CONFEDERATION OF ORGANIC FOOD PRODUCERS & MARKETING AGENCIES

# ANNUAL REPORT 2023-24

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**The Confederation of Organic Food Producers & Marketing Agencies**
Corporate office: Vasant Kunj, New Delhi 110070
Phone: 011 45660687, 46534832; Email: connect@organickheti.org
Web: www.organickheti.org

# PREFACE

Organic farming is a method of agriculture that avoids the use of synthetic chemicals, pesticides and fertilizers. It focuses on using natural processes and inputs like compost, crop rotation, and biological pest control to maintain soil health and biodiversity. The goal is to produce food in an environmentally sustainable way, promoting healthier ecosystems and reducing the impact on the environment.

As of March 2024, India has 1,764,677.15 hectares of organic farming land, 3,627,115.82 hectares of land being converted to organic farming. India ranks at 4th place in terms of certified area globally as per the report published by International Federation of Organic Agriculture Movements (IFOAM) Statistics 2022. Madhya Pradesh has the largest area under organic certification followed by Maharashtra, Gujarat and Karnataka. Sikkim is India's first fully organic state, with implementing organic practices on around 75,000 hectares of agricultural land. India ranks first globally in terms of number of farmers practicing organic farming.

National Programme for Organic Production (NPOP) is under the Ministry of Commerce and Industry for development of the export market. It is a third party certification programme where the production and handling of activities at all stages such as production, processing, trading and export requirements for organic products is covered.

In the Participatory Guarantee System(PGS-India, all the stakeholders (including farmers/producers) are involved in decision making and essential decisions about the operation of the PGS-India certification itself by assessing, inspecting and verifying the production practices of each other and collectively declaring produces organic.It is under the Ministry Of Agriculture and Farmers Welfare-for meeting the demands of the domestic market.

Food Safety Regulation has made it mandatory for organic products to be certified under NPOP or PGS for being sold in the domestic market under the Jaivik Bharat logo.

**However, the organic farming facing challenges namely:**

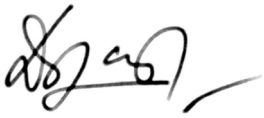
1. High Initial Costs:Transitioning to organic farming requires investment in training, certification, and inputs like organic seeds and fertilizers, which are expensive.
2. Knowledge & Skills Gap: Many farmers lack adequate knowledge and expertise in organic farming techniques, hindering adoption etc.
3. Limited Access to Inputs:organic inputs like bio-pesticides and fertilizers are often scarce or costly.

4. Certification Issues: obtaining organic certification can be a complex and time consuming process, limiting market access for small scale farmers.
5. Market Demand Infrastructure: limited infrastructure and market channels for organic products reduce profitability and reach for farmers.
6. Pest & Disease Management:Controlling pests and diseases without chemicals and challenging especially during unfavourable weather conditions.

The global organic food and beverages market size was value dat USD231.52 billion in 2023 and is expected to grow at a compound annual growth rate(CAGR) of 13.9% from 2025 to 2030. One of the primary factors driving market expansion is growing awareness about the health benefits associated with the consumption of organic products. Sales of organic food and beverages are projected to rise as result of the change in purchasing behavior of consumers. In addition, the rising popularity of non-GMO products among consumers is driving market growth. The market has witnessed substantial growth due to the increased accessibility of organic foods and beverages.

The organic food and beverage market has witnessed a remarkable degree of innovation, with a surge in novel products incorporating sustainable practices, advanced production techniques, and diverse ingredients.

Organic farming in India is poised for significant growth as the nation responds to the global demand for sustainable agriculture and healthier food options. The shift towards organic practices reflects a broader movemnent toward environmental conservation, biodiversity preservation, and consumer awareness of health and well being.



(Dr D S Rawat)
Chairman, COII

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## ORGANIC FOOD

Organic food refers to the food that is produced using organic farming practices, which involve growing crops and raising livestock without the use of synthetic fertilizers, pesticides, genetically modified organisms (GMOs), antibiotics, and growth hormones. It is considered to be healthier and more nutritious than conventionally grown food as it consists of no harmful chemicals or synthetic additives.

Organic food is not only beneficial for consumers but also for the farmers and the economy since it is obtainable and eco-friendly farming practices which reduces the carbon footprint of food production and promotes biodiversity.

This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases. As per the available statistics, India rank 2nd in terms of World's Organic Agricultural land and 1st in terms of total number of producers. (Source: FIBL & IFOAM Year Book, 2024).

