VISION

ICCOA envisions becoming a knowledge and learning centre for all facets of organic agriculture while working as an interface organisation for the organic movement.

MISSION

ICCOA’s mission is to be a truly representative organisation for organic movement in India. We will help build the competence of individuals and organisations in organic agriculture, thereby contributing to building ecologically, economically and socially sustainable agriculture and organic business.
Our beginning

The green revolution helped in tackling the food crisis in the sixties. Initially, with higher yields and production it gave a boost to agriculture. But after two or three decades, the adverse effects of chemical fertilisers and pesticides became evident. The severe repercussions on health, soil fertility and environment is plainly visible today. During the eighties, some farmers switched to modern organic farming. By the nineties, there were certified organic products that were exported to Europe and USA. In 2001-2002, the Government of India announced the NPOP (National Programme for Organic Production) and also set up the NCOF - National Centre for Organic Farming.

Organic agriculture and agribusiness caught the fancy of many, but these initiatives were isolated and scattered. The need for an organisation that could take the lead and drive the organic movement was deeply felt.

ICCOA - International Competence Centre for Organic Agriculture started as a knowledge centre for all stakeholders involved in the organic sector and was registered as a society in 2004. We began operating from a small shared office in Bangalore. Today, we work in 14 states of India reaching out to around 270 member organisations and more than 2 lakh farmers directly and indirectly. We collaborate and network with individuals, farmer organisations, consumer organisations, voluntary organisations, corporate bodies, research institutions and government in India and worldwide. ICCOA as an interface organisation not only complements and strengthens the activities of the stakeholders and the organic movement but also complements the efforts of the government.
A decade of ICCOA

2004
- Registered as a society in Bangalore in May 2004
- First project IOMDP (India organic market development project)
- First national conference on organic agriculture by ICCOA

2005
- First India Organic Trade Fair in Bangalore
- Workshop on communication strategy in New Delhi
- India Organic Service Centre (IOSC) of IFOAM
- Published “The Indian Organic pathway”
- First edition of “Directory of Indian organic stakeholders”

2006
- First quarterly newsletter - "Organic Update"
- Published "Crop guide on organic cotton"
- Published "Indian Organic business today: global and local"
- Published "The Market for Organic Foods in India"
- Second edition of Directory of Indian Organic stakeholders
- Second India Organic Trade Fair in Bangalore
- IOMDP funding stopped mid-way.

2007
- Executive Director invited to Sri Lanka by Minister for Agriculture to advise on policy and markets
- Invited to study meeting on Asian countries by APO (Asian Productivity Council), Tokyo
- Third India Organic Trade Fair in Delhi

2008
- First organic conversion project with the Government of Nagaland
- Training on organic agriculture in all 8 north-eastern states
- Pan-India proposal on organic agriculture, value chains shortlisted by NAIP committees
- Fourth India Organic trade fair in Delhi
2009
- First BioFach India together with India Organic (BIIO) at Mumbai, MoU with Nurnberg Messe, Germany
- Organic conversion project in Karnataka, Haryana
- Third edition of Directory in print and CD
- Training on organic farming for a delegation from Government of Thailand
- Pan-India project on organic agriculture and value chains shot down in final selection by NAIP

2010
- Second BIIO in Mumbai
- Compilation of "Organic Package of Practices for Horticultural crops"
- Developing domestic markets - Devanahalli vegetables to retail chains in Bangalore, Nagaland pineapples at Dilli Haat
- Conversion projects in Kerala, Himachal Pradesh
- Study on organic product linkages to markets for Tibetan cooperatives in India

2011
- Third BIIO comes to Bangalore with Government of Karnataka as host and co-organiser.
- Conversion projects in Nagaland, Arunachal Pradesh, Sikkim, Kerala, Jammu & Kashmir
- International seminar on organic agriculture & agribusiness

2012
- Executive Director on the Board of newly formed IFOAM-Asia (International Federation of Organic Agricultural Movements), South Korea
- Fourth BIIO in Bangalore - Government of Karnataka is co-organiser
- First Certificate programme in Organic Agriculture - 17 graduate
- Fourth edition of Directory of organic stakeholders in print and CD
- First mission to Biofach America

2013
- Started first biovillage project in Nagaland
- Fifth BIIO in Bangalore, Government of Karnataka continues support
- Conversion projects in Assam, Tamil Nadu
- India stall in Biofach America

2014
- Sixth BIIO moves to Kochi, Government of Kerala is host and co-organiser
- National workshop on sustainable and organic agripreneurship
- National conference on sustainability, organic villages and markets
- Proposal to start a Diploma course in organic agriculture, in collaboration with the University of development studies, Ghana
Helping farmers convert to organic cultivation

Defining organic agriculture:

“Organic agriculture is a production system that sustains the health of soils, eco systems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects.”

- International Federation of Organic Agriculture Movements (IFOAM)

“Organic agriculture is a unique production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles and soil biological activity, and this is accomplished by using on-farm agronomic, biological and mechanical methods in exclusion of all synthetic off-farm inputs”.

- Food & Agricultural Organisation, FAO, UN
We have helped nearly 16,000 farmers shift to organic cultivation in 20,000 hectares of land and get certification. We are currently involved in projects spread across 14 states.

