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A Farmers' Cooperative
60 plus years in Service

April - June 2021

NAFED News

Volume XI



**Dr. Bijender Singh, Chairman NAFED greets Hon'ble Union Home Minister,
Shri Amit Shah ji on taking charge as the country's first Cooperation Minister**

Kisan se Kitchen tak

nafed bazaar

Sale of grocery & food products at discounted prices through

Nafed Stores

Franchisee Stores

Super Stockist

Popular Nafed Brand Products



Rice Bran Oil



Pulses



Spices



Tea



Rice



Organic products



Saffron



Nafed Retail Outlets in Delhi NCR

| | | | | |
|-------------------|-----------------|----------------|---------------|------------------------------|
| Ashram Chowk | East of Kailash | Krishi Bhawan | Rohini | Dwarka |
| East Kidwai Nagar | GTB Hospital | HIPA, Gurugram | New Moti Bagh | Lajpat Nagar (Metro Station) |

Nafed Retail Outlets in Other Zones

| | | | |
|-----------|--------|-----------|--------|
| Mussoorie | Shimla | Panchkula | Punjab |
|-----------|--------|-----------|--------|

Nafed undertakes Institutional supply of Grocery and Food items to Prestigious Organizations including Parliament House, IRCTC, Hospitals, PSUs, Schools, Hostels, Various Ministries of Govt. of India, IITs etc.



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National Agricultural Cooperative Marketing Federation of India Limited

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NAFED IN THE SERVICE OF FARMERS AND CONSUMERS SINCE 1958



NAFED News

April-June 2021

VOLUME XI

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Dr. Bijender Singh, Chairman NAFED greets Hon'ble Union Home Minister, Shri Amit Shah ji on taking charge as the country's first Cooperation Minister



also mentioned that NAFED would be keen to take any other responsibility entrusted by Govt. of India in the overall interest of the farmers.

It was assured that NAFED under the leadership of Hon'ble Prime Minister and Hon'ble Cooperation Minister will work relentlessly for providing remunerative prices to the farmers and in realizing the vision of '**Sehkar Se Samridhi**'.

Chairman NAFED Dr. Bijender Singh ji met Hon'ble Home Minister, Shri Amit Shah ji and congratulated him on becoming India's first Minister of newly formed Ministry of Cooperation.

The Hon'ble Minister was apprised about the various activities being undertaken by the Federation especially on behalf of Government of India. It was





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Dr. Bijender Singh, Chairman NAFED meets the Hon'ble Union Minister of Agriculture and Farmers Welfare

Dr. Bijender Singh, Chairman NAFED met the Union Minister of Agriculture and Farmers Welfare, Shri Narendra Singh Tomar on 23rd June, 2021 and apprised him of various ongoing activities and operations



being undertaken by the Federation like procurement, distribution, livestock vaccination under NADCP, buffer stocking of onion for subsequent distribution in case of price rise, formation of FPOs and ensuring a fair return to apple growers of J&K, etc. It was assured that NAFED is well equipped in terms of infrastructure and expertise and is ready to take up any further responsibility, which the Government may consider entrusting it to serve the farmers.

The Agriculture Minister lauded the efforts of NAFED, especially in distribution of pulses to various States and Union Territories during lockdown under PMGKAY reaching even to the remotest areas like Andaman and Nicobar. The Chairman thanked the Hon'ble Minister for the continued support and faith in NAFED.

Hon'ble Union Minister of Agriculture lays foundation stone of NAFED's Honey Processing and Quality Control Plant at Morena in Madhya Pradesh



Union Minister of Agriculture and Farmers' Welfare Shri Narendra Singh Tomar performed Bhumi Pujan and laid the foundation stone of NAFED's honey processing and quality control plant at Morena, Madhya Pradesh on 1st July, 2021. The ceremony was organized by NAFED in association with the National Bee Board, the FPOs and Cooperative Societies. Shri Bharat Singh Kushwaha, Minister of State, Government of Madhya Pradesh also graced the occasion along with other dignitaries including NAFED MD Shri Sanjeev Chadha, FIFA MD Shri Pankaj Prasad, Shri Rajbir Singh and the MD of National Horticulture Board. The Union Agriculture Secretary Shri Sanjay Agarwal, Additional Secretary Dr Abhilash Likhi, and other important officers of the Ministry of Agriculture and Honey Mission also attended the function virtually.



Speaking on the occasion, the Hon'ble Minister lauded NAFED's role and commitment to achieving Hon'ble PM's vision of "Madhukranti" in the Honey sector aimed at improving the incomes of honey producers. Appreciating NAFED for the service being rendered to the farmers since its inception on October 2, 1958, the Minister stated that the Federation through its technical partner, Indian Society of Agribusiness Professionals (ISAP), is promoting the Honey FPOs under the Central Sector Scheme of Formation and Promotion of 10,000 FPOs anchored by

the Ministry and supported by the National Mission on Beekeeping and Honey (NBHM). He stated that FPOs would help the small, marginal and landless farmers, and likewise the beekeepers will gain better access to market, capital, and technology. He assured all possible help to farmers to help them to improve their incomes. The minister also conveyed his best wishes to the bee keepers and the FPOs being developed by Nafed in other states like Bihar, Rajasthan, Uttar Pradesh, and West Bengal.

About four to five thousand honey producers are expected to be associated with the honey FPO program of NAFED and around 60,000 quintals of honey would be extracted and processed at the processing units and sold directly to the consumers with the help of NAFED. Along with honey production, technical know-how and efforts for export of their products would be also made under the project for the overall development of the honey producers.

Hon'ble Agriculture Minister launches Certified Seed Mini kits Distribution programme for Kharif 2021-22 crop season



Hon'ble Minister for Agriculture Shri Narendra Singh Tomar launched the Seed Mini Kit Distribution programme of central agencies including NAFED under the National Food Security Mission (NFSM) for the Kharif 2021 crop season. The programme was organized on 2nd June, 2021 through video conference and attended by participants from different DDAs, State Department of Agriculture, various farmers, officials of NAFED and others. The event, which was organized under the theme



“Conversation with Seed Mini Kit Beneficiaries” was chaired by the Hon'ble Agriculture Minister. NAFED along with respective State Departments of Agriculture coordinated the event and facilitated the Minister's dialogue with the beneficiary farmers. During the programme, Seed Minikits were distributed to Farmers at DDA Rewa and DDA Morena by NAFED in association with the Deptt. of Agriculture, Govt. of M.P. The programme was hugely successful in generating awareness about the Seed Mini kit programme of Govt. of India for the benefit of farmers.



Glimpses of NAFED's participation at the event **“Conversation with Seed Mini Kit Beneficiaries”** at DDA Rewa & Morena (MP)

Hon'ble Minister of Agriculture Sh. Narendra Singh Tomar inaugurates NAFED office at Bhopal, MP



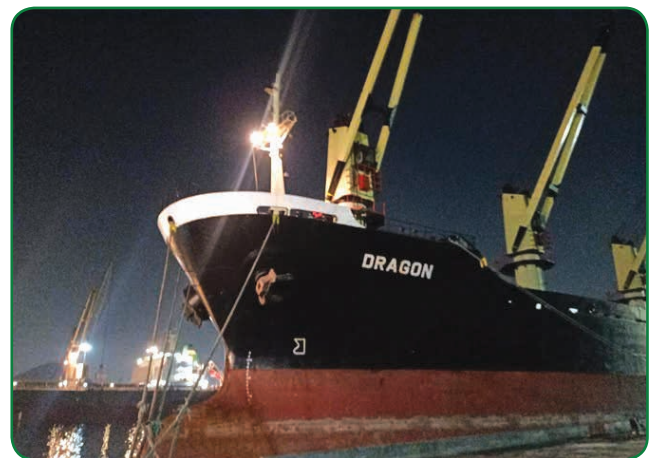
Hon'ble Agriculture Minister Shri Narendra Singh Tomar virtually inaugurated NAFED's new Branch office at Bhopal on 24th June 2021. Hon'ble Minister applauded NAFED for its efforts towards attainment of PM's Vision of Doubling Farmers' Income. Shri Sanjay Agarwal Secretary Agriculture, Shri Sanjeev Chadha MD NAFED, Shri Ashwini Kumar, Jt. Secretary also attended the function virtually and addressed on the occasion.

NAFED undertakes voluminous procurement of pulses and oilseeds in Madhya Pradesh along with other wide spread activities like production and distribution of Seeds and Bio Fertilizers. Presence in the capital city of the State is expected to strengthen the activities of the Federation in the state.



NAFED completes shipment of 1.06 Lakh MT of rice to Bangladesh under G TO G Initiative

NAFED has executed a contract with Directorate General (DG) Food, Ministry of Food, Govt. of Bangladesh for export of 150,000 MT of non basmati parboiled/ raw rice to Bangladesh under G to G initiative. Despite various challenges like second wave of COVID 19 Pandemic in India, lockdown/curfew imposition in several states, severe cyclones in the eastern and westerns coasts of India and heavy rains in coastal areas, NAFED has successfully completed shipment of quantity of around 106000 MT, which includes 91,000 MT of parboiled rice and 15,000 MT of raw rice. The shipment of balance quantity is in progress. The total value of the contract is approx. INR 450 Crore. Shipment is being arranged from Kolkata, Vizag and Kakinada seaports.



