ORGANIC CHRONICLES
BEYOND THE DECADE
2015-2020
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 the organic movement in India. It will build competence of individuals and organisations in India and elsewhere in organic agriculture, thereby helping create ecologically, economically and socially sustainable agriculture systems.
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India and its farming community has realised that while the green revolution helped in increased food production, the overuse of chemical fertilisers, pesticides, insecticides brought adverse effects on soil, ground water and the entire food chain. And it is this realisation that has triggered and is expanding the organic agriculture revolution now.

Organic farming in India is still in a nascent stage. However, since the pandemic, in the year 2020, the area under organic agriculture increased to 2.75 % from 1.46% in the previous year. The Central and State governments have several policies and schemes that support the organic sector, such as, the PKVY, MoVCD-NER, Namami Gange among others.

Right from the beginning, ICCOA strived to engage with the Government and other allied agencies for supportive policies to promote organic agriculture. We played a pivotal role in modelling many schemes for the benefit of farmers and all stakeholders.

Myself, along with Manoj Menon, recently had a discussion at the Central Government level with the Secretary, Ministry of Agriculture and Farmers Welfare, Shri Sanjay Agarwal on the topical issues in organic farming, PGS certification and marketing. The Secretary was appreciative of ICCOA’s inputs about the appropriate applicability of PGS versus third party certification in the best interest of the farmers, depending on the area, region, crops and market conditions. PGS has made the certification process simpler and more accessible to small farmers and also opened up domestic markets. But third-party certification is compulsory for exports, which is still the dominant markets (India’s exports constitute Rs 9000 crores out of the total market size of Rs 11000 crores). Such understanding is central to the strategy by the State Governments while developing schemes to boost organic agriculture in the respective regions in the states.
President’s Message

Since its inception in 2004, ICCOA has become a torchbearer for India’s march towards sustainable organic agriculture. Our numerous achievements in the past 16 years continue to spur us to make organic farming and food a people’s movement.

Unlike many countries in the developed world, India is still an agrarian economy. In the midst of COVID-19, agriculture sector emerged as the second largest contributor to India’s GDP, well above manufacturing and other sectors which suffered severe setbacks owing to the pandemic. World over, there is realisation that organic, natural farming and safe food is the only sustainable way forward.

With a mission to be a true representative organisation for the organic movement in the country, we have been working along with the Government to increase the farmers’ income by 2023. We have played a vital role in helping farmers adopt organic farming, and make their livelihoods viable. We are working with farmers across 24 states in India and have a presence even in the dry farming belts, such as Chhattisgarh, and Jharkhand.

Furthermore, it has come to the notice of several Indian state agricultural departments that the quality and efficacy of pesticides and insecticides is not up to the mark, resulting in the degradation of soil health. This will also affect the quality and quantity of food production.

So, one may ask what should India’s response be to these problems? One of the answers worth considering is the conversion to organic agriculture, in a manner where crop productivity is not sacrificed. Hence, our focus will be towards building institutional capacities and creating opportunities to build the confidence of organic farmers.
Executive Director’s Message

At 2021, we stand at the threshold of a new era which begins with the way we face the new challenges thrown up by the recent pandemic across the world. ‘Business as usual is not an option’ has been a cliché for some time, but now we know it is truer than ever before.

We have helped over 2.93 lakh farmers across India convert nearly 1.30 lakh hectares of agricultural land into a rich, life-giving and sustaining organic soil, pulsating with life force as it renews and regenerates itself.

Towards the end of 2019, the ICCOA Board of Management had rolled out an internal exercise of ‘ICCOA Re-visioning’. After 16 years of leading the organic movement in India, we are determined to take on a larger and more strategic role in the new decade. As an organisation based in India, we are convinced that it is time for us to take the lead in showing the world how sustainable systems can be built, especially in the food supply chain.

ICCOA’s mission to promote sustainable organic agriculture also contributes to the government’s efforts to double the farmer’s income by 2023, especially in the dominant and challenging regions of low-rainfall and dry farming belts. Nearly 65% of land in India falls under rain fed cultivation/dry farming.

Whilst the story of organic agriculture is not new, there is a spurt in the number of consumers, farmers and organic agripreneurs. There is support from the government for sustainable use of natural resources to produce more wholesome food while preserving the environment. Producing healthy organic food takes on a doubly benefitting dimension as mitigating the ill-effects of climate change is a huge outcome of that process.

In other words, adoption of organic agriculture will add immense value at the microcosmic and macrocosmic level, alongside improving the income of the farmer - the true custodian of soil.
fter 16 years of memorable journey, we continue to work even more actively with farmers’ organisations. ICCOA helps in building their capacity, strengthens cluster development, enables small holders’ group certification and Participatory Guarantee System (PGS) for Organic Certification, while continuously working on the transfer of research and technology. The organisation’s major and game-changing mission is to provide market-linkages to ensure the farmers’ economic sustainability. With in-house trained technical manpower as well as a pool of resources with varied experience in diverse fields of organic agriculture, ICCOA stands poised to be the backbone of the small holding organic farmers.

