CONFEDERATION OF ORGANIC FOOD PRODUCERS & MARKETING AGENCIES

PROCEEDINGS

SUMMIT ON
ORGANIC-FOOD PROCESSING & HORTICULTURE
ODISHA: ADVANTAGE FARMERS

29th July, 2022, Hotel Hindustan International
Bhubaneshwar, Odisha

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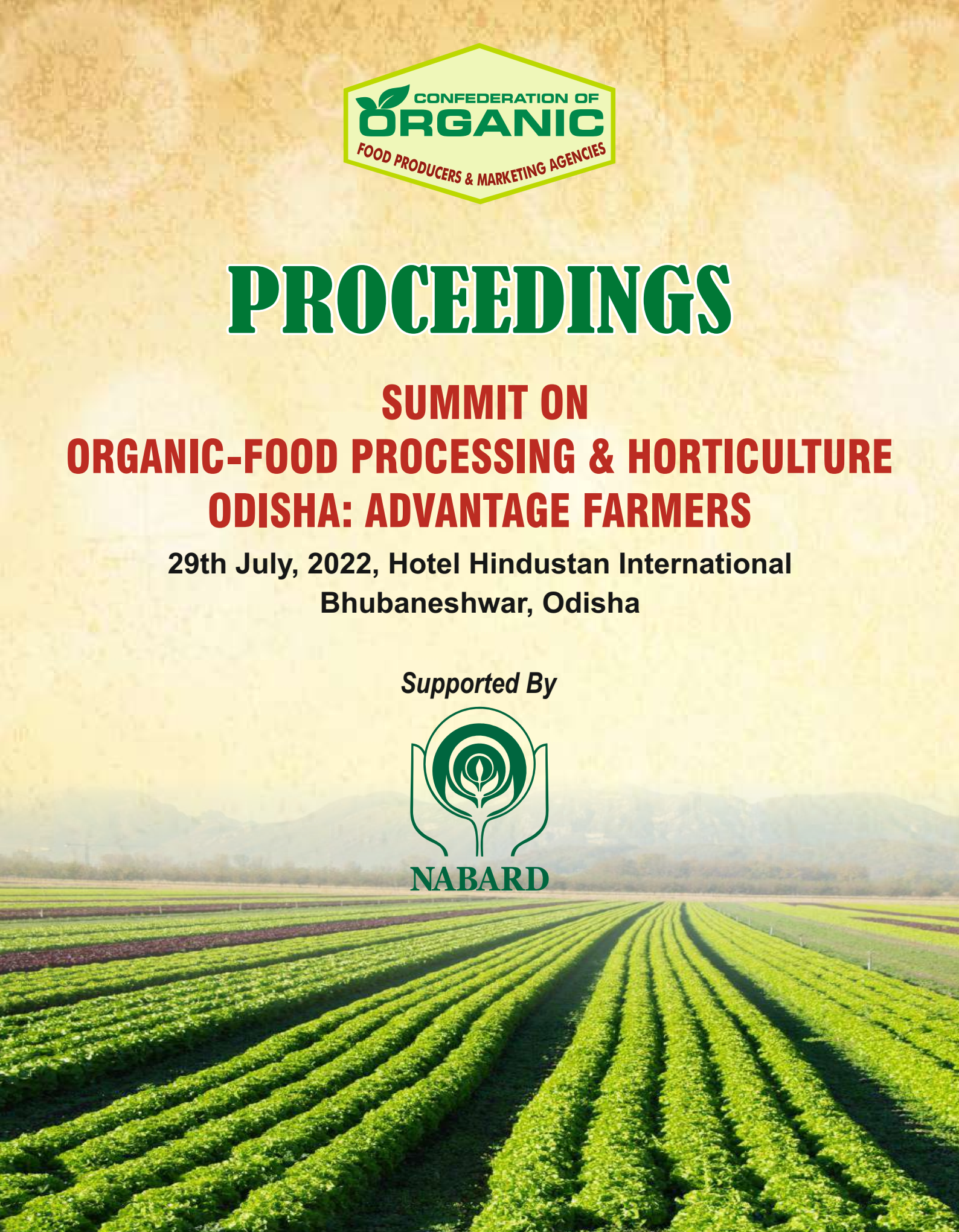

