizoram
Nagaland	Naga Organic
Sikkim	Sikkim Organic Mission

The Ministry has opened canteen serving organic food and one dedicated organic store in collaboration with Sikkim State Co-operative Supply and Marketing Federation Ltd. (SIMFED).

The Ministry has opened Organic retail outlet cum restaurant at Dilli Haat, INA, New Delhi and implemented through North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC).

The Ministry has opened one food retail store in collaboration with Kendriya Bhandar, where a section is dedicated for sale of organic produce/products, along with the sale of other grocery and house hold items.
