



**National Seminar
on
“Promotion of Farming, Processing, Marketing and Exports
of Organic, Natural and Herbal Products for Viksit Bharat
through Cooperatives and Unnat Bharat Abhiyan Institutions”**

Organized by:
Department of Rural Development
National Institute of Technical Teacher’s Training and Research Chandigarh
In collaboration
with CDRT, National Coordinating Institute, UBA, IIT, Delhi

Date: March 20-21, 2024

Venue: Auditorium Hall, NITTTR Campus,

Link for online Registration: <https://forms.gle/oL4CGehLfAAKAZ386>



Organic Products



Herbal Garden



**Chandigarh Organic Farmer’s
Market**

INTRODUCTION AND OBJECTIVES

Department of Rural Development, National Institute of Technical Teachers Training & Research Chandigarh is going to organize a two days National Seminar in collaboration with UBA, IIT Delhi on “Promotion of Farming, Processing, Marketing and Exports of Organic, Natural and Herbal Products for Viksit Bharat through Cooperatives and Unnat Bharat Abhiyan Institutions “on 20th and 21st March 2024.

There is a growing trend of organic, natural and herbal products throughout the world with the increase in health cautiousness among common educated masses. The global organic food and beverages market size was reported as big as USD 231.52 billion in 2023 and now it is expected to grow at a compound annual growth rate (CAGR) of 13.9% from 2024 to 2030.

The harmful impact of chemical based farm products as well as allopathic medicines especially antibiotics on human and cattle health has indirectly forced a section of educated and aware people to go for organic food (Cereals, fruits, vegetables, milk, egg and meat) and herbal and ayurvedic products.

India is encouraging organic farming by offering incentives to cultivators of organic food products under the National Horticulture Mission (NHM) at Rs. 10,000/- per hectare for a maximum area of four hectares per beneficiary and organic farming certification at Rs. 5.00 lakh for a group of farmers covering an area of 50 hectares in India.

The negative impact of conventional farming practices has far exceeded its positive results. Water contamination in oceans is one of the after-effects of conventional farming in addition to pesticide-resistant pests, degrading soil fertility, rampant human diseases, expensive cleanups, and dead zones. Regulatory support for biological farming and supply trade regulations are expected to have a positive influence on market growth over the long term.

Further the announcement of linking more than 2 lakh organic farmers through co-operatives by hon’ble Home and Cooperative Minister Shri Amit Shah has given a new momentum to this business. He has initiated National Cooperative Organic Limited (NCOL) in January 2023.

On the other hand, the Medicinal Plants sector is emerging very fast in the country. There is huge potential in the business of Medicinal Plant on account of the tremendous increasing demand of the Ayurvedic drugs and other herbal products globally.

Ayurvedic system of Medicine is deep-rooted in our Indian society from the time immortal since Vedic era. India is with varying climatic conditions exhibits an enriched biodiversity of Medicinal Plants naturally growing in wild, are the main source of crude drugs required by the Industries. Large scale indiscriminate extraction of many Medicinal Plants and with the squeezing of forests, there is a rapid loss in the population of Medicinal Plants in the natural habitats pushing a threat for their survival in the nature.

For the conservation of these valuable species of Medicinal Plants in nature and simultaneously to cater the need of the Industry, cultivation of Medicinal Plants and sustained harvesting of crude drugs from wild is urgently needed. To undertake the cultivation of Medicinal Plants and handling of crude drugs thus yielded or collected from wild source is a skill full activity and further processing of the crude drugs involve standardize methods to maintain the efficacy for the product development.

India Exported Organic Products Worth Rs. 5525 Crore (Over US \$708 Million) During 2022-23 (www.volza.com/p/herbal-medicine/export)

The export value of Ayurvedic and herbal products amounted to about 628 million U.S. dollars from India in fiscal year 2023 (www.orissadiary.com). Organic products are specially designed for plants that are cultivated without the involvement of hazardous chemical fertilizers, herbicides or pesticides.