The Confederation of Organic Food Producers and Marketing Agencies

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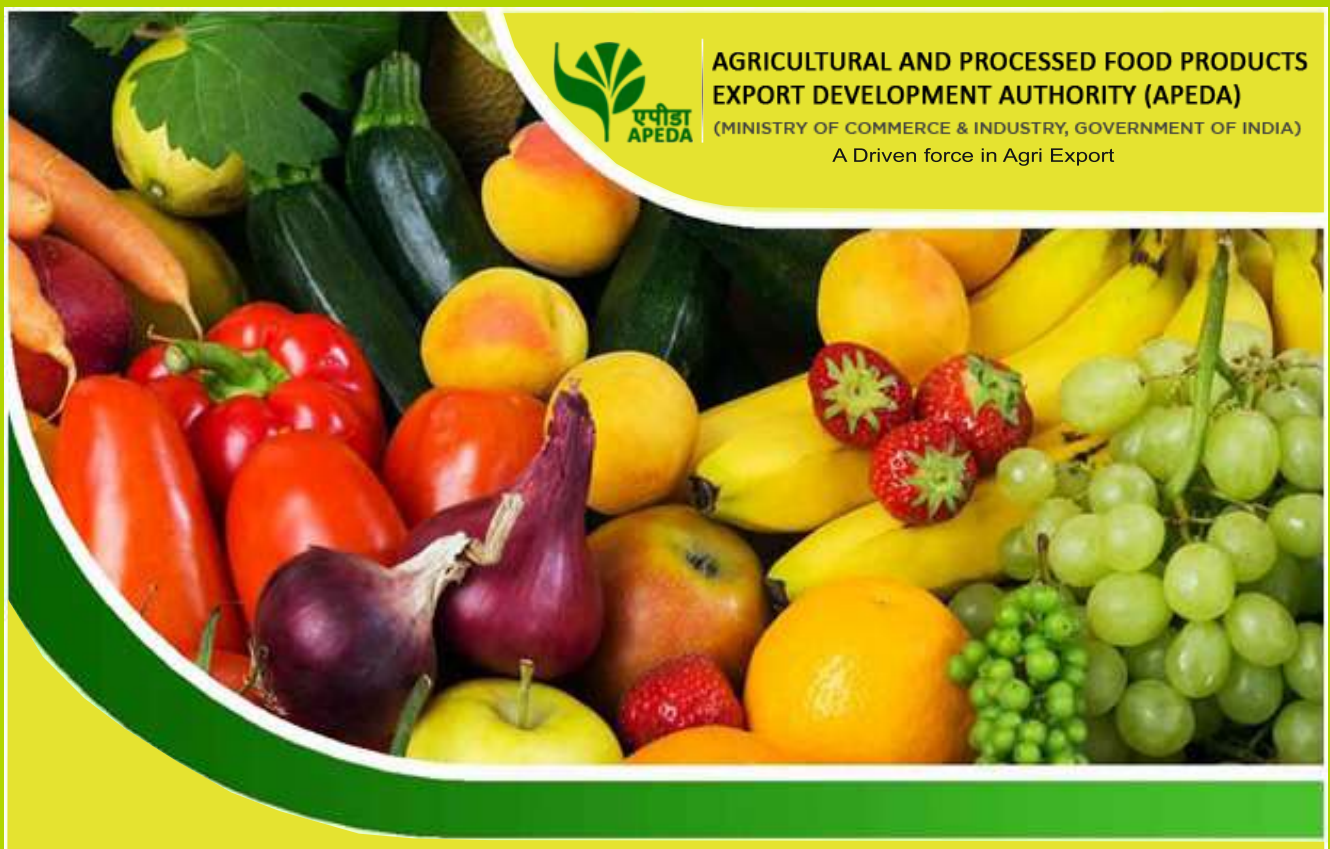

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ADVANTAGE FARMERS

"USE OF TECHNOLOGY FOR THE GROWTH OF BUSINESSES"

29 July, 2022, Hotel Hindustan International, Bhubaneshwar, Odisha

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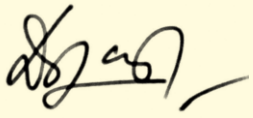
Dr D S Rawat
Chairman
The Confederation of Organic Food Producers
and Marketing Agencies

PREFACE

Preface on behalf of the Confederation and my personal behalf, I would like to place our special thanks to all the speakers for their outstanding contribution at the Summit. Immediately after the Summit, the farmers' organizations expressed their keen desire to sign a Memorandum of Understanding (MoU)with a view to work together to promote, encourage and help farmers to convert their land to organic land, and set up food processing units in the state to reduce the food wastage. The questions raised throughout the Summit by the delegates were aptly responded by each speaker. To bring out the proceedings of the summit would not have been possible without the financial support of NABARD.

