



SIGNIFICANT ACHIEVEMENTS 2022-23

A step towards greener and healthier Manipur



MANIPUR ORGANIC MISSION AGENCY (MOMA)
Department of Horticulture and Soil Conservation &
Department of Agriculture, Manipur

Mission Organic Value Chain Development for North Eastern Region
Ministry of Agriculture & Farmers Welfare
Government of India



MANIPUR ORGANIC MISSION AGENCY (MOMA)

is a registered society under Department of Horticulture and Soil Conservation, Manipur promoting Organic Farming and production of certified organic commodities in the State of Manipur. MOMA is acting as lead agency for implementing the Mission Organic Value Chain Development of North Eastern Region (MOVCDNER), a central sector scheme under Ministry of Agriculture and Farmers Welfare, Govt. of India implemented in the State from the year 2015-16. The scheme is implemented in 3-year phase manner viz. Phase- I (2015-16 to 2017-18), Phase- II (2018-19 to 2020-21) and Phase- III (2020-21 to 2022-23). Eleven Service Providers viz. DSSS, Garden Care, AMPSEDS, Sheel Biotech, Clover Organic Pvt Ltd., ICCOA, NAFED, SIMFED, Sarveshwar Foods Pvt Ltd., Manipur Agro & Green Foundation and a third-party certification body i.e. Rajasthan State Organic Certification Agency (RSOCA), Jaipur is engaged to implement various components of the scheme under Phase - III as per guidelines of the Ministry.

Salient Achievements of MOMA:

- In every phase, the coverage of a farmer is one hectare each. 5000 organic farmers covering 5000 ha in phase - I, 7500 organic farmers covering 7500 ha in phase - II, and 25000 organics farmers covering 25000 ha in Phase - III, have been registered as beneficiaries of the scheme covering a total of 37500 ha with 37500 farmers in the State of Manipur.
- Successfully acquired the GI tag registration for four crops viz. Chakhao, Tamenglong Orange, Kachai Lemon and Sirarakhong Hathei.
- Total of 65 Farmer Producer Companies comprising of 500 -1000 farmers/FPC have been formed and registered under Company Act.
- 62 Farmer Producer Companies Under Phase I, II and III have successfully acquired Import Export certificate.




MOMA bagged 3 awards in World Organic Expo-2022 held at Pragati Maidan, New Delhi from 18th-20th June, 2022.



MOMA receiving 2nd prize in Jaivik India Award, 2022 in Government category held at Agra, UP on 23rd September 2022

NPOP Organic Certified Produces/ Products Available


- Total Area of 7516 ha has been certified organic under Phase-I and Phase-II. Crops under Phase-III covering an area of 25000 ha are undergoing organic certification process.
- By providing traceability and transparency of the organic produce to individual farmers and farms, marketability of the organic produce/products has increased manifold.



Scope Certificate

Certificate No. ORG/SC/1908/002313

Tengnoupal Organic Grower Group
C/o L. JOMILA, Moyon Khullen, Tengnoupal, Tengnoupal Sub-Division, Chandel, Manipur-795131



Accreditation No. under NPOP
NPOP/NAB/0913

This is to certify that the product(s) and area(s) of the mentioned organisation inspected by Rajasthan State Organic Certification Agency (RSOCA) are in accordance with requirements of **India's National Programme for Organic Production Standards** (Considered equivalent to Council regulation (EC)No. 834/2007(Category A & F) and Swiss Organic Farming Ordinance for unprocessed plant products originating in India)

For the following process, **Production** this Certificate is issued.


This certificate is valid from 07/07/2022 until 06/07/2023

This certificate is valid for those product(s) and area(s) that are specified in the annex **ORG/SC/1908/002313 A.**


The validity of this certificate solely depends on the continued compliance with the required standards and is subject to annual surveillance inspections.

Authorised By:
Sh M. L. Bhatnagar
Organic Certification Officer
Issued Date: 04/10/2022

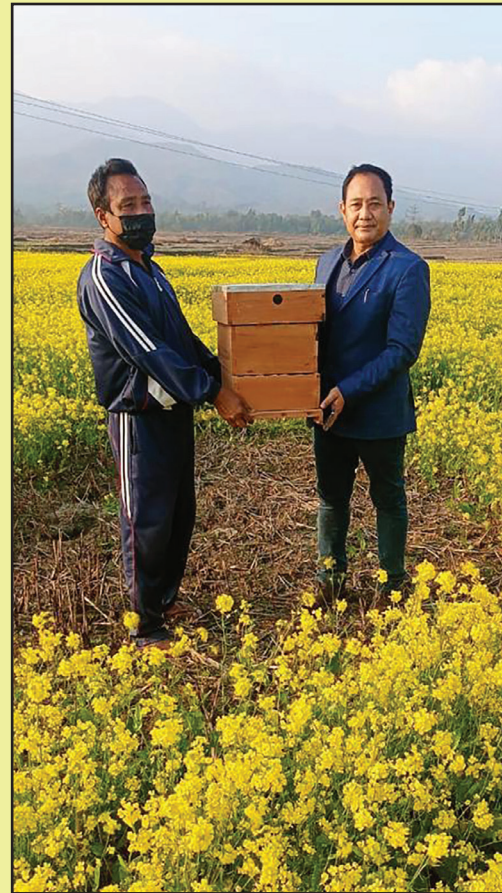
Director
Rajasthan State Organic Certification Agency (RSOCA)
Pant Krishi Bhawan, Jaipur- 302005



