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A Farmers' Cooperative
60 plus years in Service

January - March 2021

NAFED News

Volume X



Glimpses of Launch of Massive High Density Plantation Drive at UT of J&K



Kisan Se.... Kitchen Tak

NAFED Brand Consumer Products



An Earnest Request

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Thanks
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NAFED News

Contents

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VOLUME X

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1.	Meeting of the Board of Directors of NAFED convened	2
2.	Foundation Stone of Solar Farm Demonstration Unit laid at Krishi Vigyan Kendra (NHRDF), Ujwa New Delhi	3
3.	An Article titled "Apple Economy in J&K: Changing Paradigm" authored by Shri Sanjeev Kumar Chadha, MD NAFED appeared	4
4.	MD NAFED makes presentation before the Supreme Court appointed Committee on Farm Laws	5
5.	First Anniversary of Launching of Formation and Promotion of 10,000 FPOs Scheme celebrated by Ministry of Agriculture & Farmers Welfare	5
6.	NAFED's intervention in J&K will promote long term sustainable development of horticulture in the region	6
7.	Govt. of Bangladesh to import onion seeds from NAFED under G-to-G initiative	7
8.	NAFED executes MOU with Muktinath Krishi Company Ltd., Republic of Nepal	7
9.	Indian Ambassador to Syria hands over consignment of 2000 MT rice shipped by NAFED to Govt. of Syria	8
10.	Hon'ble Minister of Tribal Affairs Shri Arjun Munda visits NAFED BAZAAR, LBSNAA, Mussoorie	8
11.	NAFED commences shipment of rice to Bangladesh against order of 1.50 lakh MT Non-Basmati Rice Under G-to-G arrangements	9
12.	NAFED inaugurates its first Bio CBG Plant in Bharuch, Gujarat	9
13.	NAFED signs a historic MoU with Jammu Municipal Corporation for Solid Waste Management	10
14.	Lal Bahadur Shastri National Academy of Administration, Mussoorie (LBSNAA) to deliver capacity building interventions and advisory services to NAFED	10
15.	NAFED supplies Fortified Refined Oil and Chana Daal to Govt. of Uttar Pradesh	11
16.	NAFED increases its CBBO base for FPOs	11
17.	MD and AMD NAFED attend conference on Cooperatives organized at The Lal Bahadur Shastri Academy of Administration, Mussoorie	12
18.	NAFED procures 35.23 lakh MT of Oilseeds and Pulses valuing Rs.17,241 Crore during 2020-2021	12
19.	NAFED supplies 10,500 MT of pulses to Army and Central Para-Military Forces during the quarter	13
20.	NAFED in association with FIFA conducts series of Webinars on Entrepreneurship and Capacity Building	14
21.	NAFED to set up Agri-inputs platform for Cooperatives and Farmers through National Rural Marts (NRMs)	14
22.	Department of Agriculture, Cooperation and Farmers Welfare to provide Grants to NAFED for creation of seed infrastructure facility	14
23.	Tender for supply of vaccines under the NADCP program of Govt. of India finalized	15
24.	NAFED supplies 2900 MT Sugar to Jammu & Kashmir and 36 MT each to Ladakh and Daman and Diu	15
25.	NAFED to construct Seed processing cum Seed Storage Godown in J&K	15
26.	Three retail outlets of NAFED BAZAAR opened at prime locations in NCR	16
27.	NAFED BRAND Besan, PLATINUM Rice, GOLD Rice, SILVER Rice AND DIAMOND Rice launched	17
28.	Fortified Rice, Salt, Edible Oil and Flour now available in NAFED BAZAARS.	17
29.	NAFED signs an MOU with Honey FPO of MORENA for sale of Honey	17
30.	NAFED to store 25,000 MT of onion in MAHA ONION complex (PPP-IAD PROJECT) during Rabi 2021	18
31.	An MoU signed between NAFED and CWC to provide warehousing services to farmers and stakeholders	18
32.	Employees undergo trainings from reputed institutes	19
33.	HR Division launches mentoring program for new employees	19
34.	In house Induction cum Orientation Program conducted for new recruits	20
35.	NAFED participates in various events during the quarter	20
36.	NAFED to receive financial assistance from National Bee Board (NBB), DAC&FW for various honey related projects	21
37.	Stocks from buffer stock released to check onion price rise	21
38.	NAFED supplies raw material for preparation of Aayush Kwath towards CSR activity	21
39.	Online system created by NAFED for settling claims of apple growers in J&K under Operation Greens	21
40.	NAFED celebrates International Women's Day	22
41.	IT Division of NAFED develops Multi Portal Management System for better execution of e-auctions	22
41.	Articles/Features on NAFED published in magazines/journals during January to March 2021	23-25

Meeting of the Board of Directors of NAFED convened

Meeting of the Board of Directors of NAFED was held on 31st March, 2021 in NAFED House at New Delhi. The majority of Hon'ble Directors attended the meeting in person. However, few members attended through Video Conference. The meetings of the various committees viz. Executive Committee, Business Committee, Project Committee and Finance, Accounts & Audit Committee were also held on the same day.





Foundation Stone of Solar Farm Demonstration Unit laid at Krishi Vigyan Kendra (NHRDF), Ujwa New Delhi

A solar farm demonstration unit of 110 KW capacity has been established in 2000 Square Meter area in Krishi Vigyan Kendra (National Horticultural Research and Development Foundation), Ujwa, New Delhi as a pilot project. The foundation stone of the Unit was laid by Ms. Manisha Saxena, IAS, Secretary (Transport), Govt. of NCT Delhi, who was the chief guest on the occasion. The function was presided over by Dr. Bijender Singh, Hon'ble Chairman of NAFED, NHRDF and DSCB, Delhi. Speaking on the occasion, Dr. Bijender Singh said that the project will prove to be a milestone towards development of green belt in Delhi State while also increasing income of farmers. Guest of honor was Shri. Sanjeev Kumar Chadha, IFS, Managing Director, NAFED along with

Dr. Naveen Kumar Agrawal, IAS, District Magistrate cum Dy. Commissioner, South-West Delhi, Govt. of NCT Delhi, Ms. Soumya Sharma, IAS, Sub-Divisional Magistrate, Kanjawala, North-West Delhi, Sh. Vikash Bhatt, Deputy General Manager, NABARD, Delhi, Sh. A P Saini, Joint Director (Agriculture), Development Department, GNCT, Delhi. The program was coordinated by Dr. P.K. Gupta, Director, NHRDF and Head, Krishi Vigyan Kendra, Ujwa. This project is established under Mukhya Mantri Kissan Ayye Badhotri Yojana of GNCT. The unit is fully financed by Delhi Transco Limited under Corporate Social Responsibility (CSR) and NABARD Regional office, Delhi. The main objective of this demonstration unit is to keep green belts always green to maintain Delhi environment by cultivating horticultural crop as well as enhancing the income of farmers by 2 ways- from crop as well as solar, to pave way the vision of Hon'ble Prime minister of India for doubling farmer Income by 2020. The foundation stone ceremony was telecasted by DD Kissan Channel and there was also wide coverage by print media.



An Article titled “Apple Economy in J&K: Changing Paradigm” authored by Shri Sanjeev Kumar Chadha, MD NAFED appeared in PIB of J&K Govt. and leading newspapers/dailies of J&K (Daily Kashmir Observer, Daily Srinagar Observer, Daily Kashmir Digest, Daily Jammu Kashmir Newspoint, Daily Zabarwan Times, Daily Precious Kashmir, Daily Good Morning Kashmir, Daily Kashmir Despatch, Daily Morning Kashmir, Daily Kashmir Thunder)

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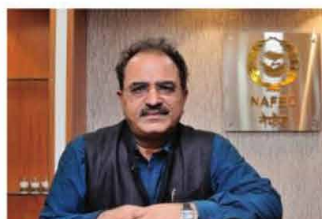
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5

APPLE ECONOMY IN JAMMU & KASHMIR : CHANGING PARADIGM



SANJEEV KUMAR CHADHA
Managing Director, NAFED

Ever since Article 370 of the Constitution has been abrogated the erstwhile State of Jammu & Kashmir is witnessing all round development at a fast pace. While addressing the Nation on August 8, 2019, Hon'ble Prime Minister had said that the special dispensation provided by the Article 370 was a hurdle for development of Jammu & Kashmir and the nation has taken the historic decision to ensure equal rights for the citizens of Jammu & Kashmir and Ladakh. After lapse of almost two years, new vistas have opened for development in most of the sectors of economy. Agriculture and Horticulture being core of rural economy, is one of them.

India ranks seven in world apple production with a share of only 3% among all fruit crops. Jammu & Kashmir boasts of around 80% share of total apple produced in the country. Apple cultivation and its value chain is one of the main stays of rural economy with revenue of around Rs. 1500 crores. The apple production is predominantly confined to districts of Srinagar, Ganderbal, Budgam, Baramulla, Kupwara, Anantnag and Shopian in Kashmir province whereas districts of Udhampur, Doda, Poonch, Ramban and Reasi also report apple cultivation on smaller scale.