Rejuvenating land and life

Indu Girish was a homemaker living with her two children in her ancestral house in Malappuram in Kerala. The family had inherited 1 hectare of fallow land (cultivated land which is abandoned) with a few low-yield coconut trees. Yearning to do something, Indu turned her attention to the land lying waste. She invested some money to make the land cultivable and planted some vegetables, chillies and bananas. She used mixed cultivation, crop rotation and farm manure to retain soil fertility and increase yield. Indu bought some cows, sold milk, installed a bio-gas plant and used the cow-dung manure. She started vermicompost, used panchagavya for pest and disease resistance and developed her own innovations along the way, learning from trainings conducted by ICCOA. Indu’s hard work and innovations paid rich dividends. A barren wasteland 10 years ago is a vibrant green farm today. Vegetables from her farm are in great demand at the local ‘safe food society’. The farm boasts of 13 varieties of bananas including “puja kadali” which is used exclusively in the famous Guruvayur temple. Contrary to the belief that organic farming does not give high yields, coconut yields are 200 per tree - the highest in the area. Indu’s farm is also known for the wide variety of chillies, including some rare varieties. Indu herself is a role model as is her farm. She is an inspiration to other farmers in the area and a strong advocate of organic farming. She is part of the Mallapuram organic growers’ group that has 214 farmers covering 250 hectares. ICCOA helped them get certified and is in the process of creating market linkages. Her husband, Girish who returned from Dubai and works along with his wife says, “I am very proud of Indu. And I am very happy and content to be back here with the family. We can now lead a comfortable life and provide a secure future for our children”
Beginning in 1994, my association with organic farming industry dates back almost two decades. Having been on all spheres of organic farming evolution in India i.e., leading the biggest farmer support organisation, as part of policy making in the government and heading a leading organic brand, I can say that till now it is still only the foundation that has been laid for this sector. The real growth and development is yet to be seen. From being an export oriented bulk business in the initial stages, it is now becoming a brand oriented FMCG business, both in India and internationally. This has been possible due to the efforts and the untiring spirit of enterprise of a few dedicated individuals and organisations from different parts of the country. Today, the consumer acceptance and demand all over India for certified organic food is far more than the availability, a very positive sign for future. The only cause for concern is the low enrollment of new farmers in organic certification programmes. It seems that the initial thrust that came from NGOs to this sector is not getting the desired support from Government, CSR initiatives and industry itself. ICCOA has played the critical role in bringing all the stakeholders together for one decade now. I wish every success to them in future and their role as a policy advocacy organisation in India.

Mukesh Gupta
Executive Director, Morarka Foundation, Jaipur

Farmers convert to organic cultivation

The Indian farming community consists of nearly 74% small and marginal farmers who are dependent on rain-fed agriculture and organic agriculture is most relevant to them. Organic farming is very much native to this land. In this farming system, a piece of land is used optimally and to its fullest potential to produce a range of crops, maintain soil health and productivity by organic agricultural practices. Pests are also controlled and managed by the selection of crop mixes and using biological and mechanical control measures. Our direct programmes with the farmers is a complete cycle from registering the farm for conversion to getting it certified in three years. We work in collaboration with the state governments and help farmers access schemes and subsidies for organic agriculture. The farmer is motivated to adopt organic cultivation and registered, provided training on various organic practices like bio-fertilisers, pest management, bio gas, etc. The farmers clusters are formed for training and developing market linkages. We train the farmer on the processes and practices for organic certification.

Biovillage - enhancing livelihoods

We initiated a unique concept “sustainable biovillage” that goes beyond just organic farming and certification. The model aims to increase the farmer’s income and living standards by integrating seven components, viz. agriculture/ horticulture, animal husbandry, production of organic inputs, bio gas units, basic processing facilities, rural entrepreneurs, agri and eco-tourism. The farmers and entrepreneurs will take up these activities within the village, thereby reducing the costs of farming inputs, primary processing and energy. The farmers also earn additional income with dairy, poultry, sheep/ goat rearing and apiculture. Rural entrepreneurs are encouraged to start community compost units, primary processing centres, which will provide employment to the village youth. Farm stays and home stays have become popular with eco tourism initiatives and this will be leveraged to supplement the income of the farmer. The biovillage model aims to build self-sufficient communities using sustainable organic farming practices.
### Snapshot - Conversion Projects

<table>
<thead>
<tr>
<th>State</th>
<th>Project</th>
<th>Duration</th>
<th>Area (hectares)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Nagaland</td>
<td>Certification, formation of clusters and market linkages</td>
<td>2008-11</td>
<td>500</td>
</tr>
<tr>
<td></td>
<td>Sustainable biovillage</td>
<td>2009-12</td>
<td>1250</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2013-17</td>
<td>1200</td>
</tr>
<tr>
<td>2 Haryana</td>
<td>Adoption and Certification</td>
<td>2008-12</td>
<td>2050</td>
</tr>
<tr>
<td>3 Karnataka</td>
<td>Adoption and Certification</td>
<td>2009-12</td>
<td>900</td>
</tr>
<tr>
<td>4 Uttarakhand</td>
<td>Market linkages</td>
<td>2010</td>
<td>900</td>
</tr>
<tr>
<td>5 Himachal Pradesh</td>
<td>Farmer clusters and certification</td>
<td>2010-12</td>
<td>1200</td>
</tr>
<tr>
<td></td>
<td>Farmer producer companies</td>
<td>2014</td>
<td>1500 farmers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2014-16</td>
<td>1200</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2010-13</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2014-16</td>
<td>500</td>
</tr>
<tr>
<td>7 Arunachal Pradesh</td>
<td>Adoption and Certification</td>
<td>2011-13</td>
<td>500</td>
</tr>
<tr>
<td>8 Sikkim</td>
<td>Formation of clusters, certification</td>
<td>2010-12</td>
<td>1150</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2011-13</td>
<td>1000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2012-14</td>
<td>750</td>
</tr>
<tr>
<td>9 Jammu &amp; Kashmir</td>
<td>Adoption and certification</td>
<td>2011-14</td>
<td>450</td>
</tr>
<tr>
<td>10 Tamil Nadu</td>
<td>Adoption and certification</td>
<td>2013-16</td>
<td>1000</td>
</tr>
<tr>
<td>11 Assam</td>
<td>Adoption and certification</td>
<td>2013-14</td>
<td>400</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2014-15</td>
<td>900</td>
</tr>
<tr>
<td>12 Meghalaya</td>
<td>Adoption and certification</td>
<td>2014-16</td>
<td>5000 farmers</td>
</tr>
<tr>
<td>13 Tripura</td>
<td>Farmer producer companies</td>
<td>2014</td>
<td>1000</td>
</tr>
</tbody>
</table>