**AREA:**

-As on 31st March 2024, total area under organic certification process (registered under National Programme for Organic Production) is 7.3 mha (2023-24). This includes 44,75,836.91 ha cultivable area and another 28,50,156.48 ha for wild harvest collection.

-Among all the states, Madhya Pradesh has covered largest area under organic certification followed by, Maharashtra, Rajasthan, Gujarat, Odisha, Sikkim, Uttar Pradesh, Uttarakhand, Kerala, Karnataka and Andhra Pradesh.

## PRODUCTION:

-India produced around 3.6 Million MT (2023-24) of certified organic products which includes all varieties of food products namely oil seeds, fibre, sugar cane, cereals & millets, cotton, pulses, aromatic & medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, processed foods, etc.

-Among different states Maharashtra is the largest producer followed by Madhya Pradesh, Rajasthan, Karnataka and Gujarat. In terms of commodities, fibre crops are the single largest category followed by oil seeds, sugar crops, cereals and millets, medicinal/herbal and aromatic plants, spices, and condiments, fresh fruits & vegetable, pulses, tea & coffee.

## EXPORTS:

Total volume of exports during 2023-24 was 2,61,029 MT. the organic food export realization was around INR 4007.91 crore (494.80 million USD). Organic products are exported to USA, European Union, Canada, Great Britain, Sri Lanka, Switzerland, Vietnam, Australia, Thailand, New Zealand, Japan, Korea Republic, etc.

## INDIAN ORGANIC MARKET

The Indian organic food market size is continuously widening and as per the latest study by IMARC group, food market size reached US$ 1,582.2 million in 2023. Looking forward, the study expects the market to reach US$ 8,918.5 million by 2032, exhibiting a growth rate (CAGR) of 21.19% during 2024-2032. The growing awareness regarding the health benefits of organic food products, growing consciousness regarding the health hazards associate with chemical pesticides and fertilizers, and increasing investment by Indian corporate firms in agritech, agribusinesses and organic farming represent some of the key sectors driving the market.

## GROWING AWARENESS:

The increasing health awareness among the Indian consumers is a significant driver for the organic food market. The consumers are now paying more attention to the nutrient content and quality of their food, resulting in a greater demand for organic products. They are also increasingly focusing on the health risks associated with the use of chemicals and pesticides in conventional food production, which, in turn, is augmenting the adoption of organic food variants. Additionally, the growing disposal income levels have resulted in increased consumer spending on health and wellness products. In fact, COVID-19 has also contributed in driving the growth of the organic food market. The rapid outbreak has also led to an enhanced focus on locally sourced and suitably produced food, which has further boosted the demand for organic food products.

## MAJOR CHALLENGES OF ORGANIC FARMERS IN INDIA:

1. Lack of awareness: lack of awareness among farmers about organic farming and its benefits.

2. Marketing & Prices: marketability of organic produce over conventional produce must be assured. Inability to obtain a premium price for the produce during initial stage leads to losses.

3. Shortage of biomass in soil: shortage of essential nutrients soil leads to low productivity. Biomass rich soil is essential to improve nutrition for plants uptake.

4. Inadequate infrastructure: state governments are yet to formulate a credible mechanism and necessary policies for implementation. Presence of very few organic certification agencies in each state.

5. High cost and unavailability of inputs: the cost of organic inputs is more than that of industrially produced agrochemicals used in the conventional farming system. Although these inputs can be made at home by farmers but very few are aware about the complete science of making organic fertilizers and pesticides through natural process.

## ORGANIC CERTIFICATION DATA UNDER NATIONAL PROGRAMME FOR ORGANIC PRODUCTION (NPOP) 2023-24:

### AREA:

- Cultivated area (organic) 17,11,107.27 Ha
- Cultivated area (in conversion) 27,64,729.64 Ha
- Wild harvest collection area 28,50,156.48 Ha

### PRODUCTION:

- Farm production (organic) 32,28,233.03 MT
- Farm production (in conversion) 3,22,248.24 MT
- Wild harvest production 23,740.60 MT

***the data on production is the commercial output for sale and not the actual production.**

### ORGANIC EXPORT:

- Total export quantity 2,61,029 MT
- Total export value (INR) 4007.91 crore
- Total export value (US$) 494.80 million USD

