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Link to the report
Bhoomgaadi Farmers Producer Company Limited
Bhomgaadi Farmers Producer Company Limited

- Formed in 2016, in Dantewada district, Chhattisgarh
- Helping 2,700 organic farmers from 122 villages overcome market-access limitations due to remoteness
- Formed with a one-time loan of Rs 53 lakh (plus Rs 16 lakh later) as working capital
- Additionally, annual support of Rs 1 crore through Nirmaan for five years (which is over now) for various capacity-building exercises and salaries of 122 community resource persons

Location of Dantewada
### Products marketed by Bhoomgaadi

- **Procures from 570 farmer groups and women’s self-help groups in the district**
- **Easy Procurement process** – **23 procurement centres at the cluster level** at around 20–25 per cent better rate than the minimum support price (MSP)
- **Fair price and timely payment** - Farmers are generally paid 90 per cent of the money through a bank transfer within a few days of the procurement

<table>
<thead>
<tr>
<th>Medicinal rice</th>
<th>Aromatic and/or aromatic premium rice</th>
<th>Fine rice</th>
<th>Rice snacks/flour</th>
<th>Millets</th>
<th>Pulses</th>
<th>Oilseeds, forest produce and spices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kalamali</td>
<td>Basabhog</td>
<td>HMT</td>
<td>Red poha</td>
<td>Little millet</td>
<td>Pigeon pea</td>
<td>Mahua oil</td>
</tr>
<tr>
<td>Chuci</td>
<td>Sugandha</td>
<td>Deobhog</td>
<td>Brown poha</td>
<td>Kodo millet</td>
<td>Whole green gram</td>
<td>Niger</td>
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<tr>
<td>Brown rice (desi)</td>
<td>Kamang</td>
<td></td>
<td>White poha</td>
<td>Barnyard millet</td>
<td>Whole black gram</td>
<td>Aged tamarind</td>
</tr>
<tr>
<td>Brown rice (fine)</td>
<td>Kadamphul</td>
<td>Popped rice</td>
<td>Finger millet</td>
<td>Split moong</td>
<td>Chironji</td>
<td></td>
</tr>
<tr>
<td>Chuci unpolished (red curr brown)</td>
<td>Nimpul</td>
<td>Ragi flour</td>
<td>Sorghum</td>
<td>Split urad</td>
<td>Coriander</td>
<td></td>
</tr>
<tr>
<td>Red rice</td>
<td>Lokti machi</td>
<td>Low glycemic index rice flour</td>
<td>Red cowpea</td>
<td>Dry mango powder</td>
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<td></td>
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<tr>
<td>Black rice</td>
<td>Javaphul</td>
<td>Horse-gram flour</td>
<td>Whole broad beans</td>
<td>Coriander powder</td>
<td></td>
<td></td>
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<tr>
<td>Hardi Ghati</td>
<td>Kala jeera</td>
<td>Horse gram</td>
<td>Dried roselle petal powder</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Babaibuta</td>
<td>Dubraj</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Breakup of procurement (2020–21)**

- Medicinal rice paddy 41%
- Aromatic paddy premium 16%
- Aromatic paddy 14%
- Fine paddy 16%
- Pulses and oilseeds 10%
- Millets 3%
- The **net profit of Bhoomgaadi is 10-15 per cent**, current model shares **over 50 per cent** of the retail price with farmers.

- Aiming to reach an annual turnover of **2-2.5 crore in the next few years**.

- For better marketability of its products, Bhoomgaadi uses **PGS certification**, currently **under process for LAC**, begun the process for third-party certification for international markets.
Examples of Aadim products—Kalamali rice and red-cum-brown rice

Jaivik Bazar retail outlet in Dantewada

Cafe Aadim in Dantewada

Training camp organized for capacity-building of farmers

Exhibition to promote indigenous seed varieties in Dantewada
**Co-benefit**: better nutrition, improved soil

Dantewada is the only district in Chhattisgarh where no sale or promotion of chemical inputs is authorized.