The ingredients used to formulate these products are derived from plants that are grown with a few approved methods, including biodiversity conservation, cultural integration and ecological balance promotion. For organic products, healthy fertile soil is developed to replace nutrients from the land by previous crops, while adding organic materials to the soil such as compost.

Total global herbal market¹ is of size 62.0 billion dollars, in this India’s contribution is only one billion dollars. Medicinal Plants sector is emerging very fast in the country.

Role of Cooperatives in India:

The first step towards cooperatives started in India in early of twentieth century and in 1901 on the recommendations of British Royal Famine Commission, the Rural Agricultural Banks were established in Punjab and Uttar Pradesh (Awadh Region). The Cooperative Societies Bill, was enacted on 25th March, 1904. As its name suggests, the Cooperative Credit Societies Act was restricted to credit cooperatives. By 1911, there were 5,300 societies in existence with a membership of over 3 lakhs. It followed by creation of a number of co-operative societies in Assam, Tamilnadu, Bihar, Bengal, Punjab and other places.

Further the 1904 Act was expanded by Cooperative Societies Act 1912 to increase the areas of operations of cooperatives even for non-credit and marketing purposes. Due to First World War in 1914, the cooperatives in India also got affected and a committee led Sir Edward Maclagen was appointed for the revival of cooperatives. The Maclagen recommended three tier cooperatives, Primary Agri Cooperatives; Central Cooperatives at mid-level and Apex Cooperative at Province level. It also recommended opening of training institutes at state and regional level. Thus 1914 onwards a number of cooperative unions and institutes were opened in various provinces.

By 1919 Act, the responsibility of cooperatives were transferred to the provincial government.

In 1928, once again the Famine Commission on Agriculture was set up which reviewed the cooperatives as well and looking into conditions of the farming and farmers in India, the commission recommended opening of Land Mortgage Banks in India. Later in 1934, the Reserve Bank of India was created.

In 1935, the cooperatives got further boost with election and in 1937, Mehta Committee was appointed which recommended the role of cooperatives as multi-purpose societies.

During second world war, there were shortage of food grains in many countries and due to this the cooperatives got more opportunities for the collection of farmers produce. During 1939 to 1945, the urban cooperative societies got boost. In 1942, multi-unit cooperative society act was passed to increase the practical operations of the cooperatives in different services.

In 1946, the milk cooperatives of Kheda district and its union members went on strike for 15 days and they stopped milk supply to a private dairy processing unit at Mumbai. This strike was led by Shri Morarji Desai and Ballabh Bhai Patel and later it became the first successful model in the name of AMUL. As on 24.11. 2023, the total number of cooperative societies as mentioned in National Cooperative Database are 7, 94, 866 with 29,07,60,53 (Ministry of Cooperation, GoI)

There are about 98,995 Primary Agricultural Credit Societies (PACS), having a member base of 13 crore. It constitutes the lowest tier of the Short-Term Cooperative Credit (STCC) structure in the country, providing short-term and medium-term credit and other input services, like seed, fertilizer, and pesticide distribution.

Unnat Bharat Abhiyan

The Unnat Bharat Abhiyan is a flagship programme of government of India started by Ministry of Education, GoI, in 2014. At present it is operational through 3651 of Project Implementing Institutes PIs and 49 Regional Coordinating Institutes (RCIs). Thus, about one lakh PACS and 3651 PIs constitute a large network to reach even in remote corners of the country. The cooperatives have a potential to boost the production organic and herbal products as well as marketing of such products. The UBA PIs can help in creation of awareness, transfer of technologies and promotion of new startups in organic and herbal products areas.