Therefore, the financial assistance received from Research and Development Fund of National Bank for Agriculture and Rural Development (NABARD) towards publication of the Book of abstract is gratefully acknowledged.



Dr D S Rawat

Thank You

PROCEEDINGS

SUMMIT ON
ORGANIC-FOOD PROCESSING & HORTICULTURE
ODISHA: ADVANTAGE FARMERS

29th July, 2022, Hotel Hindustan International
Bhubaneshwar, Odisha

The Confederation of Organic Food Producers and Marketing Agencies (COII) organized the Summit on Organic – Food Processing & Horticulture Odisha : Advantage Farmers on 29 July 2022 in Hotel Hindustan International, Bhubaneshwar, Odisha. The Summit was sponsored by Agricultural & Processed Food Products Export Development Authority and supported by the National Bank for Agriculture And Rural Development (NABARD), State Bank of India (SBI), ABA Farms, Jaikisan Institute, Horticulture Dept of Odisha, MSME EPC and the Foundation for Millennium Development Goals. The Summit was attended by over 100 delegates.

A copy of the programme is attached at Annexure 'A'. Some of the presentations given by the speakers are attached at Annexure 'B'. (APEDA, NABARD, ABA FARMS)

Some of the newspaper clippings giving extensive publicity to the Summit are enclosed at Annexure 'C'. The summit was also covered by the electronic media.

On this occasion a special publication/research paper brought out by COII on the above subject was released by the eminent speakers. A copy the said research paper is attached at Annexure 'D'.

Another publication released on the occasion was n "Farm to Market Global Initiatives" by Wave Technology.

At the outset, the Chairman of COII Dr D S Rawat welcomed the speakers and the delegates. He said Odisha is the most suitable place for organic farming as the state is only using 57 kg fertilizers per hectare as against the national average od 127 kg. Similarly, the state is growing over 5 per cent of the total vegetables grown in the country and 3 per cent fruits. Therefore, the local entrepreneurs, farmers, startups need handholding so that more land could be brought under the organic farming and farmers income can be increased for sustainable livelihood.

Thereafter, he invited the speakers to address the Summit and also attend the questions/queries raised to them.

HIGHLIGHTS

- **Shri Niranjan Bhuyan, NABARD** informed that there are 33 total startups; agri-production q4 and 3000 beneficiaries, 5 agri-processing and 850 beneficiaries, logistic/marketing 6 and 500 beneficiaries, 6 technology intervention with 2500 beneficiaries.
- Off farm initiatives in Odisha; skill 5369 trainees (Rs.1.77 cr), 07 OFPOs 1950 members (Rs.2.21 cr), 07 Haat (Rs.0.78 cr), 0.80 cr exhibition, 44 marts (Rs.1.34 cr) and Rs.3.86 cr disbursed.
- Initiatives of Govt for development of FPI: priority sector food & agro processing up to Rs.100 cr per borrower come under PSL: agriculture ancillary services, agri-infrastructure & loans to MSMEs involved in food processing come under PSL,
- Food processing fund Corpos Rs.2000 cr with NABARD for setting up notified Food Parks (MFPs & ACPs), and establishing food processing units in DFPs,
- Infrastructure PM Kisan SAMPADA Yojana implemented by MoFPI.