<table>
<thead>
<tr>
<th>Image</th>
<th>Quote</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>&quot;Bhookgaadi people reach where the state fails to reach. As they live in a conflict-hit area, farmers in deep pockets of the land find it hard to trust government officials, but they respond well to Bhookgaadi staff.&quot;</td>
<td>Anand Netam, Deputy Director Agriculture, Dantewada</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>&quot;Yield stagnates over time as soil quality degrades with chemical use. This hampers crop volume and makes lives more difficult for farmers. Learning about organic manures, organic remedies such as handi dava and cultivation techniques like SRI (systematic rice intensification) vidhi and mixed farming have enriched our diets, our soil and our incomes.&quot;</td>
<td>Bhagat Singh Thakur, farmer, Balud village</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>&quot;We are producing pulses, millets and vegetables not only for personal consumption but for the market as well. Just a while ago we mostly grew rice.&quot;</td>
<td>Chandrasekhar Singh, farmer, Balud village</td>
</tr>
</tbody>
</table>
Learnings

• Biggest challenge for Bhoomgaadi is to overcome the limitations of market access due to the remoteness of Dantewada

• Another challenge is limited production due to reasons such as low irrigation coverage and subsistence farming practices, which have begun to change

• The third key challenge is to reduce dependence on external grants
Sahaja Aharam Producer Company Limited
Sahaja Aharam Producer Company Limited

- Sahaja, formed in 2014
- Earlier cooperatives converted into FPOs, is a federation of 19 FPOs
- Shareholder - 16 FPOs
- Market access - 9,000 farmers, 180 villages, 11 districts
- Market-based crop planning and diversification
- leverages technology (apps), build capacity of farmers and handholds FPOs

Source: Sahaja Aharam Producer Company Limited
* FPO, Farmer producer company limited

location of FPOs, food-processing hubs, rented warehouses and retail outlets
• Procures fruits, vegetables, cereals, millets, pulses, oil seeds and other

• **From 9000 farmers** certified under Participatory Guarantee System and

• **500** under National Programme for Organic Production

• Aggregation through FPOs, leverages its **four food-processing hubs for processing and value addition**

• SAPCL to add **40,000 more certified farmers and 20-30 more FPOs** in the next five years

• Significant proportion of selling price shared with farmers - **in some as high as 50 per cent**

Sahaja's crop-wise procurement share (2020–21)

Farmer’s share of selling price of rice (at Rs 80)
• **200 products retailed under brand ‘Sahaja Aharam’,** directly to more than 4,000 consumers

• **Bulk sales to 110 buyers** across the country (will explore export market soon)

• **During - 2017–21, 55 per cent was sold in bulk (white label), rest through own retail stores**
• Break even after three years in 2020-21
• Turnover for 2021-22 - INR 261 Lakhs

Sahaja’s turnover (2018–19 to 2021–22)

