



Inspiring Trust, Assuring Safe & Nutritious Food
Ministry of Health and Family Welfare, Government of India

Report on FSSAI's participation in National level Krishi Unnati Mela

16th -19th March, 2018
Mela Ground, IARI, Pusa, New Delhi

1. Introduction:

Food Safety and Standards Authority of India participated in National level Krishi Unnati Mela from 16th -19th March, 2018 at Mela Ground, IARI, Pusa, New Delhi.

1.1 Krishi Unnati Mela:

Every year, IARI (Indian Agricultural Research Institute) organizes farmers fair during the late of rabi season. More than a lakh farmers and entrepreneurs visit the fair to gain first-hand experience of many cutting edge technologies of agriculture and interact with specialists for solving problems related to farm technology. From past two years, the Pusa Krishi Vigyan Mela has been elevated to a National Level Fair "Krishi Unnati Mela". ICAR institutes, SAUs, Voluntary organizations and other Government and Semi-Government organizations from all over the country participate in the Mela. The Mela provides a platform for addressing the national issues of agriculture.

This year, more than 800 stalls were set up by the central and state governments and various other organisations in this fair. FSSAI also participated in the Krishi Unnati Mela for the first time and showcased its initiatives taken recently in the field of Organic Foods.

1.2 Inaugural Session:

Hon'ble Prime Minister Shri Narendra Modi, on March 17, 2018 addressed the farmers, agricultural scientists and other participants during the mela. He inaugurated the Jaivik Kheti (organic farming) portal and laid the foundation stone of 25 KVKs (Krishi Vigyan Kendras). He also conferred the Krishi Karman Award and Pandit Deen Dayal Upadhaya Krishi Vigyan Protsahan Puruskar.



Hon'ble Prime Minister Shri Narendra Modi, along with other dignitaries, addressing the farmers, agricultural scientists and other participants during the mela.

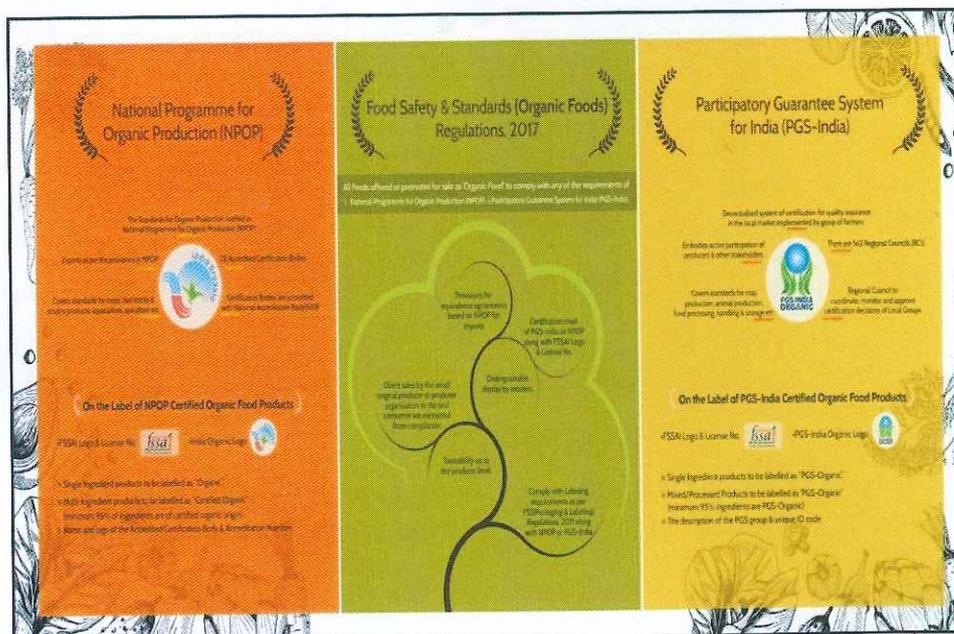
2. Physical Description of the stall:

FSSAI Pavilion was set up to showcase the initiatives in promoting organic food regulations. The pavilion looked thematic with the replicas of fruits and vegetables kept on a round bench at the centre of the stall and Jaivik Bharat logo rotating on top. The main focus was on generating awareness among the public, on the process of benefits of organic products aiming at sustainable healthy life and how to acquire the Registration/ Licence of existing and new operators for Organic Foods under FLRS and the use of Jaivik Bharat logo.



