



NATIONAL PROGRAMME FOR ORGANIC PRODUCTION (NPOP)



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NPOP

NPOP

- ❖ **NPOP is implemented under FTDR Act under the Ministry of Commerce for exports.**
- ❖ **NPOP is implemented under AGMARK by Ministry of Agriculture for the domestic market.**



MAJOR STAKEHOLDERS

- ❖ **Progressive farmers / NGOs**
- ❖ **Organic Enterprises – Exports and retail stores**
- ❖ **MoC – APEDA**
- ❖ **MoA – NCOF/ DMI/FSSAI**
- ❖ **States**



CRITERIA TO SELL ORGANIC FOOD

- ❖ TO BE CERTIFIED AS ORGANIC UNDER NPOP**
- ❖ CERTIFIED BY A CB UNDER NPOP**
- ❖ TO COMPLY QUALITY STANDARDS**



ACCREDITATION & CERTIFICATION

- ❖ **24 ACCREDITED CBS**
- ❖ **INSPECTION & CERTIFICATION**
- ❖ **ANNUAL ASSESSMENT OF CBS**
- ❖ **TRADE MARK/ORGANIC LOGO**



OPERATORS ((4334)

- ❖ **Farmers**
- ❖ **Processors**
- ❖ **Traders**
- ❖ **Exporters**



Traceability

Assured Quality . . .
from farm to table . . .



OBJECTIVE: TRACEABILITY



- ❖ To streamline and fasten the process of Organic certification
- ❖ To gather information of each consignment that goes out of India
- ❖ To trace the consignments upto farm
- ❖ To plug all the loopholes and create a fool proof system
- ❖ To stop fraudulent activities for better brand building of Indian Organic products in the world
- ❖ To bring all the players at the same level
- ❖ To gain trust about credibility of organic products
- ❖ To enhance the assurance to the consumers in Indian Organic products in the global market



OVERVIEW OF PRODUCTION & TRADE (2012)

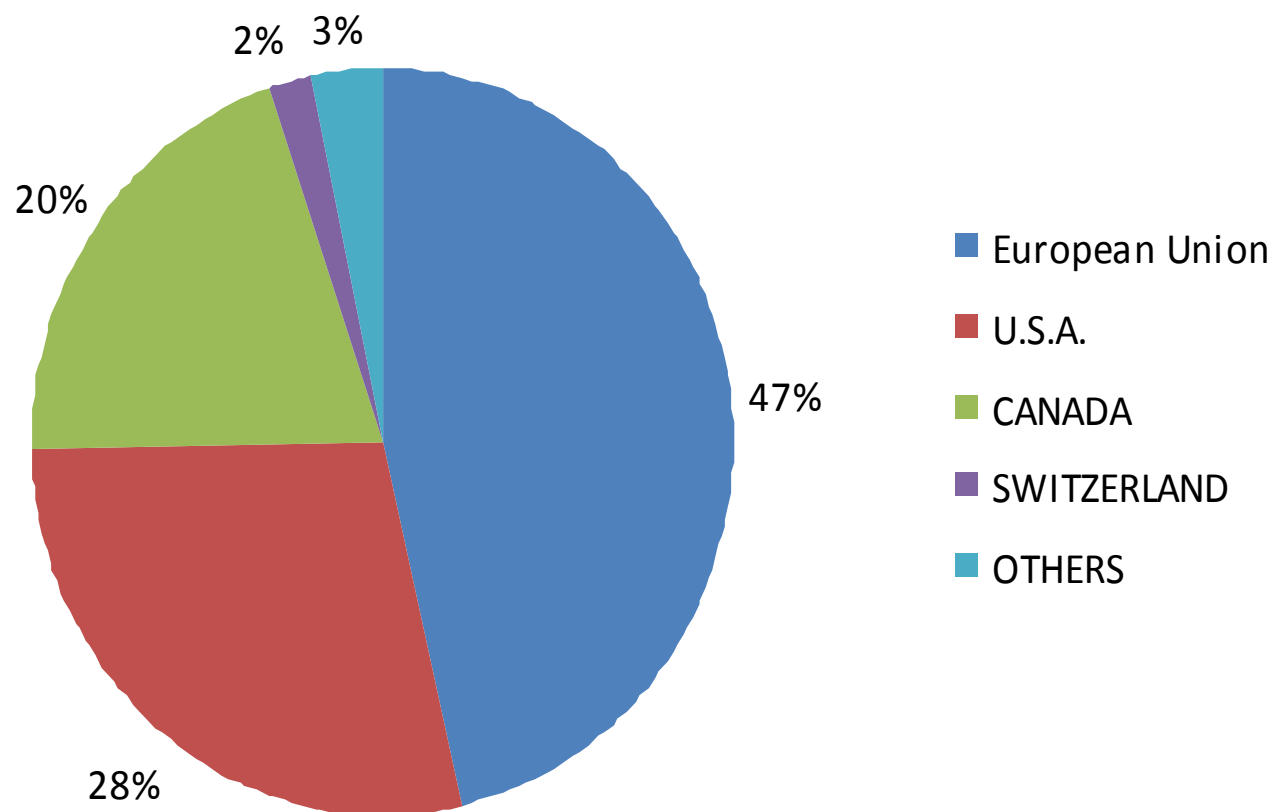
❖ Area:	: 21 lakh Ha
❖ Production	: 0.12 million MT
❖ Farmers	: 657754
❖ Grower Groups	: 2231
❖ Individual	: 767
❖ Wild collection	: 102182