Chairman and M.D. NAFED meet Hon'ble Minister of Fisheries & Animal Husbandry, Sh. Parshottam Rupala ji

Dr. Bijender Singh Chairman NAFED along with MD Shri Sanjeev K. Chaddha met Hon'ble Minister of Fisheries & Animal Husbandry, Shri Parshottam Rupala ji and congratulated him on taking charge of the Ministry. The Hon'ble Minister was also apprised of various ongoing activities of the Federation.



Two new retail outlets of NAFED opened in NCR



In order to boost its Consumer Marketing Business, NAFED has opened a new retail outlet at Reach 3 Roads, Sector 70, Gurugram (Haryana). The Outlet was inaugurated on 24th June, 2021 by Hon'ble Chairman, Nafed Dr. Bijender Singh. Dr. Chandrapal Singh, Chairman KRIBHCO graced the occasion as Chief Guest. Ms. Mrinalini Shrivastava, IPS, Commissioner Investments, Govt. of Sikkim was the Guest of Honour. Shri Sanjeev K. Chadha, MD NAFED, Shri Pankaj K. Prasad, AMD NAFED along with other officials/



dignitaries were also present on the occasion. The outlet will provide all NAFED brand products and grocery items to consumers at affordable prices and give a boost to the consumer business of NAFED.

NAFED has opened another new retail outlet at the premises of Delhi Police Headquarters (HQ), Jai Singh Road. The Outlet was inaugurated on 11th June, 2021 by the Delhi Police Commissioner Shri S. N. Srivastava, IPS in the presence of MD, Nafed Shri Sanjeev K Chadha and other officials/dignitaries. Delhi Police has allocated space to NAFED at their premises for setting up the store. The residents and officers will now get easy access to the best quality grocery items, staples, fresh fruits and vegetables at affordable prices in the outlet.



Fortified Rice Bran Oil launched under the brand name of NAFED

NAFED has started selling superior taste premium quality fortified rice bran oil at its retail outlets under the brand name of NAFED. The oil was launched by Union Food Secretary, Shri Sudhanshu Pandey on 15th June, 2021 in the presence of MD NAFED, Sh. Sanjeev K. Chadha and other officials / dignitaries. The initiative will provide healthy cooking oil to consumers at affordable prices while contributing to the attainment of Hon'ble Prime Minister's vision of Aatmanirbhar Bharat.



Fresh fruits and vegetables are now available in NAFED Bazaars

Premium quality cherry from Kashmir also available in NAFED Bazaar outlets



In order to provide better service to consumers under one roof, NAFED has started selling fresh fruits and vegetables in attractive packs ranging from 250 Gms to 5 Kg. These are presently available at NAFED Bazaar outlets in Delhi at Ashram Chowk, Moti Bagh and East of Kailash at reasonable prices and will gradually be made available across all NAFED outlets, pan India.

Meanwhile, with the aim of providing market linkages to cherrygrowers of Kashmir, premium quality Cherry directly procured from growers across Kashmir was sold through NAFED Bazaar Outlets.

Flag off ceremony of handpicked, farm fresh cherries from Kashmir valley was held from Horticulture complex, Srinagar on 8th June, 2021 by Principal Secretary, Sh. Naveen K. Choudhary in presence of Director-Marketing, Sh. Vishesh Mahajan and Director-Horticulture, Sh. Ajaj Bhat.



Atmanirbhar Bharat: Path breaking initiatives for attaining self reliance in Oilseeds and Pulses

Suman Maheshwari

ADVISER (Visiting)



As per the third advance estimates released by Govt. of India on 25th May 2021, the food grain production in the country is estimated to reach the highest ever level of 305.44 million tonnes in comparison to the previous highest level of 297.50 million tonnes achieved last year. The production this year is higher by 2.7 percent in comparison to last year. The chief Rabi crops of wheat, gram and mustard are estimated to achieve the highest ever production levels. While the production of Mustard/Rape seed is pegged at record 9.987 million MT, the production of wheat and gram are estimated at 108.75 and 12.61 million tonnes respectively. The previous high for wheat was 107.86 million tonnes in 2019-20. For gram, the highest production level was 11.38 million tonnes recorded in 2017-18 while for Mustard/Rape seed the previous highest level of 9.36 million tonnes was achieved during last year.

India's Production of Pulses (in Million MT)

| Year | Rabi | Kharif | Total |
|---------|------|--------|-------|
| 2010-11 | 7.12 | 11.12 | 18.24 |
| 2011-12 | 6.06 | 11.03 | 17.09 |
| 2012-13 | 5.92 | 12.43 | 18.35 |
| 2013-14 | 6.00 | 13.26 | 19.26 |
| 2014-15 | 5.73 | 11.42 | 17.15 |
| 2015-16 | 5.53 | 10.79 | 16.32 |
| 2016-17 | 9.58 | 13.55 | 23.13 |
| 2017-18 | 9.31 | 16.11 | 25.42 |
| 2018-19 | 8.09 | 13.98 | 22.07 |

| Year | Rabi | Kharif | Total |
|---------|------|--------|-------|
| 2019-20 | 7.72 | 15.44 | 23.16 |
| 2020-21 | 8.49 | 17.09 | 25.58 |

Source: DAC & FW



The overall production of the nine Rabi and Kharif oilseeds is also pegged at all time high of 36.565 million MT, the previous high of 33.219 million MT having been achieved last year. India is the highest importer and consumer of edible oils in the world. Despite being one of the leading producer of oilseeds, the country is not



able to fulfill its demand for edible oils through domestic production. The country imports around 150 lakh tonnes of edible oil worth around Rs. 65000 to 70,000 Crore per year. With increasing population and per capita consumption of edible oils, this gap will become wider unless the domestic availability of oilseeds increases in tandem with the growing demand.

In the case of pulses also, the country is the leading producer, consumer and importer in the world. During the recent years, the Government has initiated a number of measures for boosting the pulses production in the country with the aim of reducing the dependence on imports. As a result, the pulse production is steadily growing over the recent years.

The production which was in the range of around 16 to 19 million MT during 2010 to 2016 has increased remarkably to 23 to 25 million MT during the last five years, recording the highest ever level of 25.58 million MT during 2020-21 when compared to mere 18.24 million MT in 2010-11, an increase by about 40 percent in a decade.

The increase in production of pulses is supplemented with declining imports during the last few years. During 2010 to 2015, the pulse import was in the range of 2 to 5 million MT valuing Rs. 7500 to 17,000 Crore per annum. The imports reached the peak at 6.66 million MT valuing Rs. 28,750 Crore in 2016-17. During the last 5 years or so an overall declining trend in import of pulses has been witnessed. The volume fell to the lowest level of around 2.51 million MT in 2020-21, which is the lowest in the last 10-11 years. The imports were to the tune of 2.78 million MT in 2010-11. The production on the other hand has achieved its highest level of 25.58 million MT in 2020-21 when compared to 18.24 million MT in 2010-11.

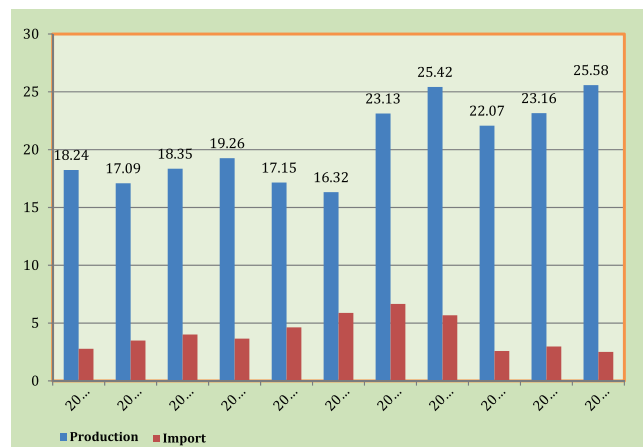
India's import of Pulses

| Year | QTY in Million MT | Value in Rs. Crores |
|---------|-------------------|---------------------|
| 2010-11 | 2.78 | 7,512 |
| 2011-12 | 3.50 | 9,448 |
| 2012-13 | 4.02 | 13,357 |

| | | |
|---------|------|--------|
| 2013-14 | 3.66 | 12,841 |
| 2014-15 | 4.63 | 17,273 |
| 2015-16 | 5.88 | 25,964 |
| 2016-17 | 6.66 | 28,751 |
| 2017-18 | 5.68 | 19,053 |
| 2018-19 | 2.60 | 8,290 |
| 2019-20 | 2.98 | 10,527 |
| 2020-21 | 2.51 | 12,154 |

Source: APEDA Agri Exchange

Year Wise Production and Import of Pulses in India (QTY in Million MT)



India is already self sufficient in production of foodgrains. The Government of India is now on a mission to achieve self sufficiency in pulses and oilseeds as well through enhancing domestic production in line with fulfilling Hon'ble PM's vision of creating "Atmanirbhar Bharat". Various path breaking initiatives taken by the Government in the recent years for increasing the domestic production of pulses and oilseeds are finally yielding positive results. These measures will go a long way in curtailing the huge outflow of foreign currency and improving the balance of payments position of the country. It will not only strengthen the agri sector but also lead to the much needed revival of the domestic processing industry which has been suffering greatly due to huge imports.

