



Two Days Buyer Seller Meet for Agriculture and Horticulture Product on 28th-30th April, 2023 organised by Manipur Organic Mission Agency under MOVCDNER.

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SIGNIFICANT ACHIEVEMENTS (2023-24)

A step towards greener and healthier Manipur



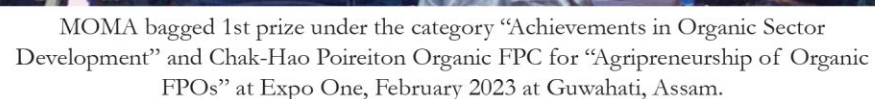
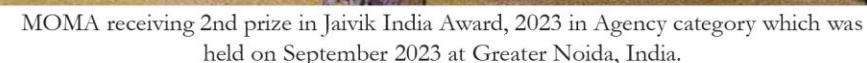
MANIPUR ORGANIC MISSION AGENCY (MOMA)
Department of Horticulture and Soil Conservation &
Department of Agriculture, Manipur

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



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 sponsored 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 per phase viz. Phase- I (2015-16 to 2017-18), Phase - II (2018-19 to 2020-21), Phase - III (2020-21 to 2022-23) and Phase-IV (2023-24 to 2025-26). Four Service Providers viz. Diocesan Social Service Society (DSSS), Garden Care, Clover Organic Pvt Ltd. & Sikkim State Co-operative Supply and Marketing Federation Ltd. (SIMFEDS) and two (2 nos.) of Organic certification body i.e. OneCert International Pvt. Ltd., Jaipur, Rajasthan and Rajasthan State Organic Certification Agency (RSOCA) Jaipur are engaged to implement various components of the scheme under Phase - IV as per guidelines of the Ministry.

- In every phase, the coverage of a farmer is one hectare each. 5000 organic farmers in phase - I, 7500 organic farmers in phase - II, 25000 organics farmers in Phase - III, 5500 organics farmers in Phase - IV have been registered as beneficiaries of the scheme covering a total of 43000 ha with 43000 farmers in the State of Manipur.
- Successfully acquired the GI tag registration for four crops viz. Chakhao, Tamenglong orange, Kachai lemon and Sirarakhong Hathei so as to increase demand and capture the market.
- Total of 76 Farmer Producer Companies comprising of 500 -1000 farmers/FPC have been formed and registered under Company Act.



2.



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



NPOP Organic Certified Produces/ Products Available

- An area of 2500 ha under phase – I, 4656 ha of phase - II and 25000 ha of phase-III are undergoing organic certification process through third- party organic certification body.
- By providing traceability and transparency of the organic produce to individual farmers and farms, marketability of the organic produce/ products has increased manifold.



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

- Website www.momamanipur.mn.gov.in provide 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.



Scope Certificate
Certificate No. ORG/SC/2310/001784
MAKAEM FARMER PRODUCER COMPANY LIMITED
 ... Tamenglong, Tamenglong Sub-Division, Tamenglong, Manipur- 795141

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 **24/09/2023** until **23/09/2024**

This certificate is valid for those product(s) and area(s) that are specified in the **annex ORG/SC/2310/001784 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:
 Dr. Ram Avtar Sharma
 Director
 Issued Date: 05/10/2023


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

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




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, Sirarakhong Chilli, Avocado, Hawai Makhyat Mubi, and Millets are being grown organically under Phase – IV MOVCDNER, Manipur (2024 -2026).



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

- Five organic outlets have been established under the mission.
- 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 on March, 2023.
- MOMA recently supported the opening of an Organic Outlet by Curcuma Green Hill Organic Producer Company at Senapati on March, 2024.

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.

1. Agreement signed between Konkuwan Herbs and MOMA for supply of 150 MT of Ginger with further processing at Manipur during 2023-24.
2. MOMA extended supports to the farmers through procurement of 2 MT of GI tagged Tamenglong Oranges, 1.5 MT of GI tagged Kachai Lemon, 2 MT of Pineapple (both Kew & Queen) and 2 MT of Avocados for promotional sales in Organic Outlet, Manipur and