Resource Institution for FPOs
Empanelled by the Small Farmers Agri Business Consortium (SFAC), Ministry of Agriculture and Farmers Welfare, Government of India, ICCOA is a Resource Institution (RI) for 13 states in India, including all the eight states in the North Eastern Region (NER). We also have direct empanelment by different State Governments/ agencies of Andhra Pradesh, Karnataka, and Chhattisgarh.

Service Provider (SP)
A leading Service Provider (SP) for implementing turnkey projects for large groups of farmers and large areas, we work with 24 state governments.

PGS Certification (RC-PGS)
Registered as Regional Council (RC) for Participatory Guarantee System (PGS) for Organic Certification pan-India, ICCOA organises farmers into self-governed groups/ peer groups for organic production and marketing.

C-SOF/Jaivik Vigyan Kendra (JVK)
In 2020, our training centre for organic and sustainable agriculture was formally inaugurated after 5 years of buying the land in 2015.
2015

- **Jaivik Vigyan Kendra/ Centre for Sustainable and Organic Farming (CSOF):** We bought a farm land of 8.5 acres to start an organic farming training centre in Denkanikottai, Tamil Nadu

- **Bengaluru Organic Mart Savayava Raitara Santhe:** First retail fair organised in a mall in Bengaluru

- **BioFach India with India Organic:** The 7th edition held in Kochi

2016

- **Began organic adoption and certification projects in Andhra Pradesh, Chhattisgarh, Assam, Meghalaya, Himachal Pradesh**

- **BioFach India with India Organic:** 8th edition held in New Delhi

In a Nutshell
2017

- Another landmark event in organics begins with Organics and Millets National Trade Fair in April, organised by Govt. of Karnataka in collaboration with ICCOA as its knowledge partner

- ICCOA partnered with the Government of Andhra Pradesh to organise the Organic cum Nursery Mela in Vijayawada

- Enters the FPO segment with formation of 27 FPOs (Farmer Producer organisation) in Karnataka

- A first of its kind market study for North East Region funded by GIZ, to explore the potential for exports to European Union (EU) of organic produce

- Initiated and further expanded organic adoption and certification projects in Chhattisgarh, Himachal Pradesh and Jharkhand

- BioFach India hosted along with Organic World Congress by IFOAM in New Delhi

2018

- First Jaivik India Awards held in Bengaluru to recognise and reward individuals and organisations in the organic sector

- Second Organics and Millets International Trade Fair held in January becomes the largest event in India

- UDYANA – Horticulture expo in collaboration with Government of Andhra Pradesh held at Vijayawada

- Organic adoption and certification projects further expanded to Bihar, Himachal Pradesh and Delhi

- BioFach India held at New Delhi with APEDA as new co-organiser
2020

- Braving challenges during the Covid-19 pandemic, ICCOA succeeded in establishing market linkages

- Large project for organic adoption and certification of 50,000 ha under Namami Gange Clean Abhiyan scheme

- Jaivik Vigyan Kendra/ Centre for Sustainable and Organic Farming (CSOF) farm cum training centre inaugurated in December

- BioFach India Virtual Edition

2019

- Third edition of Organics and Millets International Trade Fair held in January in Bengaluru

- Second edition of Jaivik India Awards Ceremony held in New Delhi

- Organic adoption and certification projects in Goa, Maharashtra, and Uttarakhand

- Selected as Regional Council in Chhattisgarh for PGS certification

- Empanelled as Service Provider to work in different states under National Rural Livelihood Mission

- BioFach India was held in Delhi
Number of farmers we reached out to
1,98,229

The number of farmers we connected with for FPOs
95,075

across an area in hectares
1,29,986
ICCOA Pan-India
Organic Farmer Programmes and FPOS: 2004-2020

Statewise FPO

<table>
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<tr>
<th>State</th>
<th>No. of FPO</th>
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<td>Assam</td>
<td>42</td>
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<tr>
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<tr>
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<td>Himachal Pradesh</td>
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<td>Karnataka</td>
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<tr>
<td>Kerala</td>
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<td>Manipur</td>
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<tr>
<td>Mizoram</td>
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<tr>
<td>Meghalaya</td>
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<td>Punjab</td>
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<td>Sikkim</td>
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<td>Tamil Nadu</td>
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<tr>
<td>Tripura</td>
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Organic Farmers Programmes 2004-2020

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<th>S.No.</th>
<th>STATE</th>
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<td>Delhi</td>
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<td>7.</td>
<td>Goa</td>
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<td>500</td>
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<td>8.</td>
<td>Haryana</td>
<td>2000</td>
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<td>J&amp;K</td>
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<td>Jharkhand</td>
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<td>6000</td>
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<td>18.</td>
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<td>23.</td>
<td>Uttar Pradesh</td>
<td>10560</td>
<td>22900</td>
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<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>129,986</strong></td>
<td><strong>198,229</strong></td>
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ICCOA’s Five Cornerstones

1. Policy and Advocacy
2. Market Development
3. Capacity Building
4. Standards and Quality Assurance
5. Research and Technology
POLICY AND ADVOCACY
Facilitating better Policies

Initiating dialogue and providing policy inputs for governments at different levels is critical for organic agriculture to become embodied in programmes and schemes that support organic farmers in the country, state or region.

