

**Impact Study of Organics and Millets-2017  
National Trade Fair  
April 28-30, Bengaluru**



Submitted to

**Department of Agriculture, Government of Karnataka  
Bengaluru-560 001**

By



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## **Highlights of the Organics & Millet Mela-National Trade Fair-2017**

- Karnataka's first of its kind National Trade Fair – Organics & Millets 2017
- The fair generated business potentials worth Rs.100 crore for organic farmers.
- Around 48,000 visitors including 11,000 farmers attended the fair.
- 194 Exhibitors put up 260 stalls with a variety of products.
- More than 45 buyers emerged with a long term business potential and 16 MoU's were signed between farmer federations and leading corporates/brands
- Business of Rs.90 lakh generated across various counters.
- Short term business assessed to the tune of Rs.45 crore
- Long term business potential assessed to the tune of Rs.100 crore
- Lasting awareness generated on organics and millets
- The Trade fair opened a new era in the field of organic foods and millets across a wide spectrum of people
- The initiative emerged as the largest congregation of India's Organic community and mooted Karnataka as the Millet Capital of India.

## Inauguration Ceremony



## 1. Introduction:

The Organics & Millets 2017-National Trade Fair was organized by the Department of Agriculture, Government of Karnataka, Karnataka State Agricultural Produce Processing & Export Corporation Ltd, (KAPPEC), State Agricultural Universities and Jaivik Krishik Society from 28-30 April 2017 (Friday-Sunday) at Bengaluru. The International Competence Centre for Organic Agriculture (ICCOA), was the knowledge partner to showcase the event effectively. The event offered an excellent opportunity for farmers, buyers, sellers and exporters of organic producers and millets. This fair had also given a platform for organic product processors, manufacturers of farm and processing equipment's and others to showcase their respective products and expertise in organic and millet related areas. The fair has served as an important confluence for all organic stakeholders for the promotion of trade and sharing information and knowledge about organic business. The fair also gave an opportunity to the Organic farmers' federation promoted by the State Government to show case their wide ranging variety of organic and millet crops. The trade fair was an ideal platform to connect with the wide producer base and it's also a once stop opportunity for buyers & consumers to source their requirements of organic and millet products.

The event was conducted for the fourth year in succession & organized in the

"Organic Hub", Bengaluru and supported by the Government of Karnataka. The previous three events were also quite successful in attracting farmers, producers and marketers from Karnataka and other States. The Department of Agriculture, GoK has been rendering a great service in popularizing organic farming. Towards this end, organic producer groups (Savayava Krishik Sanghas) have been established in major villages in the State. By federating these organic groups, the Government of Karnataka has gone one step ahead in bringing these groups together and federating them at the District level which are called "District Level Organic Farmers' Producer Federation". There are 14 Federations covering all the 30 districts of the State supporting more than 90,000 farmers and spread over 94,000 ha and which are certified as "Organic" while the total area under organic farming in the State is to the tune of 1.5 lakh ha. All the 14 Organic Farmers' Federation participated in the fair under the auspices of the Karnataka Pavilion set up by the Government of Karnataka.

### 1.1 Need for organic farming:

Chemical fertilizers have played a significant role in Indian agriculture, facilitating green revolution and making the country self-reliant in food production. However, it is not a balanced plant food and supplies limited elements only. Further, it disturbs the soil health, leading to acidification, micro-nutrient depletion, soil degradation, food crop

health and lower crop yield and quality. Besides, use of chemical fertilizers may contribute to environmental risks like increase in global warming, ground and surface water pollution etc. In view of this, it is desirable that we may return to practices which is eco-friendly and meets the nutrient depletion and sustains quality food production nutrient depletion. The only answer to these problems is organic farming that provides eco-technological stability, sustainable agriculture and better pest and nutrient management.

### **1.2 Area and production of organic produces in India:**

The total area under organic certification in the country is 5.7 million Ha. (2015-16) this includes 26% cultivated area with 1.49 million Ha. And rest 74% (4.22 million Forest and wild areas for collect minor forest produces (APEDA)). India produced around 1.35 million MT (2015-16) of certified organic products which includes all varieties of food products namely

Millets, Cereals, Pulses, Oil seeds, Fruits and Vegetables.

### **1.3 Initiative by Government of Karnataka:**

The Government of Karnataka had initiated a unique policy in the year 2004 to promote organic farming in the State by adopting holistic approach. Since then, several schemes and programmes of the State Govt. have been implemented to promote organic farming. The Honorable Chief Minister of Karnataka in his budget speech of 2015-16 had made a mention that Govt. would facilitate formation of organic farmers associations to provide market linkages. It had also been decided by Govt. to form 14 regional federations in the state. All the 14 Federations have been set up and functional in the State. The Department of Agriculture, GoK is leaving no stone unturned in extending the much needed support to these Federations for their long term sustainability including processing and marketing infrastructure.



## **2. National Trade Fair Inauguration:**

The programme was blessed by many dignitaries right from Central Ministers of the Government of India, Ministers from Government of Karnataka, Elected members from Vidhan Sabha and Vidhana Parishad, Officials from Agricultural Universities, Department of Agriculture, Horticulture, Heads from various Organizations connected with organic products and millets.

The Secretary, Agriculture, GoK, Shri M. Maheswar Rao, IAS, welcomed the participants and briefed the purpose of organizing the Trade Fair and the expected outcome. He explained the initiatives taken by Government of Karnataka on development of organic farming. He indicated that the first Organic Farming policy was introduced in the State in 2004. Since then, the area under organic cultivation registered a steady growth from 2,500 ha to 94,000 ha as of now. He indicated that the sale of organic produce is steadily growing at 20-25% per annum and the estimated business is to the tune of Rs.8000 crore per annum. In addition, the export of organic produce is estimated to be Rs.1800 crore per annum. He indicated that the entire programme is the brain child and efforts of the Hon. Agriculture Minister, who has taken keen interest in development of organic agriculture and also organic growers.