- I. The area of the stall of FSSAI was 18 sq mtr, situated in the Organic Hanger.
- II. The following backlit panels were displayed in the stall keeping in mind the theme of the fair: -

1. **NPOP, FSS (Organic Foods) Regulation, PGS-India: Food Safety and Standards (Organic Foods) Regulations, 2017** is to ensure the genuineness of food products labelled as Organic. The Regulation covers the labelling, transport, storage, distribution, retail of NPOP or PGS certified Organic Foods. It also covers import of NPOP certified Organic Food.

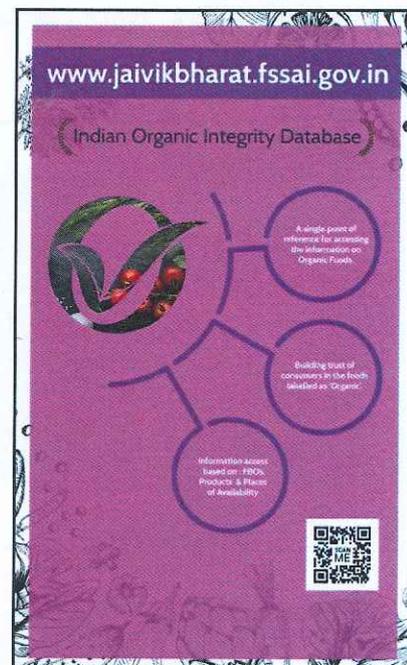


2. “Jaivik Bharat” Logo: A symbol of authenticity and trust, a unified logo for Organic Foods.

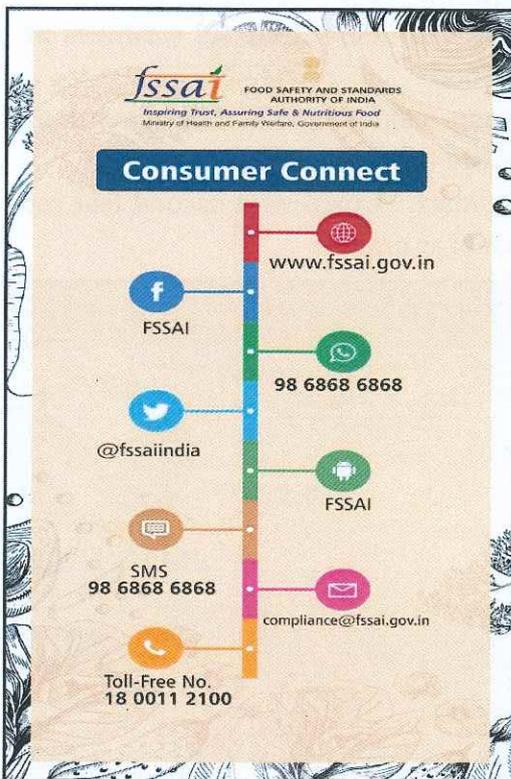
- The green leaf represents the **nature**
- The circle represents **holistic wellness** at global platform while symbolizing Organic Food
- The green colour symbolizes environment, agriculture, **sustainability & healthy life**
- The tick mark formed with second leaf represents that the **FSSAI** has certified the product as organic



3. The portal on Organic Food from India is a regulatory portal. At the heart of the portal is an Indian Organic integrity database jointly developed by FSSAI, APEDA and (PGS-India) on Organic food standards, certification processes, information relating to FBOs, their products and geographical areas in which they are available. The Organic Food products may be searched by name of the food and by the name of the company as well.



4. A Panel describing the ways through which consumer can connect with the FSSAI for any query or reporting any concerns.



- III. Two scrollers were installed through which various initiatives of FSSAI were showcased.



- IV. A 42" LCD screen was installed in the stall wherein video regarding Jaivik Bharat was showcased.



3. Distribution Material:

The following leaflets/booklets were distributed to the visitors at the stall:-

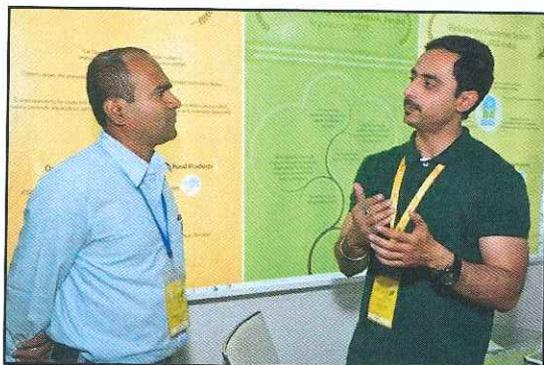
1. Food Safety and Standards (Organic Foods) Regulation, 2017- Brochure
2. Organic Food leaflet
3. Procedure of Licensing & Registration



4. Experience and Take away:

FSSAI received an overwhelming response at the Pavilion. Certain issues were raised by the Organic FBOs and Farmers which are as follows:

- i. Regarding the use of logo NPOP, PGS and 'Jaivik Bharat'
- ii. Criteria for in-conversion organic food products
- iii. Regarding Registration/Licensing of existing and new operators for Organic Foods under FLRS
- iv. Regarding testing parameters of Organic Foods as per FSSR.



