

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

LOK SABHA
UNSTARRED QUESTION NO. 4586
TO BE ANSWERED ON THE 28TH MARCH, 2023

WEB PORTAL FOR ORGANIC PRODUCTS

4586. SHRI PARTHIBAN S.R.:
SHRI NIHAL CHAND:

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

- (a) whether the Government has proposed any plan to set up a web portal for direct sale of organic products:
- (b) whether the Government has taken any initiative to facilitate organic certification to the individual farmers who are not a part of the organic schemes; and
- (c) if so, the details thereof?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री
(SHRI NARENDRA SINGH TOMAR)

(a): Government has developed web portal- www.Jaivikkheti.in/ as an online marketing platform for direct sale of organic products by farmers to the consumers to help them for better price realization. 6.09 lakh farmers have been registered under **Jaivik kheti portal**.

(b) & (c): Under Paramparagat Krishi Vikas Yojana (PKVY) scheme provision has been made for providing assistance of Rs. 2700/ha for 3 years for Participatory Guarantee System (PGS) / National Programme for Organic Production (NPOP) organic certification to individual farmers who are not part of the PKVY scheme. States are required to identify individual farmers and encourage them to register with concerned Regional Council (RC) under PGS- India programme/ Accreditation certification body under NPOP. Enrolled farmers will have to register on the Jaivik Kheti Portal with their C-1 status. State will access the details of farmers from jaivik kheti portal. Based on state-wise registration and verification, funds are provided as reimbursement directly to RCs or certification bodies. In case a farmer is having land less than 1.00 ha, then the cost will be calculated on prorata basis.