We, at ICCOA, realized early on the need for a robust policy framework with its experiences in Karnataka. It was the first state in India to formulate the Organic Farming policy in 2004 and has achieved several milestones as its capital city Bangalore earned the tag of ‘Organic capital’ of the country.

“The Government has announced a new national agriculture export policy to support export of organic products. The policy has been made jointly by the ministries of commerce, agriculture, and food processing. India produces around 600 million tonnes of agricultural as well as horticultural products, yearly. The new agriculture policy has been revealed with the vision to double the farmers’ incomes and boost the share of agricultural exports from the current Rs 2.2 trillion ( $30 billion) to over Rs 4.4 trillion ($60 billion) by 2022.”

Suresh Prabhu, Minister of Commerce Industry & Civil Aviation Govt. of India

ICCOA played an important role by giving critical inputs and bringing international best practices in policy making to organic policy formulation committees in Himachal Pradesh, Sikkim, Nagaland, Tamil Nadu.

We continue to work closely with state governments and emphasise developing a road map for the state/ regional organic sector to ensure that the policies do not remain only on paper, but hit ground zero.

“For Research Institute of Organic Agriculture (FiBL), ICCOA remains a lighthouse in the promotion of the organic idea.”

Dr (Prof.) Urs Niggli
Director, FiBL, Switzerland
Sikkim’s journey
The first fully organic state

In 2009-10, Govt. of Sikkim invited ICCOA and a few experts to help the state prepare a policy as well as a roadmap for making Sikkim the first province in the world to become ‘100% Certified Organic’. ICCOA also brought in the internationally famed FiBL, Switzerland, with its Executive Director Dr Urs Niggli himself coming to Sikkim for this meeting with the Chief Minister, Mr Pawan Chamling.

Later, IFOAM Organics International, Germany, IFOAM Asia, South Korea and many others joined the movement.

Sikkim was on its way to national and international fame.

The roadmap was a phased plan to convert entire state with over 76000 ha to certified organic in eight years, from 2010 to 2018. On 18 January 2018 India’s Prime Minister Shri Narendra Modi declared Sikkim as the first state to be fully certified organic. Sikkim won the Future Policy Gold Award 2018 from UNFAO (Food and Agriculture organisation).

Every state has its own dynamics, and organic agriculture in not a ‘one-size-fits-all’ system. What works for Sikkim may not work for Uttarakhand, Nagaland or Tamil Nadu. ICCOA brings in practical inputs for different scenarios, that are based on scientific, field focused as well as commercially viable policy inputs rather than populist and theoretical approaches to organic farming systems.

At the national level, we have created platforms for exchange of knowledge about the organic sector - that helps state and central government/ agencies in formulating policies and devising programmes. It brings producers, experts, technocrats, processors, marketers and policy makers together to meet, interact and learn. ICCOA represents the organic sector on several working groups and committees of the State and Central Governments.
MARKET DEVELOPMENT
Developing market linkages

We realised that organic farming is sustainable to the farmers only if market linkages are built and they are able to sell their produce at a good price. It is to be noted that links with business to sell organic produce at a premium and consistent buying support is essential to keep the farmers motivated. Considering the gap between the business and the farmers, we planned to engage and create a win-win situation for all players in the sector. We partnered extensively with the central and state governments, organic businesses, and international organisations to provide marketing platforms.

Organic Trade Fairs

In 2005, the first ‘India Organic Trade Fair’ was organised at Lalbagh in Bangalore, Karnataka. This was the biggest platform for interaction between policy makers from central and state government, private sector, traders, exporters, and farmers. Alongside the trade fair, seminars and buyer-seller meets too were organised.

The India Organic trade fairs drew a lot of attention, which later led to collaboration with Germany’s Nurnberg Messe, a global trade fair organiser. BioFach, the world’s biggest organic trade fair, is organised annually in Nurnberg, Germany. BioFach Global Fairs are now organised in India, the USA, Brazil, China, Japan, and Thailand.

In 2009, ICCOA collaborated with Nurnberg Messe, Germany and launched Biofach India together with India Organic. Since then, India has become an annual venue for the organic fair BioFach India. In 2009 and 2010 it was held in Mumbai; it came to Bangalore from 2011-2013; in Kochi in 2014 and 2015; and in New Delhi since 2016. In 2020, amidst the global restrictions due to the pandemic, BioFach India, was held virtually from October 29-31. The digital event provided an exclusive platform to showcase diverse and vibrant business of the organic industry.

