



National Organic Food Festival

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Why in News

The Ministry of Food Processing Industries (MoFPI) with the Ministry of Women and Child Development (MoWCD) will host the first **National Organic Food Festival** in **New Delhi** between February 21 to February 23, 2020.

- It aims to **strengthen the organic market** and **empower women entrepreneurs** in the area of production and processing of organic products.
- **Theme:** Unleashing India's Organic Market Potential.

Key Points

- Women Entrepreneurs and Self Help groups (SHG's) from all over the country will be exhibiting their organic products in various segments such as fruit & vegetables, ready to eat products, spices and condiments, honey, cereals, dry fruits etc..
- It will also focus on **facilitating business linkages** and **empowering women entrepreneurs** through pre-arranged B2B and B2G meetings.
- Government is already making efforts to connect women entrepreneurs with financial schemes like **MUDRA (Micro Units Development and Refinance Agency)** and **Startup India**.

Business to Business

- There are **3 basic business models:** Business to Consumer (B2C), Business to Business (B2B), and Business to Government (B2G).
- B2B is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business refers to business that is conducted between companies, rather than between a company and individual consumers. Business to business stands in contrast to Business to Consumer (B2C) and Business to Government (B2G) transactions.

Business to Government (B2G)

Business to Government (B2G) is the sale and marketing of goods and services to federal, state, or local agencies.

India's Organic Market Potential

- India has the **9th largest World's Organic Agricultural Land** and the **largest number of producers**.
 - **Sikkim** is the **first organic state** in the world. All of its farmland is **certified organic**.
- Organic Food Segment of India grew at rate of 10% during 2016-20.
 - As per the **Indian Organic Sector – Vision 2025** report, India's organic business is expected to reach Rs.75,000 Crores by 2025.
- **Factors for growth of organic food in India:** Increasing disposable incomes, increasing awareness around health and wellness and increasing acceptability.
 - At the global level, demand for Indian organic food products is on constant increase.
 - The major demands under the organic product category are for oil seeds, cereals & millets, sugar, fruit juice concentrates, tea, spices, pulses, dry fruits, medicinal plant products etc.

Source: PIB