Organic Exports

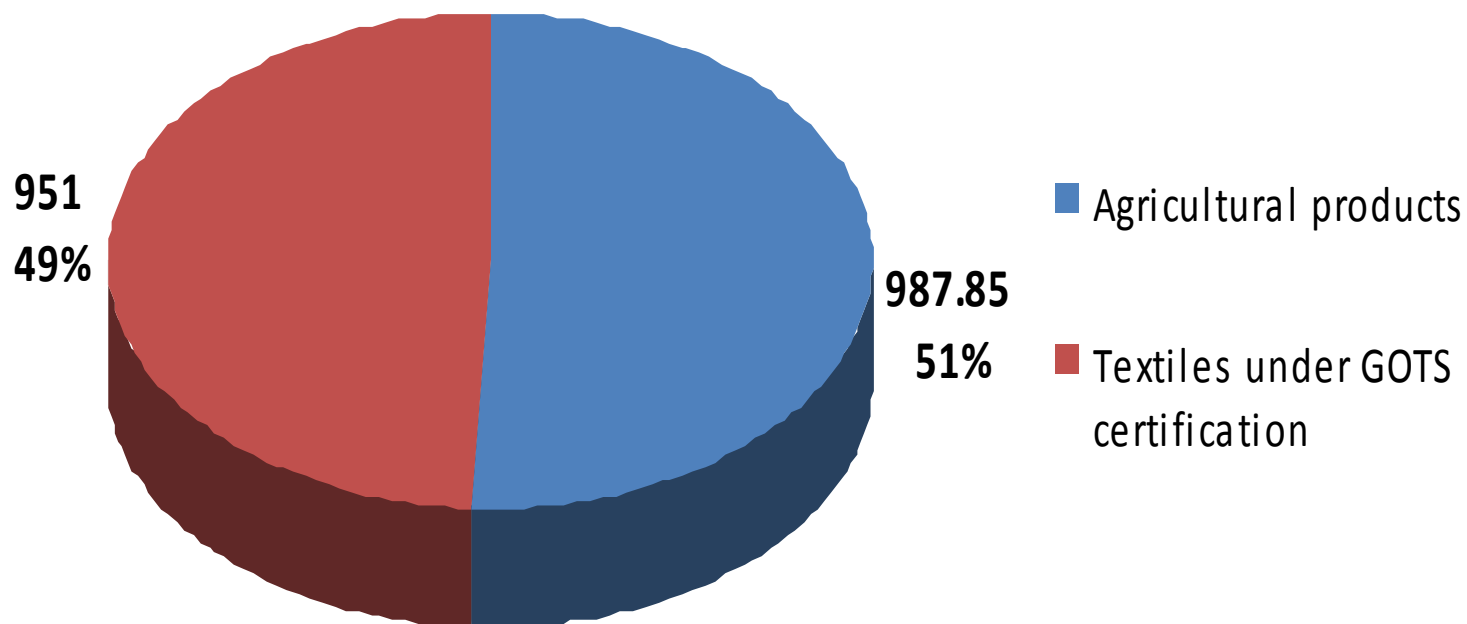
- ❖ **Agricultural products** **Rs 987.85 cr**