“ICCOA has been a great platform for us. It is in 2004 that we launched 24 Mantra Organic, and it has become India’s first truly Pan India Organic brand, with international presence also. And in the same year 2004, ICCOA started India Organic trade fair, the first edition of a very successful trade fair series. Sresta is proud to be among the sponsors and exhibitors at this trade fair. It not only gave us the opportunity to showcase our organic products but it also paved the way for us to be connected and networked widely. ICCOA became a common platform, as it brought all the stakeholders together and promoted organic agribusiness. Their efforts to promote organic farming and organic markets in the country is commendable.”

Rajashekar Reddy Seelam, MD, Sresta Natural Bioproducts
Over the years, we also organised several National & Regional Organic Marts with the support of state governments, agriculture and horticulture departments. They are relatively smaller in scale, making it affordable to smaller companies, start-ups in agribusiness, farmer groups and other organisations to help them establish market linkages.

The National Conference cum Expo on ‘Strategies to Drive Organic Sector forward for Sustainability and Markets’ was organised from 26-27th May 2015 at Raipur, in Chhattisgarh. The Departments of Agriculture and Horticulture, Government of Chhattisgarh organised this fair with ICCOA as co-organiser.

In a first of its kind endeavour, we organised ‘Bangalore Organic Mart’ at the Phoenix Market City Mall in Bangalore. The resounding success of this led us to organise another fair at the Gopalan Mall, Bangalore in December, 2015. The two-day event which included quiz and drawing competitions for kids and, pottery and terrace gardening classes drew a lot of footfalls helping increase awareness amongst potential consumers.

Business and potential orders generated at the event was to the tune of Rs 107 crore with MoUs worth 13,218 metric tonnes of organic and millet products being signed. Long term commitments for the next three years are estimated at Rs 340 crores. From the international perspective, we had six delegations participating from USA, Japan, South Korea, China, Germany and the Netherlands. Business of around Rs 4.5 crore was generated during the three days fair.

Maheshwar Rao, IAS
Principal Secretary, Dept. of Agriculture
Government of Karnataka

“Big Basket is big on organic products and sources these through its collection centres and dedicated partners. ICCOA trains organic farmers in various parts of the country through government programmes and also gets them certified. Big Basket is proud to be associated with ICCOA.”

Hari Menon
CEO & Co-Founder, Big Basket
Organics & Millets International Trade Fair
A unique fair and conference series

In 2017, Government of Karnataka partnered with ICCOA as a knowledge partner to organise a very special event that combined organics with the promotion of millets. Named, ‘Organics & Millets - Trade fair and Conference’, in the subsequent years, it expanded to a much larger international event in 2018 and 2019. This program catapulted millets as a nutri-cereal and super food among the health-conscious consumers across Karnataka and even across India.

“Considering ICCOA’s rich experience and knowledge of having successfully organised similar events, ICCOA was selected in promoting and conducting the fair. The Dept. of Agriculture, Govt. of Karnataka shortlisted ICCOA as a knowledge partner for organizing the International Trade Fair.”

Krishna Byre Gowda
Minister of Agriculture
Govt. of Karnataka

The Government of Karnataka promoted millet cultivation and the state was positioned as the ‘Millet Bowl of India’. This helped in widening the scope of the farming community while the market for sustainable agro and food industry became more robust. The objective of this Consortium was to strengthen the Farm to Market Linkage for organic produces and millets-based food, and have a major pie in the emerging trends of food processing markets in India and across the globe, which is growing at a phenomenal pace.
Enabling the farmer with the know-how

We trained farmers on natural resource based integrated and climate resilient sustainable farming systems, natural resource conservation, on-farm nutrient generation and recycling so that dependence on external inputs is eliminated. We do this by empowering them to form self-governing clusters for their own institutional development. These clusters are trained to be able to manage production, processing, value addition and certification management. We have developed standardised training modules with the help of ground staff and experts on the subject.

Organic Farming, Certification & Marketing Training Modules

- Crop Management
- Soil Nutrient Management
- Crop specific Package of Practices
- Pest and Disease control
- Certification and ICS maintenance
- Marketing Techniques
- Primary and Secondary processing of farm produce
- Animal Husbandry
- FPO Management & Accounting
- Farm Documentation

Training by ICCOA staff
There’s no need for expensive ingredients. I use cow dung which is rich in organic materials and nutrients to prepare manure. Moreover, ICCOA provided all the know-how and visited my field to advise me exactly how to go about with the process.
Using digital technology

- Traceability Systems for ICS projects. APEDA’s Tracenet software is an important tool used to provide traceability in organic production.

- Source Trace App based digital platform does an end-to-end data capture of the organic projects. The App provides options for training farmers online, traceability, crop-monitoring, advisory services, Interactive Voice Response (IVR) etc.

- Plant-wise App developed by Centre for Agriculture and Bioscience International (CABI) monitors and provides farmers with cultivation aspects of different crops. It is an interactive app wherein the farmer gets information/training from the Agriculture Experts (Plant Doctors).