Jammu & Kashmir has tremendous

potential for enhanced production and export of quality apple. The productivity of apple at present is around 11 MT/hectare compared to over 40 MT/hectare in Italy, Chile, France, etc. In order to achieve the stated goal of doubling the farmer's income, there is tremendous scope for improvement in the cultivars of apple by introducing improved varieties to enhance per hectare productivity. At the same time, there is need to bridge the gap between the required and existing capacity of the Controlled Atmosphere Cold Storages. Besides this, the value chain in the form of grading, sorting and packing is an area where we can add tremendous value for better returns for growers and other stakeholders.

The U.T. Administration has embarked on the path of bringing a paradigm shift in cultivation, harvesting and marketing of apple and other fruits by introducing High Density Plantation. This is an historic intervention that would benefit over 10 to 15 lakh families and also position the country in the map of one of the largest apple growing countries in the world.

Year wise Production of Apple in Jammu & Kashmir

Area in '000 Ha
Production in '000 MT
Productivity MT/Ha

Year	Area	Production	Productivity
2011-12	154.72	1756.19	11.35
2012-13	157.28	1348.15	8.57
2013-14	160.87	1647.69	10.24
2014-15	163.43	1170.31	7.16
2015-16	161.77	1966.42	12.16
2016-17	162.97	1729.83	10.61
2017-18	164.41	1882.77	11.45
2018-19	164.74	1882.32	11.43

(Source: Director Horticulture Kashmir)

At present a traditional orchard can accommo-

date not more than 250 plants per hectare. Mono-culture of old and traditional cultivars, senile orchards and non-availability of high quality cultural spectrum has lead to low productivity and poor quality which needs rejuvenation and replacement with new emerging cultivars. Introduction of Clonal fruit stock and the Quality Planting Material (QPM) prepared from the improved genetic lines would increase number of plants per hectare to 3333. This would enhance the productivity by 3-4 times and reduce the gestation period for early harvest for the farmers.

Introduction of Market Intervention Scheme (MIS) in last two years in Jammu Kashmir has evoked positive response among the growers as they could get much better price for their produce when the market situation was not favorable. This has given them assurance that there would always be a government agency to fall back upon to sell their produce at remunerative rates if the market conditions are not favorable.

In last three years, High Density Plantation has been attempted and around 250 hectare area has been covered with participation of the private sector. However, there is tremendous scope to fast-track creation of apple orchards with high and medium density root stock. The scheme announced by the UT Administration envisages coverage of around 5500 hectare in coming 05 years with an estimated investment of around Rs. 1750 crores. In order to sustain these efforts it is also proposed to set up atleast four Hi-Tech Nurseries with pre-quarantine facility and modern virus indexing labs so as to ensure continuous supply of QPM at much affordable rates. Nafed, which is National Level Agency of Govt. of India, has been roped in to facilitate the efforts of J&K Administration in this regard.

The HDP Programme is bound to bring a paradigm shift in the whole Horticulture ecosystem and intrinsically link the sector with markets in India and abroad. It would act as a precursor to create modern infrastructure in the value chain besides creating huge employment opportunities for all the stakeholders starting from growers to cold storage industry and traders. Some of the

important focus areas of the programme are:

- Enhancement of area coverage under apple and other temperate fruits with improved varieties.
- Increase in production and productivity.
- Bringing non-traditional areas of Jammu Province under apple cultivation.
- Creation of smaller hi-tech nurseries at Block/Tehsil Level with participation of private sector.
- Collectivisation of farmers/growers having small and fractured land-holdings, in the form of Farmers Producer Organizations (FPOs). Jammu and Kashmir has already joined this programme and specialised crop-specific FPOs have been created in all the Districts.
- Setting up of three cold chains with latest facilities for sorting, grading, pre-cooling, processing and refer transport.
- Setting up Pre-Quarantine facilities and virus indexing laboratories at four nurseries of Horticulture Department.
- Provide assured market linkages and better returns for growers and removing layers of middlemen.
- Enhanced productivity and higher percentage of A grade apples and increase the income of farmers three to four times.

High Density Plantation programme for temperate fruits would no doubt be a game changer for the rural economy of Jammu and Kashmir. In the years to come, private sector would have to closely work with the growers and government agencies to bridge the gaps in Research and Development, training and capacity building, creating additional cold chain facilities to sustain the momentum. All stakeholders must join hands and take advantage of other related schemes like Agri Infrastructure Fund, National Horticulture Board, etc. The apple economy would get a boost to a level not seen in last seven decades and India would not only become Atanirbhar but also export apples in huge volumes.

The views expressed in article are writers own and do not reflect organization's policy .

MD NAFED makes presentation before the Supreme Court appointed Committee on Farm Laws



In view of its vast representation of farmers from all across the country and experience of more than 6 decades of working for the farmers, the Supreme Court appointed

Committee invited NAFED to make a presentation before them on The Three Farm Laws and related issues.

NAFED being the apex organization of marketing cooperatives in the country represents lakhs of farmers all across the country through its membership of 3 Apex Cooperative Federations, 25 State Level Federations, 865 Primary Level cooperatives and 25 Regional commodity Federations. NAFED also represents around 600 Farmer Producers Organizations across the country.

Shri Sanjeev Kumar Chadha, MD NAFED made detailed presentation before the appointed committee on 08th February, 2021. The presentation provided an insight into the Cooperative Movement, Farmer Producer Organizations, Convergence with Govt. schemes of MoA&FW, MoFP, Concept of NeKM in partnership with FPOs, MAHAOnion experience of NAFED and various other issues related to the farmers and the agri sector.

The Parliament of India framed three bills on Indian agriculture for transformation of the agriculture sector and to empower farmers. The Farm Laws were approved by Lok Sabha and the Rajya Sabha. The Hon'ble President of India, gave his assent to the Laws on 27th September 2020.

Subsequently after a series of protests against the Farm Laws, the Hon'ble Supreme Court of India constituted a committee on January 12, 2021 for evaluation of these laws and resolving the issue. The committee was required to study the Farm Laws and submit its report to the Supreme Court after consultations with stake holders like Farmers Organizations, eminent academicians, professionals, experts etc.

First Anniversary of Launching of Formation and Promotion of 10,000 FPOs Scheme celebrated by Ministry of Agriculture & Farmers Welfare

4 FPOs formed by NAFED receive awards

First anniversary of Formation and Promotion of 10,000 FPOs Scheme was organized by the MoA&FW on March 1, 2021 with active participation of NAFED FPOs. Hon. MOS Shri. Parshottambhai Rupala ji and Hon. MOS Shri. Kailash Choudhary ji addressed the FPOs and awarded the Registration Certificates to NAFED FPOs.

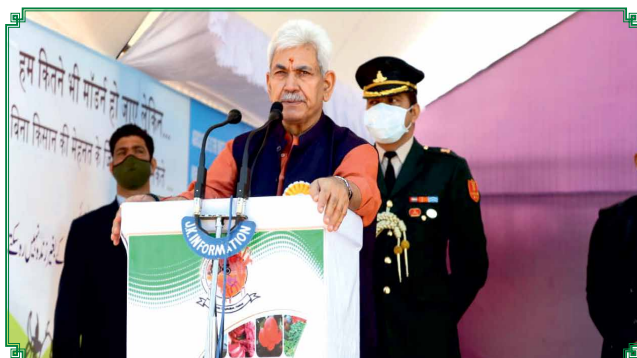
It is a matter of pride that out of 8 FPOs awarded during the ceremony, 4 were awarded registration certificates by NAFED under the new guidelines issued by the MoA & FW in 2020.



NAFED's intervention in J&K will promote long term sustainable development of horticulture in the region



NAFED has been implementing Market Intervention Scheme of Ministry of Agriculture and Farmer's Welfare for apple in Jammu & Kashmir since 2019 for providing alternate marketing channel to farmers for fetching remunerative prices for their produce.



Hon'ble Lt. Governor of J&K UT, Shri Manoj Sinha addressing the gathering

NAFED has now executed an MoU on 1st January 2021 with Govt. of J&K in the presence of Hon'ble Lt. Governor for long term sustainable development of horticulture in the region. Allotment of land for this purpose in suitable locations is being chalked by the J&K Administration in consultation with NAFED for creation of post harvest infrastructure and marketing hubs. An expansion plan has also been prepared covering High Density Plantation of temperate crops for increasing crop productivity, creation of post harvest infrastructure hubs at 4 locations and formation of crop specific FPOs in each District of Union Territory of J&K.



Principal Secretary to J&K UT, Sh. Navin K. Choudhary, IAS addressing the gathering

Besides, high density plantation of apple in 5500 hectares in two phases, NAFED proposes to create infrastructure for end-to-end supply chain which will include pre-conditioning, controlled atmosphere CA storage (60,000MT), onion storage (20,000MT), processing facilities (50,000MT), ripening chambers (5000MT), refrigerated transport (25-30nos.) and dry warehousing (20,000MT). NAFED in participation with private sector, initially proposes to create three clusters, one each in North and South Kashmir and one in Samba/Kathua region of Jammu Division.



The investment required for High Density Plantation would be around Rs.1700 Crore over a period of six years and will be implemented in participation with farmers, lending banks and assistance programme of Government of India. The required investment for creation of infrastructure would be around Rs.500 Crore and would be implemented in association with private sector and lending banks.