Rabi 2021 procurement of oilseeds and pulses by NAFED touches 5,14,506.82 MT



Being one of the nodal agencies of Government of India, NAFED has been striving to assure better returns for the farmers through procurement under the Price Support Scheme (PSS) of Govt. of India. The PSS is operationalised on the request of the State Governments when prices fall below the minimum support price (MSP). Procurement of notified commodities at Minimum Support Price (MSP) from the farmers in several States during the Rabi 2020-21 season has commenced. Farmers are being given timely marketing support despite the prevailing COVID 19 Pandemic and lockdown conditions. Maximum numbers of farmers are being catered to by observing covid appropriate behavior at the procurement centers.

The procurement is currently in progress in the states of Andhra Pradesh, Karnataka, Telangana, Madhya Pradesh, Gujarat, Rajasthan, Maharashtra, Tamilnadu, Odisha and Haryana. As on 30th June, a quantity of 5.09 lakh MT of Pulses and 0.05 lakh MT of Oilseeds was procured by NAFED out of new crop arrivals, valued at Rs. 2639.40 Crore. Around 310549 farmers have been benefited through this operation. The procurement was started during April, 2021 and is continuing. A total of 1706 designated procurement centers are operating in 10 states.

The total quantity of oilseeds and pulses procured under PSS/PSF during the current financial year is 5.37 lakh MT which includes quantity of 25.66 MT from Kharif 2020 procurement.

The disposal of stocks procured is in progress and during the quarter of April to June 2021, around 90,403 MT of Pulses and Oilseeds valuing Rs. 2,792 Crore was disposed off through open market sale.

Govt. of Uttar Pradesh awards further orders to NAFED for supply of various grocery items

Based on the past track record of NAFED in arranging efficient supplies to the state for its ICDS projects, Govt. of Uttar Pradesh awarded further order to NAFED for first quarter of FY 2021-22 for supply of Wheat Dalia, Chana Dal and Fortified Mustard/Soybean Oil to Urban Anganwadi Centres across the state. Supplies against the order have already been successfully completed by NAFED. Dalia was supplied against wheat received under the State Government quota. Chana Dal supplies were met from the national pulse buffer while oil was sourced from the open market. NAFED is putting its best efforts for timely and quality supply of ration at designated centres as per the requirement of the state government.

Earlier, the Department of Women and child Development, Govt. of UP had awarded work orders to NAFED for supply of Chana Dal and Fortified Edible oil under various welfare schemes during the fourth quarter of the last financial year (January to March 2021). NAFED successfully executed these orders with monthly supply of 13122.32 MT of Chana Dal and 5188.77 MT of fortified edible oil along with kit bags to various rural and urban anganwadi centers across the state.



NAFED procures 94,411 MT of onion during the quarter for Central Buffer from Rabi arrivals

In accordance with the directions of Department of Consumer Affairs (DoCA), Ministry of Consumer Affairs, Food and Public Distribution, NAFED has commenced procurement of onion for the Central Buffer. A quantity of 94,411 MTs of onion valuing around Rs. 201.37 Crore has been procured till June 2021 in the states of Maharashtra, Gujarat and Madhya Pradesh. The purchases are being done directly from the farmers out of new crop of Rabi 2021 arrivals through member Cooperative Societies, Farmers Producers Organizations (FPOs), State Level FPO Federations, etc. NAFED plans to create a buffer of 2.00 lakh MT of onion.

NAFED is the designated agency of Govt. of India for creation and management of Central Buffer for onion. The objective of buffer stocking is to keep a check on the wholesale and retail prices of onion for the benefit of consumers. In case of any abnormal price rise, stocks from the buffer are released for checking the price rise.



Operation Greens: NAFED receives 900 applications for settlement of subsidy claims

Ministry of Food Processing Industry (MoFPI), Government of India is implementing a new Scheme Operation Greens – TOP to TOTAL with a view to promote Farmer Producers Organizations, agri-logistics, processing facilities and professional management

towards better value realization by farmers cultivating various horticulture crops. NAFED is the designated implementing agency under the scheme for settling the subsidy claims of farmers and has created an on-line system for this purpose for bringing about transparency and efficiency in settlement. Around 900 applications have been received by NAFED for claiming the subsidy which are under process.

Construction of 18,000 MT onion storage completed under the NAFED - MAHA ONION (PPP-IAD) project

Keeping pace with recent market reforms, NAFED initiated creation of infrastructure in Public Private Partnership (PPP) mode for long term storage of onion in association with the State Government and 25 Farmer Producer Organizations (FPOs) in the state of Maharashtra under the MAHAONION Brand. Against the target of constructing 25,000 MT capacity under this venture, construction has already been completed for 18,000 MT storage capacity, which is being utilized for buffer stocking of onion under PSF as per directions of Govt. of India.

Maharashtra being the leading producer of onion in the country, the infrastructure will prove to be a boon for the farmers of the region. Buffer stocking of onions in these structures will also help in keeping a check on the onion prices across the country, particularly during the lean season.



NAFED's most recent intervention in J&K: **CHERRY** **ON THE CAKE** for Horticulture Producers

Suman Maheshwari
 ADVISER (Visiting)



Jammu and Kashmir is known for its delectable basket of fruits like apples, walnuts, cherries and more. Livelihood of the majority of the population of the UT revolves around agriculture and allied sectors. In the latest of its many interventions in J&K, NAFED has undertaken procurement of Kashmiri Cherry directly from the growers for the first time. The purchase was initially done through farmers registered with NAFED supported Farmer Producer Organizations (FPOs) at the tehsil level in various districts of J&K and subsequently from the other farmers.

In the recent years NAFED has made several notable interventions in Jammu and Kashmir with the aim of bringing prosperity to the farm sector and improving the income of farmers. The Federation has been implementing the Market Intervention Scheme of Ministry of Agriculture and Farmer's Welfare since 2019 for providing alternate marketing channels to apple cultivators.

NAFED is the designated GOI agency for providing subsidy under the scheme Operation Greens for

transportation and storage of apples. NAFED is also in the process of implementing an investment plan in association with the UT Administration for high density plantation of temperate crops for increasing their productivity, creation of post harvest infrastructure hubs and formation of crop specific FPOs in each district. The infrastructure being created includes end-to-end supply chain comprising pre-conditioning, controlled atmosphere storage (60,000 MT), onion storage (20,000 MT), processing facilities and more.

Global and India's Production Levels

Today, cherries are cultivated globally. India ranks 34 in global cherry production. Turkey, US, and Iran are the top 3 growers of the fruit with production levels of 8.23, 4.47 and 3.03 Lakh MT respectively in 2018. India's production ranges around 10,000 to 15,000 MT.

In India cherries are cultivated in J&K, Uttar Pradesh and Himachal Pradesh. Jammu and Kashmir accounts for a significant part of the country's cherry production. These states cultivate several varieties in colors ranging from yellowish-pink to dark red. The cherry harvesting season



begins from mid-May and lasts up to the first week of July. The crop is extremely prone to weather conditions. Cherries are low in calories and contain antioxidants that help fight infections. The fruit is also known to reduce inflammation, blood pressure and uric acid levels.

NAFED's intervention brings respite to cherry farmers

The recent interventions of NAFED in Jammu and Kashmir are aimed at strengthening the efforts of GOI for bringing peace and prosperity in the UT. The cherry varieties procured by NAFED include the popular Makhmali and Mishri. The berries were directly procured from growers in Shopian, Pulwama and Baramulla districts. It was an extremely challenging operation considering the highly perishable nature and limited shelf life of the fruit.



Most of the produce was dispatched by air to far flung destinations. To the closer destinations, dispatches were arranged via rail and road. To provide quality product to the end consumer, efforts were made to ensure that the produce arrives at the market within 24 hrs of the harvest

and got liquidated within 48 hrs of the harvest across India.

The produce was distributed across different markets of Bangalore, Kolkata, Mumbai, Delhi, Jaipur etc. Farmers were paid according to the market prices. Direct payment was made to the farmers within three days of the purchase. The produce is being sold in the local markets at the destinations and also through the various retail outlets of NAFED Bazaars. Around 900 quintals of cherries were procured across J&K directly from growers. These were aggregated, graded and packed at the FPO collection centers before being dispatched to the destination markets for disposal.

