

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

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2224**  
TO BE ANSWERED ON THE 15<sup>TH</sup> MARCH, 2022

**NATIONAL COMPETITIVE MARKET**

2224. SHRI C.R. PATIL:

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 organic produce from different States and UTs, if so, details thereof;
- (b) whether the Government has encouraged the creation of markets specific to organic produce;
- (c) if so, the details thereof along with the necessary steps taken by the Government in this direction;
- (d) whether the Government has formulated any action plan during the last three years to increase the production of organic fertilizers and to encourage the farmers to use them; and
- (e) if so, the framework of this action plan and the amount of financial expenditure sanctioned by Government in this regard?

**ANSWER**

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (c): Government is implementing Pramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development for Northern Eastern Region (MOVCDNER) scheme for promotion of organic farming through Cluster / FPOs formation in the country since 2015-16. Both the schemes provide to end support to farmer from production to value addition, certification, branding and marketing under the project. Effort are being made to encourage FPOs/cluster to under-take direct marketing. Assistance of Rs 6800/ ha under PKVY and Rs 5000/ ha under MOVCDNER are provided for marketing, branding, trade etc. States like Uttarakhand, Jharkhand etc. have also opened organic outlets for sale of organic products while states like Jharkhand, Maharashtra etc. are running weekly organic bazaars for sale of organic products. The details of brands developed under these Programmes in the country is given at **Annexure-I**.

For development of domestic organic market, Ministry of Agriculture has launched low cost and small farmer group centric decentralized online PGS-India certification programme. Farmers are certifying their organic produce through authorized Regional Council under PGS-India programme to have access to the domestic organic market. 65 number of Regional Council have been authorized under PGS-India programme.

For development of organic export market, Ministry of Commerce has notified National Programme for Organic Production (NPOP) for third party certification. Farmers, Processors and Traders are certifying their organic products through accredited Certification Agencies under NPOP for marketing in the international market. 29 Certification bodies have been accredited under NPOP.

To promote marketing of organic products, a dedicated web portal- [www.Jaivikkheti.in/](http://www.Jaivikkheti.in/) has also been created as online marketing platform for direct sale to the consumers to get a better price for their products. This portal has been developed both for providing information and marketing to all stakeholders. A total 5.74 lakh farmers have been registered under **Jaivik kheti portal**.

(d) and (e): Under PKVY and MOVCDNER schemes, farmers are primarily encouraged for organic cultivation using organic fertilizers and provided hands-on training about on-farm production of organic fertilizers and its use are integral part of these schemes. Farmers are provided subsidy of Rs. 31000/ ha / 3 years under PKVY and Rs. 32500/ ha/ 3 years under MOVCDNER for various organic inputs including organic fertilisers. In additions, Organic cultivation on either side of River Ganga, large area certification and support for individual farmers have also been introduced under PKVY to increase coverage using organic fertilizers.

An amount of Rs 650 crores has been approved for promotion of organic farming for the year 2021-22, out of which Rs. 450 crore has been approved for PKVY and Rs. 200 crore has been approved for MOVCDNER The details of funds released under the schemes - PKVY and MOVCDNER during last three years is given below:

(Rs. in crore)

<b>Year</b>	<b>Release/ Expenditure</b>	<b>Release /Expenditure</b>
	<b>PKVY Scheme</b>	<b>MOVCDNER Scheme</b>
<b>2018-19</b>	329.46	174.78
<b>2019-20</b>	283.67	103.80
<b>2020-21</b>	381.05	137.17

**Annexure-I****Brands developed under Paramparagat Krishi Vikas Yojan (PKVY)**

States	Brand Name
Madhya Pradesh	Made in Mandla
Uttarakhand	Organic Uttarakhand
Tamil Nadu	Tamil Nadu Organic Product (TOP)
Maharashtra	Sahi organic, Nasik Organic & Gadchiroli Organic Farming
Jharkhand	JaivikJharkhand , from the land of Jharkhand
Chhattisgarh	Aadim brand of BhoomiGadi FPO, Bastar Naturals
Punjab	Five Rivers
Tripura	Tripureshwari Fresh

**Brands developed under Mission Organic Value Chain Development for North Eastern Region (MOVCDNER).**

S.No.	Name of the State	Brand Name / Trademarks
1	Arunachal Pradesh	Organic Arunachal
2	Manipur	Organic Manipur
3	Mizoram	Mission Organic Mizoram
4	Nagaland	Naga Organic
5	Sikkim	Sikkim Organic
6	Meghalaya	O Megha
7	Tripura	Tripura Organic

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