MD NAFED, Sh. Sanjeev K. Chadha addressing the gathering



This infrastructure is expected to increase the productivity by 4 times and reduce the post harvest losses by 50%, which will not only improve the income of farmers but will also provide quality produce for consumers in rest of the country. Creation of these value chains will also improve quality and export prospects of temperate horticulture produce of the UT to other countries which is at present limited to only few varieties of apple. Further, creation of this infrastructure will help around 2 lakh farmers for value addition and storage of their produce, create direct employment opportunity for 50,000 educated youth of rural areas and at the same time providing indirect employment to about 2 lakh persons in the Union Territory.

Govt. of Bangladesh to import onion seeds from NAFED under G-to-G initiative

Government of the People's Republic of Bangladesh has expressed their interest for import of Onion seeds from India through NAFED. However, the export of onion seeds from India was put under "prohibited" list vide DGFT notification no. 43/2015-20 dated 29.10.2020. This was done in view of onion seed scarcity witnessed in the country during September to October, 2020.

On persuasion of the matter by NAFED and taking a note of the shortage of Onion seeds in Bangladesh, DAC&FW has allowed NAFED to export 35 MT Onion Seeds to Bangladesh for their ensuing summer crop. NAFED is holding sufficient quantity of Onion seed stocks for export as well to cater to local demand from states. Supplies shall be made to Bangladesh Agricultural Development Corporation (BADC) for upcoming sowing season during July-August, 2021 in Bangladesh.

NAFED executes MOU with Muktinath Krishi Company Ltd., Republic of Nepal

An MoU has been signed by Sh. Pankaj Kumar Prasad, AMD NAFED in the august presence of Chairman NAFED, Dr. Bijender Singh and MD NAFED, Sh. Sanjeev K. Chadha with Muktinath Krishi Company Limited, Republic of Nepal for Agriculture Business Cooperation between the two Countries. As per the MOU, NAFED and MKCL will source the agricultural produce and related products in their respective countries based on the demand created by the parties. Separate specific agreements shall be executed for every agreed project between the two organizations. The MOU will create mutual business opportunities for the two organizations in the agri sector.



Indian Ambassador to Syria hands over consignment of 2000 MT rice shipped by NAFED to Govt. of Syria



MEA, Govt. of India, New Delhi designated NAFED for supply of 2000 MT Indian Non Basmati Raw Rice as humanitarian assistance to Syria for delivery upto Latakia Seaport. The entire consignment was shipped by NAFED to Syria in the month of February. The consignment was handed over by Indian Ambassador to Syria, Dr. Hifzur Rahman to the Syria Minister of Local Administration and Head of Supreme Relief Committee, Mr. Hussain Makhoulf.



Hon'ble Minister of Tribal Affairs Shri Arjun Munda visits NAFED BAZAAR, LBSNAA, Mussoorie

It was a moment of pride for NAFED when Hon'ble Minister of Tribal Affairs Sh. Arjun Munda visited NAFED Bazaar, LBSNAA, Mussoorie. Also present on the occasion were Director LBSNAA Sh. Sanjeev Chopra, IAS and Managing Director of TRIFED Sh. Pravir Krishna, IAS along with other dignitaries.



NAFED commences shipment of rice to Bangladesh against order of 1.50 lakh MT Non-Basmati Rice Under G-to-G arrangements

NAFED being a State Trading Enterprise (STE) has persistently followed up with Ministry of Food, Govt. of Bangladesh to generate export orders for Rice and other agricultural commodities under G-to-G initiative. As a result of persuasion, prestigious contract was secured from DG Food, Ministry of Food, Government of Bangladesh for supply of 1 lakh MT of non-basmati parboiled rice and 50,000 MT white rice (ATAP) to Bangladesh under G to G. Value of this contract is approx. INR 450 Crore.



Time being the essence of the contract, NAFED initiated pro-active actions for ensuring timely shipment and till end of March, 2021 a quantity of 36,838 MT of parboiled/white rice has been shipped and further supplies are in progress.



NAFED inaugurates its first Bio CBG Plant in Bharuch, Gujarat

NAFED is committed to contribute efforts for creation of a greener tomorrow and "Swachh Bharat" through setting up Bio-Fuel plants pan India. Ground work for this mission was commenced about 2 years back. NAFED has already executed agreements/MOUs with several municipal corporations and other bodies in several states across the country for this purpose. The efforts are now beginning to see the light of the day. NAFED inaugurated its 1st Bio CBG plant in Bharuch, Gujarat on 20th March, 2021, in association with M/s Turquoise Natural Bio Energy Pvt. Ltd. The Plant will produce approx 5 Ton CBG and 20 Ton organic manure per day by using agri waste and cow dung as feedstock.



NAFED signs a historic MoU with Jammu Municipal Corporation for Solid Waste Management

A historic agreement was entered into between NAFED and Jammu Municipal Corporation (JMC) for setting up of 350 TPD Integrated Solid Waste Management and Bio CBG plant at Jammu at a cost of approx. 75 Crore. The Jammu Municipal Corporation has earmarked land for NAFED for setting up of the plant in the UT.



Earlier NAFED had also signed Project specific agreement with M/s CEF International Pvt. Ltd. for setting up the Bio CBG plant at Budhana, Uttar Pradesh and has now commenced the sale and marketing of organic manure "Apna Khad" manufactured by the associate.

Lal Bahadur Shastri National Academy of Administration, Mussoorie (LBSNAA) to deliver capacity building interventions and advisory services to NAFED

NAFED executed an MoU with the renowned Lal Bahadur Shastri National Academy of Administration, Mussoorie (LBSNAA) on 18th February, 2021 for design and delivery of capacity building interventions and advisory services in the area of agriculture and agribusiness promotion with the overall objective of doubling of farmer's income by 2022. The MOU also provides for training of up to 10 employees of NAFED in a year at this prestigious academy, which grooms the Officers of the Indian Administrative Services. The agreement was signed by Shri A K Rath, Executive Director on behalf of NAFED and Shri Milind Ramteke, Deputy Director on behalf of LBSNAA, in the presence of Chairman NAFED, Dr. Bijender Singh, Director LBSNAA Shri Sanjeev Chopra and MD NAFED Shri Sanjeev K. Chadha.



NAFED supplies Fortified Refined Oil and Chana Daal to Govt. of Uttar Pradesh

NAFED has bagged the prestigious contract for supply of fortified refined oil and chana daal to the Govt. of UP for distribution to the aanganwadi centres of the State under the ICDS projects.

A quantity of 18000 MT valuing about Rs. 233 Crores has been supplied in all 75 districts of the State for the 4th quarter of FY 2021, i.e January to March 2021. Deliveries were made to 14,456 points in urban and 884 points in rural areas at block level. The supplies of Chana Daal in kit bags and fortified edible oil were made under the two major schemes of ICDS, namely SNP and SAG. NAFED had constituted several teams who visited the centres for supervision of logistics and ensure smooth supplies. Department of ICDS, UP awarded the order to NAFED for door step delivery to designated centres.



NAFED increases its CBBO base for FPOs

NAFED has been allotted total of 246 FPOs in 28 states which include Special Crops FPOs (125), Organic FPOs (43), Oilseeds FPOs (37), Bamboo FPOs (29), Agro-forestry FPOs (7) and Honey FPOs (5). The allotted FPOs have been allocated to 32 CBBOs, out of which 41 have been registered with the Registrar of Companies (ROC).

FOF Division of NAFED had released Expression of Interest (EOI) in NAFED website, CPP Portal and all editions of The Times of India for empanelment of Cluster Based Business Organizations (CBBOs) as per the prescribed guidelines of the Government. The first EOI was released on 12th September 2020 wherein 16 agencies were empanelled and the second EOI was released on 23rd February, 2021 through which 37 agencies were empanelled as CBBOs. A total of 53 CBBOs have been empanelled by the end of the quarter.

MD and AMD NAFED attend conference on Cooperatives organized at The Lal Bahadur Shastri Academy of Administration, Mussoorie

MD NAFED Sh. Sanjeev. K. Chadha and AMD NAFED Sh. Sunil K. Singh participated in a conference titled "India@75, Conversations on Cooperatives and Livelihoods and Entrepreneurship at Grassroots" organised by Centre for Cooperative and Livelihood, Lal Bahadur Shastri National Academy of Administration (LBSNAA), Mussoorie. The conference was chaired by Sh. Sanjeev Chopra, Director LBSNAA and attended by senior officials from AMUL, NDDDB, IFFCO, VAMICOM, IRMA, KAMATAN and LBSNAA. The role of Cooperatives in India's Emerging Economic Architecture, Challenges and Opportunities were discussed in the day long conference.



NAFED procures 35.23 lakh MT of Oilseeds and Pulses valuing Rs.17,241 Crore during 2020-2021

NAFED is one of the nodal agencies of Govt. Of India for procurement of oilseeds and pulses under PSS. Under the scheme, procurement of stocks is organised directly from the farmers at the declared MSP to provide remunerative prices to farmers for their produce. Government of India had sanctioned a quantity of 51.91 Lakh MT for procurement of Pulses and Oilseeds under PSS during Kharif 2020-21 Season and 55.16 Lakh MT during Rabi 2021.



NAFED procured around 51,438 MT of Pulses & Oilseeds valuing around Rs 286 Crore during Kharif 2020-21 season during the period January to March 2021 providing benefit of the scheme to around 28,888 numbers of farmers. A total quantity of about 3,08,889 MT of oilseeds and pulses (Moong, Urad, Toor, Groundnut and Soyabean) was procured by NAFED during the season.