## OPERATORS:

- Individual farm producers 5340
- Grower groups 6046 (total farmers in grower groups 2358267.
- Processor 1489
- Trader 627
- Wild operators 136 (total wild collectors 36009)
- Total operators 13638

(Source: Information provided by the certification bodies accredited under NPOP Tracenet)

## STATEWISE CULTIVATED AREA UNDER ORGANIC CERTIFICATION DURING 2023-24 (ORGANIC AREA IN Ha):

- Madhya Pradesh 6,12,816.04
- Maharashtra 2,67,229.29
- Rajasthan 2,15,299.44
- Gujarat 92,333.51
- Odisha 77,696.34
- Sikkim 75,472.85
- Uttar Pradesh 52,888.78
- Uttarakhand 51,628.19
- Kerala 36,208.78
- Karnataka 30,612.23
- Andhra Pradesh 25,876.73
- Jammu & Kashmir 24,963.10
- Meghalaya 20,111.78
- Bihar 19,086.93
- Tamil Nadu 18,099.17
- Assam 15,433.92
- Chhattisgarh 11,289.44
- Goa 11,180.12
- Himachal Pradesh 8,181.83
- Manipur 7,172.00

- West Bengal 7,011.49
- Tripura 5,884.31
- Arunachal Pradesh 5,841.22
- Telangana 5,399.72
- Jharkhand 3,523.82
- Nagaland 3,340.15
- Mizoram3,230.30
- Haryana 2,260.07
- Punjab 1,009.40
- Pondicherry 21.17
- New Delhi 5.17

Total 17,11,107.27

**STATEWISE ORGANIC AREA UNDER WILD COLLECTION FOR THE YEAR 2023-24 (ORGANIC AREA IN Ha):**

- Chhattisgarh 9,56,893.80
- Madhya Pradesh 9,07,233.51
- Rajasthan 3,98,589.78
- Himachal Pradesh 2,02,215.76
- Maharashtra 1,70,107.15
- Uttar Pradesh 72,611.50
- Punjab 63,879.73
- Kerala 20,116.20
- West Bengal 15,000.00
- Jammu & Kashmir 13,599.00
- Tamil Nadu 9,876.11
- Goa 9,673.57
- Ladakh 5,000.00
- Assam 2,500.00
- Karnataka 1,667.20
- Odisha 935.00
- Jharkhand 195.90
- Andhra Pradesh 38.00
- Uttarakhand 24.26

**Total 28,50,156.48**

**Source: Information provided by the Certification bodies accredited under NPOP on Tracenet.**

## STATE WISE ORGANIC FARM PRODUCTION FOR THE YEAR 2023-24 (IN MT)

- Maharashtra 11,61,230.65
- Madhya Pradesh 9,00,086.49
- Rajasthan 4,00,926.98
- Karnataka 1,97,328.09
- Gujarat 2,40,190.66
- Uttar Pradesh 1,59,149.85
- Odisha 1,59,521.40
- Uttarakhand 44,745.43
- Kerala 41,128.53
- Bihar 39,937.73
- Jammu & Kashmir 33,188.37
- Andhra Pradesh 33,039.30
- Tamil Nadu 29,994.60
- Chhattisgarh 28,896.29
- West Bengal 15,910.74
- Meghalaya 13,671.39
- Assam 12,522.43
- Himachal Pradesh 11,767.84
- Telangana 7,125.68
- Punjab 6,801.79
- Nagaland 3,888.31
- Jharkhand 3,619.53
- Haryana 3,015.53
- Goa 2,498.40
- Tripura 245.44
- Arunachal Pradesh 25.15
- Sikkim 24.68

**Total 35,50,481.27**

**Source: Information provided by the certification bodies accredited under NPOP on Tracenet.**

**Note: The data on production is the commercial output for sale and not the actual production.**

## STATEWISE ORGANIC PRODUCTION FROM WILD AREA 2023-24 (IN MT)

- Rajasthan 10,655.12
- Goa 6,913.02
- Madhya Pradesh 2,642.33
- Jammu & Kashmir 888.85
- Uttar Pradesh 702.36
- Chhattisgarh 665.19
- Ladakh 491.34
- Odisha 297.07
- Punjab 281.33
- Karnataka 173.65
- Maharashtra 24.57
- Andhra Pradesh 3.96
- Tamil Nadu 1.30
- Jharkhand 0.50