### **2.1 Inaugural Address by Hon. Minister for Agriculture, Shri. Krishna Byre Gowda.**

While delivering his inaugural address, the Hon. Minister indicated that the initiative of organizing the Organics and Millets 2017 - Nation Trade Fair is the first of its kind in the country and the Government wants that Bengaluru, the Silicon Capital to become the Organic Capital of India. He briefed the health benefits of organic produce, especially millets in the current phase of development and life style change. Millets are the best food naturally available to combat the ill effects of refined and junk food.

He indicated the contradictory condition of farmers and seller relating to Organic produce. While the farmers were ready to undertake organic farming the main constraint was to market the produce and to get a reasonable price. On one hand farmers were not finding reasonable market for their produce and on the other hand consumers were not in a position to buy the same at reasonable price. In order to overcome this issue of getting remunerative market for the farmers and reasonable price for the consumers, GoK had promoted 14 District Level Organic Federation of Farmers covering all the 30 districts in the State to integrate the growers and consumers.

Individual farmers do not have the minimum market lot to reach out for the market and do not have the bargaining power on account of their marginal share.



Federations have addressed this issue by aggregation of farmers produce. The trade fair is expected to bridge the gap between farmers, traders and consumers and help both farmers and consumers in getting reasonable price and cost.

As a result of the outcome of the meet, many institutional buyers have come forward for entering in to long term buying arrangements. The Hon. Minister further agreed to present and guide the proceedings during next two days for the benefit of the organic farmers.



## 2.2 Inaugural Address by Hon. Minister for Statistics Shri. Sadananda Gowda, Government of India

On the outset, the Hon. Union Minister appreciated the efforts made by the State Government and Agriculture Minister in particular, in organizing the mammoth Trade Fair, which will ultimately help the farmers in getting remunerative price for their produce. He also stressed upon the latest initiatives of the Central

Government like introduction of Soil health card, Prime Minister's Crop insurance schemes and Prime Minister's Krishi Sinchayi Yojna for the benefit of farmers in increasing their farm output. He wished for the success of the Trade Fair as well also assured the Central support for further development of organic farming and millet production in the State.

## 2.3 Key note address by Shri. Sompal Shastri, Former Minister of Agriculture, Govt. of India.

While delivering his address, Shri. Sompal Shastri had explained the importance of

millets with respect to their nutritive value, drought resistance properties, resistance to pest and diseases and above all their lower water requirements. He informed that India contributes to 33% of the global millet production. In the recent years due to non-consumption of millets, life style diseases like Diabetes, High BP, Obesity and Heart diseases has increased. Millets can help to solve these issues and requested both Central and State Governments to give publicity and promote consumption of millets especially in urban areas.

He also suggested both Central and State Governments may consider:

- Fixing support price for millets (MSP)
- Include millets in Public Distribution System (PDS)
- Giving publicity about the environmental benefits of growing millets
- Publicity on the nutritional value of millets

## **2.4 Address by Shri. Ananth Kumar Hon. Minister for Chemicals, Fertilizers and Parliamentary Affairs**

While addressing the gathering, the Minister announced that the Central Government had started extending subsidy for Organic Manures like Bio fertilizers, Composts and vermicompost besides Chemical Fertilizer for promoting

Organic Farming. He emphasized on the promotion and importance of consuming organic food among the people. In order to boost organic farming, he suggested that a National Mission on Organic Agriculture may be setup to formulate and promote schemes related to Organic farming and Millets. Seeing the response from various State Governments and private agencies in this trade fair, he announced that a Round Table conference will be arranged with involvement of Central Government, major State Governments like Karnataka, Uttarakhand and experts in the field to promote organic farming and millets. He assured full support of the Union Government including PMKY for further promotion of organic farming and millets.

Other dignitaries like Hon. Minister for Agriculture, Uttarakhand, Hon. Minister for Horticulture, GoK, Hon. Minister for Planning, GoK, Hon. Minister for Rural Dept. and Panchayat Raj, GoK have blessed the occasion and appreciated the efforts of Agriculture Minister and the Department in promotion of Organic Agriculture and Millets and making Bengaluru, the Millet and Organic Capital of the country.

## **2.5 Publications:**

During the inaugural function, 'The Organic Policy 2017', 'Millet Recipe Book' and 'Organic Directory' were published and released.

## 2.6 Major events in the Trade Fair:

The following event were organized as part of the Trade Fair for the benefit of Organic Growers, Buyers and Traders

a) **Exhibition of Millets and Organic Products:**

194 exhibitors from Karnataka and different parts of the country took part.

b) **Buyer Seller Meet:**

B2B & F2B were organized for Sustainability of organic trade

c) **National Conference:**

Covering various topics On Organic Food, Certification, Millets and Industry

d) **Farmers' Workshop:**

For creating awareness on production, certification and value addition of organic produce

e) **Consumer Connect programme:**

To establish connection between "Organics growers" & "Consumers"

f) **Organic Food Court:**

To create awareness about various forms of organic food and create opportunity to taste healthy food.



Inaugural Address by Shri. Anantha Kumar, Hon. Union Minister



### 3. Exhibition Area

#### 3.1. Exhibitors:

There were 134 exhibitors occupying 200 stalls including 56 producers occupying 60 stalls in the Karnataka pavilion. The Exhibitors were from an entire spectrum of the organic value chain covering organic producers, processors, Bulk sellers, Retailers, Equipment suppliers, Exporters and Food Outlets. The exhibitors were from Karnataka, Andhra Pradesh, Tamil Nadu, Rajasthan, Kerala, Uttarakhand, Gujarat and North Eastern States. While many of the exhibitors were manufacturing for local sales, few of them were targeting export market. All the three days the stalls were crowded with buyers and visitors interested in organic produce. The stalls were well displayed and projected for effective sale.