Educating the cherry cultivators

NAFED's endeavour is to work for the holistic development of cherry cultivators. NAFED is investing intensive efforts in educating farmers about the best practices of cherry cultivation and making them aware about the modern packing and grading techniques in order to revamp the entire supply chain. Farm level traceability for the produce was done with the joint efforts of FPOs & NAFED. To add market value with the aim of fetching better price realization, co-branding of the produce was also done.

Role of FPOs

FPOs played a crucial role in mobilizing farmers and in buying directly from other farmers. The operation has empowered Kashmiri farmers with good market linkages for their produce pan India at the right time. NAFED shall promote co-operative marketing of agricultural produce

for the benefit of farmers. Direct procurement from growers will provide better price recovery in comparison to the prevailing system of sale through traders and middlemen.

Future Prospects

The market response to NAFED's intervention was overwhelming for good quality graded cherries. There is immense potential in future for undertaking the business of this hugely popular berry along with other popular fruits of the valley like Pears, Plums and Apples through direct procurement at farm gate. Payment of the sale proceeds directly to the bank accounts of the growers through direct benefit transfer (DBT) has empowered the cherry growers of the valley. There is immense potential for export of the produce, especially to the Gulf region. But there is fierce competition from Turkey and European varieties, particularly in terms of pricing. NAFED's intervention for procurement of cherries in J&K will go a long way in providing marketing support and remunerative prices to cherry cultivators along with sustainable development of the agri sector in the union territory.

NAFED facilitates high density orchard plantation in J&K

NAFED is committed to contribute to efforts of Govt. of India for bringing economic reforms in the UT of Jammu and Kashmir through its contribution to the agriculture and horticulture sector. In this regard, an MoU was signed on 1st January, 2021 between NAFED and UT of J&K for long term sustainable development of horticulture in the region.

Besides high density apple plantation of 5500 hectares in two phases, NAFED proposes to create infrastructure for an end-to-end supply chain which will include pre-conditioning, controlled atmosphere CA storage, onion storage, processing facilities, ripening chambers, refrigerated transport and dry warehousing.

The plantation season has commenced in Jammu and Kashmir. NAFED expects to cover an area of 500 hectares under high density plantation of apples during the season. Besides, high density plantation of walnut, cherry, almond, kiwi and mango is also under progress through

the empanelled agencies of NAFED. The administration has further allocated 6 hectares of land each at Samba, Hariparigam and Drugmulla for establishment of 3 post harvest processing hubs for which private partners having the requisite expertise have already been identified under PPP mode. The work for establishment of nurseries has already commenced at four places, two each at Jammu and Kashmir regions.

Food Corporation of India and NAFED join hands for production of Fortified Rice Kernels and Rice Bran Oil

Considering the health benefits of fortified food products, NAFED, at the instance of the Ministry of Food, Consumer Affairs & Public Distribution, has taken the initiative of setting up plants in different States for production of fortified rice kernels and rice bran oil. Food Corporation of India being the central agency for procurement of wheat and rice and supplying the same to State/UT Governments under different schemes, a Memorandum of Understanding was signed with them on 28th May, 2021 for production and marketing of fortified rice kernels and rice bran oil. The two organizations shall work together and collaborate for setting up the proposed plants for which work has already started.

An expression of interest was floated by NAFED to seek interest from parties for this purpose, which has generated good response. Till the process of finalization of parties is completed, NAFED is planning to market the fortified rice kernels and rice bran oil under NAFED's own brand name, particularly for supplies under the MDM and ICDS schemes.



NAFED continues supply of pulses to State/UT Governments for different welfare schemes

NAFED continued supplies of different variants of milled/cleaned pulses to State/UT Governments under their welfare schemes such as ICDS, MDM, PDS etc out of national buffer. During the first quarter of the current financial year, NAFED supplied more than 1 Lakh MT of milled pulses to the States of Kerala, Gujarat, Chhattisgarh, Uttar Pradesh, Andhra Pradesh etc. for onward distribution to the beneficiaries. During FY 2020-21, NAFED supplied 3.95 lakh MT of milled pulses to States/UTs for different welfare schemes.

Chhattisgarh State Civil Supplies Corporation Ltd. signs agreement with NAFED for supply of whole chana during 2021-22

NAFED has entered into an agreement with Chhattisgarh State Civil Supplies Corporation Ltd. for supply of around 66,000 MTs of whole chana to the State for distribution under Public Distribution Scheme (PDS) during the year 2021-22. These supplies are being met out of the national buffer of pulses maintained by NAFED on behalf of the Department of Consumer Affairs, Government of India under Price Stabilization Fund (PSF). NAFED has already supplied 12,972 MTs against two months' indent at various locations in the State for distribution in the months of June and July, 2021. Further supply of 7237 MTs is under process for distribution during the month of August, 2021.



NAFED bags prestigious order for supply of dry ration to Mid Day Meal Department, Government of Andhra Pradesh

NAFED has received an order from Government of Andhra Pradesh, Education Department for supply of 23,237.84 MTs Red Gram Dal (Tur Dal). It is a challenging order considering that the stocks are to be supplied at doorsteps of 45,484 number of schools all across the state for utilization in the Mid Day Meal Scheme.



NAFED shall organize packing of dal in 4.5 kg bags for primary school students and 6.5 kgs bags for upper primary/high school students as per the requirement of the State. The Tur Dal is being supplied as dry ration to students as the schools were closed due to Covid 19 pandemic. NAFED appointed experienced millers for successful execution of this order and delivery up to the school level. The entire supply is likely to be completed by 12th July, 2021.



NAFED supplies Covid 19 Kits to Government of Tamil Nadu

NAFED was assigned the responsibility of supplying 30 Lakh Covid Kits containing 13 grocery items on emergent basis for distribution amongst eligible beneficiaries towards relief measures in the wake of Covid 19 pandemic. Though time allowed for delivery was very short, NAFED Chennai took prompt action and arranged all the supplies to the satisfaction of the State Government.



Army and Security Forces award order to NAFED for Supply of 42,600 MT milled pulses

NAFED has exhibited an unbridled resolve and commitment in execution of the onerous responsibility of supply of pulses to our beloved Armed Forces ever since the supplies were commenced during the year

2017-18. Riding on an unflinching bond of the last four years with the Army and Security Forces, developed assiduously by providing utmost consumer satisfaction through quality supplies in a professional manner, NAFED has been receiving repeat orders from the Forces ever since. For the FY 2021-22, NAFED received orders for supply of 42,600 MT pulses valuing Rs. 373 Crores against which a quantity of 10,655 MT has been supplied during the first quarter of April to June 2021. NAFED takes immense pride in its association with the Armed Forces and is geared up to meet any future demand at any point of time.



NAFED launches high yielding Onion seed varieties

Govt. of India allocates 96 quintals Breeder Seeds to NAFED

High yielding onion seed varieties of red and pink onion was launched by MD NAFED on 29th June, 2021. The varieties were developed by Seed Division of NAFED under NAFED's brand name. Senior officials of NAFED HO along with a few farmers, officials of NAFED's Seed Division, NHRDF, officials of NAFED Nashik were present on the occasion virtually. The seeds were produced through a production program undertaken by NAFED in Maharashtra with 600 farmers' base. Speaking on the occasion, MD NAFED congratulated the farmers, officials of NAFED's Seed Division and all those involved in this project and hoped that the seeds will help the farmers to obtain better yield and better price realization. Sh. A.K. Rath, AMD (Seed) briefed about the Seed production program. Sh. S.K.Verma, AMD (Hort.) distributed Onion Seeds to farmers who were present on the occasion at Nasik Branch.

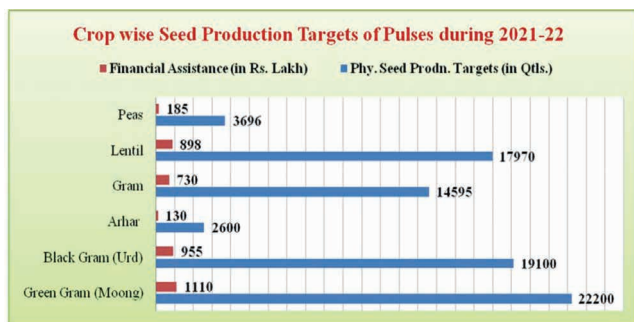
The Onion seeds developed by NAFED would help farmers to increase productivity level of their crop and contribute to attainment of PM's vision of doubling farmers' income.

Meanwhile, DAC & FW, Govt. of India has allocated around 96 Qtls. Breeder seed of recently notified crop varieties to NAFED for lifting from different ICAR institutions/SAU during Kharif 2021. The breeder seed will be further multiplied into foundation seed during Kharif 2021 and certified seed production of same will be undertaken.

