



Shri Siddaramaiah
Hon'ble Chief Ministers,
Government of Karnataka



Shri D. K. Shivakumar
Hon'ble Deputy Chief Minister,
Government of Karnataka



**INTERNATIONAL
TRADE FAIR
2025 ORGANICS
& MILLETS**
January 23 to 25, TRIPURAVASINI,
PALACE GROUND, BENGALURU
www.organics-millets.in

Organics and Millets :
**Cultivating Tradition,
Nourishing Future**



Inauguration of the programme by Hon'ble Chief Minister along with
Hon'ble Deputy Chief Minister and Hon'ble Agriculture Minister Sri. N.Chaluvarayawamy

**ORGANICS & MILLETS
2025**

**Tambo Art on ITF 2025 in
farmer's field of western ghats, Karnataka**

INTERNATIONAL TRADE FAIR ORGANICS AND MILLETS 2025

JANUARY 23-25, 2025 TRIPURAVASINI, PALACE GROUND, BENGALURU

The sixth edition of International Trade Fair Organics and Millets 2025 organized by the Department of Agriculture, Government of Karnataka will be a platform for farmers, farmer groups, domestic and international companies, Central and State institutions in the organic and millet sector to connect and explore opportunities and to achieve effective forward and backward linkages.

The Government of Karnataka has been a leader in the promotion of organics and millets with the First Organics and Millets Trade Fair held in 2017 and subsequently the second, third, fourth and fifth editions in 2018, 2019, 2023 and 2024 respectively in Bengaluru.

These fairs have strenuously tried to popularise organics and millets with the below objectives

- Good for the farmer as they have multiple uses (food, fodder, fuel) and as a good risk management strategy for farmers in times of drought.
- Good for the consumer to overcome some of the nutritional and health problems (to overcome the deficiency of iron, zinc, folic acid, calcium, to control diabetes) and
- Good for the environment as they have a low water footprint, arable to survive in the hottest driest climates and will be important in coping with climate change.



GO ORGANIC

- India ranks 2nd in terms of world's organic agricultural land and 1st in terms of total number of producers. (Source: FIBL & IFOAM Year Book, 2024).
- Total area under organic certification process registered (under National Programme for Organic Production) is 73.0 lakh Ha (2023-24). This includes 44.75 lakh Ha cultivable area and another 28.50 lakh Ha for wild harvest collection (Source: APEDA).
- India has produced around 36.00 lakh ton of certified organic products during 2023-24 (Source: APEDA).
- The total volume of export during 2023-24 was 2.61 lakh ton. The organic food export realization was around INR 4007.91 Crore (494.80 million USD) (Source: APEDA).

LET'S MILLET

- India is the world's largest producer of millets (175.0 lakh T) contributing to 38.40% of world's production (Source: APEDA).
- Karnataka along with other five states (Rajasthan, Uttar Pradesh, Maharashtra, Madhya Pradesh and Haryana) accounts for more than 79.6 per cent of total millet production in India.
- Millets are the traditional foods for more than a billion people in Asia and Africa (Source: APEDA).

PRESERVE TRADITIONAL CROP HERITAGE

Crop Landraces are primitive cultivars selected and cultivated by the farmers from many generations. They are variously known as farmers' traditional, heritage, folk or heirloom varieties of plant populations developed and managed by local/indigenous traditional farming system. Having unique & diverse characteristics and geographic origins, landraces continue to be cultivated by only a few farmers locally. Many landraces are richer in nutrients than notified varieties developed by scientific plant breeding.

A new scheme has been announced by the Government of Karnataka in 2024 budget speech to preserve locally bred seeds on the verge of extinction. This programme has a main goal of conservation and promotion of landraces for a sustainable food system by improving farmers' resilience across Karnataka.

The programme plans to identify custodian farmers who are conserving and cultivating land races and also to support such farmers. Further, landraces will be popularised for their nutritional benefits, medicinal value and taste amongst the consumers. A separate pavilion for landraces is organised in the Trade Fair 2025 for the first time.