#### 3.2 Visitors:

Visitors to the exhibition during the first day of the event exceeded 12,000, second day exceeded 18,000 and the third day touched 18,000. Total number of visitors to the Mela, exceeded 48,000 during the three days. The stalls were crowded with customers, buyers, sellers and general public interested in organic food.



#### 3.3 Stalls:

While many stalls had, both exhibited and sold their produce, few had just exhibited

their produce. The exhibitors ranged from producers, Farmers Collectives, Federation of Organic Growers, Primary processors and Ready to eat mix manufacturers. Many exhibitors had displayed their raw material, cereals, pulses, various millets, finished goods, confectionery items, beverages including

Coffee, tea, juices etc. Ready to eat and millet breakfast mixes predominated the displayed items. In the stalls of Organic Federations, fresh fruits, vegetables and leafy vegetables were also displayed and sold.



The major companies/ sellers participated in the exhibition cover

1. Ms. Kadamba Organics, UK,
2. Ms. Diabetic Food international
3. Ms. Hasiru Foods,
4. FPOs from Karnataka
5. Uttarakhand Organic Commodity Board
6. Agricultural Universities of Karnataka
7. Ms. ADITI Org Certifying agencies
8. Ms. Mandya Organics
9. Ms. Amrut Organics
10. Ms. 24 Mantra organics
11. Ms. Sahaja Organics
12. Ms. G10 Organics

13. APEDA
14. Ms. Green Remedies
15. Ms. 18 Herbs
16. APOF Certifying Agency and
17. 14 Regional Federations of Organic Farmers
18. Parisara Organics
19. Phalada Agro
20. Dhatu Organics and Naturals
21. YB Natural Products
22. Nature Bio Foods
23. North Eastern Agricultural Marketing Corporation Ltd (NERAMAC)
24. MTR Foods
25. NABARD

### **3.4 Stalls by Federations of Organic Growers:**

Discussions with the exhibitors revealed that the size, rent and other infrastructure provided were reasonable and the exhibitors were happy for being an opportunity to participate in the Trade Fair. Among the stalls, the stalls by the Organic Federations were well furnished, presented and reasonably priced and thus attracted considerable crowd. The response was so good that most of Federations have reordered the material for sale immediately on the second day itself. The average sale of the Federations varied from Rs.10,000 to Rs.1 lakh per day except for Dakshina Kannada Federation who had only displayed their products. Most of the Federations expressed their satisfaction in participation and thanked the initiatives of the Government





#### 4. Buyer Seller Meet (B2B)

A dedicated Buyer–Seller lounge was created at the venue. B2B meets were organized after matching the requirements of the buyers and sellers. Arrangements were made to meet both the requirements of Buyer to Buyer and Seller to Buyer (producer to Buyers). A separate exclusive meet area was organized for one to one discussions of the sellers and buyers. Representatives of the Farmers Federations got an opportunity to meet various buyers from the country.

The meet was exclusively addressed by the Hon. Minister for Agriculture, Shri Krishna Byre Gowda on 29 April 2017. The Minister had addressed both the Buyers and Producers separately on the issues of their interest. He suggested that the farmers / producers may get involved in Primary processing and packaging at farm or hobli level itself to make the produce more attractive to the buyers. This will

also minimize the expenses of the buyer in cleaning, grading and packing. He also suggested that the buyers can have Quality Control facilities at the farm level for ensuring quality packing and labeling of value added products.

On 28th April 2017, though many discussions took place only 7 major buyers emerged for organic produce. The discussions became more fruitful after address of the Hon. Minister on 29th April 2017 and more than 15 potential buyers emerged with a midterm business potential of Rs.45 crore. More than 45 potential buyers emerged with a long term business potential of Rs.100 crores and 02 MoUs were signed between Farmer Federations during the second day of the meet and 14 such MoUs were executed on the third of the meet. The business potential generated were found to be a boon for both Producers and Institutional buyers.





## 5. Farmers Workshop:

This workshop was exclusively organized for the benefit of the farmers in a hall suitable for holding more than 600 participants. The farmers' workshop started with a Key note address of Dr. G. K. Veeresh, Former Vice Chancellor, University of Agricultural Sciences, (UAS) Bengaluru. In his address Dr. Veeresh explained the genesis and importance of organic farming. He also explained on how to be a successful farmer in organic cultivation. Various topics covered in the workshop covered the following:

- Millets as climate resilient crops by Dr. Villas. A. Tonapi, Director, IIMR, Hyderabad
- Organic Farming Policy of Karnataka and its achievements by Dr. K. Ramakrishnappa, Director of Horticulture (Retd), President JKS, Bengaluru
- Organic and millet products potentialities and market opportunities by Dr. Ravindra, DGM, APEDA, Bengaluru
- Participatory Guarantee System (PGS) for organic and millets products by Dr. Harish Srivatsa, Head, RCOF, Panchkula, Haryana
- Organic certification opportunities for organic producers by Dr.

Narayana Upadhyaya, Director,  
Aditi Certification Ltd.,

- Role of Bio villages in development of Organic Farming by Dr. H. B. Bablad, Professor of Agronomy, UAS, Dharwad
- Recent developments in organic production by Dr. N. Devakumar, Coordinator & Nodal Officer, UAS

The speakers discussed on various topics & emphasized on climatic factors and their influence on Millets and Organic cultivation of crops and also dwelt on the organic farming policy initiated by State Government and its achievements. The farmers were also informed about the marketing potential and opportunities available for millets and organic products both in domestic and export markets. There were lot of interaction between the farmers and the speakers and most of the questions related to:

- Farmers wanted this type of interactive meetings at district and taluk level to reach all the organic farmers.
- Many farmers expressed that Government may fix MSP for all millets on the lines of paddy and wheat.
- Government to initiate action to distribute millets through PDS and

introduce millets in the Mid-Day meals of the Government.