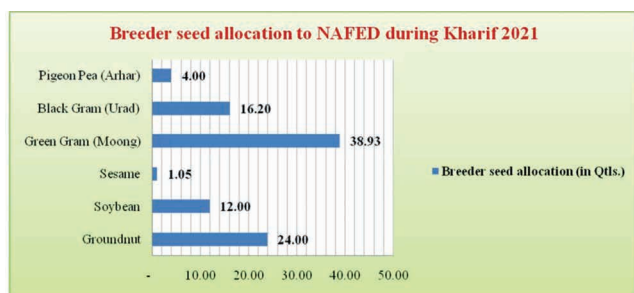


NAFED to undertake Seed Production of 80,161 Qtls. of pulses seeds under NFSM during 2021-22

DAC & FW, Govt. of India has conveyed the administrative approval of Rs. 4008 Lakh as financial assistance to NAFED for Certified Seed Production of 80,161 Qtls. of pulses seeds of different crops during 2021-22. Out of the total financial assistance, 75 % is meant for the farmers and will be credited by NAFED into individual beneficiaries' account through Direct Benefit Transfer (DBT).

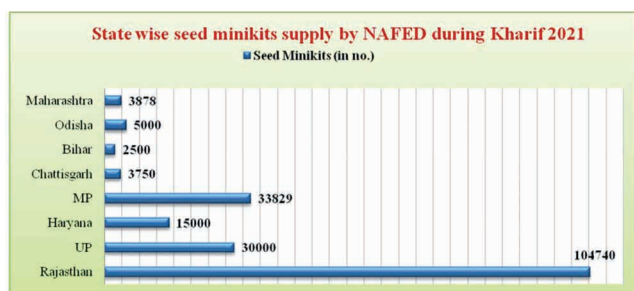


The allocated production targets will be executed by NAFED season wise i.e. Kharif 2021 (39.72 %), Rabi 2021-22 (45.24 %) and Summer 2022 (15.04 %). The Production programme will facilitate timely and adequate availability of Pulses certified seed during 2022-23 and improvement of Seed Replacement Rate (SRR).



NAFED receives allocation for supply of Seed Mini kits of oilseeds and pulses

NAFED being one of the central seed agencies of DAC & FW, Govt. of India, supplies seed minikits of Oilseeds & Pulses under the National Food Security Mission (NFSM) scheme of Govt. of India. During the quarter, NAFED received an allocation of 10,819.60 Qtls. (4,47,405 number of seed minikits) for Pulses (Moong, Urd & Arhar) and Oilseeds (Sesame, Soybean) for supply during Kharif



2021 season. By the end of June 2021, NAFED successfully completed supply of 1,98,697 number of seed minikits to the states of Maharashtra, Odisha, Bihar, Chattisgarh, Madhya Pradesh, Haryana, Uttar Pradesh and Rajasthan against the allocation. The maximum number of minikits were supplied in Rajasthan state (104740 kits) followed by M.P. (33,829 kits) and UP (30,000 kits).

NAFED bags prestigious orders for direct supply of seeds to various State Agriculture Departments

During the quarter, NAFED supplied 100 Qtls of certified seeds of Peas and 70 Qtls. of certified seeds of Moong/ urad to Govt. of H.P. NAFED also supplied around 7500 Qtls. Dhaincha Seed (TL) to Punjab Agro Industries Corporation (PAIC), Chandigarh and around 2200 Qtl. Dhaincha Seed (TL) to OSSCL Bhubaneswar.

Further orders have been received by the Federation for supply of 100 Qtls. of vegetable seed (OP/ Hybrid) from the Department of Horticulture, Govt. of Chhattisgarh under the state schemes. Another order of around 18 Qtls. Onion seed var. ADR (TL) was received from the Department of Horticulture, Govt. of Odisha. The supplies against the orders bagged will provide a big boost to NAFED's Seed business.

Two days in house training program on Vigilance Awareness organized for officials of NAFED



NAFED officials were imparted 2 days in-house training program on Vigilance Awareness on 12-13 April, 2021 for creating awareness on the menace of corruption and to provide knowledge on the role and functions of the Central Vigilance Commission. The overall aim was to promote systemic changes for improving the culture of integrity within NAFED.

Training program organized for officials and staff of NAFED's retail outlets

A two days training program was organized for officials and staff of NAFED's retail outlets at HO, Delhi on 17-18 June, 2021. The program covered a wide range of important topics ranging from role and expected conduct of salesmen in the outlets, how to deal with customers, salesmanship, use of planograms, assortment plan, etc.



Webinar on "Yoga for Immunity" organized for NAFED officials and staff

Yoga is one of the most effective and time-tested natural immunity boosters that can lead to a healthy and sickness-free body. Yoga lowers stress hormones and strengthens the nervous system while also stimulating



the lymphatic system, which removes toxins from the body. During the ongoing COVID 19 Pandemic, it is most essential to build up the body's immune system for getting protection from the virus.

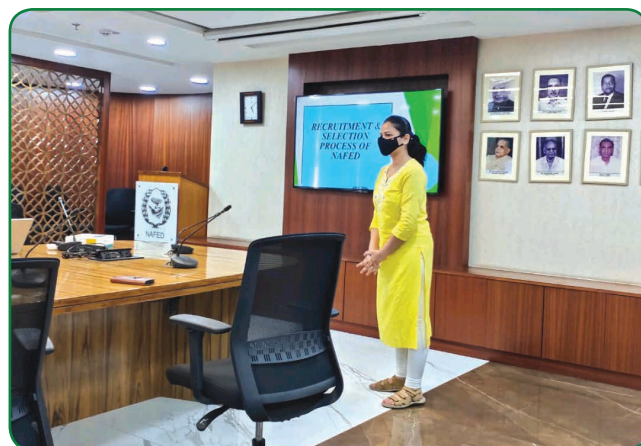
Keeping this in mind, a specifically designed online webinar on "Yoga for immunity" was organized for the officials and staff of NAFED to encourage them to practice yoga for building up their defense mechanism against the deadly virus and to also derive other health benefits of this age old practice. The webinar received an overwhelming response from all.



Learning Platform for students

NAFED continued to provide platform to students from across universities and colleges to enrich their

knowledge by providing them opportunity to undergo project internship in various departments of NAFED based on their interest under the guidance of mentors. The mentors assign them projects and guide them during the internship period. Further, for the development goals of students, NAFED also arranged VC meetings to interact with the young professionals who shared their learnings through presentations on the chosen subjects.



Employee of the month Award

October 2020 to March 2021



Name : **Babita Dhawan**
 Designation : AM
 Month : October-2020
 Branch : HO
 Department : IS
 Category of award : Professional Excellence



Name : **Shashank Bansal**
 Designation : AM
 Month : January-2021
 Branch : HO
 Department : FOF
 Category of award : Professional Excellence



Name : **Sumit Suresh Dhole**
 Designation : AM
 Month : February-2021
 Branch : HO
 Department : Pulses & Oilseeds
 Category of award : Technical Excellence



Name : **Mohd. Abid**
 Designation : Sr. Asstt.
 Month : November-2020
 Branch : HO
 Department : Pulses & Oilseeds
 Category of award : Technical Excellence



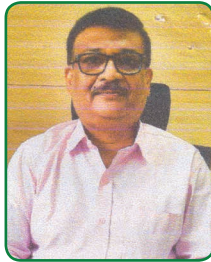
Name : **Vikas Gupta**
 Designation : Jr. Accountant
 Month : March-2021
 Branch : HO
 Department : ITD
 Category of award : Professional Excellence

OBITUARY

Shri Kamal Bhushan

Ex-Manager (F&A), Head Office
(10th July, 1964 to 16th May, 2021)

Shri Kamal Bhushan, 57 years, left for heavenly abode on 16th May, 2021 after ailing from COVID 19. Shri Bhushan had joined NAFED on 12th January, 1987 as Accounts Assistant at the then Morinda Branch and thereafter served in various branches of NAFED, completing 34 long years of service. He was serving as Manager (F&A) in Head Office at the time of his sad demise.



Shri Bhushan is survived by his wife, a son and a daughter. He will be remembered by all for his forever smiling face and cheerful disposition. An amount of Rs. 40 lakhs was paid to the bereaved family as compensation in accordance with decision of the Board of Directors of NAFED.

All officers and staff of NAFED deeply mourn the untimely and sad demise of Shri Kamal Bhushan.

Shri Adesh Kumar

Ex-Manager (F&A), Head Office
(25th February, 1963 to 15th June 2021)

Shri Adesh Kumar, 58 years, left for heavenly abode on 15th June, 2021. He is survived by his wife and two daughters.



Shri Kumar had joined NAFED on 22nd July, 1986 as Accounts Assistant at Jaipur Branch and thereafter served in various branches, completing 35 long years of service. He was serving as Manager (F&A) at HO at the time of his sad demise.

Shri Kumar was known for his humility, sincerity and dedication towards work. All officers and staff of NAFED deeply mourn the untimely and sad demise of Sh. Adesh Kumar.

COVID 19 Vaccination Drive in NAFED

A COVID 19 vaccination drive was held in Head Office of NAFED on 9th June, 2021 for the employees and family members of NAFED and also for the officers and employees of DAC, DOCA and APEDA. In order to ensure smooth implementation of the drive and avoid parking congestion, the employees were advised to work from home, except those on duty for conducting the drive. The employees who had registered for vaccination left for home after the vaccination.