Sahaja’s product range

<table>
<thead>
<tr>
<th>Category</th>
<th>No. of products</th>
<th>Examples of products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oils</td>
<td>6</td>
<td>Safflower oil, sesame oil, sunflower oil, groundnut oil, black mustard oil, coconut oil</td>
</tr>
<tr>
<td>Pulses</td>
<td>12</td>
<td>Kabuli chana, urad daal, chana dal, moong dal, tur dal, rajma Kashmiri, horse gram</td>
</tr>
<tr>
<td>Cereals</td>
<td>7</td>
<td>Brown rice, white rice, black rice, semi-polished rice, whole wheat, popcorn kernels</td>
</tr>
<tr>
<td>Millets</td>
<td>7</td>
<td>Pearl millet, foxtail millet, kodo millet, little millet, white jowar, ragi whole</td>
</tr>
<tr>
<td>Oilseeds</td>
<td>3</td>
<td>Flaxseed, soybean, groundnut</td>
</tr>
<tr>
<td>Sweeteners</td>
<td>4</td>
<td>Honey, sugar, jaggery blocks, jaggery powder</td>
</tr>
<tr>
<td>Flours</td>
<td>7</td>
<td>Bengal gram flour, rice flour, ragi flour, wheat flour, wheat rava, yellow jowar rava</td>
</tr>
<tr>
<td>Eggs</td>
<td>2</td>
<td>Free-range eggs, brown eggs</td>
</tr>
<tr>
<td>Spices and</td>
<td>17</td>
<td>Cardamom, cinnamon, fenugreek, rock salt, tamarind, khus-khus, kokum, mint powder</td>
</tr>
<tr>
<td>condiments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dry fruits</td>
<td>4</td>
<td>Cashew, almonds, green pistachio, small raisins</td>
</tr>
<tr>
<td>Processed food</td>
<td>43</td>
<td>Groundnut laddu, jowar murukku, ginger pickle, drumstick pickle, spice powder, crackers, ragi flaxseed laddu, flaxseed malt, ragi cookies, ragi vermelli, rice fry</td>
</tr>
<tr>
<td>Fruits and</td>
<td>50</td>
<td>Banana, amla, guava, jackfruit, mango, musk melon, onion, potato, tomato, ridge gourd, cabbage</td>
</tr>
<tr>
<td>vegetables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>21</td>
<td>Dry ginger powder, herbal tooth powder, nirgundi tailam, sugandhapatla churan trikatu churnam, chia, mix fruit muesli, ashwagandha churnam, moringa oilera</td>
</tr>
<tr>
<td>Beauty and</td>
<td>16</td>
<td>Bhringraj oil, citronella oil, eucalyptus oil, skin oil, herbal bath powder, herbal shampoo powder, jasmine oil, lemon-grass oil, soudanya soaps, dental oil, ear oil toothpowder</td>
</tr>
<tr>
<td>personal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>3</td>
<td>Incense cones, incense sticks, mosquito agarbatti</td>
</tr>
</tbody>
</table>
"Our production planning is the key to our business. It helps us plan our production effectively while keeping the supply chain shorter."

—Prasanna T.P., CEO, Sahaja

"I was using the most chemicals in my village. Now I don’t use any chemicals but my yield is still at par."

—Babumiya Mohammed, farmer and director of Sahaja

"Sahaja helped me learn new techniques such as drip irrigation and poly house."

—Kuntoni Shyamala, farmer, Narsampally village. She has practised organic farming on 1.5 acre of land since 2017, growing vegetables, maize and paddy.
Fostering livelihoods and microenterprises

Selling directly to consumers
Key Learning

- **limited working capital** preventing – procurement and inventory and scale up
Sresta Bioproducts Limited (24 Mantra)
Sresta Bioproducts Limited (24 Mantra)

- Sresta Bioproducts Limited, Hyderabad, formed in 2004
- A fully owned subsidiary in USA
- Primarily a business-to-consumer (B2C) company
- Operates on an asset-light (low capex) business model
- Expanded farmer network from one project to 84 projects, now in 16 states
- Sources specific crops from each of these projects

Sresta’s procurement network and manufacturing units
• **Help farmers grow organic** – pre-sowing to harvesting, near village procurement, timely payment

• Procures directly from 40,000 certified farmers growing organic food on 225,000 acres

• **Organic certification and compliance** for domestic, international markets

• Controls value chain, owns/rents a wide network of 21 (3 own) manufacturing facilities

• **Sresta bears cost of National Programme for Organic Production certification** (Rs 2,000–2,500) for farmers

• **Quality assurance** - certification, third-party inspection, traceability, sample collection and testing
• Sells 200+ products under brand name – **24 Mantra**

• 20 own retail stores — ‘**24 Mantra Organic Farm Shops’**

• Sells in more than **550 cities across India through over 7,500 outlets**

• 50 per cent of domestic sales in **southern India**

• International market – **33 countries across the world, through over 1,900 outlets**

• About **30 per cent** its total sales in 2020-21 - online

• **Farmers get 8–15 per cent** more than market rate
• Between 2017–18 and 2020–21, its revenue from Rs 16.8 crore to Rs 31.2 crore

• Of the total sales (2020-21), 52.1 per cent came from domestic market, rest from international markets

• Sale breakup 2020–21, staples 57 per cent, specialty staples 28 per cent. Spices and condiments, processed food, beverages other value-added products 15 per cent

• Farmers get 8–15 per cent above market rate
"I rely on Sresta to sell my organic produce. For wheat, I got Rs 2,300 per quintal, i.e. Rs 300 more; for mustard I got Rs 7,100 per quintal, i.e. Rs 500 more; and for fenugreek I got Rs 6,400, i.e. Rs 400 more. Besides the transparent weighing process, loading and unloading are free in contrast to other places where I have to pay Rs 5–10 per bag."