- At present private Certification agencies for organic certification charge exorbitant fees. This may be incentivized by the Government.
- Farmers expressed dissatisfaction in not getting premium price for their produce in the market

compared to what is charged to the consumers by the sellers.

- Farmers requested for fixing a separate Scale of Finance for organic products and millets.

Most of the farmers were quite satisfied with the content and delivery of the workshop.

The overall feedback indicated that the workshop was useful and satisfactory



## 6. National Conference

The Conference was organized in the main hall suitable for holding more than 1000 occupants.

Experts on various subjects from reputed organizations like ICCOA, ICAR, Agricultural universities, ICRISAT, IIMR, APEDA and major companies like Green Path, Dhattu Organics and others were invited for knowledge sharing & clearing the doubts of the organic growers.

The scientists and subject matter specialists made detailed presentation on varied subjects like sustainable rain-fed farming for millets, sustainability of organic farming systems, value chain development for millets and organic food products and potential of domestic market. Besides there were sessions on certification of organic farming and challenges in Certification and operations.

The speakers explained the various types of certification of organic food products and quality assurance systems.

- Opening Session-Organics and Millets-Dual focus for Sustainability and Rainfed farming
- Chairman-Dr Tej Partap, Former VC, Sher E Kashmir, University of Agri and Technology, Srinagar
- Moderators-Mr Manoj Kumar Menon, ED, ICCOA and Mr. Jaydip Roy, GM, ICCOA

- Opening Address by Shri. Krishna Byregowda, MoA
- Key Speaker, Dr Tej Partap, Former VC, Sher E Kashmir, Univ of Agri and Technology, Srinagar

Various sessions discussed were as under:

- Millets-Ideal for sustainable & Rainfed Farming by Dr. S Ayyappan, Former DG, ICAR.
- Sustainability of organic farming systems – The Role of Soil Biological Fertility by Prof. Lynette Abbott, UWA Institute of Agriculture, Perth, Australia.
- Upcoming trends in forgotten foods by Mr. H R Jayaram, Founder, Green Path, Bangalore.
- Choice of million–Millets by Mr. Hemanth Kumar Srinivas, Co-Founder, Dhattu Organics, Mysore.
- Organic Marketing through Brands by Mr. Sunil K Surendran, Aum Consulting, Chennai.
- Farmer to Consumer connect: F2C by online marketing by Mr Anil Nadig, MD, Jivabhumii Agri Tech Pvt Ltd.

The participants in the conference included officers of Agriculture Department, Universities, Farmers and traders. The topics covered in the

conference were well received by the participants as the latest developments in the field of Organic farming and production of millets were highlighted. Many interesting questions were raised by the participants viz.

- Sustainability of millet and organic farming
- Challenges and cultural changes to be made before taking up organic farming
- Scaling up of organic produce
- How to take Agricultural innovation to Tier II and Tier III cities
- Procedure for registering startups and single window clearance





## **7. Consumer Connect programme:**

To establish connection between 'Organics' and 'Consumers' and to create an awareness on organic food and its relevance to food safety, health and environment, in this 'National Trade Fair – Organics & Millets 2017' Consumer Connect event was organised to target different segments of the society such as home-makers, general public, students, farmers, etc. Cooking competition for home-makers to demonstrate various ways of cooking millets was organised. Consultation on health by dieticians for public was held on the second and third day.

An exclusive Consumer connect programme to connect the Organic producers with major organic sellers was also organized in the meet on the second day of the Trade fair. Shri. Satish, Commissioner, Agriculture welcomed the participants to the Consumer Connect programme. Shri. Ramalinga Reddy, Hon Transport Minister, Shri. Patnayak, Secretary, Agri. Government of India, Vice Chancellor of UAS, Shri Anandi Charan Sahoo, General Manager, SIDBI, Shri. Soma Sekar, President, State Level Federations of Organic Growers, CEO, Big Basket, Presidents of UK Federation and Davanagere Federation, Dr. Davidson, ICRISAT, MD, Britannia Industries, Shri Varun, Pro Nature, Shri. Malpani, Future Group and Shri Sesha Tirumala, CEO, Bigbasket and representatives of ITC Foods, MTR Foods, Commissioner

Watershed Development Dept., and Director Agriculture were present and graced the event.

Sri. Krishna Byre Gowda, Hon. Agriculture Minister has once again welcomed the participants and stake holders. He expressed that the event has generated enormous awareness and Interest developed among customers and now we have to connect farmers and consumers. As the Institutional Buyers only have the capacity to connect the customers with millet growers even beyond the state boundaries, this programme is an important event in the Trade Fair.

Direct purchase from farmers' federations helps in better returns to our farmers and margins to the buyers and customers. Hence he expressed the importance of training farmers in business. As large numbers of growers, traders are involved in organic sector their net worth is not known even know. As an initiative in this step, the Government has updated the Organic directory and published it as first of its kind initiatives. This enables nearly one lakh organic growers in Karnataka accessible on line.

Later the dignitaries unveiled the Organic Brands of Karnataka namely "Siri Karnataka" and "Shresta Karnataka".

Memorandum of Understanding between Uttar Kannada, Davanagere, Chitradurga Federations and Big Baskets Group was executed in the event.

A Millet App – Millet Melodies, an ICT Application was released by Sri. Davidson, ICRISAT. It is a Google Playstore Application and can be downloaded free of cost. The app will help both, the buyers and sellers to know the availability, price

and nutritional value of each millet across the State.

Representatives from both Industry and Farmer's Federations thanked the initiative of Agriculture Department for the opportunities created in the Trade fair.