**Total 23,740.60**

**Source: Information provided by the certification bodies accredited to NPOP in Tracenet.**

**Note: The data on production is the commercial output for sale and not the actual production**

## COUNTRYWISE EXPORT OF ORGANIC PRODUCTS DURING 2023-24

**- USA**

Exported Qty in MT – 1,02,462.72

Total Value in Crore – 1953.97

**- EUROPEAN UNION**

Exported Qty in MT – 75,097.56

Total Value in Crore – 1312.39

**- CANADA**

Exported Qty in MT – 14,251.38

Total Value in Crore – 162.81

**- GREAT BRITAIN**

Exported Qty in MT – 13717.87

Total Value in Crore – 161.28

**- SRI LANKA**

Exported Qty in MT – 12,348.12

Total Value in Crore – 66.12

**- SWITZERLAND**

Exported Qty in MT – 3225.71

Total Value in Crore – 63.77

**- VIETNAM**

Exported Qty in MT – 11,074.75

Total Value in Crore – 52.68

**- AUSTRALIA**

Exported Qty in MT – 1,016.33

Total Value in Crore – 45.33

**- THAILAND**

Exported Qty in MT – 6390.10

Total Value in Crore – 38.89

**- NEWZEALAND**

Exported Qty in MT – 1,931.04

Total Value in Crore – 19.52

**- JAPAN**

Exported Qty in MT – 264.75

Total Value in Crore – 18.51

**- KOREA REPUBLIC**

Exported Qty in MT 2,125.58

Total Value in Crore 16.83

**- UAE**

Exported Qty in MT – 1,621.94

Total Value in Crore – 15.86

**- ISRAEL**

Exported Qty in MT – 2495.53

Total Value in Crore – 15.12

**- CAMEROON**

Exported Qty in MT – 3,120.00

Total Value in Crore – 11.99

**- MADAGASCAR**

Exported Qty in MT 1,820.00

Total Value in Crore 6.98

**- SINGAPORE**

Exported Qty in MT – 489.41

Total Value in Crore – 5.00

**- MOROCCO**

Total Qty in MT – 93.21

Total Value in Crore – 4.51

**- OMAN**

Exported Qty in MT – 1.026.00

Total Value in Crore – 4.07

**- NEWZEALAND**

Exported Qty in MT – 1,931.04

Total Value in Crore – 19.52

**- JAPAN**

Exported Qty in MT – 264.75

Total Value in Crore – 18.51

**- KOREA REPUBLIC**

Exported Qty in MT 2,125.58

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**- UAE**

Exported Qty in MT – 1,621.94

Total Value in Crore – 15.86

**- ISRAEL**

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Total Value in Crore – 15.12