- **Shri V K Vidyarthi, APEDA** informed that the export share of different agricultural products during 2020-21 was USD 41.25 Bn and APEDA's share was USD 19.96 Bn.
- APEDA export's basket in 2020-21(19.96 Bn $); floriculture & seed 1%, fruits & vegetables 8%, cereals 50% and other processed foods 16%.
- Referring organic product he said, India rank's 8th in terms of world's organic agricultural land and first in terms of total number of producers as per 2020 data
- India produced around 3496800.36 MT (2020-21) of certified organic product
- The production is not limited to the edible sector but also produces organic cotton fibre, functional food products etc
- Madhya Pradesh is the largest producer followed by Maharashtra, Karnataka, Rajasthan and Uttar Pradesh.
- In terms of commodities Oil seeds are the single largest category followed by sugar crops, cereals and millets, tea & coffee, fibre crops, fodder, pulses, medicinal/herbal and aromatic plants and spices & condiments.

He suggested the following to boost organic exports:

- International branding of organic produce
- To develop brand collaterals in international market
- Orientation to the farmers on Good Organic Practices
- Orientation to the food processors for GMP, GHP, cold storage and infrastructure management
- To organize food festivals on organic in importing countries
- To open restaurants for organic cuisines in importing countries

- To set up forensic laboratories in India for authentication of organic produce
- **To promote schemes on organic agricultures:** Paramparagat Krishi Vikas Yojana (PKVY), Mission Organic Value Chain Development for North Eastern Region (MOVCDNER), Capital Investment Subsidy Scheme (CISS) under Soil Health Management Scheme, National Mission on Oilseeds and Oil Palm (NMOOP), National Food Security Mission (NFSM).

Global Scenario of Organic

- **84799 processors, 417977 producers, 17.1 million hectares, 14% retail growth in 2020 and 52 Billion Euro market.**
- In 2021, the US #organic market surpassed 63 billion dollars. Despite value-chain disruptions, organic food sales continued to grow in the wake of pandemic-surge purchasing.
- Other speakers highlighted the need for bringing more land under organic and facilitating with strengthened infrastructure.
- **Mr Binay Kumar, Bhairabi Women Agro Producer Co Ltd** said promoting the organic farming will save the soil, shall help farmers to increase their income for sustainable livelihood. Once the income goes up, the financial health of the family will be improving. In addition, the consumers shall be getting healthier food.
- **Shri Joginder Sahu, Banosadhi Farmer Producer Co Ltd** said Odisha has small farm holding and has to depend on rainy water. Therefore, there is need to promote water shed, community mobilization and sustainable livelihood development, harnessing the natural resources. He also stressed the need for contract farming.

- **Shri Deelip Kumar Sahu ABA Farms** said in India large wastage is taking place due to inadequate infrastructure and unavailability of technology. In this context, he mentioned the WAVE Technology which can help in reducing the wastage significantly. The machines are affordable and economical comparing the wastage. These machines can also be purchased collectively by the farmers and the Government should also consider providing the subsidy.
- **Shri Prasant Kumar Satpathy, Director, OSSOPCA & CEO, OSACA** highlighted in detail the procedure for obtaining organic certification and its advantages. He said, the farmers or farmers' organizations should create awareness among the SC-ST areas so that they could also be the beneficiaries of organic farming. He expressed his satisfaction on bringing more land under the organic farming.
- **Shri Jigish Sonagara, Founder & CEO BillMart FinTech Pvt Ltd** said, it has been observed that the micro and small units are denied the benefits being provided by the Centre and State Government primarily due to non-availability of data/records by these units and also not technology savvy. Therefore, BillMart has come forward to do handholding of these units and introduced a mechanism through MSME GAIN so that they get timely competitive credit.
- Each speaker was addressed questions by the delegates and satisfactory information/clarification was given.
- **Dr D S Rawat, Chairman, COII** thanked all the speakers for their outstanding addresses and announced that COII along with farmers organizations and BillMart will work for creating 100 startups from the farm sector.