## 8. Food Court

Food-court Area: Ready to eat foods

Products sold in the food court include Foxtail millet Bisibellebath, Little Millet Pongal, Proso Millet Curd rice, Navane Gulab jamun, Sajje Laddoo and even organic coffee. Food in the food court was being served in an organized and hygienic manner.

The sellers include the following.

1. Tripsy Neoways Ventures: M K Chetan is a food entrepreneur, who after trying organic millet based foods on himself had decided to start a mobile restaurant selling traditional millet based ready to eat foods. Presently, he has only one food van started just last month with an investment of around Rs 15 lakhs. He sells his products to mostly young generation working population of Bangalore. The awareness level among the people was high and the trade fair provided a platform to reach out to people.
2. There were food stalls from organized chains like 'The Green Path' who have established themselves firmly in organic and millet based recipes. It was a pleasure to see that food was being served in eco-friendly palm

plates and steel spoons. Their menu included tasty delicacies made entirely of millets including m-crust pizza, ice-creams, tarts, pastries, dosa, vada, idli etc. It was heartening to see even kids relishing over their pizzas and tarts. The use of millets not only made these foods healthy but also tastier.

3. Another innovative millet food stall was Tripsy with its kitchen on wheels model. The proprietor of Tripsy was himself introduced to organic millet based diet because of obesity, who astonished by the benefits of these superfoods, started his own venture of supplying millet cuisines to IT parks in Bengaluru. The menu included millet Bisibelebath, millet curd rice, millet sweet and millet ice-creams. The response to their food was amazing. They were out of stock within two hours. The consumers who tasted the food told that they would come again with the relatives & friends. The proprietor told us that the main idea behind coming to trade fair was to increase awareness among public about millet based cuisines.
4. Bhoomika Millet Foods: Another initiative by a group of entrepreneur turned farmers.



They were serving foxtail millet bisibelebath, little millet pongal, barnyard millet puliyogare, proso millet curd rice, Pearl millet and Brahmi leaf roti, Finger millet and flax seed roti, proso millet upma, Little millet upma, little millet kesaribath etc. Like other stalls, this was also over crowded by customers. The top selling item was again bisibelebath.

5. There was a counter selling Oodhalu noodles, navane jamun and sajje laddu. Jamun though harder than the normal ones tasted very good and one of the hot selling item of the day even though price was on the higher side. Noodles was out of stock within no time.
6. The counter selling Organic Coffee did brisk business throughout the day. The Coffee powder used was organic and instead of sugar, organic jaggery was provided to the consumers.

The food served in the different counters in the Food Court was relished by the visitors and general public who visited the fair.

Special cooking competition was being held in the food court. There were two parts to the competition the first one being 'Sweets with Millets' and other being 'Savories with Millets'. There were around 15-20 participants in each segment. The participants included homemakers to college students who were enthusiastically explaining their dishes to curious onlookers. Many had even displayed the recipes along with the dishes. The items like ragi pudding, fox tail millet & jackfruit pudding, millet mango holige, millet modaka, ragi jowar kheer seemed appealing as well as interesting. The participants seemed to be well aware of the benefits of millets as many of them said they shifted to millet diet because of diabetes, obesity and arthritis. They indicated that they started substituting rice with millets and most of them genuinely believed that shifting to millet diet had had positive effect on their health.



## **9. Suggestions:**

### **9.1 Exhibition of Millets and Organic Products:**

While excellent arrangements were made for holding the 3 days Meet in the form of covered exhibition hall, covered stalls, air-conditioning arrangements, sufficient parking, very good lighting arrangements, drinking water, etc., there was scope for improvement in the infrastructure. This is more relevant since the Government of Karnataka proposes to conduct an International Organic & Millet Trade Fair during 2017-18. A few suggestions are indicated:

- Fire escape routes indicators could have been displayed.
- A couple of more fire fighting vehicle could have been arranged on the back side of the venue. One fire fighting vehicle with 4500 litres was however available. Some more firefighting extinguishers and sand buckets could have been provided.
- Considering the huge foot fall in the exhibition there was a need for installing an ATM at the venue. There were no ATMs even outside the Exhibition centre.
- While air conditioning system was adequate in the central portion of the venue and stalls, the periphery stalls were not served by the system.
- Public transport system like autos, dedicated buses, arrangements with

OLA and UBER for taxi booking at the venue could have been envisaged.

- Trolleys could have been arranged for carrying heavy material from the stalls to the parking.
- Apart from the main and rear entrance, side entrances could have been provided considering the rush.

### **9.2 Buyers & Sellers Meet:**

- Proper communication should be given to the Federations and other organic farmers to bring their products for sale in the Fair as a few exhibitors were under the impression that they need to only display their products and this exhibition is not for marketing.
- Farmers and the Federations should be briefed about the negotiations for the better price with the buyers and should be aware of the prevailing market price of their products before negotiations take place.
- The Buyers and Sellers meet should be arranged at the District level during the cropping season.
- Dieticians and nutritionists from major corporate hospitals from Bangalore viz., Apollo, Fortis etc., could have been invited for the Buyers – Sellers meet so that they may introduce such organic and millet food in their menu for patients considering the health benefits of such food.
- The Indian Railways is one of the biggest caterers and they can also offer an alternative menu for the passengers which could be organic and millet based and thus could be invited for the meet.

- As there is a suggestion to include millets in the Mid-day meal scheme and also for distribution through PDS, there is a need for the Dept of Food and Civil Supplies, GOK to participate in the mela.
- The contract executed between the Buyers and Sellers during the fair is not legally enforceable. In such future agreements a suitable clause may be introduced binding both the buyers and the sellers.