**- CAMEROON**

Exported Qty in MT – 3,120.00

Total Value in Crore – 11.99

**- MADAGASCAR**

Exported Qty in MT 1,820.00

Total Value in Crore 6.98

**- SINGAPORE**

Exported Qty in MT – 489.41

Total Value in Crore – 5.00

**- MOROCCO**

Total Qty in MT – 93.21

Total Value in Crore – 4.51

**- OMAN**

Exported Qty in MT – 1.026.00

Total Value in Crore – 4.07

**- SAUDI ARABIA**

Exported Qty in MT – 137.06

Total Value in Crore 2.87

**- QATAR**

Exported Qty in MT – 324.27

Total Value in Crore – 2.71

**- MEXICO**

Exported Qty in MT – 551.90

Total Value in Crore – 2.70

**- CHINA**

Exported Qty in MT- 208.23

Total Value in Crore – 2.21

**- MALASIA**

Exported Qty in MT – 88.69

Total Value in Crore – 2.19

**- KUWAIT**

Exported Qty in MT – 100.36

Total Value in Crore – 2.17

**- BAHRAIN**

Exported Qty in MT – 373.86

Total Value in Crore – 2.08

**- CHILE**

Exported Qty in MT – 47.69

Total Value in Crore – 1.93

**- TAIWAN**

Exported Qty in MT – 15.00

Total Value in Crore – 1.49

**- DJIBOUTI**

Exported Qty in MT – 270.00

Total Value in Crore – 1.25

**- SUDAN**

Exported Qty in MT – 270.00

Total Value in Crore – 1.21

**- TANZANIA**

Exported Qty in MT – 260.00

Total Value in Crore – 0.99

**- PORTUGUESE TIMOR**

Exported Qty in MT – 260.00

Total Value in Crore – 1.00

**- URUGUAY**

Exported Qty in MT – 0.95

Total Value in Crore – 0.97

**- FRENCH POLYNESIA**

Exported Qty in MT – 70.00

Total Value in Crore – 0.95

**- COMOROS**

Exported Qty in MT – 144.00

Total Value in Crore – 0.81

**- ECUADOR**

Exported Qty in MT – 100.00

Total Value in Crore – 0.73

**- SOMALIA**

Exported Qty in MT – 135.00

Total Value in Crore – 0.61

**- BRAZIL**

Exported Qty in MT – 29.70

Total Value in Crore 0.51

**- TRINIDAD AND TOBAGO**

Exported Qty in MT – 0.93

Total Value in Crore – 0.44

**- MAURITIUS**

Exported Qty in MT – 17.13

Total Value in Crore – 0.41

**- YOGOSLAVIA**

Exported Qty in MT – 3.16

Total Value in Crore – 0.39

**- BOLIVIA**

Exported Qty in MT – 20.00

Total Value in Crore – 0.31

**- KENYA**

Exported Qty in MT – 0.52

Total Value in Crore – 0.28

**- HONG KONG**

Exported Qty in MT – 9.24

Total Value in Crore – 0.25

**- TUNISIA**

Exported Qty in MT – 9.04

Total Value in Crore – 0.24

**- SOUTH AFRICA**

Exported Qty in MT – 0.37

Total Value in Crore - 0.12

**- MOLDOVA**

Exported Qty in MT – 0.29

Total Value in Crore – 0.12

**- FRENCH GUIANA**

Exported Qty in MT – 0.20

Total Value in Crore – 0.06

**- NIGERIA**

Exported Qty in MT – 0.03

Total Value in Crore 0.06

**- JORDAN**

Exported Qty in MT – 0.05

Total Value in Crore 0.05

**- INDONESIA**

Exported Qty in MT – 1.40

Total Value in Crore – 0.05

**- GEORGIA**

Exported Qty in MT – 4.30

Total Value in Crore – 0.04

**- TURKEY**

Exported Qty in MT – 3.00

Total Value in Crore – 0.04

**- PHILIPPINES**

Exported Qty in MT – 0.44

Total Value in Crore – 0.03

**- TOGO**

Exported Qty in MT – 0.20

Total Value in Crore – 0.01

**- PERU**

Exported Qty in MT – 0.03

Total Value in Crore – 0.00

**- HONDURAS**

Exported Qty in MT – 0.01

Total Value in Crore – 0.00

**- WEST INDIES**

Exported Qty in MT – 0.00

Total Value in Crore – 0.00

**Source: Information provided by the certification bodies accredited under NPOP on Tracenet.**

**SOURCE: APEDA – ORGANIC CERTIFICATION DATA UNDER NPOP 2023-24**

## PROMOTION OF ORGANIC FARMING: MINISTRY OF AGRICULTURE & FARMERS WELFARE

Government has been promoting organic farming on priority in the country through the Schemes of Paramparagat Krishi Vikas Yojana (PKVY) and Mission Organic Value Chain Development for North-eastern Region (MOVCDNER). Both the schemes stress on end-to-end support to farmers engaged in organic farming i.e. from production to processing, certification and marketing and post-harvest management. Training and capacity building are integral part of the scheme. Incentives to farmers for producing and using organic fertilizers/manure are inbuilt in these schemes as on-farm and off-farm organic inputs.

Direct Benefit Transfer (DBT) is provided to farmers for using organic inputs including organic fertilizers. PKVY is being implemented in all the states other than Northeastern states across the country whereas MOVCDNER scheme is being implemented exclusively in the NE states.

Under PKVY, assistance of Rs.50,000 per ha for a period of three years is provided to states including states of Tamil Nadu & Rajasthan for promotion of organic farming to cover different components like training & capacity building, data management, PGS certification, value addition, marketing and publicity. Out of this, assistance of Rs.31,000 per ha for a period of three years is provided to farmers through DBT for on-farm/off-farm organic inputs. whereas under MOVCDNER, assistance of Rs.46.575/ha for 3 years is provided for creation of FPO, support to farmers for organic inputs, quality seeds/ planting material and training, hand holding and certification. Out of this, assistance @ Rs.32500/ ha for 3 years is provided to farmers for off-farm/ on-farm organic inputs under the scheme including Rs.15,000 as DBT to the farmers and Rs.17,500 for the planting material to be given to the farmers by the State Lead Agency (SLA) in kind.