- Jaivik Kheti portal was initiated by National Centre for Organic Farming (NCOF), Ministry of Agriculture and Farmers Welfare as a one stop solution for organic farmers to sell their organic produce. ICCOA took the initiative to market using the Jaivik Kheti portal. We sourced a special variety of rice (Jeeraphool) from the PGS farmer group in Ambikapur, Chhattisgarh which was sold on the portal. The sale proceeds were deposited directly into the farmers’ account.
STANDARDS AND QUALITY ASSURANCE
Building Trust by Ensuring Quality

Organic is valued and respected for its integrity. Currently in India, organics are identified by two methods of certification - Third Party Certification (by accredited Certification Bodies) and PGS Organics.

Further to these and to strengthen the system, we have developed a label ‘ICCOA Organics’, which will be an additional assurance and build trust of the consumers.

As a first step, ‘ICCOA Organics’ was used on the eggs produced at JVK’s certified organic poultry unit. It is also used on vegetables and other organic farm produce from JVK and ICS farmer groups managed directly by us.

“PGSs are locally focused quality assurance systems that certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange. ICCOA has been mandated by the government to be the facilitators helping organic farmers.”

IFDAM

As a first step, ‘ICCOA Organics’ was used on the eggs produced at JVK’s certified organic poultry unit. It is also used on vegetables and other organic farm produce from JVK and ICS farmer groups managed directly by us.
Organically grown pears, litchees and green chillies are sent by air cargo to different cities of India. Jay Prakash Yadav, a PGS certified organic farmer trained by ICCOA observes that his soil is healthier than it has ever been since he adopted organic farming practices. He says, “when I practised conventional farming, the crops were getting resistant to pesticides making crops susceptible to new diseases. I had reached a point of giving up farming due to the never-ending challenges. Organic farming has given me and my land a new lease of life”. Bumper crop of chillies fetched him a good rate, doubling his income from earlier.

Many farmers like Jayprakash Yadav are reaping better crops with low cultivation costs owing to the use of herbal bio-pesticides. Not only that, farmers’ groups have developed their own brand names for their produce. They used PGS certification labels and better packaging for organically grown pears, litchees and green chilli before sending them by air cargo to different cities of India.

In two years of training, Sasan Ram of block Bagicha, District Jashpur in Chhattisgarh became a PGS certified organic farmer. He grows tomatoes, cucumber, chilli, potato, and onion. Ram says, “With training received in making green manure, vermi compost, jeevamrut, neemastra, and chilli-ginger-garlic spray, I don’t need to buy chemical fertilisers and pesticides. That alone is a saving for me. These measures have enabled me to double my income.”
RESEARCH AND TECHNOLOGY
As a networking organization, ICCOA focuses more on applied research and market studies. Some of our study topics include development of product manufacturing technology; economic sustainability of organic farming; identifying suitable green manure system for organic cotton/other crops; developing package of practices for rejuvenating soils and waste lands; package of practices for location, season-specific crops and technology package for organic animal husbandry.
Organic Agriproducts & Value chain Study on North Eastern Region
Commissioned to research the NER’s organic agriculture and its value-chain to identify the best prospects for organic produce, we conducted market surveys for organic foods, study of consumer behaviour and crop specific market to help map supply chains. Scientific studies have given us information on quality/residue in testing labs.

Other Research Studies
Identifying specific government schemes is another outcome of the studies, so that the funds can be utilised for related organic activities. Accordingly, strategies are drawn out to improve organic agri-business. Similar studies on market and supply chains for the Kutch region in Gujarat, the Tibetan Cooperatives/ Settlements in Karnataka and organic pineapple markets from Nagaland were supported by Oxfam GB in India, the Federation of Tibetan Settlements in India and the NHB, Government of India, respectively.

Ongoing research which involves collecting and analysing data has led us to develop training programs and produce documents that we disseminate. We update directory of organisations, farmers, processors, traders, advisors, resource persons, certification bodies, and government agencies as well as a database of the availability of inputs, such as, seeds, organic fertilisers and pesticides. Documentation of indigenous knowledge, screening of ancient literature and keeping abreast of current developments is also within the ambit of our research.

“ICCOA is a storehouse of knowledge in the field of organic agriculture. With so many experts on board, ICCOA is your one-stop solution for building and promoting organic agriculture.”
Sompal Shastri, Chairman Emeritus, ICCOA
Over the years, we have built strong partnerships with international institutions working in the organic segment for studies, trade fairs, exchange programmes, and buyers’ missions.

Leveraging these collaborations, ICCOA has led several high-level delegations comprising government officials and ministers, businesses, farmer leaders and other organic players to represent the Indian organic sector at international organic forums. Some of these countries were Germany, Switzerland, South Korea, US, Ghana and China. ICCOA has led several delegations from the states of Andhra Pradesh, Karnataka, Haryana, Jammu & Kashmir, Sikkim, Chhattisgarh, Assam, Mizoram, Nagaland, Uttarkhand, Kerala, Tamil Nadu to participate in the Biofach World Fair held in Germany and to FIBL in Switzerland every year. Other than this, ICCOA has also led delegations to Ghana, China and South Korea to attend meetings like the Asian Regional Organic Alliance, IFOAM General Assembly, Goesan International Organic Expo and Industry Fair.