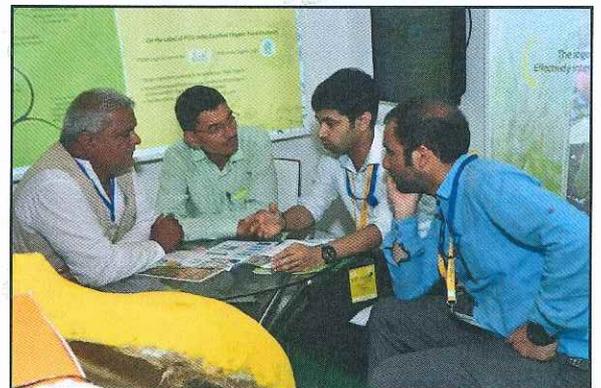
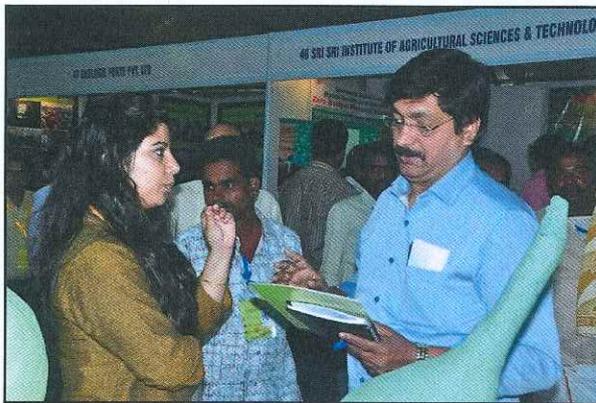
Queries of visitors being addressed

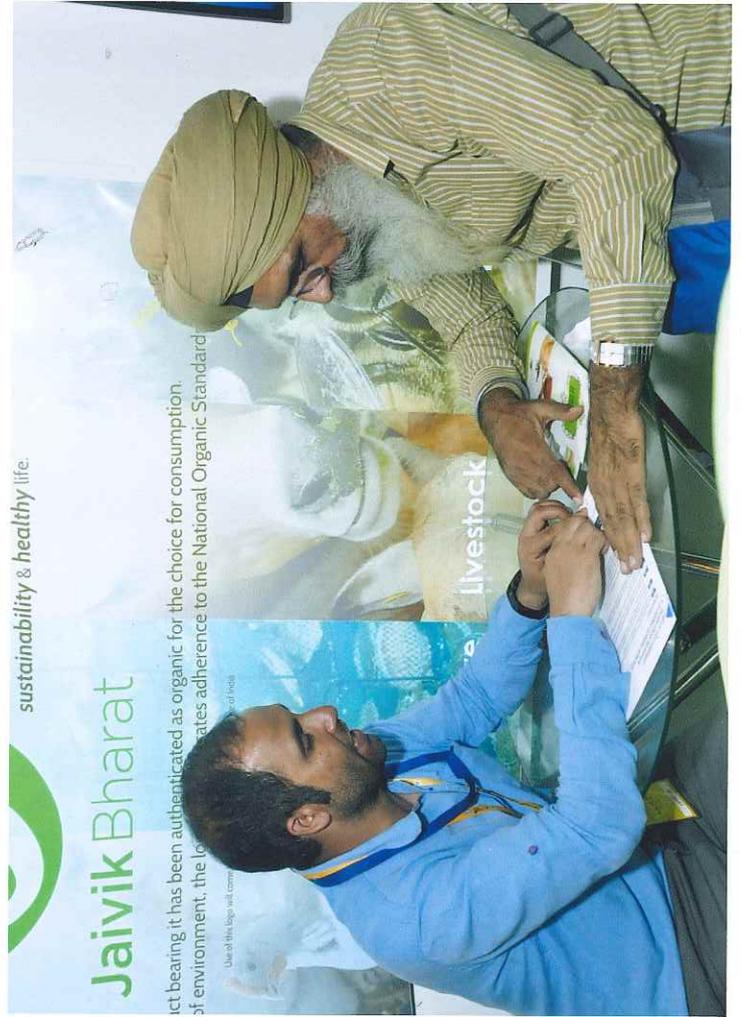
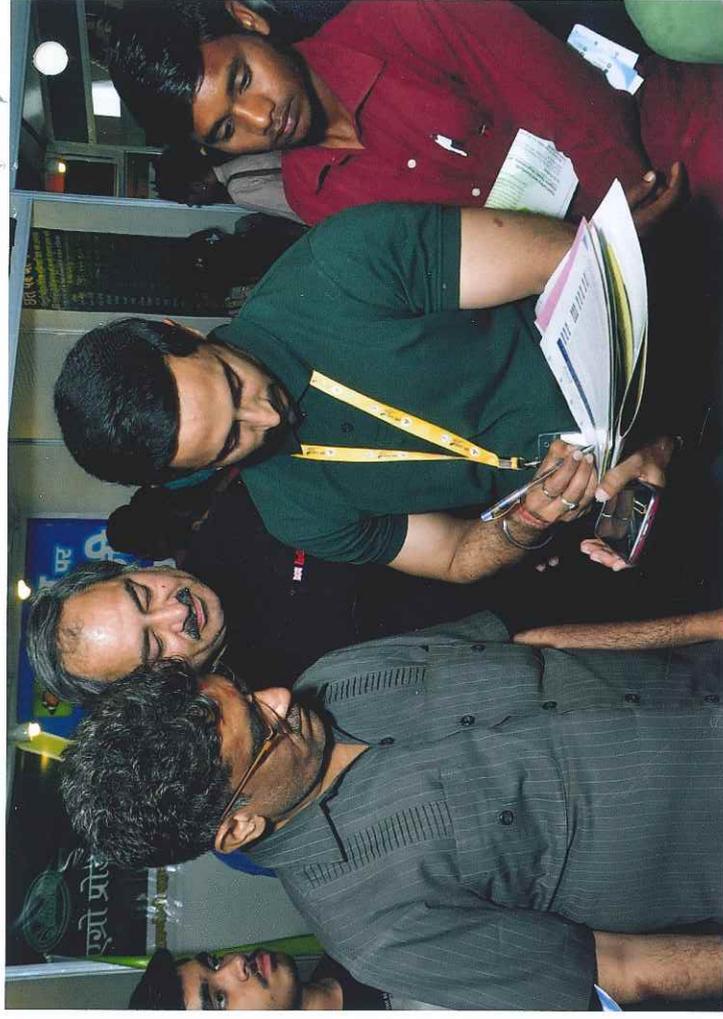
5. Conclusion:

Large number of farmers from across the country visited the fair and gained useful knowledge and information. The event provided an excellent opportunity to FSSAI to engage with Farmers, Food Business Operators and related government agencies and apprising them about initiative taken with regards to Organic Foods. Farmers showed the interest in shifting to Organic farming and wanted to know the entire procedure of registration/ licence, use of 'Jaivik Bharat' logo and the benefits of the same.

Participation of FSSAI proved to be a successful effort to ensure that the Jaivik Bharat initiative taken by FSSAI builds consumer confidence in Organic Foods and will also accelerate the growth of Trade and Commerce in Organic Foods both within India and abroad.

PHOTO GALLERY





पूसा में 4 दिवसीय कृषि उन्नति मेले 2018 का शुभारम्भ

पूसा संस्थान में प्रति वर्ष होने वाले कृषि उन्नति मेले का शुभारम्भ दिनांक 16 मार्च 2018 को केन्द्रीय कृषि एवं किसान कल्याण मंत्री श्री राधा मोहन सिंह जी ने किया इस अवसर पर कृषि राज्य मंत्री माननीय श्री गजेन्द्र सिंह शेखावत जी, श्रीमती कृष्णा राज जी एवं श्री परशोत्तम रूपाला जी भी उपस्थित थे। इस वर्ष मेले का मुख्य उद्देश्य कृषि में उन संभावनाओं का विस्तार करना है जिनसे वर्ष 2022 तक किसान की आय को दोगुना किया जा सके इसी लिए इस वर्ष के मेले का विषय "किसानों की आय 2022 तक दोगुनी" है। इस वर्ष मेले के प्रथम दिन में केवीके के 10वें नेशनल सेमिनार का उद्घाटन भी किया गया है। इस सेमिनार में देश के 681 केवीके भाग ले रहे हैं। इस सेमिनार में 17 मार्च को प्रधान मंत्री श्री नरेन्द्र मोदी जी 25 नए केवीके का शिलान्यास करेंगे। इसके साथ ही प्रधान मंत्री जी मेले में आये किसानों, कृषि वैज्ञानिकों, और अन्य प्रतिभागियों को भी संबोधित करेंगे। समारोह में कृषि कर्मण पुरस्कार और पंडित दीन दयाल उपाध्याय कृषि विज्ञान प्रोत्साहन पुरस्कार भी वितरित किये जाएँगे।