**In 2004, there were only 42,000 hectares under organic cultivation in India. Currently, India ranks 10th in terms of cultivable land under organic certification. The certified area includes 15% cultivable area with 0.72 million hectare and rest 85% (3.99 million hectare) is forest and wild area for collection of minor forest produces. The total area under organic certification is 4.72 million hectare (2013-14).**

*APEDA (Agricultural and Processed Food Products Exports Development Authority)*
Developing market for organic products
Currently global organic trade is 75 billion US dollars. India’s exports at 403 million dollars is a mere 0.5 percent.

Enabling farmers sell organic produce

Devanahalli, Doddaballapur and Chikkaballapur are villages in the Bangalore rural district. Their proximity to the city and growing popularity of organic vegetables among the consumers inspired us to start a pilot project here. We enrolled 120 farmers to convert 150 hectares under vegetable cultivation. We formed farmers clusters, registered them under certification programme and trained them on organic farming practices. The real challenge is to sustain organic practices during the initial period when the land is in conversion. The produce cannot be marketed as certified organic. In the conversion period, farmers had to be supported with better prices to sustain their interest in organic agriculture.

We spoke to a few national retail chains and developed a procurement programme. We trained the farmers in harvesting, sorting, grading, packing and labelling according to the parameters required by the retail stores. A small group of proactive farmers was enlisted to drive the marketing initiative and trained on these activities. ICCOA also developed a new label that communicated the key benefits of “organically grown” produce - healthy, chemical-free, tasty and safe. ICCOA confidently lent its name as an assurance for quality and a mark of credibility. ICCOA helped transport the locally graded and labelled vegetables to the retail stores. Safal, the F&B retailer was our first retailing store for these organically grown vegetables. Later major retail chain Spencer’s and some stand-alone stores provided dedicated space for sale of these vegetables. ICCOA extended marketing support by creating well designed collaterals like header cards, shelf strips and labels. The retailers paid a 15 percent premium over the prevailing market rates. Farmers got money for their produce every week with premium markups.
"It was impressive to see such ambitious people working hard for the organic farming sector. i+m is already supporting several projects of organic farming and fair trade all over the world and is looking forward to be active in India as well. I am very happy that I could be a part of the buyer group invited by the organisers."  

Ms. Verana Zydek, Naturkosmetik

ICCOA, with its grass-root experience has realised that organic farming is sustainable to the farmer only if market linkages are developed. Adoption and certification is only the first step. Links with businesses to sell organic produce at a premium and consistent buying support is essential to keep the farmer motivated.

**India Organic Trade Fairs 2005-08**

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stalls</td>
<td>158</td>
<td>172</td>
<td>186</td>
<td>192</td>
</tr>
<tr>
<td>Total visitors (4 days)</td>
<td>10000</td>
<td>15000</td>
<td>15600</td>
<td>19400</td>
</tr>
<tr>
<td>Number of trade visitors (India and abroad)</td>
<td>1000</td>
<td>1200</td>
<td>1300</td>
<td>1400</td>
</tr>
<tr>
<td>Number of countries</td>
<td>10</td>
<td>16</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Foreign visitors</td>
<td>40</td>
<td>70</td>
<td>55</td>
<td>22</td>
</tr>
<tr>
<td>Indian states</td>
<td>18</td>
<td>23</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>Buyer -seller meets (B2B)</td>
<td>150</td>
<td>102</td>
<td>128</td>
<td>143</td>
</tr>
<tr>
<td>Business enquiries generated (in Rs crore)</td>
<td>42</td>
<td>85</td>
<td>125</td>
<td>150</td>
</tr>
</tbody>
</table>

**Current global organic trade is USD 75 billion and is expected to reach USD 100 billion (Rs 6 lakh crore) by 2015. In 2013-14, India produced around 1.24 million MT of certified organic products including 16322 MT of organic textiles.**

Exports totaled 194,088 MT with export realization of 403 million US dollars (Rs. 2,500 crore) including 183 million USD (Rs 1,100 crore) of organic textiles.

**India Organic Trade Fairs**

Early on in our journey, we realised the need for a platform where all stakeholders in the organic sector could interact, showcase and trade their organic produce. In 2005, we organised the first India Organic Trade fair to develop markets for organic produce. This was the biggest platform for interaction between policy makers from Central and State Governments, private sector, traders, exporters and farmers. The trade fair held at Lalbagh in Bangalore enabled access to organic markets at both domestic and international levels. The annual fair was held in Bangalore in 2006, and in Delhi in 2007 and 2008. The unique event drew attention and led to the collaboration with a global trade fair organiser, Nurnberg Messe, Germany in 2009.
BioFach India together with India Organic

BIOFACH World Organic Trade Fair is annually organised at Nurnberg by Nurnberg Messe, Germany. The BioFach global fairs are also organised in five other countries - USA, Brazil, China, Japan and India. Nurnberg Messe and ICCOA collaborated to combine BioFach India with India Organic trade fair. In November 2009, the first "BioFach India together with India Organic" was held in Mumbai. India could boast of a truly world class event that provided a fillip to marketing of organic produce. It brought in international buyers in large numbers and thus provided a huge opportunity for traders and farmers in India.