- ❖ **Textiles** **Rs 951cr**

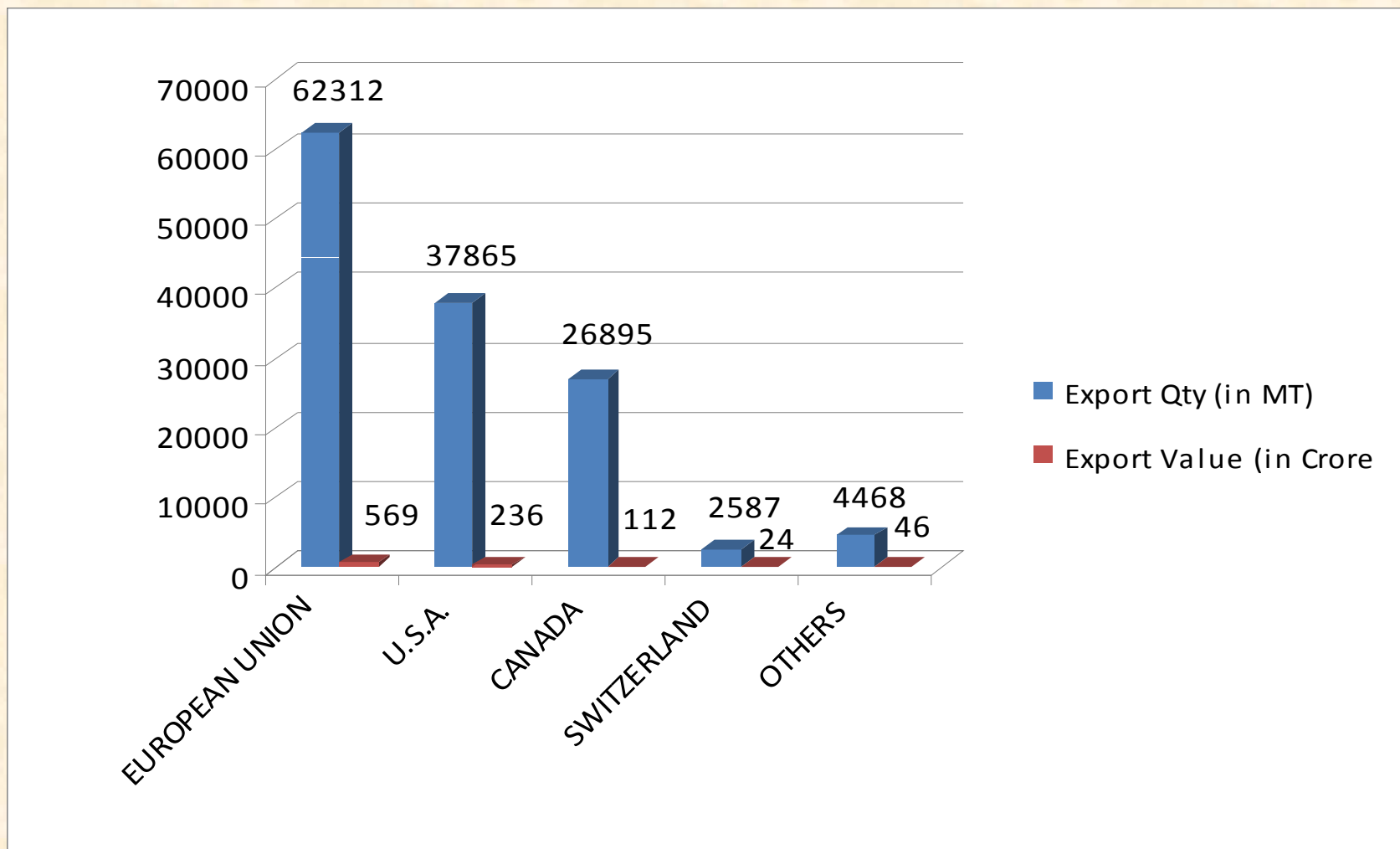
Country wise Export Quantity of Organic Products (MT)



Commodity wise Export Value of Organic products (Rs. in Crores)



EXPORTS



DOMESTIC MARKET

- **ESTIMATED MARKET: Rs 100 Cr**
- ***Organic Sector in India complies with the NPOP certification and other quality standards as per the requirement of the global market***



Consumer Demand for Organic ...?