In view of the increasing demand of organic farming products of India in the global market, Government is facilitating value addition, certification and marketing. As per requirement of international market, government has initiated third party certification under National Programme for Organic Production (NPOP) in 2001.

Under the PKVY assistance @Rs.8800/ha for 3 years is provided to facilitate value addition, marketing and publicity for all states/UTs including Tamil Nadu. Assistance is provided for certification and training, handholding and capacity building respectively @ Rs.2700/-ha for 3 years and Rs.7500/- for 3 years under PKVY for farmers of all states including Rajasthan. Whereas under MOVCDNER scheme assistance is provided @ Rs.10,000/-ha for 3 years for training, capacity building and certification.

A long term experiment, at selected sites, for comparative evaluation of organic and conventional management conducted by the Indian Council of Agriculture Research (ICAR) indicated that yield was found to be during the Kharif and Rabi/ summer crops for coarse/ basmati rice based cropping systems, soybean-based system compared to inorganic approach indicating better suitability of these systems under long-term organic management approaches.

**Soil organic carbon was found to be significantly under long-term organic approach for coarse rice, basmati rice and soybean-based systems.**

To disseminate information on organic and natural farming as well as on farm production and use of various kinds of organic fertilizers, National Center for Organic and Natural Farming (NCONF) and its Regional Center for Organic and Natural Farming (NCONF) and Regional Center for Organic and Natural Farming (RCONF) located at Ghaziabad, Nagpur, Bangalore, Imphal and Bhubaneswar are organizing various trainings namely; one day farmers' training, two days training for extension officers/staff, two days training on PGS, 30 days certification course, one day jaivik evam prakratik kisan sammelan for 500 participants, one day stakeholder consultations/conferences on natural farming for 100 participants, orientation programme on natural farming and awareness campaign and training programmes on organic and natural farming and production and use of organic and bio-fertilizers.

ICAR also imparts trainings, organizes front line demonstrations, awareness programmes etc to educate farmers on organic farming and organic fertilizers.

## ACTIVITIES

The Confederation has truly become umbrella organization for all the stakeholders in the organic farming/industry. Popularly known as COII, it has been holding various activities in States, conducting studies and highlighting the issues in the media. Some of the noted activities were:

### 1. DISCUSSION SESSION AND STUDY ON ARUNACHAL PRADESH INVESTMENT, GROWTH & DEVELOPMENT WITH IMMENSE OPPORTUNITIES FOR TRADE WITH ASIAN COUNTRIES.

The Confederation along with the MSME Export Promotion Council brought out a study on Arunachal Pradesh Investment (2018-19 to 2022-23), Growth & Development with immense opportunities for Trade with ASIAN countries in December 2023. The study observed that there are tremendous opportunities that are emerging in the State due to improvement in the infrastructure, and enhanced thrust on taking advantage for doing businesses with ASIAN countries.

The findings of the Study were prominently published by the regional and national print media, electronic and social media. Study is available free along with the media clippings on the website of the Confederation and MSME Export Promotion Council.

Copies of the Study were extensively disseminated among the 5 lack MSMEs (a service-base of the Council), banks & financial institutions, chambers/associations in India and abroad, investors existing and potential, Centre and State political leadership & bureaucrats, Indian missions in various countries and foreign missions in India, consultants, advisors, media and others.

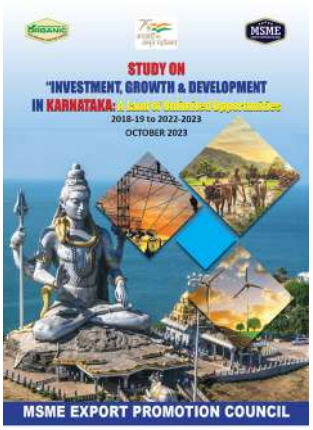
# MEDIA COVERAGE

## 2. STUDY ON INVESTMENT, GROWTH & DEVELOPMENT IN KARNATAK: A LAND OF UNLIMITED OPPORTUNITIES

The Confederation conducted a study on “investment, growth & development in Karnataka: a land of Opportunities” in November/December 2023”. The objective of the Study was to find out the pattern of investment flowing in the state year-after-year and the growth & development taking place, highlight and circulate the new opportunities particularly in IT/ITeS, AI and technology sectors including food processing, cold chain, rural and semi-urban areas for handicrafts, handlooms etc.