The BioFach India section has Indian and international organic producers showcasing 100% certified organic products. Exhibitors have to follow the BioFach admission criteria for food as well as for personal care, fabrics and non-food products. The India Organic section had central, state government pavilions and farmer groups with organic products but not yet certified organic.

BioFach India together with India Organic was held at Mumbai in 2009, 2010 and at Bangalore in 2011, 2012 and 2013. It is being held in Kochi, Kerala in 2014.

"It’s the best platform in India for the organic sector as stake holders from all the states visited the show. We have not only made contacts with Indian and foreign buyers but also with new farmers and suppliers of raw materials. The quality was a lot higher with visitors not only from metros but also from tier 2 and tier 3 cities. The International buyers’ delegation helped us in promoting our products and services to buyers, whom we could not have reached directly. The interaction also helped us in understanding their requirements and the quality they are expecting. It was a great value addition for us. The show was very well organised and successful show. We’ll definitely be there again with a bigger space."

Mr. Siddharth Sancheti
Partner – Agronic Food Inc, Jodhpur, Rajasthan

(BIIO) Biofach India & India Organic 2009-13

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of exhibitors</td>
<td>129</td>
<td>103</td>
<td>171</td>
<td>163</td>
<td>158</td>
</tr>
<tr>
<td>International exhibitors</td>
<td>4</td>
<td>4</td>
<td>18</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>State pavilions</td>
<td>8</td>
<td>5</td>
<td>12</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Buyer - seller meets</td>
<td>21</td>
<td>27</td>
<td>32</td>
<td>45</td>
<td>121</td>
</tr>
<tr>
<td>Business transacted (in Rs crore)</td>
<td>10.5</td>
<td>14</td>
<td>17.5</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Conference speakers</td>
<td>13</td>
<td>24</td>
<td>26</td>
<td>33</td>
<td>41</td>
</tr>
</tbody>
</table>
Around 14,000 people in the third world countries die of pesticide poisoning, every year. - WHO
In India, organic movement started in the early nineties with organic tea plantation taking lead. In late nineties, I got into this beautiful business and developed India's first organic basmati rice and exported to many countries in Europe, USA and UK. There after many other organic commodities started getting into exports market only. In the last 15 years, though exports have risen sharply, domestic market has also grown at a rapid pace. The growth in the organic food market of India can be attributed to the radically increasing awareness about organically grown products, health concerns, rising middle class incomes and support from Indian government. India has a lot of potential to produce all varieties of organic products due to its various agro climatic regions. Organic product portfolio is also expanding, and this increase is not only meeting the domestic demand but also enhancing the potential of exports. ICCOA has provided a platform for networking among players in the organic sector since 2005. We wish them all success.

Ajay Katyal,
CEO, Amira organic food products

Other marketing initiatives
Organic outlet in Bangalore: We linked farmer groups with the retails outlets for steady supply of organic produce. The farmers supplied directly thus avoiding the commission paid to middle men and also managed to get a premium price.

Indian Organic Farmers Producer Company Ltd (IOFPCL), Kerala: We helped IOFPCL establish market chains and distribution channels for their organic products in domestic as well as export markets. We also helped in developing their own "Jaiva" brand of spices for retail marketing.

Marketing of organic apples in Himachal Pradesh: ICCOA trained a group of small and marginal farmers to grow organic apples and facilitated the certification. We also trained them in the production process thereby providing them better access to markets.
Spreading knowledge, building capacity
As an interface organisation, our major thrust is to enable interaction among players in the organic sector.
National seminars and conferences

- National conference on Organic products - from field to the consumers - 2004
- Workshop on "Communication strategy for organic agriculture" - 2005
- Workshop on "Organic agriculture - emerging issues in India" in association with GMED - 2005
- Training for 1000 farmers in Uttar Pradesh on organic farming practices - 2007
- Workshop on "Organic agriculture, marketing and organization building" - 2007
- Workshop on "Organic cotton cultivation" - 2007
- Workshop on "Marketing of organic products" - 2007
- Workshop on "Organic agriculture, marketing and organisation building" - 2008
- Workshop cum training program on organic farming and certification in all the eight northeast states supported by the ministry of agriculture, government of India 2008-2009
- Workshop cum training program on "Organic farming and certification & for the delegates nominated by the Tea Board of India - an international project funded by FAO (CFC) - 2009
- Workshop on organic agripreneurship - 2012, 2014
- National conference on "Sustainability, organic villages and markets" - 2014
- Certificate course on Organic Agriculture, Certification and Market Linkage - a three month course in Karnal, Haryana - 2012
The dream of ‘organic movement of India’ is to revive our agrarian culture which was alive and thriving less than a couple of decades ago. The organic movement brings into play an overpowering reminiscence of childhood memories embedded with fragrance, taste and color of good food. While we discover that almost all festivals, rituals and other cultural practices in India emanate from the culture of food production we also realise slowly how we have completely lost the relevance of celebrating them.