2531 890801203012102022003568



Rajasthan State Organic Certification Agency (RSOCA),
3rd Floor, Pant Krishi Bhawan, Jangpeth, Jaipur, Jaipur, Rajasthan-302005



Distribution of bee box.



Brand “Organic Manipur”

- There is a need to distinguish the organic produce which have special and unique attributes to command the price premium.
- A brand has been created the “Organic Manipur” to visually propagate values, narratives, and quality parameters.
- All the organic products under MOVCDNER, Manipur are being sold under this brand name.
- MOMA has assisted farmers and FPC’s in developing common packaging and labelling, common literature and brand promotion material as part of the branding and market initiative.

WEBSITE

- On the website www.momamanipur.com one can access details and information on the present status of Organic Farming in Manipur, under MOVCDNER with glimpses of various activities undertaken by MOMA and significant achievements.

Distribution of quality planting materials to farmers' beneficiaries under the scheme

- To ensure quality and varietal uniformity, registered farmers are provided with quality seeds/planting materials.
- The planting materials are being distributed to the registered farmers through their FPOs/FPCs with the help of their concerned service providers.
- Eleven crops namely Turmeric, Ginger, King Chilli, Pineapple, Passion Fruit, Kiwi Fruit, Chakhao, HYV Paddy, Tamenglong Orange, Kachai Lemon and Maize are being grown organically under Phase - III MOVCDNER, Manipur (2020 -2023).
- 355 poppy affected farmers are included as beneficiaries to provide them with alternative crops and livelihood.

Direct Benefit Transfer

- Direct Benefit Transfer (DBT) to 37500 registered farmers @ Rs 15000 each has been transferred successfully through their respective bank accounts under phase I, II & III.
- This assistance has capacitated farmers in the production of their own organic inputs at their farms and also to procure the required high-quality bio inputs.
- This will also provide the necessary resources for proper transition to organic farming with higher productivity and better quality of the organic produces.



Release of DBT to farmer's bank account by
Hon'ble Chief Minister Shri N.Biren Singh (5th May, 2022)



Release of DBT to farmer's bank account by
Hon'ble Minister Shri Letpao Haokip (21st Nov, 2022)

Organic outlets to provide market and remunerative price of the organic produce to the farmers

- The Organic Outlet at Department of Horticulture and Soil Conservation, Sanjenthong, has been refurbished where quality organic produce/products procured from the registered organic farmers under the Mission and naturally grown produce from the State and organic products from outside the State are sold.
- Opened an Organic Manipur Stall at Dilli Haat, INA, New Delhi shop no. 18 to facilitate marketing of the organic products at the state and creating a platform to enter in Pan India Market from March, 2023.
- The outlets will define organic farming as a viable and attractive business model.

Recent marketing and airlifting achievement are given below:

Various e-auction, agreement, MoA, airlifting has been carried out since the implementation of the scheme in 2016. Sale value of more than Rs.200 crores has been realized from the inception.

- 1) Airlifting of various fruits to Delhi and other metro cities during 2021-22.
- 2) Marketing facilitation of organic produces during COVID-19 pandemic resulted in sale of more than 500 MT of fresh fruits and vegetables amounting to more than 5 crores in value.
- 3) NERAMAC in association with MOMA exported 1 MT GI tag Chakhao to Europe during August, 2021.
- 4) 10 MT of organic Black Aromatic rice were exported by Nahakpam Foods, Imphal during Sept, 2021.
- 5) Export of 30 MT of dry turmeric by Nahakpam Foods, Imphal in June-July 2022.
- 6) Exported 20 MT fresh pineapple to Dubai in July, 2022.
- 7) Conducted in-store promotion of organic Manipur Pineapple in coordination with APEDA at Lulu International Grand Hypermarket, Dubai during Sept, 2022.
- 8) Facilitated marketing of 4.5 MT organic kiwifruit to Azadpur Mandi, Allahabad, Indore & Patna during Sept-Oct, 2022 by Nahakpam Foods, Imphal.
- 9) Dry King Chilli of 1MT produced by Reanglung FPC, Tamenglong was exported to USA in Nov 2022 through Nahakpam Foods, Imphal.