During Rabi 2021 season, around 1.24 Lakh MT of Pulses & Oilseeds valuing about Rs. 633 Crore was procured during January to March, which has benefitted around 96,339 farmers. Total quantity procured during Rabi 2021 is 2.58 lakh MT (Gram, Masoor and Mustard)

Govt. of India has also sanctioned a quantity of 1.22 lakh MT to NAFED for procurement of copra under PSS for the 2020 season. NAFED also procured a quantity of around 5000 MT of ball copra and 35 MT of milling copra under



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PSS in the states of Tamil Nadu and Karnataka, against allocation of 1.22 Lakh MT by Govt. Of India.

The total quantity of Pulses under PSS/PSF and Oilseeds under PSS procured by NAFED during the financial year 2020-2021 was to the tune of around 35,22,854.29 MT valuing approx. Rs. 17,240.82 Crore including Perennial Crop of Copra.

Due to inclement weather conditions on account of untimely and heavy rains in the producing states, the production of Urad, Moong, Soyabean and GN Pods has been affected resulting in lesser procurement in comparison to last Kharif season.

The disposal of procured stocks is being arranged in the open market and during the quarter around 5.32 Lakh MT of Pulses and Oilseeds valuing Rs 2,792 Crore was disposed of.



NAFED supplies 10,500 MT of pulses to Army and Central Para-Military Forces during the quarter

Institutional Supplies to States and Armed Forces continued during the Pandemic despite the pressure of supplies under PMGKAY for fulfilment of supply commitments

During the quarter, NAFED supplied a quantity of 10,500 MT of pulses to its esteemed buyers Army and Central Para military Forces. The total supply during the entire year 2019-20 was to the tune of 38,500 MT. NAFED also continued to supply milled/cleaned pulses to State/UT Governments for their different welfare schemes such as ICDS, MDM, PDS, COVID relief kits etc. out of the national buffer. A quantity of around 4 LMTs of pulses was supplied to the States of Arunachal Pradesh, Kerala, Rajasthan, Goa, Gujarat, Telangana, Mizoram, Uttar Pradesh, West Bengal, Orissa, Manipur, Lakshadweep etc. during 2020-2021

It may be mentioned here that NAFED was entrusted with the task of supplying milled/cleaned pulses to State/UT Governments under PMGKAY scheme announced by the Govt of India in March, 2020 in the wake of Covid 19 pandemic and nationwide lockdown situation to mitigate the hardship of poor people and designated a nodal agency for the purpose. The total duration of the scheme was 8 months starting April, 2020. NAFED arranged supplies of around 15 LMTs of different varieties of pulses during this whole period amidst extreme challenging conditions to benefit over 19.5 Crore NFSA beneficiaries every month starting from April to November, 2020.

The fledgling supply mechanism which was established primarily to organise the supply of pulses to Army and CPMFs has since grown into a well-oiled machine and its efficacy was truly tested in the year gone by during all pervasive pandemic. NAFED rose to the challenge and fulfilled its commitments and supply obligations to all the esteemed buyers despite the prevailing pandemic and pressure of supplies under PMGKAY.

NAFED in association with FIFA conducts series of Webinars on Entrepreneurship and Capacity Building

NAFED in association with FIFA has been conducting a series of Webinars on Entrepreneurship and Capacity Building through startups and experts in Agri-Tech & Agri-business for the benefit of members of FIFA and FPOs. The Webinars aim to provide knowledge and skills to the members and bring about professionalism in their area of work for achieving success.

During the quarter following webinars were conducted:

Date	Topic
09.01.2021	Episode 4 -How Tech-intervantion can help the FPOs for quality
09.01.2021	Episode 4 - How to select good quality Agri inputs like seeds and Agrochemicals
16.01.2021	Episode 5 - Small Livestock based livelihood and FPO
16.01.2021	Episode 5- How to enhance value Realizations of farm produce
23.01.2021	Episode 6- Blue Revolution 2.0-How RAS technology can help Indian fish-farmers raise income
23.01.2021	Episode 6- Introduction to Agriculture Infrastructure funds
30.01.2021	Episode 7- New age technologies for building incentives and trust in Agribusinesses
30.01.2021	Episode 7- How to prepare bankable/fundable Proposal
06.02.2021	Episode 8- Role of new-age technologies in food processing for improving profitability of FPOs/coop society
06.02.2021	Episode 8-How to build successful dairy silage business and Food processing and followed by trade question and answer session
13.02.2021	Episode 9- Glimpse of Agricultural technologies for commercial-scale production

13.02.2021	Episode 9-How Goda farms built a 200 crore business
20.02.2021	Episode 10- Insure life with "PLI & RPLI" with Mr. Raj Kr. Mishra, General Manager, Directorate of postal Life Insurance
20.02.2021	Episode 10- How diversification helped in scaling up of bhose FPC businesses

The webinars have received an encouraging response from the participants.

NAFED to set up Agri-inputs platform for Cooperatives and Farmers through National Rural Marts (NRMs)

FIFA-NAFED are planning to set up 1000 NRMs in the next two years at various locations across the country. The FPOs will mobilize resources to create infrastructure needed for setting up NRM and also to operate these NRMs. FIFA will connect with various suppliers for sustainable quality supplies at competitive prices. FIFA-NAFED will partner with eligible service providers in each state to operate the IMP platform in order to aggregate demand from various NRMs.

Bids have been invited from the competent service provider companies with existing platform (Solution) for operating IMP platform in each zone and assist in aggregating demand and arrange suppliers through online platform in order to bring efficiency, scale and competitive prices. The revenue earned from supply of agri-inputs and essential goods will be shared with the service providers in lieu of managing and operating the platform.

Department of Agriculture, Cooperation and Farmers Welfare to provide Grants to NAFED for creation of seed infrastructure facility

Seed is a basic and essential input in Agriculture. The quality of seed determines the production and productivity of crops. Under this backdrop, DAC&FW is implementing the

scheme 'Sub-Mission on Seeds & Planting Materials' with the aim of providing quality seeds to farmers to enhance production and productivity of their crops. Financial assistance for establishment of seed processing and storage infrastructure is also covered under this scheme.

NAFED is undertaking seed production in the state of Madhya Pradesh and there are plans for expansion of this business in future. There is already seed storage facility at Dewas in the State in an approximate area of 15,390 sq. meters. In order to have better quality control, NAFED has now planned to set up a seed processing plant as well at this premises. DAC&FW has approved NAFED's proposal under grant-in-aid for creation of seed infrastructure facility at Dewas. Financial assistance under "Creation of Seed Infrastructure Facilities", a component of "Sub-Mission on Seed and Planting Material" is expected to be released soon for creation of the proposed infrastructure.

Creation of seed infrastructure in MP will provide big boost to seed business of NAFED while also providing good quality seed to the farmers of the state at reasonable prices.

Tender for supply of vaccines under the NADCP program of Govt. of India finalized

NAFED has finalized tender for procurement of Brucella Abortus vaccine for supply under the National Animal Disease Control Programme of Govt. Of India (NADCP). Contract was awarded to M/S Sanvita Biotechnologies Pvt. Ltd., who emerged as the lowest bidder. Supplies are expected to commence soon after finalisation of logistical arrangements.



NADCP is one of the major initiatives of Govt. of India towards doubling the Farmers Income. The programme was launched by Hon'ble Prime Minister Shri Narendra Modi Ji, on 11th September, 2019 from Mathura, Uttar Pradesh, aims to eradicate the Foot and Mouth Disease (FMD) and Brucellosis in the livestock all across the country. Valued at

Rs. 12,652 Crore for five years till 2024, it is 100 percent funded by the Central Government. Over 500 Million Livestock including cattle, buffalo, sheep, goats, and pigs are expected to be vaccinated against the FMD and 36 Million Female Bovine Calves annually against the Brucellosis disease under this programme.

NAFED supplies 2900 MT Sugar to Jammu & Kashmir and 36 MT each to Ladakh and Daman and Diu

The Institutional Supply Division of NAFED supplied a quantity of 2900 MT of sugar valuing about Rs. 1100 Crore to Jammu and Kashmir during 2020-21 against the annual contract awarded to NAFED. The Federation also bagged annual contract for supply of sugar to Ladakh and Daman and Diu against which the entire quantity of around 36 MT valuing about Rs. 12 Crore has been supplied to each.

NAFED to construct Seed processing cum Seed Storage Godown in J&K

NAFED has been selected by J&K Government for construction of 30 Nos. of Seed Processing cum Seed Storage godowns in different locations of Jammu division. There is a provision of ₹60.00 lakhs per Seed Processing cum Seed Storage godown of 500 MT capacity comprising 36.00 lakhs for construction of the godown and 24.00 lakhs for the machinery as per the prescribed guidelines. Agreement for the allocated work is under execution between NAFED and the concerned administration of J&K.

Three retail outlets of NAFED BAZAAR opened at prime locations in NCR

In order to further boost its Consumer Marketing Business, NAFED opened a new retail outlet at E-18, East of Kailash, adjacent to Kailash Colony Metro Station, New Delhi. The outlet was inaugurated on 14th January, 2021 virtually by Hon'ble Chairman of NAFED, Dr. Bijender Singh in presence of Sh. Sanjeev K. Chadha, MD and Sh. Sunil Kumar Singh, AMD, Sh. Pankaj Kumar Prasad, AMD, Sh. S.K. Verma, ED, Sh. A.K. Rath, ED and other senior officers of NAFED.