The findings were prominently published by the media (both print & electronic), greatly appreciated by the investors and state government. The study has been made available to all free-of-cost.

# MEDIA COVERAGE

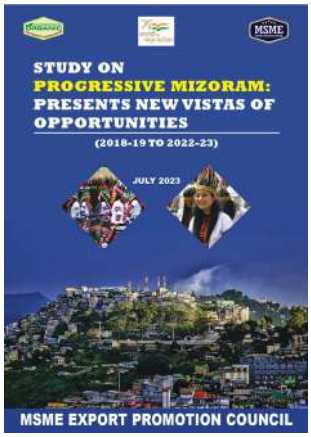


## 3. DISCUSSION SESSION ON THE "PROGRESSIVE MIZORAM PRESENTS NEW VISTAS OF OPPORTUNITIES

The Confederation brought out a study on the above subject in July 2023 and held a discussion session. It was revealed that Mizoram was attracting investment in the micro and small units, agriculture-based products, handloom and handicrafts. The new investment has been helping the State Government to generate jobs particularly in the rural sector. Start-Ups have also been given tremendous boost by offering incentives by the Centre and State government.

The women entrepreneurs are significantly contributing to the growth of the State and attaining inclusive growth. The study was highlighted by all the newspapers in the North Eastern Region and found place in the electronic media. Study and other details are available on the website of the Confederation. Copies of the study were extensively distributed within and outside the country to all the stakeholders.

# MEDIA COVERAGE



# MEDIA COVERAGE

## 4. INVESTMENT, GROWTH & DEVELOPMENT IN MAHARASHTRA 2018-19 TO 2022-23

Maharashtra is one of the leading industrialized State of India and treated as a 'preferred destination' for investors. The Confederation along with the MSME Export Promotion Council conducted a study on "Investment, Growth & Development 2018-19 To 2022-23". The Study observed that a large number of new investment projects announced were outstanding. Therefore, the Study had suggested setting up a high- powered committee under the chairmanship of the Chief Minister to give a push to the implementation. This will generate jobs both for skilled, semi-skilled and unskilled.

The findings of the Study were promptly published by the media and electronic channels. The study was greatly appreciated.

# MEDIA COVERAGE

# MEDIA COVERAGE

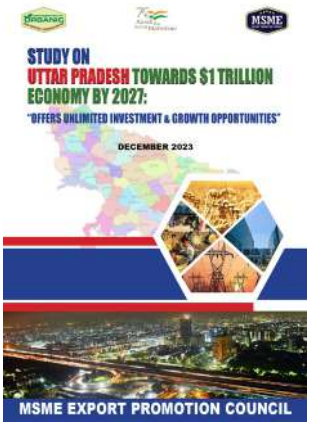
## 5. Discussion Session on MADHYA PRADESH INVESTMENT, GROWTH & DEVELOPMENT 2018-19 TO 2022-23

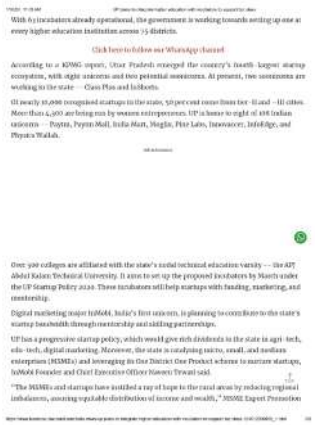
Jointly with the MSME EPC, the Confederation conducted a study on 'Investment, Growth & Development in Madhya Pradesh" with the objective to highlighted the emerging opportunities, and government policies to attract new investment and create employment opportunities. The study had attracted huge media attention and was prominently published by the newspapers and covered by electronic media. The copies of the study were extensively disseminated among all the stakeholders within and outside the country. Study was found handy by the investors and has been made available through the website of the Confederation.

## 6. DISCUSSION SESSION & STUDY ON "UTTAR PRADESH TOWARDS $1 TRILLION ECONOMY BY 2027: OFFERS UNLIMITED OPPORTUNITIES"

The Research Department of the MSME Export Promotion Council (MSME EPC) jointly with the Confederation of Organic Food Producers and Marketing Agencies (COII) brought out a Paper on Uttar Pradesh towards $1 trillion economy by 2027: offers unlimited opportunities. The study was presented to the Hon'ble Chief Minister Shri Yogi Aditya Nath and other ministers at the Centre and State Government. In addition, the Paper was sent to the bureaucrats, over 5 lakh micro, small and medium enterprises, large & medium companies, existing and potential investors within and outside the country, chambers & associations, economic missions in India and abroad, consultants & advisors, media etc. The study was highlighted by the regional and nation media.