आज भारत डिजिटल क्रांति और मोबाइल क्रांति के दौर से गुजर रहा है और मोबाइल कि पहुँच गाँव गाँव तक है। सूचना प्रौद्योगिकी के इस स्रोत को कृषि से जोड़ने कि शुरुआत की जा चुकी है। सरकार और किसान के बीच दो तरफा संवाद कायम करने में इन्टरनेट की अहम भूमिका को ध्यान में रखते हुए सही समय पर सूचना देने के लिए सरकार की कई वेबसाइट, पोर्टल फ़ोन सेवाओं के साथ कृषि एसएमएस की व्यवस्था तथा कई तरह के एप शुरू किये गए हैं। कृषि अनुसन्धान एवं विस्तार सम्बन्धी जानकारियाँ इस मेले के प्रमुख आकर्षण हैं।

मेले के दौरान प्रतिदिन 3 किसान वैज्ञानिक परिचर्चाओं का भी आयोजन किया जाएगा। इस प्रकार मेले के तीनो दिन में कुल 9 वैज्ञानिक-किसान परिचर्चाओं का आयोजन किया जाएगा। इन परिचर्चाओं के दौरान किसान कृषि से सम्बंधित अपनी समस्याओं का समाधान जान सकेंगे। इस मेले में विभिन्न बीजों कि बिक्री भी मेले का मुख्य आकर्षण रहती है। किसान अपने उत्पादों की बिक्री भी करते हैं एवं देश भर से आये अन्य किसानों के साथ संपर्क बना कर विभिन्न जानकारियाँ एवं अनुभव साझा करते हैं।

मेले में केंद्र एवं राज्य सरकारों, विभिन्न संस्थाओं द्वारा 800 से अधिक स्टाल लगाये गए हैं। स्टाल के अतिरिक्त थीम पवेलियन भी लगाये हैं जिनमे सूक्ष्म सिंचाई, नीम कोटेड यूरिया, साइल हेल्थ कार्ड एवं कम लागत से बेहतर कृषि सम्बन्धी जानकारियाँ दी जा रही हैं। इनके अतिरिक्त सरकार द्वारा चलायी जा रही विभिन्न योजनाओं की जानकारी भी किसानों को मुहय्या कराई जा रही है। मेले के प्रथम दिन में लगभग 25 हजार किसानों ने भाग लिया। इस मेले का समापन 19 मार्च को किया जाएगा।

MEDIA COVERAGE


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Krishi Unnati Mela begins in Delhi

17-03-2018 | 1:49 pm



Doubling the income of farmers by 2022 is another goal that the government is pursuing with gusto. A 3-day Krishi Unnati Mela began in the national capital on Friday with the aim of bringing the latest farming technology to the fields. Prime Minister Modi will be addressing the event today.

PM Modi will address the farmers and lay the foundation stone for 25 Krishi Vigyan Kendras and unveil a portal on organic farming. The Krishi Mela this year will be significant owing to the interests of farmers and those involved in allied sectors. More than 900 stalls have been set up.

The centre is putting in sincere efforts to ensure welfare and progress of the farmers as the Modi govt aims to double their income by 2022. to achieve this the govt has to ensure that allied sectors like animal husbandry, fisheries and dairy farming ring in more revenues which eventually would bring in 'achhe din'. The government has ensured that the schemes are implemented at ground level so that the real beneficiaries are covered. The transformation of

the farming sector in past four years is being showcased at the Krishi Unnati Mela which kicked off on Friday 16th March at The Indian Agricultural Research Institute. Spread over 3 days, the Mela will witness PM Modi's participation on 17th March when he will address the farmers and lay the foundation stone for 25 Krishi Vigyan Kendras and unveil a portal on organic farming.

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1. double the farmers' income by 2022
2. encourage organic farming
3. give boost to cooperatives sector
4. ensure farmers establish direct contacts with companies manufacturing seeds, fertiliser and pesticides
5. popularize dairy, animal husbandry, fisheries and horticulture

Apart from stalls of Indian Council of Agricultural Research, the Indian Agricultural Research Institute, Ministry of Food Processing Industries, Ministry of Commerce and Industry, Ministry of Textiles, North Eastern council will also set up stalls at the Mela.

PM Modi will confer Krishi Karman Award and Pandit Deen Dayal Upadhaya Krishi Vigyan Protsahan Puruskar to progressive farmers and states on the occasion.

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