In Uttarakhand, we persevered to pick up some of the broken threads of the fabric of our agriculture and realised the extent of the deep rooted ethnicity. The hues and colors of the autumn distinct to the Himalayan region and the silhouette of the bent back of a woman farmer is the vibrant picture of the farming systems in the hills. Organic may be another word for this but storing seed, sowing, harvesting and consuming from farms cultivated using recycled agricultural waste and rain water is a way of life in this Himalayan state.

In the Uttarakhand Organic Commodity Board, we are proud that we could directly support organic farmers for sustenance of their livelihoods and preserve the Himalayan agriculture. UOCB appreciates ICCOA’s work for the organic movement and is happy to be associated with them for many years.

Binita Shah
Uttarakhand Organic Commodity Board, Dehradun

International seminars and conferences

- Seminar series with the theme “India positioning high In organic agribusiness” - 2005
- Conference on "Indian organic business today: Global and Local" - 2006, in partnership with APEDA and Ministry of Agriculture, Government of India.
- Congress on "Indian organic agribusiness @ the threshold of growth" - 2007 in partnership with APEDA and NCOF.
- Seminar on "Global organic agribusiness: India arrives!" - 2008
- International Seminar and South Asia conference on “India organic: strategies to surge ahead” and "Outstanding organic agriculture techniques" - 2009 in partnership with University of Agriculture Sciences (Bangalore), NCOF, Ministry of Food Processing Industries (GoI) and Organic Farmers Association of India (OFAI)
- International seminar on “Improving access to global organic markets” with APEDA, NABARD and NCOF
- International seminar on “Organic agriculture and agribusinesses” - 2011, 2012, 2013 – an annual conference alongside the Biofach India together with India Organic
Our experience of working with all groups in the organic sector has helped us build expertise and a diverse resource pool. We provide consultancy services in the spheres of supply chain management, institutional strengthening, business development, brand building and management. We offer these services to farmer groups, private companies, voluntary organisations and entrepreneurs.

**A few major assignments**

- **SIPPO**, Government of Switzerland hired ICCOA for an audit to select organic start-ups in India in 2005. We coordinated and organised a buyers’ mission to India to promote exports of organic products.

- **Oxfam**, assigned research study on “*Market potential for organic produce from Gujarat*” in 2007. The research study helped in linking the organic farmers of the Kutch region to markets.

- **Sri Lanka**: The ministry of agriculture, government of Sri Lanka, invited Mr. Manoj Kumar Menon, Executive Director to Sri Lanka for a 10-day visit in 2007. Mr. Manoj Menon conducted a workshop on developing policy on organic agriculture and marketing strategy for Sri Lanka.
In India, the area under organic agriculture is only about 0.5% of the total agricultural land of 141 million hectares.

- **Nepal, Thailand and Malaysia:** Our experts were invited to these countries for providing expert guidance and technical know-how pertaining to organic agriculture and agribusiness.

- **Government of Thailand:** ICCOA organised a workshop for officers from Government of Thailand in India and arranged interactive sessions for the delegation with the Indian government, especially APEDA and Ministry of Agriculture.

- **Bhutan:** The ministry of agriculture in Bhutan approached ICCOA for a long-term collaboration on organic agriculture. A delegation also participated in India Organic fair.

- **Tibet Organic:** In 2010, ICCOA undertook a study to evaluate and improve the organic programme for the Federation of Tibetan Cooperatives in India Ltd. The federation was facing difficulty in marketing their produce. We analysed the challenges faced by the federation and drew up a strategy paper to revitalise organic programmes and develop new markets for the produce from Tibetan settlements.
Influencing policy on organic sector

A strong policy environment is essential for the growth of organic sector. The Centre and state governments are supporting the sector through various initiatives and schemes. Though there is increased focus and support to the sector, there is still immense scope to take these initiatives to the next level. To aid further development of organic agriculture, a detailed roadmap is needed. ICCOA works closely with the Centre and state governments to promote organic agriculture at the policy level. We are advocating with the government and private sector for a shift in policy to boost organic agriculture.

- ICCOA engages with the state chief ministers and agriculture ministers to promote organic policies and projects. Some of them are Karnataka, Kerala, Tamil nadu, Madhya Pradesh, Bihar, Himachal Pradesh, Sikkim, Arunachal Pradesh and Nagaland.
- ICCOA is a member on the committee for National policy on sustainable agriculture formed at the Centre (Ministry of Agriculture) through TERI.
- ICCOA is on the advisory committee of state policy on organic farming of state governments of Himachal Pradesh, Sikkim, Nagaland and Tamil Nadu. In 2014, we were invited to be on the high level action committee for organic farming in Karnataka.
- We were invited by the Confederation of Indian Industries (CII) to be on the National Committee on Rural Development (NCORD).
- Government of Chattisgarh (State Planning Board) included ICCOA as expert for planning organic programmes in the state.

Quality assurance and harmonisation of standards

The organic certification under NSOP is India’s own standards for organic guarantee system. Compliance to these standards is essential for organic assurance to consumers abroad and in India. With several organic certification systems in global trade, it is now essential to harmonise and create equivalent standards.

ICCOA and APEDA represented India on the International Task Force on Harmonization and Equivalence in organic agriculture (ITF) from 2007-2009. The project was supported by FAO, UNCTAD and IFOAM. The task force developed two tools - Equitool and IROCB (refer www.ifoam.org for details).