NAFED Bazaar at East of Kailash



Another retail outlet was opened at the premises of IOCL Fuel Station, NH-2, Faridabad, Haryana on 4th March, 2021 by Shri Sanjeev K. Chadha, MD NAFED in presence of Shri Pankaj Kumar Prasad, Addl. MD NAFED, Shri Shyam Bohra and Shri Sandeep Makkar ED IOCL. The renowned Indian Cricketer Mr. Suresh Raina was the special guest on the occasion.



NAFED Bazaar at IOCL, Faridabad

Yet another outlet of NAFED Bazaar was inaugurated at the premises of CMD Branch at Mohan Cooperative Industrial Estate, New Delhi on 6th March, 2021 by Shri Pankaj Kumar Prasad, AMD NAFED in presence of Shri Amit Goel, GM and other officials of NAFED.



NAFED Bazaar at Mohan Cooperative

These outlets will offer all NAFED Brand Products and other items to consumers at affordable prices, while also giving a boost to the consumer business of NAFED.

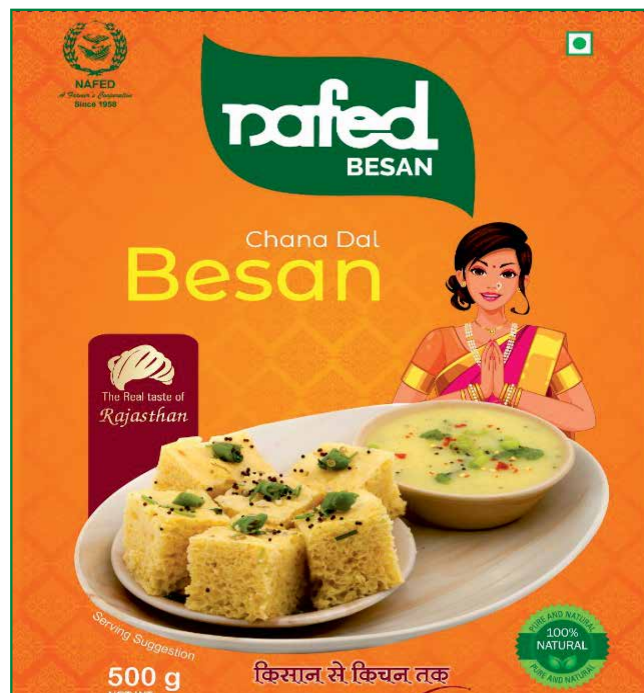


nafed
A Farmers' Cooperative
60 plus years in Service

NAFED News

NAFED BRAND Besan, PLATINUM Rice, GOLD Rice, SILVER Rice AND DIAMOND Rice launched

In view of the strong faith of consumers in NAFED brand products and their growing popularity, NAFED is increasing the product range under its own brand name by launching new products. During the quarter, NAFED has launched NAFED Brand Besan, Platinum Rice, Gold Rice, Silver Rice and Diamond Rice. These are high quality and flavoursome products from NAFED.



Fortified Rice, Salt, Edible Oil and Flour now available in NAFED BAZAARS.



NAFED has started selling Rice, Salt, Edible Oil and Flour Fortified with Iron, Folic Acid and Vitamins at NAFED Bazaars. These high quality products will be available under different brands in the stores at affordable prices.

The predominant diet within a region can lack particular nutrients due to the local soil or from inherent deficiencies within the staple foods. Micronutrients in foods like flour can also be lost during the processing operation. Addition of micronutrients to staples and condiments can prevent large-scale deficiency diseases in the population.

Offering fortified foods at NAFED Bazaars is aimed at providing nutritive foods to the customers at affordable prices to help overcome their dietary deficiencies.

NAFED signs an MOU with Honey FPO of MORENA for sale of Honey

NAFED participated in the National Summit on Agricultural Food Processing Opportunities organised at Gwalior on 5th March, 2021. On the occasion, an MoU was executed between NAFED and Honey FPO of Morena for marketing of Honey and other Agri-Commodities of the FPO. The MOU was signed by Shri Amit Goel, GM (CMD) on behalf of NAFED and Shri Beniram Kushwah on behalf of the Morena Honey FPO.



NAFED to store 25,000 MT of onion in MAHA ONION complex (PPP-IAD PROJECT) during Rabi 2021

Aligning with recent market reforms, NAFED's initiative of creation of infrastructure in Public Private Partnership (PPP) mode for long term storage of onion with participation of State Government of Maharashtra and 25 Farmer Producer Organizations (FPOs) has resulted in creation of MAHAONION Brand. The initiative is to create 25000 MT capacities for long term storage of onion to reduce losses and provide alternate marketing facilities based on hub and spoke model outside APMC markets. Each such structure has 1000 MT storage capacity with infrastructure for weighing, grading and sorting of onion procured at farm gate from farmers. All payments are made directly to accounts of farmers on time. Government of India in association with Government of Maharashtra under Rashtriya Krishi Vikash Yojna (RKVY) is contributing (Rs. 11 crore) 46.7%. The contribution of NAFED and FPOs is 26.2% (Rs. 6.06 crore) each in the project. During Rabi 2021 NAFED is likely to store 25000 MT onion in these structures for creation of Central Buffer.



Site photos of Onion storage structure at Maharashtra

An MoU signed between NAFED and CWC to provide warehousing services to farmers and stakeholders

The two organizations to collaborate for setting up of storage infrastructure at farm gate

An MoU was signed between Central Warehousing Corporation and NAFED on 19th January 2021 in the presence of MD CWC, Sh. Arun Kr. Shrivastava and MD NAFED, Sh. Sanjeev Kr. Chadha and other senior officers of both organizations for providing the scientific integrated warehousing services to farmers including Handling, Transport & Value Added Services for proper upkeep of NAFED procured stocks & commodities.



Further, a high level meeting was convened on 19th February 2021 between officials of NAFED & CWC to discuss and finalize the modalities for setting up of storage infrastructure under Gol's Agricultural Infrastructure Fund Scheme in the presence of MD NAFED and MD CWC. NAFED would facilitate the construction of infrastructure, obtaining loan and providing business (by storing pulses/oilseeds procured under PSS/PSF) for servicing the loan.



Employees undergo trainings from reputed institutes

Training is an ongoing process in NAFED in order to upgrade the expertise and competencies of the employees. Following employees attended various training programmes during the quarter:

1. Sh. Souradip Mondal (AM) and Sh. Ankit Madan (AM) attended Online Weekend Course on Agri-Business Entrepreneurship during 5-7 August, 2021 (on weekends) organized by CICTAB.
2. Sh. Ankit Madan (AM) and Sh. Sunil Bartare, (AM) attended International Exposure Visit Programme on Cooperative Business Model during 2-5 February, 2021 organized by CICTAB at Kolhapur.



3. Sh. Shailendra Kumar (Manager), Sh. A Vimal (AM) & Sh. Shashank Bansal (AM) attended International Online programme on Financing SHSs, JLGs and farmers Collectives" during 10-12 February, 2021 organized by CICTAB.
4. Sh. LLT Prakasa Rao (Dy. Manager), Sh. M.S. Rawat (Manager), Sh. P. Kathiravan (MT), Smt. Bhavya Anand (Manager) and Sh. Souradip Mondal (AM) attended "International Online programme on Developing Managerial Decision Making Skills for Marketing Cooperative Societies" during 17-19 February, 2021 organized by CICTAB.
5. Sh. V. Vinay Kumar (Manager) attended Online training on Strengthening Management and Development of Agricultural Cooperatives and Farmers' Organization in Asia and Africa scheduled in 2 parts. The first part was conducted from 11th February to 2nd March, 2021

with Collaboration of Institute of Rural Management, Anand (IRMA). The 2nd part was conducted from 11th to 30th March 2021 with the Institute for the Development of Agricultural Cooperation in Asia (IDACA Japan) organized by ICA – MAFF (Japan).

HR Division launches mentoring program for new employees

In the first ever such initiative, the HR Division of NAFED launched a mentoring program for the new recruits of NAFED. The program is aimed at providing necessary guidance and motivation to new joiners with a view to advance their career goals by tapping into the existing knowledge, skills and experience of senior officials of the Federation and transferring these attributes to the new employees. The program took off on 25th February, 2021 wherein the identified mentors of branches and head office connected on virtual platform and were briefed about the objectives and other details of the program by the HR Division.



In house Induction cum Orientation Program conducted for new recruits

During the quarter, 38 Nos. of new recruits of the level of JAAs, JFRs and AMs joined NAFED. Before being absorbed in the regular work of NAFED at their respective place of posting, the new joiners were imparted in-house intensive induction/orientation cum training program to



Participants engaged in activity on effective communication

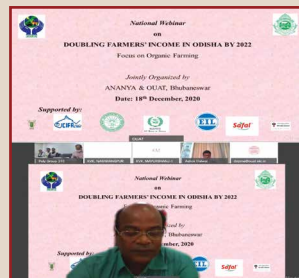
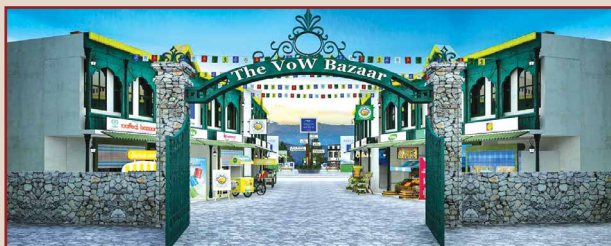
acquaint them about the business and other activities of the Organization/Divisions. Some specialized sessions were also organized to prepare them for their professional life and to also face the challenges of life. These sessions dwelled on topics like Parliamentary procedures, Agricultural Marketing Scenario, Effective communication, Human Values and Professional Ethics, Harmony in Life, Mindfulness, etc. The sessions were activity based and also included case studies to enable better understanding of the concepts.