There was overwhelming response to the vaccination drive.



MD NAFED along with AMD (Pers. & HRD) handing over Cheque of Rs. 40 lakh to Smt. Santosh Sharma, wife of Late Shri Kamal Bhushan



nafed
A Farmers' Cooperative
60 plus years in Service

NAFED News

NAFED'S coverage in different Media during April to June 2021

Feature on NAFED published in **"Agriculture Today"** April 2021 Edition

NAFED INITIATIVES IN JAMMU AND KASHMIR

PAVING WAY FOR FAST-PACED DEVELOPMENT AND PROSPERITY

The people of Jammu and Kashmir have been suffering due to disturbances supported from across the border for long, depriving the people of benefits of development. People of this region were deprived of full rights enshrined in the Constitution of India and the benefits of various central laws that were being enjoyed by other citizens of the country. As a result, full economic potential of the region could not be realized.

The Centre now aims to bring about development and good governance practices in the newly created Union Territories of Jammu & Kashmir and has chalked out a road map for this purpose. Agriculture and allied sectors are one of the areas of focus, considering that these sectors are the main source of livelihood for over 70 per cent population of Jammu & Kashmir.

Apple cultivation and its value chain is one of the mainstays of J&K's economy with revenue of around Rs 1,500 crores annually. Apple is produced in almost all the ten districts of Kashmir region and constitutes 90% of the total fruit crop in the Valley. Almost 80 percent of apple produced in India comes from J&K. More than half the population is engaged in the cultivation of apple directly or indirectly. Apple industry is also a major contributor to GDP of J&K. It contributes around Rs 48.27 billion to the state's economy every year. The apple sector is lucrative and generates employment. One hectare of an apple orchard generates 400 man days annually on an average, with 3.3 million persons being directly or indirectly dependent on it for livelihood.

NAFED takes pride in contributing to



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the GOI mission for bringing about fast pace development of Jammu & Kashmir. The efforts are aimed at improving the life conditions of the people through creating job prospects and enhanced incomes. NAFED is implementing the market intervention scheme as the designated nodal agency of GOI to support the apple cultivators of the UT. The scheme was



launched in September 2019 and was continued in 2020 with the aim of providing remunerative prices to growers for their produce.

NAFED executed an MoU with the UT of J&K on January 1, 2021 with the aim of long term sustainable development in the region. The MoU stipulates a broad frame work of developmental activities in the UT which includes preparation of investment plan, high-density plantation (HDP) of temperate crops for increasing their productivity, creation of post harvest infrastructure hubs and formation of crop specific FPOs in each district of the UT.

High Density Plantation of Apple
HDP of apple will be undertaken over 5000 hectares in two phases. It has been planned to create infrastructure

for end-to-end supply chain which will include pre-conditioning, controlled atmosphere CA storage (60,000MT), on-storage (20,000MT), processing facilities (50,000MT), ripening chambers (50,000MT), refrigerated transport (25-30 nos), dry warehousing (20,000MT) and grading facilities. NAFED in participation with the private sector initially plans to create three clusters, one each in north and south Kashmir and one in Samba/Kathua region of Jammu Division.

The investment required for HDP is Rs 1700 crore approximately over six years. It shall be done in participation with farmers, lending banks and the assistance program of GOI. The investment required for creation of infrastructure will be Rs 500 crore approximately. It shall be implemented in association with the private sector and lending banks. The infrastructure created under this MOU is expected to increase the productivity of apple in the valley by four times. It shall reduce post harvest losses by 50 percent. This will improve the income of farmers and also provide quality produce to consumers.

Presently India is ranked eighth in global apple production. The existing apple productivity level of 11 per hectare in J&K is far below the level of 40 per hectare in countries like Chile, France, Italy, etc. Through these initiatives, India is set to emerge as the leading apple producer in the world. The production and infrastructural development will improve the export prospects of apple from the valley, besides creating direct and indirect employment opportunities for the youth.

The proposed value chain will also comprise import of quality planting material and root stock for development of high-tech nurseries. The important links in the chain are raising root stock/grfts for HDP; setting up virus indexing labs as per latest protocol for testing of Quality Planting Material (QPM); branding and marketing of fruit crops like Apple, Walnut, Cherry, Olive, Litchi etc.; GI tagging of premium/ niche products and creation of market linkages for exotic and non-seasonal vegetables and flowers in metros across the country. Being one of the National Imple-



NAFED signed an MoU with J&K UT for high density plantation of apple, walnut, almond and cherry. In the photograph above, LS Mr Manoj Sinha is seen with NAFED MD Mr Sanjeev Kumar Chaudhary and others



menting Agencies for creation of FPOs. Nafed will also form FPOs in all districts of the UT.

Action has been initiated for implementation of the identified projects as per the MOU. Empowerment process of five private agencies has been completed. These will organize the supply of

imported, quarantined planting material of dwarfing root stock for HDP of apple. These agencies will also supply drip irrigation and anti-hail nets to farmers opting for HDP plantation. An online platform has been created for seeking applications from farmers.

The process of setting up of four hi-tech nurseries has been initiated in collaboration with the private sector. The UT Administration has allocated land at three locations, namely Samba (Jammu region), Kupwara (North Kashmir) and Hariparth gram (South Kashmir) to NAFED for setting up post-harvest and processing hubs. These hubs shall be created by NAFED in association with the private sector. Action on various other initiatives is under progress.

These historic initiatives will benefit around 10 to 15 lakh families in the UT and pave way for bringing prosperity and development in the lives of the people of Jammu and Kashmir.

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NAFED'S coverage in different Media during April to June 2021

Feature on NAFED published in **"Agriculture Today"** May 2021 Edition

SUCCESSFUL CLUSTER APPROACH

NAFED: PROMOTING THE ORGANIC ROUTE FOR SUSTAINABLE AGRICULTURE

Organic farming is a system which avoids or largely excludes the use of synthetic inputs such as fertilizers, pesticides, hormones, feed additives etc. and relies upon crop rotations, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection. As per FAO, "Organic agriculture is a unique production management system which promotes and enhances agro-ecosystem health, including biodiversity, biological cycles and soil biological activity, and this is accomplished by using on-farm agronomic, biological and mechanical methods in exclusion of all synthetic off-farm inputs."

Government of India is promoting organic farming through the scheme Paramparagat Krishi Vikas Yojana (PKVY), with the aim of promoting sustainable agriculture. Under the scheme Organic farming is promoted through the adoption of the organic village by cluster approach and PGS certification. NAFED has been implementing organic farming projects in association with private associates for more than a decade now in the



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states of Uttar Pradesh, Punjab, Bihar and Uttarakhand covering a total area of around 45,000 ha.



Projects presently under implementation

Government of India has allocated 50 clusters in the State of Uttarakhand (Nainital) and 50 clusters in the State of Bihar (Champaner) to NAFED under PKVY for implementation of organic farming projects. The Odisha Government has allocated 450 hectares of land to NAFED in the districts of Koraput, Rayagada, and Kalahandi under the Mission for Integrated Development of Horticulture for Adoption and Certification of Organic Farming in the State.

The ground work for commencement of organic farming in the identified clusters in these states has been initiated and teams of NAFED officials and the technical experts are conducting field visits for this purpose. Farmers are being motivated to take up organic farming through awareness programmes at the cluster level. The response of the farmers has been encouraging and they are showing keen interest and registering themselves for the projects. During the visits farmers are briefed about on farm and off farm inputs and preparation of fields as per NPOP guidelines. Efforts are also made to undertake organic farming as per tra-

ditional/ tribal methods.

In Rayagada District of Odisha, which is inhabited by tribal people mostly, farmers are cultivating perennial crops like Cashew, Mango and Pineapple. Awareness campaign and baseline survey has been completed by NAFED in identified areas of around 150 hectares in the district. Many farmers in the district have agreed for converting to organic cultivation.

In Koraput District, NAFED had organised Capacity Building Training Programme in December 2020 in several villages like Bondaguda, GP-Khudi and



Awareness Campaign and Baseline Survey in Kalahandi district of Odisha



Awareness Campaign and Baseline Survey in Koraput district of Odisha



Awareness Campaign and Baseline Survey in Rayagada district of Odisha

Decapap GP-Sarishapada. Around 160 farmers have registered for organic farming in the region covering an area of 150 hectares in three clusters.

In villages like Bondaguda and Decapap also, several farmers have registered and attended training programme on Adoption of Organic Farming for Organic Certification under NPOP/NSOP Standards. These covered a wide range of topics like bio-diversity maintenance of organic farming, procedures in accordance with guidelines under MIDH (NHM), organic certification procedures, Formation of FPOs, Making of Sulphur, Organic Potash, On-Farm Organic Input production etc. Organic Packages of Practices for crops like Ginger, Turmeric, Vegetables, Paddy etc were also discussed in the training programs.