—Karni Ram, farmer, Pilroy ke Daahar village, Sikar

"I get a higher price for most of the crops. In the case of flaxseed, against a market rate of Rs 7,500 per quintal, Sresta paid Rs 7,900; for wheat I get Rs 2,000 per quintal against the mandi rate of Rs 1,800; and for mustard, I get Rs 6,500 per quintal, i.e. Rs 300 more than the mandi rate."

—Kuldeep Dhakar, farmer, Lasundi village, Mandsaur

"I grow wheat, mustard and onions organically on 1.8 hectare with my brother. I prepare vermicompost for my own use on 3 hectares of land. Sresta connected me with farmers in need of vermicompost, which I sell at Rs 6 per kg if they pick it up from my farm, or Rs 6–10 per kg if it has to be delivered. Vermicomposting is a consistent source of income for me."

—Satyaveer, farmer, who returned to Nawalgarh, Jhunjhunu district, Rajasthan, in 2020 after losing his teaching job due to Covid-19

"After Sresta began purchasing produce from our village, I increased the area under mustard and began growing vegetables for my own consumption. I hear Sresta is planning to purchase them. People from nearby cities who know I grow organic vegetables contact me to purchase them. The flavour of these vegetables is far superior to that of chemically grown produce."

—Ram Lal, farmer, Nawalgarh
Female employed at 24 Mantra manufacturing unit

24 Mantra farmer (vermin compost)

Village level produce collection

24 Mantra retail outlet

24 Mantra manufacturing unit
bigbasket
bigbasket

- Founded in 2011, online inventory-led business-to-business and business-to-consumer model
- Ventured into organic food segment in 2016
- Procures fruits and vegetables (F&V) directly from 3300 farmers in 5 states
- Staples from 6 FPOs, cooperatives and mills
- Sells staples under brand name - BB Royal Organic
- F&V under BB Fresho Organic
- Five own retails - ‘Fresho by bigbasket‘ - four in Karnataka, one in Telangana
- It also sells organic staples of 70 other brands
• F&V procured farmer certified under Participatory Guarantee System also those in transition, both sold as – ‘organically grown’

• Uses Farmers’ app to collect and share information with farmers

• Efficient supply chain, ensure F&V reach consumers at a click

• Minimum 10 per cent above market price, despite fluctuation

• F&V regular sales help farmers earn steady income
• Currently, 1,800 farmers actively supply to bigbasket

• Walk-in freezers, chill rooms, refrigerated warehouses and transportation enables seamlessly sell organic perishables online

• Among all product category - staples, grew by 2,792 per cent between 2016–17 and 2021–22,

• F&V grew by 451 per cent. In terms of volumes of staples,

• F&V sold by bigbasket makes up about 13–15 per cent of its overall volume of sales
“bigbasket’s Farmer Connect programme seeks to bridge the gap between farmers and markets. The programme enables the company to work directly with farmers who cultivate fruits and vegetables, providing assistance such as capacity building, quality assurance and market insights on the most profitable crops. This ensures the long-term livelihood of farmers.”

—Dr Bharat Singh, bigbasket National Head, Potato Sourcing

“Selling organic produce in a local mandi is a nightmare, with aggregator commissions, weight cuts, labour and transportation costs and so on, leaving me with minimal profits—just enough to prepare ourselves for the next season.”

—Abid Ali, potato farmer, Mauharsa village

“I recently sold various varieties of gourd to bigbasket for Rs 15 per kg, nearly double of what I would have received at the local mandi.”