NAFED participates in various events during the quarter

During the quarter, NAFED participated (physical/virtual) in following events with the aim of bringing about awareness of various activities and consumer products of NAFED:-

- Valley of Words at Dehradun
- Ananya Webinar, Bhubaneshwar
- Odisha Corporate Foundation (OCF), New Delhi
- Indus Food 2021 by TPCI, Noida
- 5th session of Delhi region of Sahakar Bharti, Delhi
- Conference of Agro Processing Industries in Bundelkhand, Jhansi
- Odisha Praba organized by Odia Samaj, New Delhi
- Agro-Vision at Cuttack, Bhubaneshwar, Odisha



NAFED to receive financial assistance from National Bee Board (NBB), DAC&FW for various honey related projects

The National Bee Board has accorded in principle approval to NAFED under the Mini Mission-II of NBHM for financial assistance for setting up of infrastructure for storage, testing and marketing of honey. The sanction includes ₹2425.13 lakhs for setting up of honey infrastructure in 5 States and ₹84.88 lakhs for management support. There is an additional assistance of ₹517.50 lakhs for setting up of Mini labs in 5 states. ₹500.00 lakhs have been sanctioned for setting up of 5 mini/satellite honey and other beehive products testing labs and ₹17.50 lakhs is Management support under NBHM. The total assistance expected from NBB to NAFED under NBHM project is ₹3027.51 lakhs.

Stocks from buffer stock released to check onion price rise

NAFED procured onion under Price Stabilization Fund (PSF) Scheme of Government of India during late Kharif 20-21 season. Procurement was commenced during the last week of February, 2021. A total quantity of around 1327 MT valuing around Rs. 3.80 crore was procured through open auction in various APMCs in Maharashtra & Madhya Pradesh as well as through direct procurement from farmers through member Cooperative Societies, Farmers Producers Organizations (FPOs), State Level FPO Federation, etc. Release of stocks from the central buffer commenced from first week of March, 2021 and a quantity of 1173 MTs valuing around Rs. 2.66 Crore was dispatched to various States/agencies for disposal in open market in order to stabilize the volatility of onion prices in the wholesale and retail markets.



NAFED supplies raw material for preparation of Aayush Kwath towards CSR activity

It has been the endeavour of NAFED to rise above the call of duty for providing support to the needy in the event of any catastrophe. During the ongoing COVID 19 Pandemic, NAFED took the initiative of supplying ingredients free of cost to M/s Sai Sadhana Sewa Foundation, New Delhi for preparation of Aayush Kwath Tablet for onward distribution to the poor.

The Sai Sadhana Sewa Foundation undertakes charitable and philanthropic services (seva) for the benefit of society especially the underprivileged, underserved, marginalized and needy sections of the society. The Ministry of AYUSH is promoting herbal decoction of Aayush Kwath to help improve the immune system against COVID-19. The herbal formulation comprises of four medicinal herbs widely used in the Indian kitchen namely basil leaves (tulsi), cinnamon bark (dalchini), Zingiber officinale (sunthi), and krishna marich (Piper nigrum). The initiative of NAFED aims at helping the needy in combating the virus through better immunity.

Online system created by NAFED for settling claims of apple growers in J&K under Operation Greens

Ministry of Food Processing Industry (MoFPI), Government of India is implementing a new Scheme Operation Greens – TOP to TOTAL with the aim of promoting Farmer Producer Organizations, agri-logistics, processing facilities and professional management towards better value realization by farmers cultivating various horticulture crops. NAFED is the designated implementing agency for providing subsidy under Operation Greens towards transportation and storage of apple in the UT of Jammu and Kashmir. NAFED has created a transparent on-line system for settling the subsidy claims of farmers towards smooth and effective implementation of the scheme for attainment of the desired objectives.

NAFED celebrates International Women's Day

A function was organized in HO to celebrate the International Women's Day on 8th March 2021. The function was chaired by MD NAFED and attended by all senior and other officials and staff of HO and also joined by women employees of branches virtually. MD NAFED acknowledged and appreciated the role of women for their contribution to family, society and in nation building. He also praised the women employees of NAFED for rising beyond the call of duty during the ongoing COVID 19 Pandemic to serve the Federation and also for their fearless execution of challenging assignments in the interest of the nation during this period. To mark the occasion, sweets were distributed to the women employees.



IT Division of NAFED develops Multi Portal Management System for better execution of e-auctions

IT Division has designed a Multi Portal Management System for ensuring time precision up-to milliseconds for same auction running across multiple portals in real-time. Multi Portal Management System is a cloud-based system for running e-auctions of same stock of Agri-Commodities simultaneously across multiple empanelled e-auction portals. The system is built with the objective of in achieving greater transparency, wider participation of bidders and probably improved price realization of NAFED stocks. Multi Portal Management System (MPMS) has been made live for disposal of stocks in 9 branches.

Several other initiatives were implemented by the Division, which are mentioned as follows:

On boarding on GeM Platform: NAFED has on boarded on GeM platform and has started procurement from this platform. NAFED also uses CPP Portal for e-tendering process.

Development of E-portal for NAFED: The Division has initiated action for development of cloud-based e-auction portal for disposal of agri-commodities and for running various types of forward and reverse auctions for procurement and disposals of agri-commodities. The development work is in full swing and the first phase of the portal is expected to be launched soon.

Setup of Hybrid E-mail Solution: NAFED has completed the setup of a hybrid e-mail solution wherein a SAAS-based E-mail service is deployed along with a cloud hosted e-mail server. Migration of identified users to the new environment is currently under process.

Up gradation of Antivirus Solution & Security: NAFED has deployed and upgraded the antivirus software with a central server to monitor attached client machines and for effective implementation of IT policy.

Articles/Features on NAFED published in magazines/journals during January to March 2021

Feature on NAFED published in "Agriculture Today" January 2021 Edition

ADDRESSING FARMERS' CONCERNS

AGRI REFORMS THE WAY FORWARD FOR NAFED

Agriculture and allied activities are the primary source of income for around 58% of total population of India. Due to lack of adequate post harvest infrastructure and linkages for connecting farmers to markets, 15-20% of agricultural yield is wasted annually.

New Agri Reforms: Government's resolve to bring prosperity in farm sector

The Hon'ble Prime Minister is committed to doubling farmers' income and bringing prosperity to the farm sector. Understanding the role of infrastructure for agricultural development and need for linking farmers directly to the market, GOI has announced various schemes for farmers' welfare. The new agricultural laws aim to provide the farmers with better marketing opportunities along with post harvest and other infrastructure at their door step.

Scheme for creation of FPOs: In the Union Budget 2019-20, the government announced the formation of 10,000 new Farmer Producer Organisations (FPOs) to ensure economies of scale for farmers over the next five years. Department of Agriculture Cooperation and Farmers Welfare (DAC&FW) has approved a new scheme titled Formation and Promotion of Farmer Producer Organisations (FPOs) with a total budgetary provision of Rs 4,496 crore for five years (2019-20 to 2023-24) with further



Hon'ble Agriculture Minister Shri Narendra Singh Tomar inaugurating the Honey FPO Initiative of NAFED committed liability of Rs 2,369 crore from 2024-25 to 2027-28 towards handholding of each FPO for five years from its aggregation and formation.

Creation of Agri Infra Fund: Another important initiative of GOI is the Rs 1 lakh crore Agri Infrastructure Fund, wherein financing facility of Rs 1,00,000 crore will be provided for funding agriculture infrastructure projects at farm-gate and aggregation points. DAC&FW has formulated a Central Sector Scheme to mobilize medium-long term debt financing facility for investment in viable



NAFED's union storage infrastructure

projects relating to post-harvest management infrastructure and community farming assets through incentives and financial support. This facility targets all stakeholders in the agriculture ecosystem, particularly farmers, including FPOs, PACS, Marketing Cooperative Societies and Multipurpose Cooperative Societies.

The improved marketing infrastructure will allow farmers to sell directly to a larger base of consumers and hence, increase value realization of their produce. With investments in logistics infrastructure, farmers will be able to sell in the market with reduced post-harvest losses and a smaller number of intermediaries. This will make farmers independent and improve their access to market.

With modern packaging and cold storage system access, farmers will be able to further decide when to sell in the

market and thereby improve realization for their produce. Community farming assets for improved productivity and optimization of inputs will result in substantial savings for farmers. The scheme will facilitate setting up and modernization of key elements of the value chain including Post Harvest Management Projects like: (i) Supply chain services including e-marketing platforms (ii) Warehouses (iii) Silos (iv) Pack houses (v) Assaying units (vi) Sorting & grading units (vii) Cold chains (viii) Logistics facilities (ix) Primary processing centers (x) Ripening chambers.

