



# NABARD MP-RO, Bhopal

## Ayurvedic Aahar, Organic MP: Benefits for Farmers

# NABARD



Established on 12 July 1982 by an Act of the Parliament

A Development Bank, is mandated for providing and regulating credit and other facilities for promotion and development of Priority Sector

**VISION** - Development Bank of the Nation for Fostering Rural Prosperity.

**MISSION** - Promote sustainable and equitable agriculture and rural development through participative financial and non-financial interventions, innovations, technology and institutional development for securing prosperity.

**OWNERSHIP** - NABARD is wholly owned by Government of India.

# Function of NABARD



## Credit Related

- Refinance to Rural Financial Institutions
- Loans to State Governments for developing rural infrastructure
- Direct lending to Cooperatives, State owned institutions /corporations
- Promotional and developmental initiatives in the areas of farm, off-farm, micro finance, financial inclusion.



# Function of NABARD (Contd...)



## Non - Credit Related

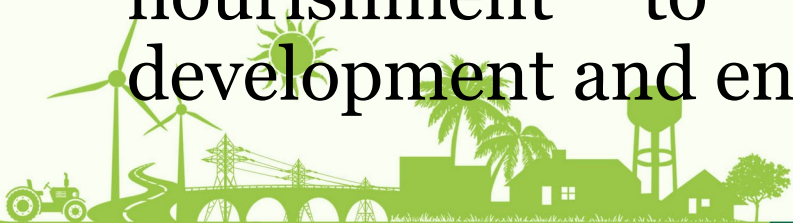
- Credit Planning, Monitoring and Coordination
- Assist in policy formulation by GoI, RBI and State Governments
- Institutional development and capacity building
- Support for research and development



# Ayurvedic Aahar

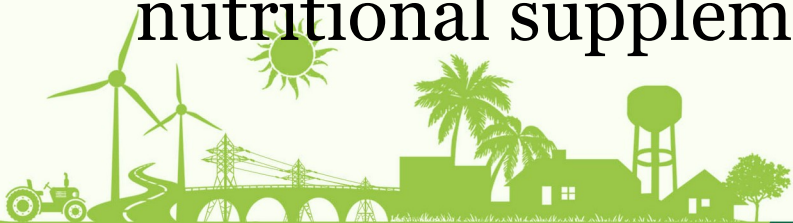


- The Gazette of India - The regulations define “Ayurveda Aahara” a food prepared in accordance with the recipes or ingredients or processes as per method described in the authoritative books of Ayurveda listed under ‘Schedule A’ of these regulations.
- Authoritative Books – Abhinav Chintamani, Charak Samhita, Arkaprakash, Arogya kalpadyuma, Aryavishek, Rasamrit etc. ....68 books.
- Ahara is also described to be Akashiya(Akash), Vayavya(Vayu), Agneya(Agni), Apya(Jal) and Parthiva(Prithivi), which when consumed in **appropriate proportions**, helps in providing nourishment to deha dhatus (body tissues), growth, development and enhancement of ojas (immunity)



# Ayurvedic Aahar (Contd..)

- For a disease-free life, Ayurveda emphasizes on the importance of proper nutrition through intake of food by appropriate food choices, food combination, and cooking methods, in right quantity which gets digested as well as metabolized in time.
- For ease of identification and assurance about genuineness of the product, all such products shall carry word “AYURVEDA AAHARA” in close proximity to the product
- The specified logo in front of the pack of the label. The label shall carry statutory warning – ‘ONLY FOR DIETARY USE’.
- Ayush Aahar of FSSAI to facilitate producers of herbal nutritional supplements.



# Organic MP



- Over two per cent of India's agriculture is organic (FY 2020).
- India has over 1.9 million organic farmers as of March 2020, which is 1.3 per cent of 146 million agricultural landholders.
- 2.78 million ha is covered under organic farming in India, which is about two per cent of the net sown area in the country.
- **Madhya Pradesh accounts for more than 40 per cent of India's organic farming share.**
- The state is ahead of all others in producing soybean, gram, lentil, tur, and urad, second place in ramtil and moong.
- At present around 20 States have their policy, mission or Act with regard to organic farming.



## ❖ Tribal Development through WADI

- 87 Wadis – Covering 72776 families – 209700 MT Fruits per year – Rs. 71056/- per family income rise

## ❖ Watershed Development

- 65 watersheds – 17 water stressed districts - 39498 household -66793 ha area treated

## ❖ Farm Sector Promotion

- 541 Exposure Visits for adoption of technology - Collaborations – Value chain development projects- Potato in Gwalior ; Kodo Kutki in Mandla
- In collaboration with APEDA exposure visits for Good working FPOs to export processing facilities.

## ❖ Climate Change Resilience

- Kanha –Pench Corridor : 7609 households – 56 villages
- Climate Smart Villages : Rajgarh, Sehore & Satna – 1.28 lakh families





# Existing Practices



## **WADI**

Addressed balanced nutrition by supporting Horticulture, Agriculture and Forest plantation

## **Watershed and FSPF**

Supported for integrated farm practices, NTFP processing, Sustainable Wild Honey Collection

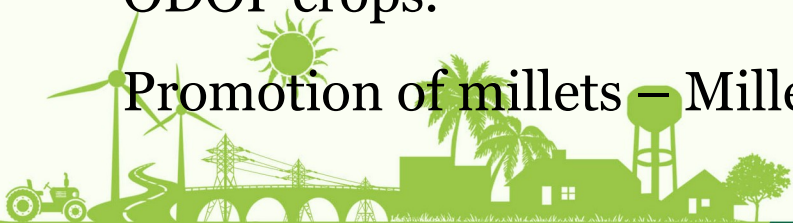
## **JIVA**

Promotion of natural farming

## **Promotion of FPOs**

Farmers collectivization, Developing value chain, marketing of products – Promote ODOP crops.

Promotion of millets – Millet Value Chain (International Year of Millet)



# Possible Convergence



## ❖ Model Projects/ Pilot Projects

For promotion of Ayurvedic Herbs - NABARD to explore possibility of convergence with Ayush Dept.

❖ Organic/ Natural Farm practices may be promoted in WADI areas in convergence with MGNREGA.

❖ Processing and Value chain

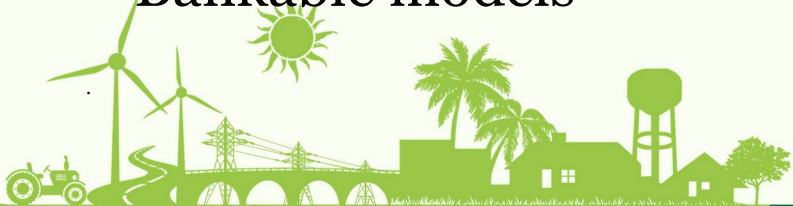
❖ Capacity Building

❖ Training for SHG farmers to promote organic / ayurvedic aahar

❖ Entrepreneurship programmes – MEDP and LEDP

❖ Research & Development, Workshop /Seminars

❖ Bankable models



# Thank You.