—Praveen Kumar, farmer, Mauharsa village
Sorting vegetables at a collection centre (CC) in Karnataka
Odisha Millet Mission
The flagship programme of Department of Agriculture Farmers’ Empowerment, Govt. of Odisha, launched in 2017, to promote millets in tribal parts of states to:

- Promote **household-level consumption, and improve productivity of millet crops**
- Promote FPOs for marketing
- **Include millets in social safety net programmes** - Integrated Child Development Scheme, Midday Meal Scheme and Public Distribution System
- It has a three-partied model, administrative structure for implementation is decentralized
- Programme budget for first five years (2017–22) was **Rs 557.79 crore**. Funding of **Rs 2,808.39 crore** has been approved for next five years (2022–27)
Ragi production increased from **40,000 quintals to over 7 lakh quintals**

**Average yield improved by 28 per cent** - leading to an increase in millet-farmer household consumption throughout the year. Farmers using **certified seeds increased from 0.4 to 32.3 per cent**

An automated portal called M-PAS (**Millet Procurement Automation System**) has been developed

Minimum Support Price - **Ragi has an MSP of Rs 3,377 per quintal**, paddy has an MSP of Rs 1,940 per quintal

Leveraging FPOs, WSHGs for procurement
Multiple initiatives are being taken to create a market for millet

- Leveraging FPOs, mobilising Women Self Help Group (WSHG) -- Millet kiosks, millet café, millet on wheels and millet outlets

Connecting millets to consumers through:

- Massive awareness, outreach
- Branding – Millet Shakti
- Inclusion in Public Distribution System, Integrated Child Development Services
- Farmers' enrolment grew by 15 times — from 8,000 to about 1.3 lakhs
- The value of produce per hectare in intervention households doubled from Rs 9,477 to Rs 20,701 Income tripled from Rs 3,957 to Rs 12,486
Millet outlet in Krushi Bhawan, Bhubaneshwar

Millet shakti café at Keonjhar District

Ragi laddu mix being made by members of WSHG Laxmi Saraswati in Jhumpura, Keonjhar

OMM products under the brand Millet Shakti
“I remember my parents growing a variety of millets. Now we’ve started growing millets again under OMM.”
—Jamuna Mahanto, farmer, Chingudi Posi village, Keonjhar. Millet cultivation helped her earn an extra Rs 10,000–11,000 annually from the one-acre farm she grew ragi on.

“Millets such as kwari, kangu, dhuliya and shakara are endemic to the area.”
—Kureladu Jani, president of Kandhamal, the only women self-help group in Burlu Baru village

“The decline of millets was not just due to the Green Revolution, but also because non-tribal people did not accept them. It’s fantastic that the state is now promoting millets. But the government is aggressively marketing them in tribal areas only. This could once again stereotype millets as poor peoples’ food or tribal food, and may drive young tribals away from millets rather than embracing them.”
—Umi Daniel, Director of Migration and Education at development non-profit Action Education, South Asia

“OMM has helped its members earn extra money to better provide for their families.”
—Ganga Devi, member of Krishana WSHG, Keonjhar. She participated in cooking classes conducted by CFTRI, Mysore, in collaboration with OMM
Learnings

- Scale-up remains a challenge in **only five out of 15 districts (for which data is available)**, more than 5 per cent of the farmers are involved with the programme and **only two districts have over 5 per cent of the net sown area under millets**

Other areas that need attention include –

- The **dominance of ragi over other millets**. Ragi formed over 85 per cent of the total millet procurement in 2021–22; the trend is slowly changing now

- Lack of parallel market - government procurement is capped at 5 quintal per hectare though the average yield is 15 quintal per hectare and there are only a few millet enterprises such as millet outlets, millet cafes and Millets on Wheels. Only 3 WSGs are manufacturing value added products.