Organic Outlet at Sanjenthong, Imphal



Organic Manipur Stall, Dilli Haat, INA, New Delhi

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

- To create awareness and ease market access, MOMA has participated/organised/sponsored and showcased organic products at state, national and international platform.
- MOMA awarded the Best in Management for achievement in Organic sector in the Expo Organic Northeast held from 3-5th Feb, 2023 at Guwahati.
- MOMA was awarded with 2nd prize in Jaivik India Award, 2023 in Agency category and FPC “Reangluang Organic Farmer Producer Company, Tamenglong promoted by MOMA was also honour with 1st prize in FPC Category which was held on September 2023.
- MOMA organised 3-days Agri-Horti Expo and Buyer-Seller Meet for organic and Indigenous products of Manipur from 28th-30th April, 2023 at Hapta Kangjeibung, Palace Compound, Imphal.
- MOMA official has also participated in Artigiano in Fiera 2023, Italy by from 2nd - 10th Dec 2023.
- Participated in the 2nd Edition of GI (Geographical Indications) Fair India 2023 from 20th – 24th July, 2023 at India Expo Centre & Mart, Greater Noida Delhi NCR, India.
- Participated in “Biofach India 2023” held from 6th – 8th September, 2023 at India Expo Mart (TEML), Greater Noida Delhi NCR, India
- Supported “ICAR-Agripreneurs Meet cum National Symposium on Strategies for Promotion of Incubation in Agriculture & Allied Sector in NE Region of India” during 4th – 5th October, 2023 at ICAR Research Complex for NEH Region, Umiam, Meghalaya.
- Participated World Food India held on 3rd – 5th November, 2023 at Pragati Maidan, New Delhi.
- Participated in India International Trade Fair 2023 from 14th -27th November, 2023 at Pragati Maidan, New Delhi.
- Participated in the 10th Vibrant Gujarat Global Summit held on 10th – 12th January, 2024 in Gandhinagar.
- Participated in the Consultative Meeting on “Agriculture & Horticulture” with State Convention Centre, Shillong, Meghalaya held on 15th – 16th Feb., 2024
- Participated in the ori GInale XPO held on 13th -15th April, 2024 at Haldiram Banquet Hall, Ballygunge, Kolkata, West Bengal

For entrepreneurs:

- Total 7 (seven) nos. of Integrated Processing Unit for entrepreneurs viz. M/s Thangjam Agro (LIKLA), M/s Meira Foods, M/s Naga Spice and Herbs, M/s Kanan Agro Processing Enterprises, M/s Luwang Agro Industries, Serto Fruits Processing Unit and M/s AK Spices and 1 Integrated Pack House for M/s Rima Foods have also been established under the scheme.
- Under MOVCDNER, Thangjam Agro Processing unit has setup a project of Rs14.42 crore with 50% subsidy from MOVCDNER, establishing the first tetra pack juices facility in the state of Manipur.
- Different entrepreneurs are also promoted under MOVCDNER to enhanced market linkage of produces of FPCs.



Outlet Organic, Dilli Haat, New Delhi amidst the present crisis of Manipur during 2023.

- Facilitated marketing of 2.5 MT of Passion fruit, 71 MT of Pineapple to M/s Thangjam Agro Industries (LIKLA), Nilakuthi by different Farmer Producer Companies under MOVCDNER.
- Facilitated marketing of 6.5 MT of Kachai Lemon to Magfruit, Nilakuthi by Oriental FPC during December 2023.
- Facilitated marketing of 2 MT of Black Aromatic Rice to M/s Tribal Roots, Mumbai.
- Facilitating marketing of 12.68 MT Local Turmeric to Magfruit, Nilakuthi by Reangluang Organic Farmer Producer Company Ltd.
- Facilitating marketing of 400 MT of Black Aromatic Rice to Madras Millet, Tamil Nadu and outside India during the month of December, 2023 - April, 2024.
- Facilitated an agreement signed between Chak Hao Traders (A Unit of Chak Hao Poireiton Organic Producer Company Limited) and Madras Millet Mills to supply 4000 MT Black Rice (Chak-hao) grains during 2024-25.
- Facilitated an agreement signed between Sangai Land Organic Farmer Producer Company Limited and Chak Hao Poireiton Organic Producer Company Limited to supply 1500 MT Black Rice Paddy during 2024-25.
- Facilitated an agreement signed between Naga Spice and Herbs with Chak Hao Poireiton Organic Producer Company Limited to supply turmeric powder, ginger powder, cinnamon and turmeric fresh during 2024-25.
- Facilitated marketing of 6 MT of Dry Turmeric Flakes by Economic Resource Development Organization (ERDO) to Damam & Mumbai during April, 2024.
- Facilitated marketing of 7 MT of Turmeric flakes, 5 MT of Turmeric Powder and 104 MT of Ginger fresh and 0.5 MT of pineapple (Queen) to outside states by different FPCs during June-July, 2024
- Facilitated an export of 12 MT of Turmeric to London by Curcuma & DSSS during June, 2024.



Training and Awareness programs on Organic Farming conducted

- More than 1500s numbers of Farmer trainings/interactions/mobilizations have been successfully conducted on topics of organic production and FPC management under Phase III & Phase IV during the year 2023-24.
- 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 10 FPCs of different district have successfully participated an exposure visit at Centre for Excellence for Farmer Producer Organisations, Bangaluru and Namdhari, Bangaluru from Oct 11-13,2023.
- MOMA has organized 10 nos. of Exposure Visits to Food Processing Units of the State for FPCs under MOVCDNER, Manipur to improve and strengthen of FPCs skill in food processing, labelling and packaging during the month of June-July, 2024.



Value Chain Processing

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

Phase	Custom Hiring	Collection Aggregation Center	4- Wheeler transport	Small Processing Unit	Cold Storage	Poly Tunnel Solar Dryer
Phase-I	17	33	15	12	0	4
Phase-II	10	11	5	5	1	1
Phase-III	26	52	29	52	2	9
Total	53	96	49	69	3	14

Photos of the few field activities taken up under the mission

