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Union Minister of State for Cooperation, Shri Krishan Pal Gurjar inaugurated the Bharat Organics Mela 2025 at the World Trade Centre, New Delhi organised by National Cooperative Organics Limited (NCOL), under the joint aegis of the Ministry of Cooperation and the Ministry of Agriculture & Farmers' Welfare. The Secretary, Ministry of Cooperation and other senior officials from the Government, Organic farmers groups from across the country were present.



Speaking on the occasion, Shri Krishan Pal Gurjar, Minister of State for Cooperation, said, “The Bharat Organics Mela exemplifies how the cooperative model can empower small farmers and bring safe, organic food to Indian households. NCOL is turning organic farming into a national people’s movement with farmers at its core. Under the leadership of the Hon’ble Prime Minister Shri Narendra Modi and the guidance of Hon’ble Home Minister and Minister of Cooperation Shri Amit Shah, NCOL, by adopting a ‘Whole of Government’ approach, is bringing the vision of ‘Sahakar Se Samridhi’ to reality. Let us all come together to make organic farming not just an option but a movement—benefiting our environment, our soil, and our future generations.”



Addressing the gathering, Secretary, Ministry of Cooperation, Dr. Ashish Kumar Bhutani said, “NCOL is envisioned as a national platform to organize and uplift organic farmers through branding, certification, and market access under the Bharat Organics brand. This mela reflects our commitment to building a transparent and farmer-first organic economy that can connect grassroots producers to national and global markets. Now, organic farmer groups don’t have to worry about marketing issues as NCOL is here to help them. NCOL will not only provide premium prices but will also share profits with farmer cooperatives.”

The NCOL Chairman, Shri Meenesh Shah said, “With over 7,000 cooperatives from 19 states already onboard, Bharat Organics is creating a strong, credible, and inclusive supply chain that connects India's organic producers with domestic and global consumers. NCOL aims to become one of the leading players in the domestic organic market in the next decade and will continue to build a farmer-owned, transparent, and scalable organic ecosystem for India.”

Shri Vipul Mittal, Managing Director, NCOL thanked all the stakeholders for organising the event and said, “NCOL is deeply grateful for the support of all stakeholders—farmers, cooperatives, ministries, and partners. Today’s mela marks an important milestone in our mission to deliver health to consumers and value to farmers. We will leave no stone unturned to ensure that the Bharat Organics brand becomes a huge success and continues to serve both organic farmers and consumers.”



A key highlight of the Mela was the launch of Bharat Organics' premium-quality Organic Apple Cider Vinegar (ACV), developed in collaboration with Unati Cooperative, India's largest vinegar producer. Crafted from handpicked Himalayan apples using traditional fermentation techniques, the ACV is unfiltered, unpasteurized, and rich in probiotics—offering wellness benefits with authenticity and purity. Unati operates modern, chemical-free fermentation facilities powered by women-led teams from local communities. Its collaboration with NCOL underscores a shared mission to promote rural livelihoods, indigenous health traditions, and sustainable development. Certified by FSSAI, USFDA, USDA Organic, and India Organic, the ACV shall be now available under the Bharat Organics brand across major e-commerce platforms like BigBasket, Blinkit, Amazon, Swiggy, and leading retail outlets including Safal stores, making authentic organic wellness accessible to millions of Indian households.

The day-long event served as a platform to connect grassroots producer groups with markets, raise consumer awareness, and celebrate the strength of India's growing cooperative ecosystem. The event marked a significant step in promoting India's organic farming movement through the cooperative model and was held as part of the national observance of the International Year of Cooperatives.

NCOL is building India's largest organic ecosystem driven by farmer cooperatives. Through Bharat Organics, NCOL brings pure, traceable, and ethically sourced organic products directly to consumers, ensuring better value for farmers and authentic quality for households.



The event was kicked off by tree plantation campaign titled “*Ek Ped Maa Ke Naam,*” celebrating the nurturing essence of mothers and Mother Earth. All dignitaries planted trees in the campus of the WTC.



Around 30 farmer groups (FPOs/FPCs) from 15 states including Chhattisgarh, Punjab, Uttar Pradesh, Madhya Pradesh, Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, Telangana, Karnataka participated in the Mela with more than 60 products. The Mela featured over 30 stalls by farmer groups showcasing certified organic products. Under the 'Bharat Organics' brand, NCOL has already introduced more than 25 products in the market, including pulses, flour, natural sweeteners, spices, and more, and will soon add more organic products.

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