- Behavioural aspects are another challenge
Prakritik Kheti Khushhal Kisan Yojana (PK3Y)  
Himachal Pradesh
Prakritik Kheti
Khushhal Kisan Yojana

Started in 2018, aim **fully natural farming** state

**Objectives** - decrease farmer dependence on market for inputs, increase farm income, soil water conservation, climate resilient, healthy food

**State Project Implementation unit** (~30 staff), ATMA merged with PK3Y ~ 290 staff

**State coverage:** 1.5 lakh farmers (16% of total farmers), 13,694 ha (2.5% of net sown area)

**District-wise:** 9-21% farmers, 1-4% area covered

**Total budget** (2018-19 to 2022-23): (allocation: Rs 18-25 Cr/yr, expenditure: Rs 5-10 Cr/yr)
Support under PK3Y

- **Assistance in capacity building** , Inputs making - drums, desi cows, cowshed lining, Sansadhan bhandars, demo

- **Farmers experience** – cost of cultivation reduced, manual labour increased, net income increased, exploitation by market forces – fail to get fair, remunerative price

Governments market related initiatives in initial phase - **Self-declared certification, FPOs, outlets, dedicated space in Mandis, canopies**

New certification mechanism based on self-assessment (CETARA-NF) – web portal access

- **Antral-PK3 (*) (score < 30), Sadharan-PK3 (**) (score 30 to <50), Vishisht-PK3 (***)(score > 50)**
- **Parameters** - SPNF inputs applied, techniques, year of starting, crop rotation, mixed crop, leguminous crops, land covered, use of externally sourced organic inputs
- **Review process** based on self certification, peer farmers, nodal block officers
- **Natural HP trademark** – if compliance with State Domestic Production Certified Evaluation Protocol
Table 9: Criterion for natural farming certification based on self-declaration

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<thead>
<tr>
<th>SPNF inputs use and practices</th>
<th>Response</th>
<th>Score</th>
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<tr>
<td>• Beejamrit</td>
<td>Yes/No</td>
<td>4/0</td>
</tr>
<tr>
<td>• Jeevamrit</td>
<td>Yes/No</td>
<td>4/0</td>
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<tr>
<td>• Ghanjeevamrit</td>
<td>Yes/No</td>
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<tr>
<td>• Wapsa</td>
<td>Yes/No</td>
<td>4/0</td>
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<tr>
<td>• Mulching</td>
<td>Yes/No</td>
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**Year of starting SPNF**

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<tr>
<td>• More than one year but less than two years</td>
<td>Yes/No</td>
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<td>• Less than one year</td>
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<tr>
<th>SPNF inputs use and practices</th>
<th>Response</th>
<th>Score</th>
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</thead>
<tbody>
<tr>
<td><strong>Crop rotation followed (details regarding crop name, area, companion crops, expected production and expected marketable surplus)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Kharif season</td>
<td>Yes/No</td>
<td></td>
</tr>
<tr>
<td>• Rabi season</td>
<td>Yes/No</td>
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</tr>
<tr>
<td>• Fruit crops with mixed cropping</td>
<td>Yes/No</td>
<td>4/0</td>
</tr>
<tr>
<td>• Mixed cropping with leguminous crop</td>
<td>Yes/No</td>
<td>4/0</td>
</tr>
<tr>
<td>Indigenous, cross bred or exotic cow</td>
<td>Yes/No</td>
<td>4/2/0</td>
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**Total land of farmer (in ha):**

**Land details (khasra no/GPS coordinates)**

**Land under SPNF**

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<tr>
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<tbody>
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<td>• &gt; 75% of total cultivated land</td>
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<tr>
<td>• 50-75% of total cultivated land</td>
<td>Yes/No</td>
<td>2</td>
</tr>
<tr>
<td>• &lt; 50% of total cultivated land</td>
<td>Yes/No</td>
<td>1</td>
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</table>

**Training attended:**

<table>
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<th>Response</th>
<th>Score</th>
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<td>• Date</td>
<td>Yes/No</td>
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</tr>
<tr>
<td>• Venue</td>
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<td>• Duration</td>
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<td>• Trainer</td>
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**Using self prepared SPNF inputs**