### ***9.3 National Conference:***

- As the participants in the Conference were mostly farmers and traders, the presentation may be made in local language for better understanding among the participants.
- The papers presented should be more of practical in nature rather than research oriented.
- In case presentations are made in English or Hindi, the material may be translated to Kannada and circulated to the farmers.
- After each presentation, sufficient time may be provided for Q & A session.
- In addition to the subject matter specialists, successful organic farmers and millet growers could have been provided an opportunity to share their experience.
- The papers presented during the Conference may be brought out in the form of a proceedings.

### ***9.4 Farmers' Workshop:***

- Farmers' representing regional federations expressed their desire to have a State Level Apex Organic Federation for better coordination among the 14 Regional Federations and also to improve their business through Inter Federation contacts.
- Many farmers' requested the organisers to take up with the SLBC /DCC to have a separate Scale of Finance for organic cultivation of crops and also millets which are not covered under existing SOF.
- The representatives of the Federation wanted the Government to provide working capital or revolving fund in addition to one time grant to successfully run the regional federation.
- Farmers' were also indicating that all the organic and millet crops may be covered under Agricultural Insurance.
- After presentations by the experts, sufficient time should be given for interaction with the farmers.
- Farmers' workshops may be also be arranged at the district level so that many farmers from the same region may attend and take benefit of such workshops.
- Farmers' demanded that Government should fix minimum support price to ensure proper remuneration for their produce.
- Many progressive farmers' advised other farmers to go for mixed

cropping system instead of mono cropping to increase the per unit income.

- Farmers wanted the officials to discuss the New Organic Policy formulated by the Government of Karnataka.
- Farmers wanted to be kept aware of all the Government schemes regarding agriculture and horticulture.
- Since the private certifying agencies charge heavily to give organic certification, farmers were requesting that the Government may incentivise the same to an affordable level at least for the first certification.
- Farmers were further indicating that they may also be trained for best marketing practices including being trained for sorting, grading, packing, labelling and branding of organic produce and millets.

#### ***9.5 Consumer Connect programme:***

- The purpose of the consumer connect programme was to create awareness about the benefits of organic food to consumers viz., nutritional importance, environmental impact etc.
- Consumers desired that they may be provided printed literature on organic food and millets more so on storage life of millets and prevention of adulteration of such food.
- The MoU between the corporates and the producers / federations may be made broad based so that the

products will reach maximum number of consumers.

- As the consumer connect programme is a 'win-win' situation for both the producers and the consumers, more such programmes may be held at frequent intervals other than such trade fairs.

#### ***9.6 Food court:***

- The food court may be separated from the main exhibition venue as a safety measure since inflammable material was used for cooking etc.
- Hygiene and safety aspects may be given a little more importance in the food court. Regular cleaning, clearing of empty plates could be ensured.
- Food court stalls may be arranged product wise so that consumers may select their choices.
- More publicity on nutritional value and health benefits of organic food and millets could be displayed in the Food court so that the consumers can appreciate their value in addition to relishing the food.
- Heavy crowd was observed in the lunch hall for the invited participants and farmers. Some more counters could be opened and further stream lined.





## 10. Conclusion:

The Organics and Millet Mela 2017- National Trade Fair, a 3 day fair concluded with a satisfactory note. There were 260 stalls put up by 195 exhibitors from within and outside the state. The Mela saw a footfall of 48,000 which included 11,000 farmers. The narration of happenings and the documentation of the events in previous paragraphs have proved that the Fair was quite educative, informative, created awareness, developed contacts, more transactions, sales, product designs, quality of products, certification requirements, health benefits etc. Most of the respondents felt that the trade fair should continue to be hosted in Bangalore to give better exposure to the organic products, expand contact business and also promote health.

Karnataka Pavilion was quite attractive in engaging the attention of all the visitors. This is more so in case of stalls put by the 14 Regional Organic Federations. Stalls were also put by various State Government viz., Government of Gujarat, NERAMAC, Govt of Uttarakhand, Government of Kerala etc. Almost all varieties of organic produce i.e. cereals, pulses, spices, oil seeds, jaggery, herbs, honey, organic manure and manufacturing machines were on display. Quite a few of the Regional Federations and local traders had interaction with the prospective buyers from other States and within the state too. **It was reported that the Trade Fair generated a business of**

**Rs.90 lakh through counter sale. The short term business of Rs.45 crore and a long term business of Rs.100 crore was contracted through the Buyers-Sellers meet.**

As far as marketing is concerned, as observed in the fair, there was a mismatch between the requirement of the corporates/buyers and the producers. Though the contracts has been signed in the Fair, small producers/farmers may find it difficult to supply the produce in bulk as per the requirements of the prospective buyers as they are unable to store their produce or cannot keep stock of the same. Further, when they are harvesting the crop, they are not finding bulk purchasers at that time and are compelled to sell the produce in the open market. Further, the local traders, agencies doing retail business do not buy the produce in bulk and place order based on sales. Hence there is mismatch. However, in this respect, the Regional Federations may play a vital role in gathering produce from small farmers / growers, aggregating them and then supplying it to the buyers in bulk.

Another mismatch is in regard to Corporates who export organic and millet products abroad. They provide bulk orders and small producers cannot meet the requirements and procedures are complicated. Hence they are not in a position to sell their produce. In order to procure from Indian farmers, the buyers need to follow the seasonality and place orders in advance. This is one of the important aspects that have come to the



fore from the fair. Government of Karnataka needs to initiate appropriate measures to prevent such distress sales and also to put the market for organic produce on right track. A few of the short term and long term strategies are suggested and by the time next fair is arranged, farmers should be in a position to fulfill the requirements.