GLIMPSES

Dr. D S Rawat, Chairman, COII is delivering the welcome address at the Seminar

Shri Binaya Kumar, CEO, Bhairabi Women Agro Producer Co. Ltd., Odisha is addressing the seminar

GLIMPSES

Shri Niranjan Bhuyan, Assistant General Manager, NABARD, Odisha RO is addressing the seminar

Releasing the study on "ORGANIC-FOOD PROCESSING & HORTICULTURE ODISHA: ADVANTAGE FARMERS" during the Seminar

Shri Dhruba Charan Bal, DGM (Agri Business & Govt. Sponsored Schemes), SBI, Bhubaneswar is addressing the Seminar

GLIMPSES

ORGANIC EXPORT
SCENARIO OF INDIA

SEMINAR ON
FOOD PROCESSING & HORTICULTURE ODISHA: ADVANTAGE FARMERS
USE OF TECHNOLOGY FOR THE GROWTH OF BUSINESSES"

NABARD's Developmental Initiatives
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view of stalls APEDA and SBI

view of participants during the seminar

Shri Prasant Kumar Satpathy, Director, OSSOPCA & CEO, OSOCA addressing the seminar

GLIMPSES

Shri V. K. Vidyarthi, General Manager (Organic Products & Natural Products), APEDA is addressing the seminar through video conferencing

GLIMPSES

GLIMPSES

View of lunch area

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NABARD Presentation during the Seminar

Shri Deelip Kumar Sahu, MD, ABA FARMS is addressing the seminar

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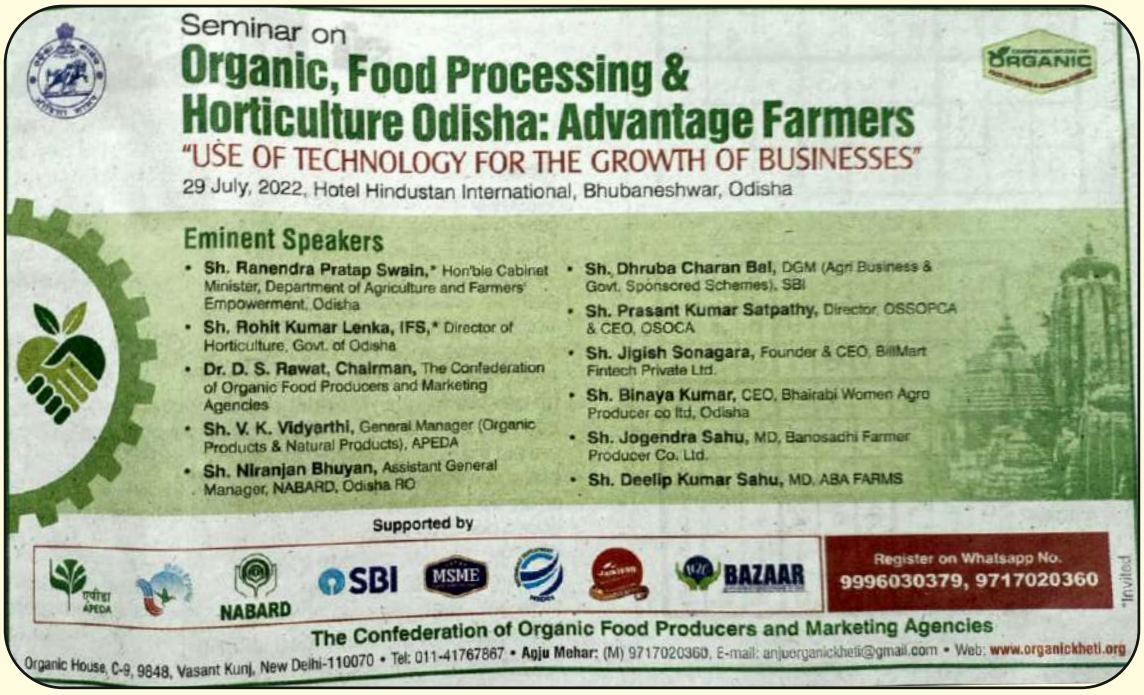
Shri Jogendra Sahu, MD, Banosadhi Farmer Producer Co. Ltd. is addressing the seminar

Shri Jigish Sonagara, Founder & CEO, BillMart Fintech Private Ltd. addresing the seminar

MEDIA COVERAGE (PRE-EVENT)



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MEDIA COVERAGE (POST-EVENT)