Mr Manoj Kumar Menon, continued in the follow-up project of GOMA (Global Organic Market Access), which worked for the effective implementation of the tools developed by ITF from 2009-2012. From 2012, the work in Asia continued with the formation of IFOAM Asia, where ICCOA is a founder member.
Some would feel sorry about the barren lands of Maharashtra and ponder over the excessive use of chemicals and fertilizers. The latter did more harm not only to the farm but also the farmers. Farmers had no hope that their acres of lands would ever yield a solution for their debts. They did not know the answer to prevent the soil from losing its fertility or bring back the days when the store room would be filled with sacks of grains. As a solution to the crisis (or even otherwise), organic farming is the new super technology for our farmers.

Organic farming is a holistic approach based on a set of processes that lead to sustainable ecosystem, safe and nutritive food, animal welfare and social justice. Government of Maharashtra is actively supporting organic farmers in all activities right from providing guidance, getting certification, marketing of the organic farm products in India and outside India, through conducting and sponsoring exhibitions. Apart from centrally sponsored schemes/mission, efforts are being made through many state initiatives. The Maharashtra state organic farming policy is recently declared. In the state, more than 7.51 lakh ha area is covered under farming, out of which 1.50 lakh ha is certified area and 0.45 lakh ha is under conversion. There are 1643 organic farming groups growing crops like cotton, sugarcane, pulses, cereals, oil seeds, fruits and vegetables. The experience of farmers shows that organic farming requires less water, labour and investment compared to chemical farming. They dismiss the statement that organic farming cannot be a national solution for all the farmers “Every farmer can start with it and it’s suitable for the Indian soil, for any crop”. Increased output, less investment, both in terms of cost and labour, and a major impact on health are some of the gains that organic farming brought into their life. Many organic farming groups in state feel that the quality of organic produce has improved tremendously, demand has grown, money started flowing in and families are happier. Even people at Vidarbha (the place of farmers' mass suicide in Maharashtra a couple of years ago) are now more interested in knowing about chemical-free farming. More than 3000 farmers participated in India Organic Trade Fair with the support of Government of Maharashtra. We wish ICCOA all success in the future.

Dr. Sudhir Kumar Goel
IAS, Additional Chief Secretary (Agriculture & marketing)
Organic products and agriculture is more popular in USA, UK and European countries and many world class institutions and organisations have evolved. Over the years, we have built strong partnerships with international institutions working in the organic segment for studies, trade fairs, exchange programmes, buyers’ mission and so forth. We ensure the benefits of these collaborations and associations reach the farmer at the bottom of the organic business pyramid.

In the past decade, we have associated with several international organisations such as FiBL, IFOAM, SIPPO, Nurnberg Messe (BioFach), FAO, CBI, UNCTAD, etc.

- We partnered with FiBL (Research Institute of Organic Agriculture in Switzerland) for technical collaboration.
- Mr. Manoj Menon was selected by the Asian Productivity Council (APO, Tokyo) for a study meeting of Asian countries.
- ICCOA was involved in gathering inputs for the IFOAM - ICS (Internal control system) manual.
- We have a long term MoU with Nurnberg Messe, Germany for co-organising Biofach India together with India Organic International trade fair.
- We are actively promoting “Asian Local Governments for Organic Agriculture(ALGOA)”, an alliance to exchange knowledge, expertise and best practices of bio village models in Asian countries.

“‘When the cooperation of a few Indian organic enthusiasts with FiBL started shortly after the 11th IFOAM International Scientific Conference in Basel (Switzerland), we had an R&D institute in mind, a certification mechanism and we were looking for ideas on how market access of organic farmers could be promoted. Thanks to a considerable financial support of the Swiss State Secretariat for Economic Affairs (SECO), the ideas came to fruition. ICCOA and Indocert are the lively proof. India is a vibrant place for organic agriculture. Therefore, research and extension is more important than ever. We are very happy to have scientific cooperation on cotton breeding, on the long-term performance of organic farming systems in the tropics and on the improvement of soil fertility with many different Indian partners. For FiBL, ICCOA remains a lighthouse in the promotion of the organic idea. What a success story!’”

Prof Dr Urs Niggli
Director, Research Institute of Organic Agriculture
Forschungsinstitut für biologischen Landbau (FiBL), Switzerland

Mr. Manoj Kumar Menon, Executive Director is a founding board member of IFOAM Asia, formed in 2012 and headquartered in South Korea.
Publications

With the vision of being a knowledge and resource centre, publications on organic matters formed an intrinsic part of our work. We regularly published research reports, manuals, directories, and studies related to the organic sector in the past 10 years.

Organic Food Marketing in urban centres of India
English

English

Organic Farmers Speak on Economics and Beyond (2009)
English

Global Organic agribusiness: India Arrives (2008)
English

India Organic Agribusiness @ Threshold of Growth (2007)
English

The Market for Organic Foods in India
English

English

The Indian Organic Pathway
English

India Positioning High in Organic Agribusiness
English

Organic Cotton Crop Guide
English

Organic Cotton Crop Guide
Hindi

Organic Package of Practices
Malayalam
Financials

Income & Expenditure 2004-14

(INR MILLION)