### **10.1 Short Term Measures:**

- a) Proper follow up after the trade fair is the need of the hour. A cell may be set up to co-coordinate purchase and sale of traded items which will work as a facilitator.
- b) Since millet and organic crops are seasonal in nature and therefore bulk buying should be arranged during the harvesting season to mitigate the problem of procurement and storage. Regional Federation may arrange for bulk buying through advance information.
- c) Organic farmers should be given price incentive to compensate low yield of crops in the beginning years and arrange for marketing their produce through Regional organic federation.
- d) A few district organic fairs may be arranged in the district having prominent organic farmers to get better exposure and build up confidence and also to increase awareness among the general public.

- e) More exposure could be provided to the Federation farmers by the Dept of Agriculture by sponsoring stalls in major melas of the country viz., Saras, Suraj Kund etc. This could provide marketing outlet to the farmers.

### **10.2 Long Term Strategy:**

- a) Advance marketing arrangements are absent. As a result only 10 percent of organic produce is sold to organic marketers and 90 percent to general agencies. To overcome such a situation, a revolving fund may be set up at the Regional Federation level.
- b) Some of the outlets opened earlier have gone into some extension activities like running a canteen using organic produce for breakfast and lunch. Various organic food items prepared, eggs, butter, vegetables are also sold in such outlets. Such diversification may be encouraged.
- c) District level fairs involving local companies, may be held on regular basis for creating awareness, sale of organic & millet products, exposure to organic farmers groups to understand the nitty gritty of marketing process. On occasions like HAMPI Utsav, Karavali Utsav, Mysore Dasera and such other melas, organic fair could be held.
- d) Where ever the Federations / farmers want to export their products viz., spices, herbs, organic produce, to other countries, then not only would they require Organic certification which would be valid in India but also certification with

NOP, US certification, EU certification to facilitate export to foreign countries. They may need to tie with reputed marketing companies for export of their produce.

e) Quarterly meeting of Agriculture Department officials, local traders/companies, representatives of 14 Federations, experts in organic farming to discuss, guide and promote organic farming and marketing of organic produce in bulk would help the Government of Karnataka to lay a better path for development of agriculture in the State.

f) Advertisement for consumption of organic & millet products for better health should be done through famous personalities like Cricketers, Film personalities, and Politicians through electronic media.

g) Almost all Kannada Television channels conduct one hour health and cooking programmes daily. In those programmes one can talk about health benefits of using organic & millet products. This would go a long way in finding retail business for organic produce.

h) Although the Regional Federations are provided a one-time grant assistance of Rs.50 lakh as capital investment for the purpose of value addition and processing. However, the Federations require huge amount of working capital / revolving fund as they are yet to generate sufficient income, GOK may consider supporting them with revolving fund for the first cycle of operation



## Annexure – I

### Regional Federations and their business transacted in the National Trade Fair, Bangalore

Sl. No	Name of the Federation	No of districts covered	Organic products produced	Business transacted At counter (Rs. Lakh)
1	Davanagere & Chitradurga	2	Milletts, pulses, jiggery, Fruits and vegetables	1.92
2	Tumkuru	1	Milletts, pulses, coconut, groundnut, Fruits and vegetables	1.23
3	Uttara Kannada	1	Spices, coconut (virgin oil), honey, herbals, Fruits and vegetables	2.15
4	Mysuru, Chamrajanagara & Mandya	3	Jaggery, milletts, pulses, turmeric and ginger powder, Fruits and vegetables	1.05
5	Shivamogga	1	Red rice, spices, pulses, honey, Fruits and vegetables	0.70
6	Dharwad, Gadag and Haveri	3	Milletts, pulses, groundnut oil, Fruits and vegetables	0.75
7	Belgaum	1	Jaggery, milletts, pulses, turmeric powder, Fruits and vegetables	1.92
8	Hassan & Kodagu districts	2	Spices, coffee, honey, pulses, rajamudi rice, Fruits and vegetables	1.32
9	Kalburgi & Bidar	2	Pulses, millet, Fruits and vegetables	1.85
10	Raichur, Koppal and Bellari	3	Rice, neem, milletts, pulses, Fruits and vegetables	1.72
11	Dakshina Kannada, Udupi and Chickmagalur	3	Spices, red rice, milletts, honey, Kokum, Fruits and vegetables	Nil
12	Bangalore (R), Bangalore (U) Ramanagar	3	Fruits and vegetables, ground nut oil, milletts and pulses	0.70
13	Kolar & Chikkaballapur	2	Milletts, pulses, Fruits and vegetables	0.95
14	Vijayapura & Bagalkot	2	Milletts, pulses, Fruits and vegetables	1.84

	Total sales	17.90
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Annexure II  
Short term and long term business contracted by Regional Federations

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
1	TATTVA ORGANICS	Rohit Mehrotra, 9897080743, rohit@organictattva.com	NO	NOIDA	Sorghum	10	50	3.50	17.50	Regional Federation,Tumkur	Supplier doesn't have stock for immediate supply and buyer interested to have MOU for long-term relationship
					Finger millet	15	250	6.75	112.50	Regional Federation,Tumkur	-do-
					Masoor Dal	5	100	2.50	50.00	Regional Federation, Kalburgi, Yadgir & Bidar	Buyer needs sortexed and high quality dals so buyer is planning to visit the federation
					Moong Green Whole	15	150	8.25	82.50	Regional Federation, Kalburgi, Yadgir & Bidar	-do-
					Tur Dal	25	500	16.25	325.00	Regional Federation, Kalburgi, Yadgir & Bidar	-do-