# MEDIA COVERAGE



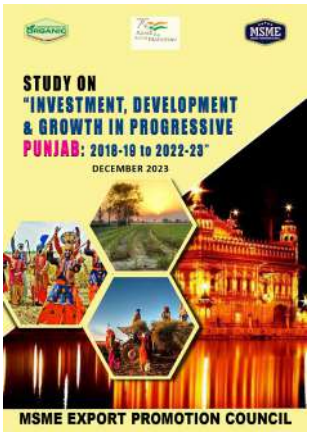


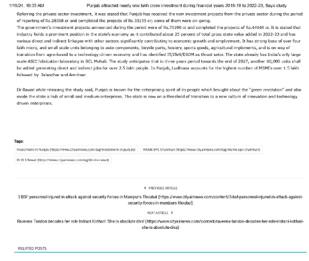
## 7. STUDY ON INVESTMENT, GROWTH & DEVELOPMENT IN PROGRESSIVE PUNJAB AND THE OPPORTUNITIES

The Confederation joined the MSME Export Promotion Council in bringing out a Study on “investment, growth & development in progressive Punjab and the opportunities” in December 2023 and released in January 2024. The objectives of the study were to highlight the various policies of the State government, the latest infrastructure facilities, and the emerging sectors for investment. The study was extensively disseminated and the State of Punjab has received tremendous boost especially in the small, medium & micro sectors. It is observed that a number of Start-Ups have come up in the State, adding to the state’s economy and generating direct and indirect jobs.

The study was greatly appreciated and was highlighted by the media. The study has been made available FREE OF COST to users through website of the Confederation.

# MEDIA COVERAGE





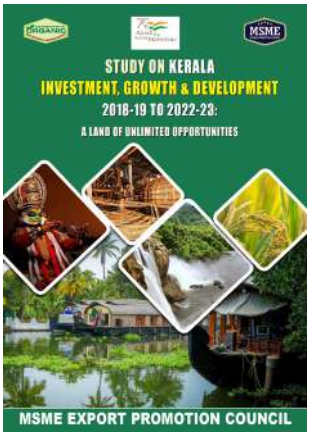
## 8. DISCUSSION SESSION ON INVESTMENT, GROWTH & DEVELOPMENT IN KERALA 2028-19 TO 2022-23 & OPPORTUNITIES

Kerala Government has announced several policy measures offering incentives especially to environmentally friendly industries and tourism; eco-tourism and medical tourism. Keeping this in view, the MSME EPC and the Confederation jointly brought out a Study on “investment, growth & development in Kerala”. The study was presented to the Hon’ble Chief Minister and all ministers at the Centre and State Governments, policy makers, investors, chambers/associations in India and abroad, diplomatic missions in India and outside India, micro, small and medium enterprises, consultants and advisors.

We are happy that the efforts of the two organizations were greatly appreciated and highlighted by the media. The study has been made available through website of both the organizations to the users.

The Confederation has made several representations to the concerned department for resolving the problems of the organic food sector. It is highly satisfying that many of the irritants/problems have been resolved.

# MEDIA COVERAGE



# MEDIA COVERAGE

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Kerala attracted Rs 91,575 crore investment between 2018-23: Study

THE INDIAN EXPRESS

Kerala attracted projects worth Rs 91,575 crore in five years; 5 lakh jobs created: Study

NEWS NATION

केरल ने 2018-23 के बीच 91,575 करोड़ रुपये का निवेश आकर्षित किया: शोध

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Kerala secured Rs 91,575 crore investment during 2018-23

NEWS EXPERTS

Kerala Attracted Rs 91,575 crore Investment Projects in Five Financial Years

Investing.com

केरल ने 2018-23 के बीच 91,575 करोड़ रुपये का निवेश आकर्षित किया: अध्ययन

sarkaritel.com

केरल ने 2018-23 के बीच 91,575 करोड़ रुपये का निवेश आकर्षित किया: अध्ययन

# NOTES

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**The Confederation of Organic Food Producers & Marketing Agencies**
Corporate office: Vasant Kunj, New Delhi 110070
Phone: 011 45660687, 46534832; Email: connect@organickheti.org
Web: www.organickheti.org