



Cultivating Dreams:

# INSPIRING TALES FROM ORGANIC FIELDS

(Empower, Enhance & Enlighten)



Compiled by:

**Odisha State Organic Certification Agency (OSOCA)**

Department of Agriculture &  
Farmers Empowerment, Govt. of Odisha



## Message



It gives me immense pleasure to extend my heartfelt greetings on the release of this compilation "Inspiring Tales from organic Fields" dedicated to Organic Farming and certification. This publication is not just a collection of success stories; it is a sheer hardwork of our certified farmers that is reshaping the future of agriculture and food security.



Organic farming is more than an alternative-it is a necessity for safeguarding our environment, protecting biodiversity, and ensuring safe and nutritious food for our people. We at OSOCA have a vision of empowering our organic farmers across the state and PAN INDIA in a transparent manner .

This compilation brings together valuable insights for the farmers of state. The efforts of our staffs in making the compilations are truly commendable.

I congratulate the team for their commitment in compiling this meaningful work. May this inspire many more to embrace the path of sustainable agriculture and contribute to building a healthier and greener tomorrow.

**With best wishes for the success of this noble initiative.**



**Rabinarayan Panda**  
CEO, OSOCA, Bhubaneswar



## A Breakthrough ...

Team OSOCA

Organic farming is more than just an agricultural practice - it is a way of life that respects nature, nurtures the soil, and ensures a healthier future for generations to come. In recent years, the world has witnessed a growing awareness about the harmful effects of chemical-based farming, both on human health and the environment. Against this backdrop, organic farming has emerged as a sustainable alternative, blending traditional wisdom with modern scientific approaches.

This compilation is an attempt to provide farmers and readers with a comprehensive understanding of organic farming. It brings together the fundamentals of soil management, composting, crop rotation, bio-fertilizers, pest control, certification processes, and marketing of organic produce. More importantly, it presents real-life success stories of farmers and farmer-producer organizations (FPOs) who have shown that organic farming is not only possible but also profitable.

We hope that this effort will contribute to the larger movement of sustainable agriculture and encourage more people to adopt organic practices. Together, we can build a future where farming restores balance to the ecosystem and provides safe, nutritious food for all.





## Building an Organic and Sustainable Ecosystem:

OSOCA proposes to provide an institutional mechanism for Organic Inspection and Certification in the State of Odisha in particular and outside areas in general to ensure better quality organic products to the consumers. The aim of OSOCA, Inter alia, includes the following:

### Vision of Organic & Vikashit Odisha @ 2036

- To establish a Globally Competitive Certification Programme
- To develop a Credible Certification System through Qualified and well-trained personnel.
- Commitment to obtain and maintain accreditation.
- To provide Organic Certification to the operators at reasonable cost.
- To make available quality products in the domestic and international market through Organic Inspection and Certification
- To support Training Capacity Building events for the personnel in the field of Organic Farming and Certification.





## From Pandemic to Export : A Momentous Milestone

During the COVID-19 pandemic in 2021, K V Singh Deo currently serving as Hon'ble Deputy Chief Minister & Minister, Agriculture & Energy Dept., Govt of Odisha started cultivating dragon fruit on around 15 acres in Patnagarh, Balangir district. After doing many research in the field of farming, exploring the developmental scope of journey , he committed to do organic farming in his farm with obtaining organic certification through OSOCA.

As a Momentous Milestone, Mr K V Singhdeo during last September 2024 succeed in the first-ever export of dragon fruit from Odisha-4 quintals of organically grown fruit shipped to Dubai via Biju Patnaik International Airport.



Moreover This export was made possible through a robust collaboration between multiple stakeholders. Mr K V Singhdeo expressed his heartfelt gratitude to APEDA (Agricultural and Processed Food Products Export Development Authority), Odisha Directorate of Horticulture, Odisha State Organic Certification Agency(OSOCA), Palladium India.

He also emphasized in his words that before tapping into global markets, these dragon fruits were fetching just ₹ 120-160 per kg in the saturated local market. After export, prices soared to ₹ 250-260 per kg-a near doubling in value.