Organic Outlet at Sanjenthong, Imphal



Organic Manipur Stall, Dilli Haat, INA, New Delhi

- 10) Agreement signed between Konkuwan Herbs and MOMA for supply of 150 MT of Ginger with further processing at Manipur during 2023-24.
- 11) Harvest Depot has placed an order of 18MT Dry Ginger slices for 2023. They have requirement of 200MT of dry ginger slices for 2024. In addition, demand for 1000 MT of fresh pineapple and 300 MT of pineapple pulp has been placed during 2023.



Flag off 20 MT fresh pineapple to Dubai in July, 2022
by Hon'ble Minister Shri Letpao Haokip.



In-store promotion of organic Manipur Pineapple in coordination with APEDA at Lulu International Grand Hypermarket, Dubai during September, 2022.

Training and Awareness programs on Organic Farming conducted

- More than 1100s numbers of Farmer trainings have been successfully conducted on topics of organic production and FPC management under phase III.
- The capacity building of the farmers under the Mission will be significant in enabling production of quality organic produces and maintenance of organic standards and sustainability of FPC.
- With the formation of FPC, members are able to leverage collective strength and bargaining power to access financial and non-financial inputs or services along with the appropriate technologies leading to the reduction in transaction costs.
- Selected farmers from 6FPCs of different district dealing with pineapple and kiwi fruit have successfully participated a training for FPO and stakeholder during 7th to 13th August 2022 at ICAR-IIHR Bangalore.

- On 13th October 2022, all the 65 FPCs under phase I, phase II and phase III have participated in a training programme for FPCs under MOVCDNER, Manipur on the topic “Development of Agri value chain” held at Imphal Hotel, Imphal.



Some of the trainings and seminars of FPCs of Phase III.



Photos of few activities taken up under the mission



Latitude: 24.409092
Longitude: 93.990302
Elevation: 1158.96±4 m
Accuracy: 2.4 m
Time: 06-28-2021 11:05
Note: ziontlang farmer group

Powered by NoteCam



Value Chain Processing

The following infrastructure, has been created for FPC's under Phase-I, Phase-II & Phase-III

Phase	Custom Hiring Centre	Collection Aggregation Center	4- Wheeler transport	Small Processing Unit	Cold Storage
Phase 1	17	31	15	10	2
Phase 2	9	10	3	5	0
Phase 3	8	33	14	47	1
Total	34	74	32	62	3

For entrepreneurs:

- Four units viz., M/S Meira Foods, M/S Sanamahi Agro, M/S Rima Foods and Thangjam Agro has been sanctioned with Integrated Processing Unit for Pineapple, Integrated Processing Unit for Chakhao, Integrated Pack House for Chakhao and Integrated Processing Unit for Fruit and Spices respectively.
- Integrated Processing Unit of Thangjam Agro at Nilakuthi, Imphal has established the first tetra pack juice facility in the state of Manipur.

Promotion of Organic Produces/Products and “Organic Manipur” brand by participation in National Festivals, Trade Fairs, Exhibitions, Festivals

- Till date, MOMA has participated/organised/sponsored more than 70 events at state, national and international level.

Significant awards bestowed to MOMA for the year (2022-23) are given below:

- MOMA Participated at State Agri Fair 2022 which was held at Sumang leela Sanglen from 16th to 19th November 2022 and bagged 3rd position for best stall award.



New building of Thangjam Agro processing Unit to be launched in the month of April, 2023 at Nilakuthi.

- MOMA was awarded with 2nd prize in Jaivik India Award, 2022 in Government category and Chakhao Poreiton Farmer Producer Company, Imphal West, an FPC promoted by MOMA was honoured with 2nd prize in FPC Category on 23rd September 2022.
- MOMA under Department of Horticulture and Soil Conservation, Manipur bagged 3 awards from the exhibition “World Organic Expo-2022” held at Pragati Maidan, New Delhi. i.e., 1st prize (MOMA for Showcasing Wonderful Organic Products), 2nd prize (Department of Horticulture & Soil Conservation) for Helping Farmer Excel in Horticulture Farming & Conserving Soil with Branding of MANIFRESH and 3rd prize (MOVCDNER Manipur for achieving the Mission Objectives).
- MOMA awarded the Best in Management for achievement in Organic sector in the Expo Organic Northeast held from 3-5th Feb, 2023 at Guwahati.

Some of the Expo's and Fair participated by MOMA showcasing the fresh organic produce and processed products in India and abroad.



Newly developed Organic Products and Packets of FPCs under MOMA





MANIPUR ORGANIC MISSION AGENCY

DEPARTMENT OF HORTICULTURE & SOIL CONSERVATION AND DEPARTMENT OF AGRICULTURE
GOVERNMENT OF MANIPUR



Participation in Expo Organic Northeast by FPCs member and MOMA officials held from 3-5th Feb, 2023 at Guwahati where MOMA bagged the Best in Management in organic sector under MOVCDNER.

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