The scheme will promote viable projects for building community farming assets including (i) Organic inputs production (ii) Bio stimulant production units (iii) Infrastructure for smart and precision agriculture (iv) Projects identified for providing supply chain infrastructure for clusters of crops including export clusters (v) Projects promoted by Central/State/Local Governments or their agencies under PPP for building community farming assets or post harvest management projects.

Farm Reforms: Opportunities for NAFED, FPOs, Member Cooperatives

To ensure long term sustenance, it is imperative for organizations to adapt themselves to the changing business environment and constantly explore new business opportunities. The farm reforms have paved the way for creation of business opportunities for NAFED and its member cooperatives with the overall aim of farmers' welfare. GOI is promoting the creation of FPOs and societies in view of their significant role in fulfilling the mission of implementing agricultural reforms in the country. Promotion and Formation of FPOs and societies is the first step for converting *Krishi* into *Atmanirbhar* *Kishi*.

NAFED is working closely with several FPOs and societies in Maharashtra and will work on similar lines in Odisha and Karnataka. In the current marketing ecosystem, the new agriculture policy

In the current marketing ecosystem, the new agriculture policy and other reforms initiated by the Central government have created several opportunities for FPOs and our member societies. NAFED is now working with a different perspective and has devised plans to work towards linking producers directly with buyers.



60 Years in Service



Mr Sanjeev Kumar Chadha
Managing Director, NAFED

underdeveloped. NAFED will address these issues by acting as an intermediary and filling up the gaps between the elements of the beekeeping supply chain and also ensure price remuneration to the beekeeping farmers. Through these Honey FPOs, NAFED will work for promotion of beekeeping as an occupation for unemployed women and tribal populations and uplift their livelihood.

Various FPO-related initiatives of NAFED are under implementation in Maharashtra. NAFED is planning to invest in Odisha by partnering with FPOs. NAFED has executed an agreement with Siksha 'O' Anusandhan University in Bhubaneswar for incubation and training facility. The agriculture portal e-kisan allows farmers to showcase their produce online to wholesalers to bid remotely and sell directly without depending on middlemen.

Creation of post harvest infrastructure by cooperative societies: Under the Agri Infra Fund Scheme, NAFED is seeking proposals from its member societies for creation of post harvest infrastructure like mandis, godowns etc. NAFED will provide handholding to societies for preparation, evaluation and appraisal of business plans/project proposals, sanction of funds, implementation etc. The creation of such infrastructure shall generate additional income for societies, provide benefits to members and other farmers in the region.

26

AGRICULTURE TODAY | January 2021

January 2021 | AGRICULTURE TODAY

27

NAFED BAZAARS Kisan se....Kitchen tak published in "Agriculture Today" February 2021 Edition

ADDRESSING CONSUMERS' CONCERNS

NAFED BAZAARS

Kisan se....Kitchen tak

SERVING QUALITY FOOD PRODUCTS TO CONSUMERS FOR DECADES

NAFED has been undertaking retail business food products for several decades. NAFED brand consumer products are very popular in the market with growing demand. The Federation ventured into Consumer Marketing as a step towards diversification of its activities and to make available essential items of daily need to the consumers at affordable rates.

In the sixty years of its existence, Nafed has become a brand name amongst the farmers and consumers. The Nafed brand of pulses (milled/whole), spices (milled/whole), tea, rice, dry fruits, egg powder and other products are quite popular amongst the consumers owing to superior quality and reasonable prices.

NAFED deals in all kinds of pulses and spices produced in India. One of the most popular consumer products of NAFED is NAFED Brand Tea which is available in two variants, "NAFED CTC" and "NAFED PREMIUM". Recently new variants of tea have been introduced in the market to cater to the consumer



Organic Green Tea. The blending and packaging of tea is done at NAFED's own unit located in tea producing region of Guwahati.

NAFED brand products are made available to consumers through a number of Nafed stores across the country. The stores under the name "NAFED Bazaars" are located at Delhi-NCR, Panchkula, Shimla, Mussoorie and Kolkata. Presently there are twenty three (23) outlets of NAFED in Delhi and other cities. It is planned to expand the



Glimpses of inauguration of NAFED Bazaar's retail outlets at Panchkula, Haryana and East of Kailash, New Delhi

network of NAFED Bazaars pan India in order to meet the growing demand of NAFED products. It is also planned to launch new products like Besan, Atta, Suj, Maida and Dalia under the brand name of NAFED.

NAFED also provides support organic cultivators across the country by providing them the requisite market linkages for better price recovery. The organic products range under the ambit of NAFED has increased to 90. These products, launched under the brand name of "Organic Soul", include pulses, spices, grains, flours, honey, edible oils, flax seeds, chia seeds, tea etc.

The outbreak of COVID-19 has changed the market dynamics. The Pandemic has not only posed new challenges to the world, but also come laden with new opportunities. There is a shift in the consumer preference for quality products, especially organic. In these unprecedented times, Nafed has been working relentlessly to make available



More than 60 Years in Service

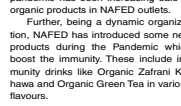


More than 60 Years in Service

essential commodities to the consumers at subsidized/reasonable prices. It is relevant to mention here that Nafed procures directly from FPOs and Cooperative Societies for ensuring maximum benefits directly to the farmers/producers. It is the endeavor of Nafed to provide essential commodities to consumers at the subsidized/discounted prices after meeting its administrative costs. It is witnessed that owing to the Pandemic, consumers are now willing to pay extra for quality for protecting their health. The



More than 60 Years in Service



More than 60 Years in Service

pandemic has seen increasing sale of organic products in NAFED outlets. Further, being a dynamic organization, NAFED has introduced some new products during the Pandemic which boost the immunity. These include immunity drinks like Organic Zitrani Kahawa and Organic Green Tea in various flavours.

NEW STORES PLANNED

In view of the growing demand for its products, Nafed has planned to enhance its presence in retail markets by opening new stores across the country. In the wake of digital era, NAFED has also started sale of its products on various digital platforms to maximize the reach amongst all category of consumers. Besides direct retailing, NAFED is also supplying grocery and other related items to prestigious institutions in the country including reputed hospitals, public sector undertakings, schools and hostels.

38

AGRICULTURE TODAY | February 2021

February 2021 | AGRICULTURE TODAY

39

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ADDRESSING FARMERS' CONCERNS

NAFED-FIFA INITIATIVES FOR DOUBLING FARMER INCOMES THROUGH MARKETING SUPPORT TO FPO

National Agriculture Cooperative Marketing Federation of India Ltd. (NAFED) has been designated as one of the National Implementing Agencies for formation and promotion of 10,000 FPOs Programme of the Ministry of Agriculture and Farmers Welfare. NAFED has been implementing various initiatives to support Farmer Producer Organizations (FPO) which include involvement of Co-operative Societies and Farmer Producer Companies for marketing of agricultural produce on the output side as well as for supply of inputs viz. seeds, fertilizers, equipments etc. under different programs. NAFED was established with the objective to promote the trade of agricultural produce and forest resources across the nation. It has been supporting farmers through procurement of agri-produce at the Minimum Support Price (MSP) under the Price Support Scheme (PSS) for 16 notified commodities, thereby providing remunerative prices to farmers.



its various stakeholders including buyers, service providers etc. to create business relationships to scale FPO business and revenues.

NAFED e-Kisan Mandi (NeKM)

NAFED-FIFA have partnered with a national level digital service provider to set up national level digital platform for agri-produce marketing. The platform will facilitate online and physical auctioning, price discovery, quality assaying, logistics and payments in a transparent and efficient manner. NAFED-FIFA will partner with the FPOs to set up agri-produce markets all over the country in hub-and-spoke model. Sellers and buyers will have access to the digital platform for agri-produce marketing.

These digitally enabled agri-produce markets will be named as NAFED e-Kisan Mandi (NeKM). The spoke-NeKMs will be set up in the production clusters of rural areas. The Hub-NeKM will be set at the consumption centers viz. metro cities.



The hub-and-spoke model will bring maximum share of the consumer price to the farmers.

NeKM as a concept has emerged from the path-breaking reforms that have been unleashed by GOI for the agriculture sector. NeKM will be an electronic Trading Platform with physical infrastructure at each proposed location in partnership with local FPO. The physical infrastructure will include digital platform with auctioning facility, pack-house (including sorting-grading, packing and pre-cooling facilities), warehouse and cold storages if required.

FPOs will get funding support through Agriculture Infrastructure Fund (AIF) and subsidies available under various central and state government schemes to set up the infrastructure required for NeKM. NAFED-FIFA will take focused initiatives to support FPOs in developing business plans, bankable proposals, convergence with government schemes and online as well as physical buyers including organized players (local, regional and national), Startups, HORECA, processors and institutions to provide maximum possible realization to farmers. The first Hub has been launched at Pune in partnership with MAHAFFC - a FPO Federation in Maharashtra.

Advantages of NeKM

- Addressing challenges of scale as well as sustainability being faced by FPOs all over India by integrating their business models, with well-functioning markets/mandis located at production clusters as Spokes and at consumption centres (major towns) as Hub. This will help them save transportation cost, transit losses and increase their net price realization.
- Prevent exploitation by local traders who compel farmers to sell their produce at the farm gate for an extremely low price.
- Selling their produce in auction with price transparency brought through online digital platforms.
- Access to real time data to plan supplies from FPOs in accordance with demand trends and in turn better price realization.