NITTTR Chandigarh has been working for marketing of organic products of local farmers since 2015 by creating Chandigarh Organic Farmers Market at Chandigarh benefiting about 30 farmers of HP, Haryana and Punjab and local residents of tri-city of Chandigarh. With this background two days national Seminar is being organized having following sub-themes:

Sub Themes:

- ❖ **Sustainable Agriculture:** Composting and Bio-fertilizer preparation, Soil Health Management, Natural Farming, Organic Farming, Bio-dynamic Farming, Permaculture, Marketing of Rural Produce and Products
- ❖ **Herbal and Medicinal Plants and Role of Ayush:** Promotion of cultivation of herbal & medicinal plants, Processing of cultivation of herbal and medicinal plants, Marketing of herbal products, Export of Ayurvedic medicinal & products, Role of Ayush.
- ❖ **Role of Cooperatives in India:** :History of Cooperative in India, Success of Cooperative in India, Milk cooperatives, Role of AMUL cooperatives, Role of other Milk Cooperatives in India, Role of NCOL in promotion of organic Products Marketing, Strengthening of cooperatives networks
- ❖ **Unnat Bharat Abhiyan:** Role of RCIs and PIs in Sustainable Rural Development, Role of RuTAG and SEGs, CSIR based Rural Technologies
- ❖ **Organic Milk Production:** Indian breeds of Cows, Quality of milk Indian and Foreign breed cows, Feed and fodder of milch animal, Success stories of organic milk Production and marketing.
- ❖ **Organic Honey Production:** Apiculture in India, Cultivation of honey by Apis mellifera, Collection of wild honey from rock bees and Indian honeybees, Multi-flora honey with different flowers, Use of Honey in Ayurvedic Medicines, Bee wax Production & Pollen Capsule, Use of honey and honey products in pharmaceuticals.
- ❖ **Minor Forest Produces:** Various minor forest produces from different forests region of India, Herbs and medicinal plants, seeds and flowers, mushrooms, glue, bamboo, brushwood, stumps, canes, Tusser, Lac, tendu/kendu leaves, cocoon, roots, tuber use of mahua and mahua products, Role of Tribal Cooperative Marketing Development Federation of India (TRIFED) in promotion of sustainable livelihood, Van Dhan Yojana of TRIFED
- ❖ **Rural Healthcare System:** Role of NRHM, Rural Healthcare, Healthy Food and Diet, Nutrition and Health, Alternative Medicine practices under AYUSH, para medical staff training, strengthening rural healthcare system.
- ❖ **Agri-tourism & Medical tourism:** Agri-tourism, Natural tourism, Medical and Health tourism, Homestay & Hospitality, Online networking for rural tourism.
- ❖ **Permaculture & permaculture design of organic farm:** permaculture for better planning of agriculture farms, Permaculture for natural resource management, integration of permaculture and organic farming, success stories of permaculture

SEMINAR TEAM

Chief Patron: Dr Bhola Ram Gurjar, Director, NITTTR Chandigarh

Advisors:

Prof V K Vijay, Head and National Co-ordinator, UBA, IIT Delhi
Prof Jagveer Rawat, Ex Prof, Lala Lajpat Rai University of Veterinary and Animal Sciences, Hisar
Shri Sandeep Sabharwal, CEO, Sanghchadwam Foundation, Hubli, Karnataka

Programme Conveners:

- Dr U N Roy, Professor and Head, Department of Rural Development
- Dr Amit Goyal, Assistant Professor, Department of Rural Development

Expert Groups:

- Dr Vivek Kumar, Professor CRDT, IIT Delhi
- Dr Arvind K Bhatt, Biotechnology, HP Univ, Shimla
- Dr Priyanaka Kaushal, IIT Delhi
- Dr Randhir Rangta, IIHS, HP University, Shimla
- Dr B S Negi, IIHS, HP University, Shimla
- Dr R S Negi, Head, Rural Technology, HNB Garhwal, University

METHODOLOGY

Two days national programme will be organized in collaboration with IIT Delhi and galaxy of scientists, development professionals, technical experts, and rural artisans and grassroots leaders to discuss and debate on the given sub-themes. Selected research papers and case studies of practical work will be presented during the two days seminar in various technical sessions. A two days' exhibition of rural artisans, organic farmers and Self Help Groups will also be organized in collaboration with the national agencies like NABARD, TRIFED, KVIC and DST.