Balance sheet as on 31st March 2014

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>As at 31-Mar-14</th>
<th>As at 31-Mar-13</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sources of Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital Fund</td>
<td>38,850,801</td>
<td>33,665,116</td>
</tr>
<tr>
<td>Secured Loans</td>
<td>39,087</td>
<td>92,373</td>
</tr>
<tr>
<td>Advances Received</td>
<td>450,000</td>
<td>-</td>
</tr>
<tr>
<td>Outstanding Expenses</td>
<td>5,382,135</td>
<td>2,609,310</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>44,722,023</strong></td>
<td><strong>36,366,799</strong></td>
</tr>
<tr>
<td><strong>Application of Funds</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>1,128,394</td>
<td>1,266,492</td>
</tr>
<tr>
<td>Sundry Debtors</td>
<td>1,638,338</td>
<td>1,905,473</td>
</tr>
<tr>
<td>Cash in Hand</td>
<td>525,181</td>
<td>182,421</td>
</tr>
<tr>
<td>Cash at Bank</td>
<td>35,401,380</td>
<td>30,504,768</td>
</tr>
<tr>
<td>Deposits</td>
<td>1,263,145</td>
<td>872,671</td>
</tr>
<tr>
<td>Advances for Expenses</td>
<td>3,641,490</td>
<td>876,982</td>
</tr>
<tr>
<td>Tax deducted at Source</td>
<td>1,124,095</td>
<td>757,992</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>44,722,023</strong></td>
<td><strong>36,366,799</strong></td>
</tr>
</tbody>
</table>

As per our report attached
For Ishwar & Gopal Chartered Accountants

K V Gopalakrishnayya
Partner
Membership NO. 21748
Firm Registration No. 001154S

Dr. A K Yadav
President

For ICCOA

Manoj Kumar Menon
Executive Director & Secretary to BOD
How funds come in

<table>
<thead>
<tr>
<th>Source</th>
<th>2013-14</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership</td>
<td>27%</td>
<td>32%</td>
</tr>
<tr>
<td>State governments</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Trade Fairs</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>Publications &amp; seminars</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Interest &amp; others</td>
<td>68%</td>
<td>61%</td>
</tr>
</tbody>
</table>

How funds are spent

<table>
<thead>
<tr>
<th>Category</th>
<th>2013-14</th>
<th>2012-13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer support projects</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Market development &amp; research</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Other programmes</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Administrative</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>Excess Income</td>
<td>29%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Balance sheet as on 31st March 2006

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th>As at 31-Mar-06</th>
<th>As at 31-Mar-05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Fund</td>
<td>4,107,419</td>
<td>(INR)</td>
</tr>
<tr>
<td>Outstanding expenses</td>
<td>552,217</td>
<td>2,209,111</td>
</tr>
<tr>
<td>Membership fees</td>
<td></td>
<td>334,825</td>
</tr>
<tr>
<td>received in advance</td>
<td></td>
<td>1,200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,659,636</strong></td>
<td><strong>2,545,136</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>As at 31-Mar-06</th>
<th>As at 31-Mar-05</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Assets</td>
<td>507,134</td>
<td>275,196</td>
</tr>
<tr>
<td>Sundry debtors</td>
<td>1,258,274</td>
<td>835,851</td>
</tr>
<tr>
<td>Deposits</td>
<td>140,600</td>
<td>81,000</td>
</tr>
<tr>
<td>Advances for expenses</td>
<td>524,114</td>
<td>8,000</td>
</tr>
<tr>
<td>Tax deducted at source</td>
<td>3,610</td>
<td>1,366</td>
</tr>
<tr>
<td>Cash at bank</td>
<td>2,139,029</td>
<td>1,343,719</td>
</tr>
<tr>
<td>Cash in hand</td>
<td>68,147</td>
<td>4</td>
</tr>
<tr>
<td>Accrued interest</td>
<td>18,728</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,659,636</strong></td>
<td><strong>2,545,136</strong></td>
</tr>
</tbody>
</table>

As per our report attached

For Ishwar & Gopal Chartered Accountants

K V Gopalakrishnayya
Partner
Membership NO. 21748
Firm Registration No. 001154S

President

For ICCOA

Executive Director
Our staff

We are proud to have on board skilled staff and well-qualified professionals from various backgrounds - acclaimed academicians, agriculturists, management and marketing professionals, social workers and activists. We would like to acknowledge the dedication and passion of our staff, which has helped ICCOA move from strength to strength. We cannot mention everyone (80 staffs) by name, but we really appreciate the contribution of everyone at our Bangalore head quarters, project offices and field.

Our board

We are a democratic organisation governed by a board of directors elected every three years. The regular operations are managed by a professional team led by the executive director. Our current board was elected in March 2014.

1. Mr. Sompal
   Former Minister of Agriculture,
   Former Chairman - Farmers’ Commission

2. Dr. Ashok Kumar Yadav
   Former Director - National Centre of Organic Farming (NCOF)

3. Dr. Selvam Daniel
   MD, Ecologie Forte Pvt Ltd.

4. Mr. H.R. Jayaram
   Founder, Era Organic

5. Dr. Tej Partap
   Vice-Chancellor,
   Sher-e-Kashmir University of Agricultural Sciences, Kashmir

6. Mr. Seelam Rajashekara Reddy
   Managing Director,
   Sresta Natural Bioproducts Pvt Ltd

7. Mr. K. Dorai Raj
   CEO, APOF organic certification agency

8. Ms. Saalai Manickam
   Director, Arima group, Ghana

9. Mr. Sunil Kumar Surendran
   Principal consultant, Aum Consulting

10. Mr. E.H. Lotha
    Former Director of Agriculture,
    Government of Nagaland

11. Mr. Manoj Kumar Menon
    Executive Director - ICCOA

Chairman Emeritus

President

Vice president

Treasurer

Member

Our founding directors (2004)

Mr. Ramesh Harve
Mr. Rajeev Baruah
Dr. C.K. George
Mr. Sompal
Mr. T.G.K. Menon
Dr.R.K.Pathak
Dr.Tej Partap
Mr. Mathew Sebastian
Dr. Hemangee

Member

Member

Member

Member

Member-Secretary
Crisis made us stronger

Our first major project was to develop markets for India’s organic produce, sanctioned in 2004. SECO, (State Secretariat for Economic Affairs), Switzerland funded this through FiBL (Research Institute for Organic Agriculture), the technical partner. A new ICCOA, with its young staff worked very hard for a year-and-half. We worked closely with FiBL, to whom our reporting was confined to as the project managers, but the occasional meetings and visits by SECO were indicative of good progress. The India Organic Trade Fair, India’s first exclusive and biggest organic annual event was an ICCOA initiative that started with funds of Rs. 7 lakh from SECO as seed funding. We used the public - private partnership model and generated Rs. 72 lakh in the first year itself, in 2005. By 2006, ICCOA had emerged as the most significant organisation for the organic movement in India. India Organic Trade Fair had become the flag bearer and an exclusive platform for the organic movement to converge annually.