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Orissa TODAY

THE PEOPLE'S VOICE

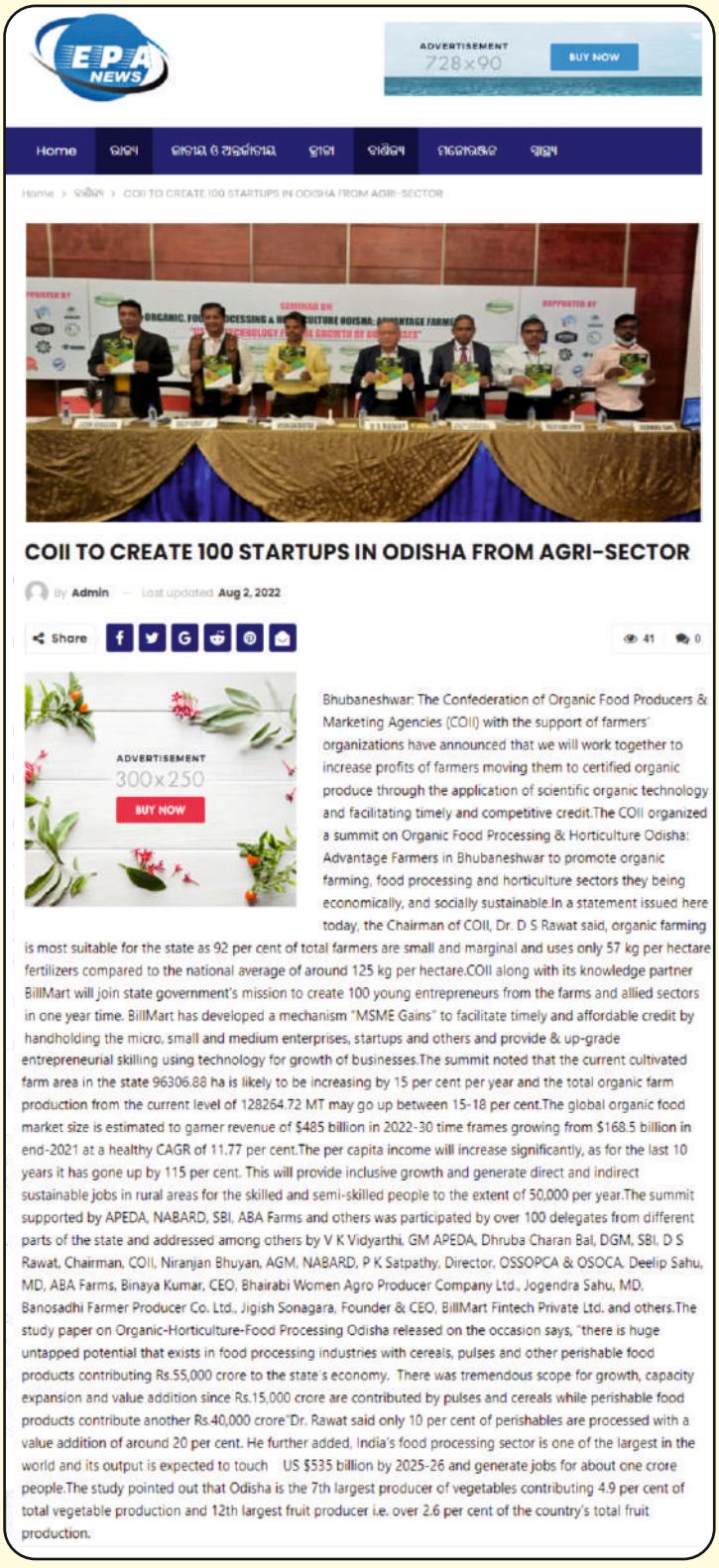
COII to promote organic farming, food Processing, horticulture sector in Odisha

Bhubaneswar, (UNI) The Confederation of Organic Food Producers & Marketing Agencies (COII) will promote organic farming, food processing and horticulture sectors in Odisha with the support of farmers' organizations. The COII had recently organized a summit on Organic Food Processing & Horticulture Odisha: Advantage Farmers in Bhubaneshwar in this regard.

It had announced plans to work with various farmers' organizations in the state to increase profits of farmers moving them to certified organic produce through the application of scientific organic technology and facilitating timely and competitive credit. COII, Chairman D S Rawat in a statement on Tuesday said organic farming is most suitable for the state as 92 per cent of total farmers are small and marginal and use only 57 kg per hectare of fertilizers compared to the national average of around 125 kg per hectare.

