



Suggestions and Feedback on

Natural Farming and its Outreach

Scheme implementation

- Scheme to be rolled out in Mission Mode at Central & State Levels
- Need an independent governing body (Single Window) for Organic & Natural farming Products from Production to Marketing with the participation of industry
- Convergence with MoA&FW, MoRD, MoFPI, Ministry of Cooperation, Department of Animal Husbandry and Dairying, APEDA , NABARD and State Govts
- Dedicated agencies at state level for implementation and value chain development
- Every state should now **create a website on NF to record information** (*Detail information of state/ district/ block*) **on real time basis** to monitor growth\
- Engage facilitating organizations –NGOs, SHGs, and C.B.Os for outreach and monitoring
- Collaborations with Global and National institutions and Scientific experts
- Gram Panchayat as a unit of implementation
- Focus should be on small holder farmers and in rainfed areas

Capacity building and outreach

- Development of **trained extension and implementation cadre** at different levels – state, district, and cluster
- Leverage **social and human capital** through SHGs, collectives and community organisations
- **Village Farmer Service** centres as the nucleus for knowledge sharing, input sourcing, etc.
- Need for continuous handholding support **beyond 3 years (6-8 years)**
- **Saturation approach** – to motivate all farmers in the village and also landless farmworkers to transition to Natural farming.
- **Model farms in village level and model villages at block levels**
- KVKs to develop and handhold at least one village as Model Natural Farming unit and the Agriculture Universities to handhold at least 500 farmers.
- **MANAGE to anchor** development knowledge repository and collate best practices and package of practices
- Appropriate institutions to be identified at regional level as **satellite centres**
- Create a distinct identity of Natural Farming away from Organic Farming for clarity to farmers

Consumer awareness and market development

- Strategy to establish “Natural and Organic India” brand at national level
- Independent body should focus on generating consumer awareness:
 - Body should be provided with a fund for consumer awareness initiatives
 - Remove the roadblocks for the market linkages by convergence with different departments
 - Incentivise the marketing activities in India for Natural and Organic Products
- Involve FPOs in marketing and branding at district level
- Leverage the market potential of domestic consumers to generate acceptability in export markets
- Enhance packaging of products to be acceptable across markets
- Awareness of consumer level to understand the importance of NF produce

Certification

- Different labelling for certification of organic and natural farming products
- Create single and simple certification system through community participation
- Traceability and quality assurance of products through
 - e-way bills from FPOs
 - Digital transactions
- Network of laboratories to test residues in organic/ natural products
- Engage farmers and FPOs in certification system for sustainability (post 3rd year)

Curriculum development

- ICAR to take a lead role in developing curricula, PoPs and manuals on Natural Farming
- Create dedicated centre for R&D on Natural Farming
- Create **Regional Centres of Excellence** for tailored solutions and knowledge materials
- More Experiential Learning related to Natural Farming
- Increase literature and publish knowledge on Natural Farming



Thank you

**We invite further
suggestions on**

budget2223@gmail.com