

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

LOK SABHA
UNSTARRED QUESTION NO. 1071
TO BE ANSWERED ON THE 13TH DECEMBER, 2022

INCENTIVES TO DIGITAL STARTUPS

1071. SHRI CHANDRA SEKHAR BELLANA:

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

- (a) whether the Government offers or plans to offer any incentives to digital stores or startups that deliver organic products from farmers directly to buyers;
- (b) if so, the details thereof; and
- (c) the measures taken by the Government to connect organic farmers with urban communities so that it can step in to support farmers by directly buying their organic produce?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (c): Government is promoting organic farming in the country through Paramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development for North Eastern region (MOVCDNER) through cluster/ FPO formation since 2015-16, in which, end to end support is provided to farmers for various components from production to certification and marketing of organic produce.

Under PKVY assistance is provided @ Rs. 15.0 lakh / 1000 ha cluster for 3 years to each clusters for direct marketing of their organic products to the buyers. In addition, assistance is provided @ Rs. 53.0 lakh /1000 ha clusters for 3 years for branding, publicity, exhibition, trade fairs and other marketing initiatives to support direct buying of organic products from farmers.

Under MOVCDNER, there is provision of assistance of Rs. 25.0 lakh/ FPO/FPC of 500 farmers for 3 years for marketing of certified organic products. Under the scheme, so far 10 organic outlets have been opened in the North Eastern States.

To promote direct marketing of organic products from the farmers to the end consumers, a dedicated web portal- www.Jaivikkheti.in/ has been created as online marketing platform to get a better price for organic products. Total 6.09 lakh farmers have been registered under **Jaivik Kheti portal**.