The COII along with its knowledge partner Bill Mart will join the state government's mission to create 100 young entrepreneurs from the farms and allied sectors in one year's time. BillMart has developed a mechanism "MSME Gains" to facilitate timely and affordable credit by hand holding the micro, small and medium enterprises, startups and others and providing & up-grade entrepreneurial skills using technology for the growth of businesses. The summit noted that the current cultivated farm area in the state of 96306.88 hectares is likely to be increasing by 15 per cent per year and the total organic farm products from the current level of 128264.72 MT may go up between 15- 18 per cent. The global organic food market size is estimated to garner revenue of $485 billion in 2022-30 time frames growing from $168.5 billion in end-2021 at a healthy CAGR of 11.77 per cent. The per capita income will increase significantly, as for the last 10 years it has gone up by 115 per cent. This will provide inclusive growth and generate direct and indirect sustainable jobs in rural areas for the skilled and semi-skilled people to the extent of 50,000 per year.

The summit supported by APEDA, NABARD, SBI, ABA Farms and others was participated by over 100 delegates from different parts of the state According to a study paper on Organic-Horticulture-Food Processing Odisha released on the occasion "there is huge untapped potential that exists in food processing industries with cereals, pulses and other perishable food products contributing Rs.55,000 crore to the state's economy. There was tremendous scope for growth, capacity expansion and value addition since Rs.15,000 crore are contributed by pulses and cereals while perishable food products contribute another Rs.40,000 crore" Dr Rawat said only 10 per cent of perishables are processed with a value addition of around 20 per cent. He further added that India's food processing sector is one of the largest in the world and its output is expected to touch US $535 billion by 2025-26 and generate jobs for about one crore people. The study pointed out that Odisha is the 7th largest producer of vegetables contributing 4.9 per cent of total vegetable production and 12th largest fruit producer i.e.over.



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COII TO CREATE 100 STARTUPS IN ODISHA FROM AGRI-SECTOR

By Admin — Last updated Aug 2, 2022

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Bhubaneshwar: The Confederation of Organic Food Producers & Marketing Agencies (COII) with the support of farmers' organizations have announced that we will work together to increase profits of farmers moving them to certified organic produce through the application of scientific organic technology and facilitating timely and competitive credit.The COII organized a summit on Organic Food Processing & Horticulture Odisha: Advantage Farmers in Bhubaneshwar to promote organic farming, food processing and horticulture sectors they being economically, and socially sustainable.In a statement issued here today, the Chairman of COII, Dr. D S Rawat said, organic farming is most suitable for the state as 92 per cent of total farmers are small and marginal and uses only 57 kg per hectare fertilizers compared to the national average of around 125 kg per hectare.COII along with its knowledge partner BillMart will join state government's mission to create 100 young entrepreneurs from the farms and allied sectors in one year time. BillMart has developed a mechanism "MSME Gains" to facilitate timely and affordable credit by handholding the micro, small and medium enterprises, startups and others and provide & up-grade entrepreneurial skilling using technology for growth of businesses.The summit noted that the current cultivated farm area in the state 96306.88 ha is likely to be increasing by 15 per cent per year and the total organic farm production from the current level of 128264.72 MT may go up between 15-18 per cent.The global organic food market size is estimated to garner revenue of $485 billion in 2022-30 time frames growing from $168.5 billion in end-2021 at a healthy CAGR of 11.77 per cent.The per capita income will increase significantly, as for the last 10 years it has gone up by 115 per cent. This will provide inclusive growth and generate direct and indirect sustainable jobs in rural areas for the skilled and semi-skilled people to the extent of 50,000 per year.The summit supported by APEDA, NABARD, SBI, ABA Farms and others was participated by over 100 delegates from different parts of the state and addressed among others by V K Vidyarthi, GM APEDA, Dhruba Charan Bal, DGM, SBI, D S Rawat, Chairman, COII, Niranjan Bhuyan, AGM, NABARD, P K Satpathy, Director, OSSOPCA & OSOCA, Deelip Sahu, MD, ABA Farms, Binaya Kumar, CEO, Bhairabi Women Agro Producer Company Ltd., Jogendra Sahu, MD, Banosadhi Farmer Producer Co. Ltd., Jigish Sonagara, Founder & CEO, BillMart Fintech Private Ltd. and others.The study paper on Organic-Horticulture-Food Processing Odisha released on the occasion says, "there is huge untapped potential that exists in food processing industries with cereals, pulses and other perishable food products contributing Rs.55,000 crore to the state's economy. There was tremendous scope for growth, capacity expansion and value addition since Rs.15,000 crore are contributed by pulses and cereals while perishable food products contribute another Rs.40,000 crore"Dr. Rawat said only 10 per cent of perishables are processed with a value addition of around 20 per cent. He further added, India's food processing sector is one of the largest in the world and its output is expected to touch US $535 billion by 2025-26 and generate jobs for about one crore people.The study pointed out that Odisha is the 7th largest producer of vegetables contributing 4.9 per cent of total vegetable production and 12th largest fruit producer i.e. over 2.6 per cent of the country's total fruit production.