But we were in for a shock when SECO conducted a ‘midterm evaluation’ in 2006 and reported ICCOA was not doing enough. The project funding was abruptly stopped and ICCOA’s very existence was threatened. SDC (Swiss Agency for Development and Cooperation) asked for details with the intention to restart the funding. But all efforts from 2006 to 2008 proved futile. The crisis led to an honest and rigorous introspection and ICCOA geared up to rectify its few shortcomings - especially in documentation, failures to invest in building capacities of internal staff and lack of adequate marketing professionals. We understood our folly of being overly dependent on a single source of foreign funding. We also realised the mismatch between the agenda of the international funding agency and the requirements at the ground level and ICCOA’s specified mandate as an India representative organisation.

We scouted for other sources of funds. Our dedicated staff continued working despite adverse conditions and we started getting other new projects. We were back on our feet by end 2007, with several lessons learnt.
"No science in organic agriculture!"
- Former DG ICAR

India’s agriculture is as diverse as India itself. The subcontinent has 15 agro-climatic regions. It is also unique in terms of the size of land holdings and the cultural, social and economic significance of agriculture in the life of its villages. Given all this, it is obvious that India’s agriculture research, development and education should also have been varied, diverse, multi-disciplinary, and multi-strategic! But this was not the case with the Green revolution, which remained myopic throughout the last five decades. Perhaps considering this, in 2007-08, the World Bank offered over Rs. 1000 crores to ICAR (Indian Council of Agricultural Research) under ‘National Agriculture Innovation Project’ (NAIP). It laid a strong emphasis on innovation on value-chains in agriculture systems and to applied research. ICAR invited proposals and bids from public as well as private institutions, organisations, companies and consortiums for this NAIP initiative.

ICCOA proposed an interesting project on value-chain component, which included organic production, processing for value-addition, collating indigenous knowledge and technical interventions and scientific validation of organic farming systems. And this project proposed to create four organic zones in four varied regions along with creation of commercially sustainable models for development. The proposal was shortlisted and it cleared four committees including technical and financial in a period spanning 10 months of rigorous iterations, presentations, incorporation of committee inputs and proposal modifications. The initial outlay of Rs. 42 crore was reduced to Rs. 12 crore. Down the line, ICCOA formed a consortium with four other partners - Morarka Foundation, Sresta Natural Bioproducts Ltd, University of Agriculture, Palampur (Himachal Pradesh) and CIH (Central Institute of Horticulture) to implement the project on a pan-India scale. All the stringent parameters like innovation, research and value chain were addressed.

Finally, it reached the then Director General of ICAR, Dr. Mangala Rai. A distinguished scientist, Dr Tej Partap (three times Vice-chancellor, Palampur and Srinagar Agriculture Universities) started making the presentation. He was just on the third slide of the fifteen slides presentation when Mangala Rai commented "There is no science in organic agriculture". In a minute, almost a year of efforts of several people passionate about organic agriculture was shot down. This, in fact, reflected the attitude of the average mainstream agriculture scientists, who only swear by the green revolution for entire India. They ridiculed the notion that organic farming is a viable option. Supporters of organic reiterate that shift from the expensive high-input agriculture to organic with emphasis on bio fertilisers, bio pesticides, crop rotation and water conservation is not only environment friendly but also ensures food and nutritional security that comes from crop diversity that suits different agro-climates and farming systems. The most ironic part is that when dedicated farmers and organisations bring organic farming into practice the scientific community ridicules them by questioning the science in it. They forget that it is their responsibility to research alternatives like organic farming and take results to the farming community – and not the other way.

Today fortunately, a few state agriculture universities have set up centres for research in organic agriculture. Even ICAR initiated a network project for organic farming research- maybe to finally search science in organic agriculture!
In conclusion...

In summing up the experience of a decade, we reiterate that it has been one of phenomenal growth despite the odds we faced. In fact, the setbacks in our early years gave us the strength to overcome the challenges and move ahead. Several issues and challenges are yet to be surmounted in the organic sector - building capacities of farmers in organic farming systems and market; need for a strategic focus of policies for organic agriculture; need for comprehensive research on farming systems and markets for organic produce and production of more organic inputs. These challenges and the environment in the organic sector will shape ICCOA's future direction and plans.

The way ahead...

There is immense potential for the development of Indian organic sector both globally and locally. ICCOA has seen phenomenal growth in the past 10 years and we foresee exceptional growth in the coming years. We have concrete plans to expand our spheres of work and reach out to more people geographically.

- Establishing 'Centre of excellence in organic agriculture' - a training and resource centre with demonstration plots, composting, bio-fertilisers, biogas unit, animal husbandry, etc
- Expand services to other countries in Asia and Africa
- Replicate biovillage models across the country
- Start an incubation centre for organic agripreneurs
- Create a forum for assessment and assurance of organic integrity