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
2	<b>SRESTA 24 MANTRA ORGANIC</b>	Balakrishna Reddy, 9959777164, balakrishna.r@srestaorganic.com	BANGALORE	NO	Rice-Different Varieties	50	250	22.50	112.50	Regional Federation, Hassan	-do-
					<b>TOTAL BUSINESS TURNOVER</b>			<b>59.75</b>	<b>700.00</b>		
					All Type of Millets	100	500	55.00	275.00	Regional Federation, Tumkur, Davangere, Kolar	Supplier doesn't have stock for immediate supply and buyer interested to have MOU for longterm relationship
					All Type of Dals	50	450	32.50	292.50	Regional Federation, Kalburgi, Raichur, Bagalkote	-do-
					All type of Spices	5	50	32.50	325.00	Regional Federation, Uttar Kannada	-do-
					All type of Jaggery	10	75	4.00	30.00	Regional Federation, Belgaum	-do-

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
					Red Rice/other varieties of rice	25	650	13.75	357.50	Regional Federation, Hassan	Buyer needs sortexed and high quality dals so buyer is planning to visit the federation
					<b>TOTAL BUSINESS TURNOVER</b>			<b>137.75</b>	<b>1,280.00</b>		
3	<b>PURE &amp; PHALADA PURE A</b>	Shastri, 080-28536762	BANGALORE	NO	All Type of Millets	50	600	22.50	270.00	Regional Federation, Tumkur, Davangere, Kolar, Hassan, Belgaum	Supplier are complaining about the prices and buyer complain about the shortage of supply in time, Quality issues, Logistics issues
					All Type of Dals	50	450	32.50	292.50		
					All type of Spices	15	75	97.50	487.50		
					All type of Jaggery	10	50	4.50	22.50		
					Rajamudi & Red Rice	10	450	4.50	202.50		
					Coffee Green Beans	10	100	13.50	135.00		
					Mangoes	50	500	10.00	100.00		
					<b>TOTAL BUSINESS TURNOVER</b>			<b>185.00</b>	<b>1,510.00</b>		



Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
4	Pro Nature	7676@pronatureorganic.com	BANGALORE	NO	All Type of Millets	50	200	22.50	90.00	Regional Federation, Tumkur, Davangere, Kolar, Hassan, Belgaum	
					All Type of Dals	50	150	32.50	97.50		
					All type of Spices	5	20	32.50	130.00		
					All type of Jaggery	5	20	2.25	9.00		
					Rajamudi & Red Rice	20	150	9.00	67.50		
					Honey	2	25	7.00	87.50		
					<b>TOTAL BUSINESS TURNOVER</b>			<b>105.75</b>	<b>481.50</b>		
5	Nature Bio-Food Ltd	Tapan, 8221004105	NO	DELHI	Rice-Different Varieties	50	800	30.00	480.00	Regional Federation, Tumkur, Davangere, Kolar, Hassan, Belgaum, Vijayapura	
					All Millets	25	150	11.25	67.50		
					<b>TOTAL BUSINESS TURNOVER</b>			<b>41.25</b>	<b>547.50</b>		

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
6	JivaBhumi	Laxminarayan, 9886396488, sl@jivabhumi.com	BANGALORE	NO	All Millets	25	250	11.25	112.50	Regional Federation, Tumkur, Davangere, Kolar Regional Belgaum, Hassan	
					Mangoes	10	150	2.00	30.00		
					<b>TOTAL BUSINESS TURNOVER</b>			<b>13.25</b>	<b>142.50</b>		
7	Uttam Bio-Tech Pvt Ltd	Ravindra V Shah, 9920821917	NO	MUMBAI	All Millets	25	350	11.25	157.50	Regional Federation, Tumkur, Davangere, Kolar Regional Belgaum, Hassan	
					Jaggery	10	25	4.50	11.25		
					Rice-Different Varieties	20	200	12.00	120.00		
					<b>TOTAL BUSINESS TURNOVER</b>			<b>27.75</b>	<b>288.75</b>		

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
8	Rapid Organic Pvt. Ltd	Tribhuvan, 9549892293, sales@rapidorganic.com	NO	JALORE	All Type of Millets	20	500	9.00	225.00	Regional Federation, Tumkur, Davangere, Kolar Regional Belgaum, Hassan	
					All Type of Dals	25	350	16.25	227.50		
					All type of Spices	10	25	65.00	162.50		
					All type of Jaggery	5	50	2.25	22.50		
					Rajamudi & Red Rice	50	300	22.50	135.00		
					Honey	10	50	35.00	175.00	Regional Federation, Uttar Kannada	
					<b>TOTAL BUSINESS TURNOVER</b>			<b>150.00</b>	<b>947.50</b>		
9	Big Basket		BANGALORE	NO	All Type of Millets	50	250	22.50	112.50	Regional Federation, Tumkur, Davangere, Kolar Regional Belgaum, Hassan	
					All Type of Dals	50	300	32.50	195.00		
					All type of Spices	15	25	97.50	162.50		
					All type of Jaggery	10	25	4.50	11.25		
					Rajamudi & Red Rice	50	500	22.50	225.00		

Sl. NO.	Name of the Companies	Contact Details	State		Enquired Products	Quantities		Estimated Business Turnover		NAME OF THE SUPPLIER /FEDERATION/FA RMER GROUP	REMARKS & LIMITATIONS (BUYER /SUPPLIERS)
			Karnataka	Outside Karnataka		Short Term (MTS)	Long Term (MTS)	Short Term (INR) Lakhs	Long Term (INR) Lakhs		
10	Reliance Fresh	Suresh, 9741352045	BANGALORE	NO	Honey	5	50	17.50	175.00	Regional Federation, Uttar Kannada	
					TOTAL BUSINESS TURNOVER			197.00	881.25		
					All Type of Millets	50	150	22.50	67.50	Regional Federation, Tumkur, Davangere, Kolar Regional Belgaum, Hassan	
					All Type of Dals	50	150	32.50	97.50		
					All type of Spices	15	20	97.50	130.00		
					Rajamudi & Red Rice	50	400	22.50	180.00		
					Fruits and Vegetables	50	200	22.50	90.00		
					TOTAL BUSINESS TURNOVER			197.50	565.00		