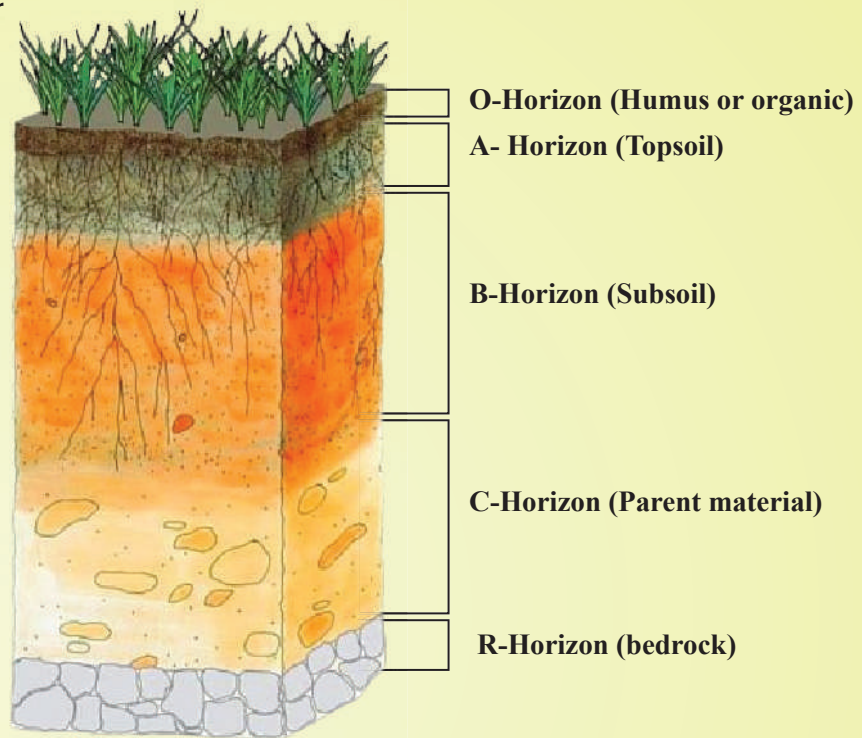
SOIL – AS A SOURCE FOR CULTIVATING CROPS

Soil being the prime nutrient base for plant growth, creating awareness about the importance, properties, classification and structure of soil among farmers, public and students is essential. With this aim, Soil Pedon Pavilion is introduced in Organics and Millets – International Trade Fair 2025.

Soil Pedon is the smallest unit or volume of soil that contains all the soil horizons of a particular soil type. It usually has a surface area of approximately 1 sq m (10.76 sq ft) and extends from the ground surface down to bedrock.

- Soil Pedon is a three- dimensional concept and has all the characteristics of the soil type.
- Soil Pedon represents a small section of larger ecosystem, making it ideal for detailed soil analysis and it is the basic sampling unit in a soil survey.
- Soil Pedon holds all the necessary attributes of the soil type to help scientists study soil formation and classify soil effectively.

In this pavilion, different structures like Monoliths (Soil monolith is a vertical section of soil that is extracted to display the natural structure, colour and layering of soil) of Black Soil, Red Soil, Laterite Soil and Alluvial Soil, Digital Karnataka Map depicting district wise Soil types, Digital Dashboard for display, District wise Soil Fertility Maps and live specimens of Rocks and Minerals will be displayed.



KARNATAKA'S JOURNEY IN POPULARISING ORGANICS AND MILLETS

- Government of Karnataka initiated promotion of organic farming as a sound and viable alternate almost 2 decades ago
- An exclusive organic policy was brought out way back in 2004 to address self reliance, rural development and nature conservation.
- Various Organic farming promotional programmes like organic village, certification, processing were initiated under the policy in the State.
- A revised organic policy brought out in 2017 emphasizing on millets and & since, then the State Government has been promoting traditionally & organically grown millets as the “Smart Foods”.

Presently, Karnataka ranks tenth in the country in terms of certified organic area and fourth in terms of total certified organic annual production (APEDA Statistics).

The ultimate objective of the State is to popularize “Organics and Millets” as “Traditional Super Foods to Nourish Future Generations” and “Preserve heritage by conserving and cultivating Landraces to build the future”.

Total area under Millets in Karnataka = 18.37 lakh ha.