<table>
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<th></th>
<th>Response</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes/No</td>
<td>4/2</td>
</tr>
<tr>
<td>Concoctions applied</td>
<td>Yes/No</td>
<td>Score</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>--------</td>
<td>-------</td>
</tr>
<tr>
<td>Khatti lassi</td>
<td></td>
<td>2/0</td>
</tr>
<tr>
<td>Sapt dhan ankur ark</td>
<td></td>
<td>2/0</td>
</tr>
<tr>
<td>Neemastra</td>
<td></td>
<td>2/0</td>
</tr>
<tr>
<td>Other concoctions</td>
<td></td>
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<tr>
<td>Agniandra, brahmastra, dashparni ark etc.</td>
<td></td>
<td>2/0</td>
</tr>
<tr>
<td>Above astra’s application not needed</td>
<td></td>
<td>4/0</td>
</tr>
<tr>
<td>Separate storage facility for SPNF produce</td>
<td></td>
<td>2/0</td>
</tr>
<tr>
<td>Externally sourced organic inputs use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of biofertilizer</td>
<td></td>
<td>-2/0</td>
</tr>
<tr>
<td>Use of botanical extract or biopesticide</td>
<td></td>
<td>-2/0</td>
</tr>
<tr>
<td>Use of organic manure</td>
<td></td>
<td>-2/0</td>
</tr>
<tr>
<td>Use of vermicompost</td>
<td></td>
<td>-2/0</td>
</tr>
<tr>
<td>Chemical inputs used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fertilizers (urea etc.)</td>
<td></td>
<td>-5/0</td>
</tr>
<tr>
<td>Fungicide</td>
<td></td>
<td>-5/0</td>
</tr>
<tr>
<td>Insecticide</td>
<td></td>
<td>-5/0</td>
</tr>
<tr>
<td>Herbicide</td>
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<td>-5/0</td>
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<tr>
<td>Final score</td>
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Exclusive natural farming FPOs

Plan 20 FPOs - end-to-end support, services to farmers - technical services, marketing, processing, inputs, growth of cold chain logistics

FPO Chaupal Naturals Farmers Producer Company, Shimla - aggregate, process, market apples, 6 others to start

Pilot by Y.S. Parmar University, Nauni - collaboration between university, FPO, traders in Shimla - apple juice packaging and branding complex - **price received by farmers for C, D grade apples increased** from Rs 8–10 per kg to Rs 40–41 per kg, as claimed by university officials, new products, facility to be increased

Captive market for natural farming produce - 10 outlets being created, to cater all districts

Dedicated spaces at APMC markets/mandis – planned in one mandi per district, modern marketing infrastructure support such as refrigerated vans

Canopies for marketing of natural-farming produce – pilot for individual farmer - 40 canopies

Planned - Natural Farming Board, centre of excellence
"More than 11,000 farmers have submitted the information online and around 6,000 farmers have been certified by the online platform created for this innovative certification."
—Dr Manoj Gupta, Principal Extension Specialist, State Projects Implementing Unit, PK3Y

"The initial response to the apple juice packaging and branding complex facilitated by university is very good. It is a win-win situation for farmers, traders and consumers. The apple juice packaging and branding capacity of the facility will be increased next year, and six new apple-based products will be introduced."
—Rajeshwar Singh Chandel, Vice Chancellor, Dr Y.S. Parmar University of Horticulture and Forestry, Nauni

"My income increased from Rs 4,000 per bigha to Rs 27,000 per bigha not due to increase in farm produce price but because of the saving on input expenditure and practising crop diversification."
—Nanakram, farmer, Bilaspur

"My income increased from Rs 4,000 per bigha for wheat to Rs 32,000 per bigha due to multicropping of garlic, peas and radish."
—Sanjay Kumar, farmer, Sundarnagar block, Mandi district

"Activities such as application of natural farming inputs and various farming practices such as raising beds, line sowing and manual weeding demand hard work and consumes a lot of our time. The increase in our income does not take into account the cost of additional labour by our family members."
—Gaganpal, 43-year-old farmer and master trainer, Sayar village, Bilaspur
**Biggest challenge** - market access to deliver **fair and remunerative prices** to farmers

**Market-related initiatives** planned by state still **in initial phase** - **success remain to be seen**
Thank you!

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