## Success Story:

**Shri Bijay Jani, Kaptapalli, Nayagarh, Odisha  
(Maa Sarala Organic Farmers Producer Company ICS)**

Bijay Jani, a farmer from Nayagarh, once faced challenges with rising input costs, pest attacks, and declining soil fertility due to chemical-based farming. His income was shrinking, and farming became unsustainable. In 2020, he decided to shift to organic farming.

### \* **Steps Taken:**

- \* Adopted vermicomposting, crop rotation, and natural manures.
- \* Prepared bio-pesticides from cow dung, neem, and buttermilk.
- \* Started cultivating vegetables, pulses, and fruits organically.

### \* **Results:**

- \* Cost of cultivation reduced by 40% (no chemical fertilizers or pesticides).
- \* Income increased by 2.5 times within 3 years due to premium prices in organic markets.
- \* Soil fertility and water retention improved.



## **Jaivik Shree Farmer Producer Company Limited, Nandapur, Koraput**

Small and marginal farmers of the tribal district Koraput faced many challenges for market place in previous days. High cost of chemical inputs, Low farm-gate prices , Exploitation by middlemen and Lack of access to urban organic markets, the farmer pf koraput suffered a lot. Koraput , A natures own place where farmers are cultivating the agricultural produce organically . Nature with Farming is completely seen in the hilly areas of Koraput.

The FPO called Jaivik Shree Farmer Producer Company Limited, Nandapur, Koraput supported by Shree Anna Abhiyan got registered with OSOCA for organic certification of their crops i.e Millets, Ginger & Other crops.



**Moreover the FPO has supplied the first phase of Kalajeera Rice to Shree Jagannath Temple for Kotha Bhoga preparation under Amrut Anna Scheme.**

▶ **Practices Adopted**

- ▶ Farmers shifted from chemical farming to certified organic practices.
- ▶ Adopted vermicomposting, green manures, crop rotation, and biopesticides.
- ▶ Follows NPOP model method for organic certification.
- ▶ Focused on crops like paddy, millets, pulses, oilseeds, and vegetables.
- ▶ Developed processing & packaging units for value addition.

▶ **Market Strategy**

- ▶ Created organic outlets in Koraput and nearby cities.
- ▶ Built direct farmer-to-consumer supply chains.
- ▶ Introduced home delivery services for organic produce.
- ▶ Partnered with schools, hospitals, and companies to supply organic food.





## Empowering Women, Empowering Bharat



Tilottamma Adabar, a women farmer from Tileibani, Deogarh, Odisha, struggled for years with marketing of agricultural produce due to non availability of certification. Gradually due to heavy application of chemical fertiliser the farm's soil fertility declined, and profits were shrinking.

In 2022, she decided to switch to organic farming. She prepared vermicompost and adopted crop rotation to restore soil health. More over she has mobilised 70 household of her village towards organic agriculture and being registered in the ICS i.e. Deogarh Farmer Producer Company Limited mandated by Odisha Livelihood Mission (OLM).

- **Impact of Change:**
- Reduced cultivation costs by avoiding chemicals.
- Her farm produce started fetching premium prices in domestic and export markets.
- Soil fertility and biodiversity improved significantly.
- Other farmers in her village began following her model.





## **AMRUT ANNA : From Passion to Devotion**

Amrut Anna , A Flagship Programme by Department of Agriculture , Govt of Odisha to provide organic rice and vegetables for Lord Jagannath's Kothabhoga & Mahaprasad, aiming to make it chemical-free. From Passion to Devotion, the farmers are committed to cultivate paddy organically with obtaining organic certification from OSOCA. Odisha is the store house of hunded numbers of traditional rice. Initially Kalajeera, Jhili, Govindabhoga variety will be cultivated by farmers which will be promoted by Community based Organisations (CBOs). This project, proposed by the Odisha government, has been well-received by the Jagannath Temple servitors.

By using organic ingredients, the scheme aims to provide a healthier and safer Mahaprasad for devotees. It provides a market linkage and spiritual validation for organic farmers in the region. Revival of Indigenous Seeds: The initiative also promotes the use and conservation of traditional and indigenous seeds.



**Odisha State Organic Certification Agency (OSOCA)**  
**326, Barmunda , Bhubaneswar**  
**Email - [ceoosoca@gmail.com](mailto:ceoosoca@gmail.com)**  
**Website - [osoca.nic.in](http://osoca.nic.in)**  
**Mob-7205096103**