Based on the evaluation of performance of the ongoing project of organic farming of 450 hectares in Odisha, the Director Horticulture has further allocated 800 hectares to NAFED for organic farming for FY 2020-21. At present a baseline survey of 800 hectares in Koraput and Rayagada is in progress.

NAFED plans to bring more area under organic cultivation by implementing organic farming projects in other states across the country. The organic produce under the projects would be sold through NAFED Bazaar and other outlets across the country with the aim of providing market linkages and better price remuneration to the farmers.

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NAFED'S coverage in different Media during April to June 2021

Feature on NAFED published in **"Agriculture Today"** June 2021 Edition

READY MARKET. FAIR PRICE

BRAND NAFED

KISAN SE KITCHEN TAK

SERVING THE FARMERS AND CONSUMERS

The National Agricultural Co-operative Marketing Federation of India Ltd. (Nafed) is an apex organization of marketing cooperatives for agricultural produce in India. It was established on the auspicious day of Gandhi Jayanti on 2nd October 1958 and is registered under the Multi State Co-operative Societies Act.



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produce and forest resources across the nation. Agricultural farmers are the main members of Nafed, who have a say in the working of Nafed in the form of members of the General Body.

Nafed has a three tier-structure with Nafed at the top of the tier, primary cooperative marketing / processing societies at the bottom and state level marketing/tribal/commodity federations in the middle. Some national /apex level marketing / consumer cooperative federations are



also members of Nafed

The activities of Nafed add to the betterment of agriculture and post-harvest of the produce. Nafed procures stocks directly from the farmers in regulated mandies via open auction through the cooperative infrastructure. In this way, Nafed provides farmers with a ready market, fair price, and prevents their exploitation at the hands of private traders. Nafed provides support to the farmers by way of implementing various schemes of Central Government/State Governments such as PSS, PSF, and MIS. Nafed also procures various agricultural commodities directly from farmers at mandi level through its cooperative network.

NAFED BAZAARS: Serving the Consumers

Nafed has also been nominated for supply of pulses to the Army, Central Para Military Forces, and to states under different welfare schemes such as PDS, MDM and ICDS out of the national buffer. Nafed has recently entered into an MoU with the Ministry of Food Processing Industries to further the objectives of the Prime Minister Formalisation of Micro food processing Enterprises (PMFME) scheme. As part of the collaboration, Nafed will develop a new brand NAFED FOOD to market the products produced under the PMFME programme.

To serve the broader social objective of making essential items of daily needs available to the consumers at affordable rates, Nafed operates several stores, un-

der the brand Nafed Bazaar, through its Consumer Marketing Division

Nafed Bazaar stores provide grocery and consumer items at affordable prices to consumers. The chain will soon be expanded to a network of over 200 stores across India.

Nafed Product Range

One of the most popular consumer products is Nafed Brand Tea available in two variants namely Nafed CTC and Nafed PREMIUM. NAFED brand tea bags are available in ten flavors - Assam CTC, Green Tea, Green Tea (Tulsi), Green Tea (Lemon), Earl Grey, English Breakfast Tea, Masala Tea, Slimming Tea, Jasmine, Green Tea and Rose Tea. Nafed Tea is one of the tastiest flavored teas of India.

NAFED Pulses are one of the most sought out product from our Portfolio. NAFED has launched more than 16 varieties of pulses under its brand name NAFED Pulses.

NAFED also deals in different varieties for Dry fruits under brand name NAFED Dryfruits.

Few of the recent additions in the NAFED branded Products are NAFED Masala (Whole and Powder: More than 32 varieties), NAFED Besan, NAFED Rice (2 Varieties)

NAFED is also in the process of launching fortified Rice Bran Oil, Nilgiri's Teas, Atta, Suji, Maida, Dalia and other grocery products.

CO-Branding with others

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

Institutional Sales

Institutional Sales
Nafed supplies grocery items and various other FMCG products to a large number of government institutions. Nafed will soon start supplying stationery and office supplies as well.

With exclusive tie-ups with major brands and a robust warehousing and supply chain network, Nafed is well placed to provide the best prices and speedy service to our institutional buyers. Nafed also undertakes supply of specific items as per the requirement of our institutional clients. We also supply special corporate gift packs featuring 100 percent organic items as well as exclusive regional produce like fruit, grains and spices.

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Feature on NAFED published in **"Rashtriya Sahara"**, All Editions





nafed
A Farmers' Cooperative
60 plus years in Service

NAFED News

Feature on NAFED published in "Business Line", All Editions

APEDA signs pact with NAFED to help exporters, co-operatives

OUR BUREAU
New Delhi, July 12

The Agricultural and Processed Food Products Export Development Authority (APEDA) has signed an MoU with National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) to facilitate registered exporters get assistance under various government schemes and help co-operatives sell their products globally and build capacities, per an official release.

"According to the MoU, the key areas of cooperation include facilitating APEDA registered exporters to get assist-

ance under all the Government schemes implemented through NAFED. The MoU also envisages ensuring sustainability and growth of exports by co-operatives by addressing issues such as technology, skill, quality products and market access," the release stated.

APEDA, under the Commerce & Industry Ministry, would facilitate exports by co-operatives, farmer produce organisations, partners and associates identified and promoted by NAFED. APEDA and NAFED will also facilitate participation of farmers' co-operatives in global trade in-

cluding B2B & B2C fairs to be organised in India and abroad and to mutually co-operate in international business development & promotions, the release said.

The MoU also entails providing assistance towards capacity building of co-operative societies and self-help groups for their social & environmental compliances and skilling as per international standards. Both the organisations would organise awareness programs, skill development programmes and workshops at regional, State and national levels.

नेफेड ने गुरुग्राम में खोला अपना पहला ग्रॉसरी स्टोर नेफेड बाजार



च्युरो/गुरुग्राम में

गुरुग्राम, 24 जून। विभिन्न कृषि विभागों की खरीद, प्रसंस्करण, वितरण, निर्यात एवं आयात में जुटी केंद्र सरकार की संस्था भारतीय राष्ट्रीय कृषि सहकारी विपणन संघ मार्गित (नेफेड) ने तिहुपति कोऑपरेटिव के साथ मिलकर गुरुग्राम, हरियाणा में अपना पहला ग्रॉसरी स्टोर नेफेड बाजार खोला है।

नेफेड के चेयरमैन डॉ. बिजेन्द्र सिंह ने नेफेड के प्रबंध निदेशक श्री संजीव कुमार चट्टा और कृषक भारती लिमिटेड (कृषकी) के चेयरमैन डॉ. चंद्र पाल सिंह के साथ स्टोर का उद्घाटन किया। इस अवसर पर सिबिकिम सरकार की निवेश आयुक्त सुश्री मुण्णालिनी ब्रौवार्सव भी मौजूद थीं।

नेफेड के चेयरमैन डॉ. बिजेन्द्र सिंह ने स्टोर का उद्घाटन करते हुए कहा, नेफेड का 20 से अधिक ग्रॉसरी स्टोर का नेटवर्क है और गुरुग्राम में तिहुपति कोऑपरेटिव के साथ गठबंधन में यह पहला स्टोर है। नेफेड की इस वित्त वर्ष के अंत तक देश के विभिन्न भागों में नेफेड बाजार के नाम से ही प्रचारित मोडल पर और भी स्टोर खोलने की योजना है। स्टोर का उद्देश्य किसानों की आय बढ़ाना और कृषि उत्पादों की सीधे खुदरा बाजार में ले जाना है।

नेफेड के प्रबंध निदेशक श्री संजीव चंडा ने इस अवसर पर कहा, नेफेड ने फ्रीचाइज मोडल के अंतर्गत खुदरा ग्रॉसरी आउटलेट स्थापित करने की योजना बनाई है। नेफेड बाजार के नाम से इस समय कंपनी के दस खुदरा आउटलेट आठ दिल्ली में और दो शिमला में हैं। इन सभी का स्थापित कंपनी के ही पास है। नेफेड अस्पताल, होटलों और सरकारी विभागों को ग्रॉसरी उत्पादों की संस्थागत बिक्री भी करता है। नेफेड शुरूआत में दिल्ली और आसपास के सहरों पर ध्यान केंद्रित करना चाहता है, जहाँ पहले से ही उसकी आपूर्ति सुखला तैयार है। बाद में वह दूसरे सहरों में आएगा। इसका लक्ष्य अंत में पूरे देश में कवरेज करने का है।

सुशी अरोड़ा ने कहा, स्टोर ने आर्थिक दृष्टि की कई योजनाएं शुरू की हैं, जिनमें सेना और पुलिस बल के सभी कर्मियों के लिए तीन प्रतिशत छूट, 1000 रुपये की खरीद करने वाली पहली 100 महिलाओं की कपड़े का एक बैग तथा 1 किलोग्राम मुल चीनी शामिल है। 31 जुलाई, 2021 तक 1000 रुपये की खरीद पर सभी ग्राहकों को 1 किलो चीनी मुल मिलेगी।

Feature on NAFED published in "The Pioneer", All Editions

Tomar performs bhoomi puja for NAFED's honey processing unit

Hon. Minister of Agriculture Sh. Narendra Singh Tomar performed Bhoomi Pujan and laid the foundation stone of NAFED's Honey Processing & Quality Control Plant at Devri Village Morena Madhya Pradesh in the Honey Corridor being set up with support of National Bee Board Also present on occasion were Sh. Rajbir Singh, Jt. Secretary & MD NHB, Sh. Sanjeev K Chadha MD NAFED and Sh. Pankaj Prasad AMD NAFED. Sh. Sanjay Agrawal Secretary



(Agriculture) along with Senior Officials of the Ministry of Agriculture attended the inauguration virtually. Hon'ble Minister lauded the efforts of NAFED in providing marketing support to honey producers and farmers of the nation. : PMO India and 4 others

NAFED plans to open over 200 grocery stores in India by March next year

TSN/New Delhi

National Agricultural Cooperative Marketing Federation of India Ltd (NAFED), the central government agency engaged in procurement, processing, distribution, export and import of various agricultural commodities in collaboration with Tirupati Cooperative has opened its first grocery store in the name of NAFED BAZAAR in Gurugram, Haryana.