PARTICIPANTS

Faculty members from, IITs, NITs, Engineering Colleges, Polytechnics and Colleges under UGC for UBA, NGOs, SHGs members, Social Activists, Environmentalists etc.

IMPOTANT DATES

- **Registration Fee** Rs. 500 for the UG/PG Students, Farmers, Social Activists, Environmentalists and Rs. 1000 for Research Scholars, Teachers and Scientists
- **NO Fee from UBA Institutions: They are exempted from fee**
- **Last date of Registration:** 17th March 2024
- **Submission of Abstract on given sub-themes:** 15th March 2024
- **Selection of abstracts and Confirmation:** 17th March 2024

ACCOMMODATION

Requests for accommodation will be entertained on first-cum-first serve basis only for selected participants. They would be provided accommodation at the Hostel and Guest House of the NITTTR Chandigarh subject to availability.

Registration Form

Promotion of Farming, Processing, Marketing and Exports of Organic, Natural and Herbal Products for Viksit Bharat through Cooperatives and Unnat Bharat Abhiyan Institutions

at
NITTTR, Chandigarh-160 019

20 – 21 March 2024

1. Name -----
Profession -----
Designation -----
Discipline/Branch -----
Email: -----
Office tel No/Mobile no. -----
2. Name of the Institution:
3. Address for correspondence:
4. Category of institution you belong to (Please tick)
(a) Government (b) Government Aided (c) Self-financed
(d) NGO (e) Others
5. Educational qualification (e.g. BE/ME, MBA/MSc/PhD) -----
6. Experiences (a) Teaching -----
(b) Industrial or others -----
(-----)
7. Place and Date **Signature of the Candidate**
(-----)
8. Name, Signature and seal of the **sponsoring authority**
(HOD/Principal/director of the institution)

[Last Date of Registration is 17th March 2024]

Note: Registration Fee Payable to The Director, NITTTR, Chandigarh online transaction to the Account No.55105008209, State Bank of India, Sector 26, Chandigarh

RTGS/NEFT/IFSC Code: SBIN0050116.

You may send receipt/detail of online transaction along with this application.

Beautiful City and Beautiful NITTTR Campus



CHANDIGARH – THE CITY BEAUTIFUL

Located at 270 km north-west of New Delhi, City Beautiful Chandigarh, a well-planned and one of the fastest growing metropolitan cities of modern India, has emerged as an ideal Education and Training Centre in recent times. The city is a hub of many R&D projects, academic and industrial institutions including: SCL, Terminal Ballistic Research Lab, Snow & Avalanche Studies Institute, BEL, Software Technology Park, C-DAC, Medical and Engineering Colleges, Post Graduate Medical Institute, Central Scientific Instruments Organization etc. The city also offers pleasing sights in Rose Garden, Botanical Garden, Topiary Park, Terrace Garden, Rock Garden, Capital Complex, Museum and Art Gallery, Sukhana Lake etc.

ABOUT THE INSTITUTE

Since its inception in 1967, NITTTR (formerly TTTI) Chandigarh has made rapid strides in the areas of engineering and technology and emerging areas like computer, educational technology, entrepreneurship development, rural development, industry-institute interaction and educational management. Presently, the institute conducts more than 300 short-term training programmes annually for polytechnics and engineering college's teachers, professionals and managers of industries. The institute also conducts a large number of AICTE sponsored Sumer and Winter Schools every year. The institute offers five postgraduate programmes in engineering through regular and modular modes. In addition to education and training programmes, the institute renders extension services, undertakes research and development projects, Consultancy Projects, MOOCS Programmes and develops print and non-print instructional material.

ADDRESS FOR CORRESPONDENCE

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Dr Amit Goyal, Assistant Professor
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Link for online Registration:

<https://forms.gle/oL4CGehLfAAKAZ386>