As a resource centre, our major thrust is to build capacities of various players through training programmes that we have developed on the basic tenets of organic farming. Numerous workshops, national and international conferences, melas/ fairs/ marts are organised for farmers, organic traders, business, researchers, academicians and the interested all through the calendar year.
In Search of Excellence
Jaivik India Awards

In 2018, ICCOA introduced ‘Jaivik India Awards’ in recognition of the efforts and contributions in taking forward the cause of the organic sector. The award ceremony was held along with the Organic & Millets International Trade Fair in Bangalore. The second edition of Jaivik India Awards was held in New Delhi in 2019.

Six awards for best Organic Farmer/ Farmers Organisation were conferred to:

- Six farmers selected from three different regions of India—Two farmers per region received cash awards and felicitation
- State Government/ Government agencies: 3 State Governments awarded for their organic programmes and support for organic farmers in the state
- Best Companies for Outstanding Performance in Organic Exports: 2 awards
- Best Companies in local/retail branding and marketing: 2 awards
- Best Company with Direct Farmer linkages: 2 awards
- Best Certification Agency/ Body (accredited by APEDA): 1 award
- Best Company in marketing of Organic Millets: 2 awards
JVK, a learning centre cum getaway

Our dream has come true

Centre for Sustainable and Organic Farming (C-SOF) or ‘Jaivik Vigyan Kendra’ (JVK) is a farm centre that provides hands-on training to farmers, demonstration plots for organic methods and exposure visit for officials and entrepreneurs on sustainable and organic farming. Located at Denkanikottai in border of Tamil Nadu and Karnataka, the land was acquired in 2015, while the infrastructure for a training centre and accommodations began in 2019. In December 2020, the centre was officially inaugurated.

The building construction utilised eco-friendly materials, e.g., all bricks made in-situ using soil from the farm. These are Soil Compressed Blocks that use only a small amount of cement as a binding matter. The farm follows the ‘Sustainable Bio-village’ model, which is a self-sustaining system that integrates organic farming with animal husbandry, production of organic inputs, bio-gas units, basic processing facilities, agri and eco-tourism.

Since the last five years, the farm-centre has developed into a green expanse with organically grown crops such as tomato, cabbage, bittergourd, okra, imli (Tamarind), coriander, papaya, mango, gauva, custard apple, jackfruit, and also paddy, millets and fodder. Plus a dairy unit with 7-8 cows and a certified organic poultry of over 2000 layers.
Enabling neighbouring farmers

Around our farm-centre, we have developed a farmers group, starting with 50 farmers from nearby villages. In 2015, we started the training programme for them in organic farming and certification. In 2019, they were certified as fully organic.

Every week, two days are market-days. Our farm team collects fruits, vegetables and eggs from the farm and farmer-cluster and transport it to Bangalore. We are developing markets in both B2B and B2C modes, and expanding it so that the farmers’ are further motivated to make their entire village cluster fully organic and thus become a biovillage.

Poultry Farming with a Difference

Animal husbandry is an integral part of Organic Farming, for reasons, such as economics as well as for maintaining soil fertility. Rearing of animals including cattle, sheep/goat, and poultry birds make for ‘mixed farming’, which is specially recommended for Organic Farming system.

In 2020, ICCOA launched its own organic certified eggs from its farm. We commenced with two sheds housing 2000 poultry namely- Gramapriya and IndBro. Internationally accepted organic standards of poultry production is maintained, including organic feed, free ranging, layer space per bird, healthcare and nutrition, safety etc. Bird waste and litter bed of coir pith becomes compost manure which serves to enhance the farm’s soil fertility.
Far from the madding crowd

After the inauguration, the Centre recently opened its doors for visitors who want to see, learn and practice organic farming. It is also a calm and serene getaway where one can relax amidst the unpolluted greenery, have healthy organic fresh food. It is also open to farm-visitors who wish to take up organic farming as a hobby or as a practice. Visitors can adopt a plot of land for growing crops or can lease a land for organic cultivation and support a farmer and his/her family.

JVK now also offers farm-stay options to families, groups, school groups and corporates. About one and half hours’ drive from Bangalore, one can experience the farm life, savour organic healthy food, try farming, rest in the simple, clean rooms, roam around or simply chill amidst nature. Organisations can have their small team outings or trainings – we have a fully equipped training hall.
Farmer Producer Organisations (FPO)

The Department of Agriculture and Cooperation (DAC), Government of India, identified Farmers’ Producer Organisation (FPO), which is registered under the special provisions of the Companies Act, 1956. The Policy and Process Guidelines for FPOs came into effect in 2013. FPO is an appropriate institutional platform to mobilise farmers and build their capacity to collectively leverage their production and marketing strength. DAC promotes member-based FPOs in collaboration with the state governments which are implemented through the Small Farmers’ Agribusiness Consortium (SFAC), National Bank for Agriculture & Rural Development (NABARD), National Cooperative Development Corporation (NCDC) among others. These agencies in turn support FPOs through empanelled Resource Institutions (RIs), which provide various inputs of training and capacity-building, and link these bodies to input suppliers, technology providers, and market players.