- Major Millets = 18.06 lakh ha (Ragi – 8.27 lakh ha, Jowar – 8.11 lakh ha & Bajra – 1.68 lakh ha)
- Minor Millets – 0.31 lakh ha (Foxtail millet, little millet, kodo millet, proso millet, barnyard millet & browntop millet all together)
- The State Government has been encouraging cultivation of millets to expand millet area by creating awareness amongst the farmers, processors, marketers and consumers regarding the health benefits of millets.
- To enhance area under Minor Millets/nutri-cereals viz., Foxtail millet, Little millet, Indian barnyard millet, Kodo millet, Brown top millet and Proso millet in the state, Raithasiri scheme was initiated during 2019-20 which has benefitted a total number of 1,33,330 farmers with financial expenditure of Rs.104.39 crores since inception.
- Production incentive of Rs. 10,000/- per hectare based on the crop survey to encourage millet growing farmers through Direct Benefit Transfer (DBT).
- An assistance of 50% or maximum of Rs.10.00 lakhs subsidy provided end to end millet processing machineries (Processing, Grading, Value addition, Packing and Branding machineries) by inviting applications from interested.
- Millet Centre of Excellence has been established in the University of Agricultural Sciences, Raichur & Bangalore to provide training and incubation facilities.
- Karnataka perceives minor millets as 'Siridhanya' or "Rich grains".
- Government of Karnataka promoted 15 Regional Organic Federations in the State.
- Regional organic/millet federations assisted to take up production, collection, processing, grading, value addition and marketing related activities.
- State has organised the highest number of Organic/Millet Exhibition /Melas at Taluk/ District/ State level.



AWARENESS CAMPAIGNS FOR FORWARD AND BACKWARD LINKAGES.

- Workshops/Symposium for chefs, Dieticians, Nutritionists, Fitness and Food Bloggers, Canteen Caterers etc
- Millet walkathon/Run, Panel discussions, Recipe books, cooking Competitions etc
- Trainings/webinars on millet value chain technologies to millet stake holders
- Exhibitions and Food Courts
- Road shows in important cities of State /country
- Celebrity talks/Radio jingles/Hoardings /Mass Media etc
- Bangalore branding – Sky-walkers, Multiplexes, Malls, Metro and Airport branding
- Millet fest, Millet run and culinary competition on millets and forgotten foods organised in all districts

Karnataka is the millet capital of India and the Government of Karnataka has been a leader in promotion of millets - The first Organics and Millets Fair was held in 2017, the second, third, fourth and fifth editions in 2018, 2019, 2023 and 2024 respectively in Bengaluru. Now the sixth edition is scheduled from Jan 23rd to 25th, 2025.

HIGHLIGHTS OF ITF 2025

- 300+ air-conditioned stalls
- Exclusive stalls for organics and millets
Pavilion on landraces
- Pavilion on soil pedon
- Platform for B2C
- B2B interaction
- International conference
- Farmers workshop
- Food stalls on organics, millets and
forgotten foods
- Cultural programmes



TARGET VISITORS

- Organic and millet farmers & producers
- Wholesalers, retailers, traders and SHGs
- Exporters & importers
- Restaurants and caterers
- Academicians, researchers, experts
- Food manufacturers and processors
- Service organisations
- Students
- Nutritionists
- Consumers



PRODUCTS ON DISPLAY

- Millets, Organic and Natural range
 - Spices & herbs
 - Fresh fruits & vegetables
 - Oil seeds, nuts, dry fruits and coconut
 - Organic cereals & pulses
- Certified wild-harvest produce
- Organic livestock Products–Dairy, poultry, honey
- Organic textiles, cosmetics, personal care items
- Millet processing machinery
- Eco-friendly products
- Landraces of Karnataka



HIGHLIGHTS OF THE PREVIOUS EVENT INTERNATIONAL TRADE FAIR 2024

- 310 Stalls
- 05 International Delegates
- 170 marketers and 275 manufacturers
- 20 Food courts displaying millet and organic recipes and food products
- Exclusive Karnataka Pavilion with 100 Stalls
- 213 B2B meetings with 41 agreements
- Business worth INR 1.46 billion
- More than 2,00,000 Visitors



FOR MORE INFORMATION, CONTACT

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