MEDIA COVERAGE (POST-EVENT)

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Tags: #COII to promote organic farming# food processing# horticulture sector in Odisha

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COII TO CREATE 100 STARTUPS IN ODISHA FROM AGRI-SECTOR

Bhubaneshwar: The Confederation of Organic Food Producers & Marketing Agencies (COII) with the support of farmers' organizations have announced that we will work together to increase profits of farmers moving them to certified organic produce through the application of scientific organic technology and facilitating timely and competitive credit.The COII organized a summit on Organic Food Processing & Horticulture Odisha: Advantage Farmers in Bhubaneshwar to promote organic farming, food processing and horticulture sectors they being economically, and socially sustainable.In a statement issued here today, the Chairman of COII, Dr. D S Rawat said, organic farming is most suitable for the state as 92 per cent of total farmers are small and marginal and uses only 57 kg per hectare fertilizers compared to the national average of around 125 kg per hectare.COII along with its knowledge partner BillMart will join state government's mission to create 100 young entrepreneurs from the farms and allied sectors in one year time. BillMart has developed a mechanism "MSME Gains" to facilitate timely and affordable credit by handholding the micro, small and medium enterprises, startups and others and provide & up-grade entrepreneurial skilling using technology for growth of businesses.The summit noted that the current cultivated farm area in the state 96306.88 ha is likely to be increasing by 15 per cent per year and the total organic farm production from the current level of 128264.72 MT may go up between 15-18 per cent.The global organic food market size is estimated to garner revenue of $485 billion in 2022-30 time frames growing from $168.5 billion in end-2021 at a healthy CAGR of 11.77 per cent.The per capita income will increase significantly, as for the last 10 years it has gone up by 115 per cent. This will provide inclusive growth and generate direct and indirect sustainable jobs in rural areas for the skilled and semi-skilled people to the extent of 50,000 per year.The summit supported by APEDA, NABARD, SBI, ABA Farms and others was participated by over 100 delegates from different parts of the state and addressed among others by V K Vidyarthi, GM APEDA, Dhruba Charan Bal, DGM, SBI, D S Rawat, Chairman, COII, Niranjan Bhuyan, AGM, NABARD, P K Satpathy, Director, OSSOPCA & OSOCA, Deelip Sahu, MD, ABA Farms, Binaya Kumar, CEO, Bhairabi Women Agro Producer Company Ltd., Jogendra Sahu, MD, Banosadhi Farmer Producer Co. Ltd., Jigish Sonagara, Founder & CEO, BillMart Fintech Private Ltd. and others.The study paper on Organic-Horticulture-Food Processing Odisha released on the occasion says, "there is huge untapped potential that exists in food processing industries with cereals, pulses and other perishable food products contributing Rs.55,000 crore to the state's economy. There was tremendous scope for growth, capacity expansion and value addition since Rs.15,000 crore are contributed by pulses and cereals while perishable food products contribute another Rs.40,000 crore"Dr. Rawat said only 10 per cent of perishables are processed with a value addition of around 20 per cent. He further added, India's food processing sector is one of the largest in the world and its output is expected to touch US $535 billion by 2025-26 and generate jobs for about one crore people.The study pointed out that Odisha is the 7th largest producer of vegetables contributing 4.9 per cent of total vegetable production and 12th largest fruit producer i.e. over 2.6 per cent of the country's total fruit production.

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