ICCOA is empanelled as the RI since 2013 and has till date worked in the states of Karnataka, Andhra Pradesh, Himachal Pradesh, Sikkim, Chhattisgarh, Tripura, Meghalaya, and Mizoram. Between the years 2015-20, ICCOA helped promote and establish 80 FPOs across eight states. In 2020, realising the growing significance of FPOs, Govt. of India announced in the Union Budget the formation and promotion of 10,000 new FPOs by 2024-25. Post this, ICCOA is expanding to newer states with new agencies such as NABARD, NCDC, and Karnataka’s Watershed Development Department (WDD) and a new program with World Bank-funded project in Assam.

ICCOA, along with Assam Rural Infrastructure and Agricultural Services Society is implementing Assam Agribusiness and Rural Transformation Project. ICCOA will be responsible for the formation of 42 FPOs and facilitate setting up 42 Common Service Centres (CSCs) in five districts. ICCOA assists FPOs with business planning and carrying out activities in a phased manner so that there is effective production management and post-harvest management.

Currently, among the FPOs promoted by ICCOA, many are doing exceptionally well, with a turnover between Rs 500 to Rs 700 lakh per annum. These include Anekal and Rajaghatta, which are projected as role models and were awarded by the Karnataka Department of Horticulture in association with Foretell Business Solutions for their meritorious achievements. They are now making news at the national level too.
Mainstreaming organic farming by positioning it as a holistic system that integrates ecology, economy, society, culture and accountability into local, regional and national contexts is the way forward.

Our journey so far, of 16 years of learning, has brought ICCOA to a point where we look ahead and see our work growing manifold impinging into mainstream issues that impact health of an individual, to health of an eco-system.

We have grown from pioneers in the organic sector to leaders of the organic movement. The knowledge and experience gained from our work with all the players in the organic sector sets a strong foundation for further expansion and widespread dissemination of this intellectual capital. Sustainability then takes on a significance that will help spread its branches, while taking firm root.

ICCOA’s position as a knowledge centre for all that’s related to organic agriculture, and as an organisation that holds regional and national fairs is well established within the echelons of power related to organic agriculture.

Widening the scope of the target audience/ stakeholders is the need of the hour that is vital to making this movement globally accepted as the new-normal.
The Way Ahead

Since its inception in 2004, ICCOA has come a long way in positioning itself as a leader and one of the most known ‘brand names’ in the organic sector in India. In 16 years, this journey has been a story of struggle, challenges, hits and misses!

The think tank within ICCOA realises that this journey has only begun, and that there is still a long way to go. So, we embarked on this exercise to chart ‘the way ahead’ – revisioning ICCOA for 2020-2025.

In our revisioning for the way ahead, we foresee a more intensified focus on some core areas such as public policy on organic agriculture, development of market and marketing, organic supply chain integrity, an annual awards program, digital platforms and leveraging technology, organic farm-tourism, encouraging start-ups, promoting millets, organising events and seminars, to name a few.

For the furtherance of the organic industry, ICCOA will work on positioning itself not only as an expert but also as ‘A Missionary’ and ‘A Promoter’.

We wish to strongly promote the ‘Jaivik India Awards’ as an annual national programme. Two editions were done in 2018 and 2019, but was paused due to the pandemic in 2020.

ICCOA will take advantage of various digital platforms, which will help not only in promoting the organisation but also imparting information related to farmers. The digital platforms should showcase various aspects of production and buyers, plants, machinery, packaging, funding support along with information on availability of the produce.

To reach out to a wider audience, ICCOA will work and collaborate with national and international Agricultural institutes, agencies and universities with expertise on Organic Agriculture for Farmer Training Modules, Pest and Disease Management, Post Harvesting Processing and Marketing.

Further, on the promotion side, ICCOA will continue organising events and trade fairs at the international, national and regional levels. This will help bring together all sections of the organic stakeholders.
On a new note, farm tourism and farm-stays are gaining importance and in this post pandemic scenario, such getaways will get more prominence. ICCOA needs to re-look at this avenue so as to provide learning as well as an authentic farmstay experience for travellers and explorers.

With growing interest and awareness among young start-ups in Organic farming, ICCOA actively provides consultancy for setting up their business model, introduce relevant networks, secure funds from government and also from the Venture Capital/ Private Investor community. Training programmes to enhance skills among the new entrepreneurs and exchange programmes for cross functional training are in the pipeline.

Another emerging trend is the growing market and awareness around millets. Millets is the next gen super food, if one can call it that! Of course, the lead to promote millets big-time was undertaken by Government of Karnataka, through the organisation of the highly successful ‘Organics & Millets-International trade fair’. In this direction, there is a proposal to initiate a national body for millets promotion, something like a National Millets Coordination Committee.