The store was inaugurated by NAFED Chairman Dr. Bijender Singh along with Dr. Chander Pal Singh, Chairman, Krishak Bharti Limited (KRIBHCO), Ministry of Investment, Sikkim Government was also present on the occasion.

"NAFED has a network of more than 20 grocery stores and this is the first store in collaboration with Tirupati Cooperative in Gurugram. NAFED plans to open about 200 more stores under the franchise model under the same name NAFED BAZAR by the end of this financial year in various parts of the country. The objective of the store is to increase Farmers income and get Farmers produce directly to retail," said Dr. Bijender Singh, Chairman, NAFED while inaugurating the store.



It eventually aims to expand across the country," said Singh.

"The NAFED BAZAR in Gurugram is an initiative of women cooperative society in Uttarakhand is a pilot store of NAFED in Tirupati cooperative and will be opening Nine more stores in various parts of the country. We will be employing most of the staff as women or differently abled people. The products it will be selling will include pulses, rice, organic food items, different variety of tea, health foods, spices, pickles and all other grocery brands from various parts of the country," said Ms. Shipi Arora, President, Tirupati Cooperative.

"The store has launched several inaugural discount schemes including Three percent discount for all serving armed and police force personnel. One fabric bag and a kg of sugar free for first 100 women on purchase of Rs 1000. All customer's to get one KG sugar free on purchase of Rs 1000 till July 31, 2021," said Ms. Arora.

by the end of this financial year in various parts of the country. The objective of the store is to increase Farmers income and get Farmers produce directly to retail," said Dr. Bijender Singh, Chairman, NAFED while inaugurating the store.

"NAFED has drawn up plans to set up retail grocery outlets under a franchise model. The company currently operates ten retail outlets under the name of Nafed Bazar - eight in Delhi and two in Shimla. All of these are owned by the company.

Nafed is also into institutional sales of grocery products to hospitals, hotels and government departments. NAFED initially wants to focus on Delhi and adjoining towns, where it already has a developed supply chain, and later move to other cities.

Feature on NAFED published in "The Pioneer", All Editions

NAFED launches Fortified Rice Bran Oil

Secretary, Ministry of Food and Public Distribution for the Ministry of Consumer Affairs, Government of India launched NAFED Fortified Rice Bran Oil on June 11. This Rice Bran Oil will be marketed by NAFED National Agricultural Cooperative Marketing Federation of India Ltd. India's open Aji-oxidizing Organization which has been serving the country since 1958.

On the occasion, he stated that this initiative by NAFED will reduce the country's dependency on imported edible oil in the future. He also said that this will provide opportunities for Indian edible oil manufacturers while giving an impetus to the domestic edible oil industry.

Guest of Honour, Arun Singh, Chief Executive Officer of Food Safety and Standards Authority of



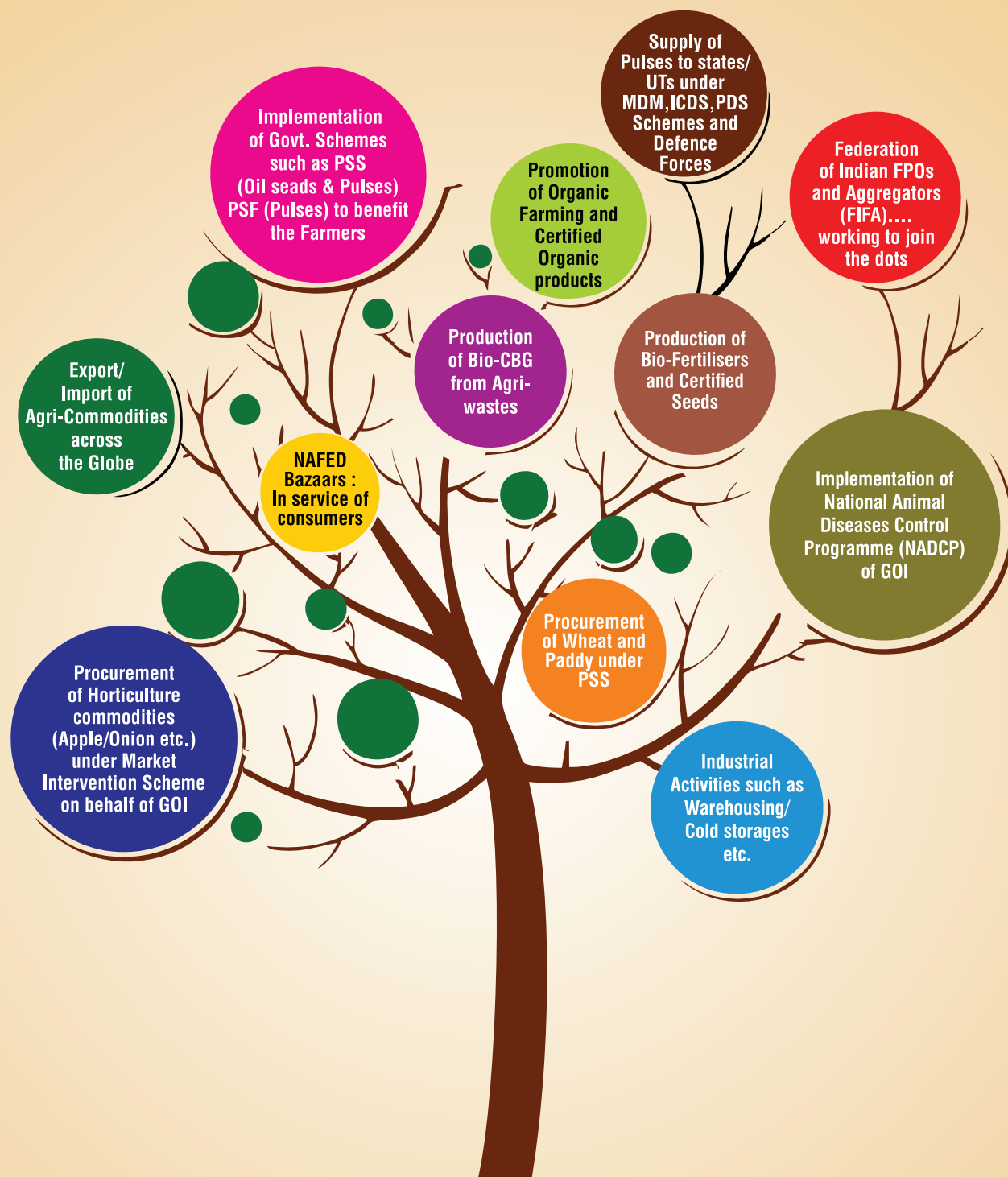
India (FSSAI) highlighted the benefits of rice bran oil stating it is one of the healthiest cooking oils and has numerous benefits like being rich in antioxidants and having anti-cancerous and aging properties.

Arad Chandra, Chairman & Managing Director of Food Corporation of India (FCI) also stated that this initiative will provide an impetus to the domestic health and lifestyle benefits of rice bran oil and the importance of standardization of this product in the industry. Recently, FCI has been signed between NAFED and FCI for the production and marketing of Fortified rice bran oil.

Regarding this initiative, Secretary, Minister Chaudhary, Managing Director of NAFED, said, "We aim to support consumers by providing healthy eating products in the face of the pandemic by introducing products aimed at promoting healthy food habits." He also stated that this initiative will provide an impetus to the domestic health and lifestyle benefits of rice bran oil and the importance of standardization of this product in the industry. Recently, FCI has been signed between NAFED and FCI for the production and marketing of Fortified rice bran oil.

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Business Verticals of NAFED



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A Farmers' Cooperative
60 plus years in Service

National Agricultural Cooperative Marketing Federation of India Ltd.

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