NAFED has worked extensively with Farmer owned institutions/FPOs. Some success stories are given below:

- Marketing of onion and pulses through MAHAFFC, (Federation of FPOs in Maharashtra) amounting to Rs. 612 Cr. during last two years.

- Procurement of red gram through Karnataka Farmers Maha Society (KFRMS), a federation of FPOs in north Karnataka amounting to Rs 145.82 crore during 2017-18.

- NAFED has an exclusive branch for marketing of horticulture produce in Asia's largest fruit and vegetable Mandi at Azadpur, Delhi which has facilitated sale of FPO produce amounting to Rs 96.85 crore during last two years.

- NAFED has been involved in procurement of oilseeds and pulses under Price Support Scheme (PSS) and has procured pulses and oilseeds of value Rs 69667 crore during 2018-19.

- NAFED assisted GOI in creation of buffer stock under the Price Stabilization Fund (PSF) Scheme 2015-21 to the tune of Rs 7424 crore.

- NAFED has been nominated for supply of pulses to the Army and Central Para Military Forces and to states under different welfare schemes such as PDS, MDM and ICDS out of the national buffer and has conducted transactions of Rs 2954 crore till date.

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Operation Green for Tomato, Onion, Potato and other crops

- Market Intervention Scheme for horticulture produce
- Supply of seeds, Fertilizers, Equipment through FPOs

- Promotion of Organic Farming
- DPR and business plan for Sorting/Grading/Packaging facilities, Warehouse, Cold Chains, Rural Marts etc.

After the launch of the Formation of 10,000 FPO program by the MoA&FW, NAFED was the first implementing agency to mobilize Beekeepers and Honey Collectors and register five FPOs in the different districts of Rajasthan, Madhya Pradesh, Uttar Pradesh, Bihar and West Bengal. Hon. Minister of Agriculture and Farmers Welfare inaugurated these FPOs on November 19, 2020 in a virtual function organized by the MoA&FW and interacted with the member farmers/beekeepers. NAFED-FIFA will support these FPOs to set up honey collection and processing plants, its packaging, branding and marketing through retail stores of NAFED in Metro and other towns.

There are around 25 retail stores operating in Delhi. NAFED has planned to set up many new retail stores across the country which will market FPO produce to the urban consumer. Similarly, through NAFED-FIFA support, FPOs will set up Rural Marts to supply agri-inputs and items of daily needs to the farmers and rural consumers. It will help to grow the FPO business and they will become sustainable. The supply chain will work like Farm to Fork, will bring maximum share of the price to the farmer and contribute towards doubling his income.

March 2021 | AGRICULTURE TODAY

31

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50 फीसद वजत जारी कर दिया गया जम्मू-कश्मीर में
वित्त वर्ष के पहले दिन। जम्मू कश्मीर का इस बार
का वजत 1,08,621 करोड़ रुपये का है।

कृषि सुधार को हरी झंडी मिलते ही खुल जाएंगी सौ निजी मंडियां

तैयारी ▶ किसानों के साथ मिलकर नैफेड खोलेगा कृषि उपज मंडी

कोर्ट में विशेषज्ञ समिति की रिपोर्ट पेश होने के साथ ही बंधी उम्मीदें

सुरेन्द्र प्रसाद सिंह, नई दिल्ली

कृषि सुधार को कोर्ट की हरी झंडी मिलते ही किसानों के साथ मिलकर नैफेड देश के विभिन्न हिस्सों में कृषि उपज मंडियां खोलेंगे। पहले चरण में आधा दर्जन मंडियां पहले ही खुल चुकी हैं, जबकि सौ अन्य मंडियों के खोलने का प्रस्ताव तैयार है। सुप्रीम कोर्ट की गठित विशेषज्ञ समिति की रिपोर्ट पेश होने के बाद कोर्ट की अगली सुनवाई का बेसब्री से इंतजार है। कोर्ट के रुख के बाद ही इन मंडियों में करोड़ों रुपए का काम शुरू होगा।

नए कृषि कानूनों के अस्तित्व में आने के साथ ही निजी क्षेत्र की मंडियों के लिए निवेशक आगे लगे। राज्य में पहले से चल रही मंडियों और निजी क्षेत्र की मंडियों के बीच कड़ी प्रतिस्पर्धा होने तक है, जिसका



ज्यादा मुनाफा देनी पड़ेगी। फंडल कोटो लाभ किसान उठा सकता है। कृषि सुधारों के विरुद्ध किसान संगठनों ने दिल्ली की सीमा पर चार महीने से आंदोलन चला रखा है। मामला सुप्रीम कोर्ट में भी विचारधीन है। कोर्ट ने जनवरी 2021 में सुनवाई के दौरान कृषि सुधारों संबंधित तर्कों का नूतन के अमल पर रोक लगा दी है। इसके बाद से निजी मंडी खोलने का काम ठप हो गया है।

कृषि सुधारों के बाद इस क्षेत्र में बड़ी पहल केंद्रीय सहकारी एजेंसी नेशनल एग्रीकल्चरल कोऑपरेटिव मार्केटिंग

फेडरेशन आफ इंडिया (नैफेड) ने एफपीओ के साथ मिलकर कोर्ट की हरी झंडी मिलने के प्रबंध निदेशक सजीव चट्टानी ने बताया नैफेड ई-किसान मंडियां (एनईकेएम) धड़ल्ले से काम कर रही हैं, जिसके लिए पहले से ही अनुमति ली जा चुकी है। इलेक्ट्रॉनिक प्लेटफॉर्म के लिए डिजिटल के साथ फिजिकल डोंगात तैयारियों का गई है।

किसान संगठनों के साथ सहकारी संस्था ने पहले चरण में ही पांच महाराष्ट्र और एक-एक मंडी गुजरात व मध्य प्रदेश में खोल दी है। इनमें महाराष्ट्र की वाशी, धोलवार, गुलतकदी व कचरोड प्रमुख हैं, जबकि मध्य प्रदेश में कचरोड और गुजरात की मोरवी नैफेड-किसान मंडी खुल गई है। इसके अलावा सौ से अधिक और मंडियां खोलने का प्रस्ताव है। प्रारंभिक तौर पर यह अनुदा प्रयोग बहुत सफल साबित हो रहा है। इन निजी मंडियों की वास्तविक मालिक स्वयं किसान संगठन हैं, जिनका संचालन उन्हीं की समिति करती है।

कृषि सुधार के कानूनों के अमल पर

लगी रोक के चलते नैफेड-किसान मंडी के खोलने के प्रस्ताव अवर में हैं। विशेषज्ञ समिति की रिपोर्ट 19 मार्च को कोर्ट में दाखिल हो चुकी है, जिससे कृषि सुधार की उम्मीद को बल मिला है।

नैफेड-किसान मंडियों में न आवृत्तियों का गैर वाजिब हस्तक्षेप होगा और न ही मंडी समिति की तर्ज पर अनवश्यक प्रतिबंध। किसानों और उपभोक्ताओं के बीच के विचौलियों को कम करने में मदद मिलेगी। इस तरह की मंडियों की पूरे देश में स्थापना करने की योजना है। एग्रीकल्चर इंफ्रास्ट्रक्चर फंड से इसके लिए तीन फीसद की रियायती दर पर वित्तीय मदद मुहैया कराई जाएगी। इन मंडियों में हर तरह की जिस की दुर्भाव और धोखाधड़ी की पूरी सुविधा रहेगी। कृषि उत्पादों की बिक्री के लिए फिजिकल और डिजिटल प्लेटफॉर्म उपलब्ध रहेंगे। सरकार के इस पहल का किसानों का फायदा होगा। लंबे समय से इसका इंतजार भी किया जा रहा है। विशेषज्ञों का मानना है इसके लापर होते असर नजर आने लेंगे।

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THE INDIAN EXPRESS, SATURDAY, MARCH 27, 2021

ATMANIRBHAR KRISHI, ATMANIRBHAR BHARAT

NAFED: Working Relentlessly for the Betterment of the Agriculture sector

NAFED recently completed 62 years of its existence in the country. How would you sum up the organisation's journey in these years?

The journey has been full of challenges as well as opportunities. The period from the inception until the 1950s was more or less in terms of financial stability. The more recently understanding procurement of various commodities like oilseeds and pulses in bulk and in small quantities was the main challenge. The period from 1950s to 1970s was more or less in terms of financial stability. The more recently understanding procurement of various commodities like oilseeds and pulses in bulk and in small quantities was the main challenge. The period from 1950s to 1970s was more or less in terms of financial stability. The more recently understanding procurement of various commodities like oilseeds and pulses in bulk and in small quantities was the main challenge.

What is the progress regarding the re-launch of procurement of pulses under Bharat Nafed? Is it successful?

NAFED is working on the re-launch of procurement of pulses under Bharat Nafed. The progress is good. The re-launch is expected to be successful. The progress is good. The re-launch is expected to be successful. The progress is good. The re-launch is expected to be successful.

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20 मार्च, 27 मार्च, 2021

आत्मनिर्भर कृषि, आत्मनिर्भर भारत

नेफेड: कृषि क्षेत्र की बेहتری के लिए अथक कार्य करते हुए

नेफेड ने 62 वर्षों की अतीत में देश के कृषि क्षेत्र के लिए अथक कार्य करते हुए आत्मनिर्भर कृषि, आत्मनिर्भर भारत का सपना साकार करने में अग्रणी भूमिका निभाई है।

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