Consumers look for re-assurance on organic integrity of a product when they purchase ‘organic’. While certification is mandatory for declaring a product ‘Organic’, they turn out to be trusted less, due to some fly-by-night operators in the industry. This calls for a stamp of assurance by a neutral agency, without vested interests, as an additional assurance of safety. Towards this end, ICCOA has developed a brand label that will be used on products coming from its own farm, its own ICS (farmer groups managed directly by ICCOA); and plans to extend its use for other retailers/ brands who follow a certain set of ‘standards and protocols’.

The label is named ‘ICCOA Organics’.
Financials
Income 2015-2020

Fund Allocation for Programmes - 2020

- Capacity Building & Training: 25%
- Organic Farmer support: 29%
- FPO promotion: 6%
- Market Development: 37%
- Research & Studies: 3%
## Balance Sheet - 2015

### International Competence Centre for Organic Agriculture

**Balance Sheet as on 31st March 2016**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>As at 31st March 2016</th>
<th>As at 31st March 2015</th>
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</thead>
<tbody>
<tr>
<td>Sources of Funds</td>
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<tr>
<td>Capital Fund</td>
<td>5,15,70,626</td>
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<td>Security Deposit</td>
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<td>6,20,496</td>
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<td>Outstanding Expenses</td>
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<td>Advance Received</td>
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<td><strong>Total</strong></td>
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<tr>
<td>Application of Funds</td>
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<tr>
<td>Fixed Assets</td>
<td>1,43,58,712</td>
<td>12,49,402</td>
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<td>Sundry Debtors</td>
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<td>Cash in Hand</td>
<td>6,23,240</td>
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<td>Cash at Bank</td>
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<td>Deposits</td>
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<td>10,26,245</td>
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<td>Advances for Expenses</td>
<td>22,27,120</td>
<td>20,89,076</td>
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<td>Tax deducted at Source</td>
<td>14,42,524</td>
<td>12,65,245</td>
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<tr>
<td><strong>Total</strong></td>
<td>5,84,54,190</td>
<td>5,08,15,199</td>
</tr>
</tbody>
</table>

**Endorsement**: As per our report attached
For Ishwar & Gopal
Chartered Accountants

K V Gopalakrishnayya
Partner
Membership No. 021748
Firm Registration No. 001154S
Place: Bangalore
Date:

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## Balance Sheet - 2020

### International Competence Centre for Organic Agriculture

**Balance sheet as at 31st March, 2020**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>As at 31st March, 2020</th>
<th>As at 31st March, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sources of funds</td>
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<tr>
<td>Capital fund</td>
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<td>Secured loans</td>
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<td>Security deposit</td>
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<tr>
<td>Other current liabilities</td>
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<td><strong>Total</strong></td>
<td>16,32,39,712</td>
<td>11,99,07,982</td>
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<td>Application of funds</td>
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<td>Fixed assets</td>
<td>1,58,24,745</td>
<td>1,61,14,120</td>
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<tr>
<td>Capital work in Progress-Building</td>
<td>59,94,955</td>
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<td>Investments</td>
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<td>Sundry debtors</td>
<td>5,35,28,178</td>
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<tr>
<td>Inventory-agricultural produce</td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Deposits</td>
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<td>Advances for expenses</td>
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<td>Other Current Asset</td>
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<td>68,67,456</td>
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<tr>
<td><strong>Total</strong></td>
<td>16,32,39,712</td>
<td>11,99,07,982</td>
</tr>
</tbody>
</table>

**Endorsement**: As per our report attached
For Ishwar & Gopal
Chartered Accountants

K V Gopalakrishnayya
Partner
Membership No. 21748
Firm Registration No. 001154S
Place: Bengaluru
Date: 02.12.2020

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Our Board - 2020

Chairman Emeritus
Sompal Shastri
Former Minister of State Agriculture, Gol

President
Dr Tej Pratap
Vice Chancellor
GB Pant Univ of Agri & Tech Pantnagar

Vice President
H. R. Jayaram
Founder, Green Path Era Organic, Bangalore

Treasurer
Sunil Kumar Surendran
Principal Consultant, Aum Consulting, Chennai

Member
K Dorai Raj
Former Director, APOF Certification, Bangalore

Member
Mahibalan
Director, MRT organics Aluva

Member
Laxmi Singh Rana
Former Chairperson-UOCB Dehradun

Member
Dr. Akali Sema
Professor & Dean – SASRD Dimapur

Member
Dr Bharat Bhushan Tyagi
Organic Farmer Padmashri awardee Bulandshahar

Member
Saalai Manikam
Social Entrepreneur Chennai

Executive Director (ED)
Manoj Kumar Menon
At our Head office in Bengaluru
International Competence Centre for Organic Agriculture

# 294 / 22, 7th Cross Road, 1st Block, Jayanagar, Bengaluru, Karnataka - 560011
Phone 080-26561151, 080-26561152  Fax 080-26561154

Jaivik Vigyan Kendra (JVK)
Centre for Sustainable and Organic Farming

Ommadanapalli village, Kollatti Post
Denkanikottai, Tamil Nadu - 635 107

www.iccoa.org