- **Issues of Adulteration in food.**
- **Growing Incomes for Middle Class.**
- **Evolution of Modern Retail Formats.**
- **Private Sector Initiatives in Agri Business.**
- **Technological innovations in Agri & Food.**

Organic Product Portfolio in India...

				
Bulk-Field Crops	Horticulture Crops	Animal Products & Livestock	Process & Specialty Food Products	Non-Food Products
<ul style="list-style-type: none"> • Cereals • Pulses • Oil Seeds • Millets 	<ul style="list-style-type: none"> • Spices • Vegetables • Fruits • Herbs • Other Horticulture Produce 	<ul style="list-style-type: none"> • Milk • Poultry • Aquaculture • Honey • Other Animal Products 	<ul style="list-style-type: none"> • Milk Products • Edible Oils • Sugars • Plantation Crops • Condiments • Nuts and Dry-fruits • Other Processed Food Products 	<ul style="list-style-type: none"> • Animal Feed • Seeds • Planting Materials • Textile • Non-edible Oils • Wild Craft • Other Non Food Products

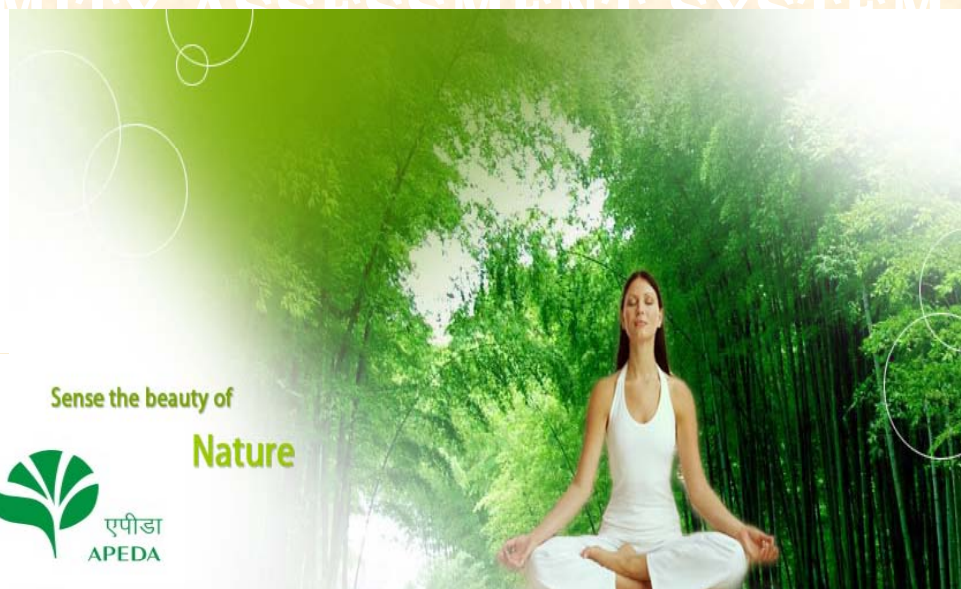
Crops that are being managed under organic methods of production & through value chain management approach.



POTENTIAL INSTITUTIONAL BUYERS

- ❖ **SUPER MARKETS**
- ❖ **MOTHER DAIRY**
- ❖ **HEALTH FOOD STORES**
- ❖ **EMBASSIES**
- ❖ **HOSPITALS**
- ❖ **FIVE STAR HOTELS**
- ❖ **AYURVEDIC CLINICS**

INDIAN PRODUCE CONFORMITY ASSESSMENT SYSTEM



THANK YOU