

BENCHMARKS FOR ORGANIC PRODUCTS OF NCOL

प्रविष्टि तिथि: 12 AUG 2026 5:09PM by PIB Delhi

National Cooperative Organics Limited (NCOL) markets its certified organic products under the "Bharat Organics" brand through a multi-channel marketing strategy. Its products are marketed via various e-commerce platforms, modern retail chains, cooperative outlets including Safal/Mother Dairy, NAFED, NCCF, etc., and its Direct-to-Consumer (D2C) portal.

The benchmark for organic production in India is the National Programme for Organic Production (NPOP), which is notified by the Agricultural and Processed Food Products Export Development Authority (APEDA). National Cooperative Organics Limited (NCOL) complies with these benchmarks by procuring and marketing only certified organic products that conform to NPOP standards. The products are sourced from valid certified farmer groups, Internal Control Systems (ICS), or certified operators and are subject to stringent quality testing, traceability mechanisms, and compliance with applicable food safety and organic certification requirements. In addition, NCOL ensures mandatory laboratory testing of organic produce for pesticide residues and other quality parameters before marketing, thereby maintaining the prescribed standards for organic production in India.

NCOL promotes the formation of National Programme for Organic Production (NPOP)-certified Internal Control System (ICS) groups through cooperative societies to support organic farmers. It facilitates the procurement of certified organic produce through cooperative societies at fair and transparent prices and markets organic products under the *Bharat Organics* brand through multiple sales channels. NCOL has signed Memoranda of Understanding (MoUs) with 28 States/UTs to promote the organic cooperative ecosystem and facilitate greater participation of farmers in organic farming.

This information was given by Union Home Minister and Minister of Cooperation, Shri Amit Shah in a written reply in Rajya Sabha.

AK/AP

(रिलीज़ आईडी: 2298375) आगंतुक पटल : 356
इस विज्ञप्ति को इन भाषाओं में पढ़ें: Urdu , हिन्दी