

# Low Input, Low Carbon Organic Agriculture – Marketing Support to Organic Farmers to promote traditional Millets and Organic Vegetables



The synthetic fertilizer dependent agriculture practices has observed to adversely affect the quality of soil, organic carbon content, water, yield, and soil biodiversity over the period of time. With the aim of promoting low input, low carbon organic agriculture and scaling up of marketing of organically produced traditional millets, Sahaja Samrudha Organic Producers Company was supported under NABARD's Umbrella Programme on Natural Resource Management (UPNRM). The project helped the farmers' producer company in 9 districts of Karnataka to stream line their marketing activities and thereby enhancing the area under organic agriculture practices.

## PROJECT RATIONALE

Organic Farming is a low carbon and sustainable farm production technique which uses farm produced organic manures and plant waste material for the soil enrichment. The Organic farming follows agro-management practices that would help farmers to adapt to the climate change through strengthening agro-ecosystems, diversifying crop and livestock production, and building farmers' knowledge base to prevent and confront changes in the climate. It also increases soil organic carbon level and sequesters large amounts of CO<sub>2</sub> from the atmosphere to the soil requiring its large scale adoption. But the major problem faced by these organic farmers are the lack of marketing linkages. This project attempts to solve this issue by supporting a farmers' producer company in linking with the market.

## PROJECT FACTS

UPNRM Support	Working capital assistance - USD 0.05 Million (INR 3 Million) for procurement of organic produce
	Term loan Assistance - USD 0.0 Million (INR 0.2 Million) for setting up of exclusive marketing outlet for organic produce
	Grant assistance - USD 0.01 Million (INR 0.6 Million) towards various trainings on organic farming and marketing events.
No. of Participants/ Beneficiaries	700
Project Duration	2012-2016

## Project Approach

The project aimed at strengthening the network between the organic farmers at the village level. The key activities undertaken were:

- Setting up of exclusive shop for organic produce.
- Formation of organic producer groups in convergence with other projects / schemes.
- Establishing a produce collection center at cluster level.
- Capacity building of communities on organic farming
- Organizing various marketing events for organic production
- Networking of producer and consumer of organic produce

## Impact of the Project

The project made impact on about 700 organic farmers by creating organized market for organic farm produce. The key impacts include:

- Strengthened the direct marketing support to over thousand organic farmers.
- Convergence with Government of Karnataka supported 'Organic Village' project.
- Sustained marketing support has prompted more farmers' mobilization under organic farming.
- Build the consumer's awareness on benefits of organic produce through various events such as Rice Mela, Millets exhibition, organic seed promotion etc.
- Impacted on enrichment of the soil as farmers are switching over to organic farming.



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