



PPVFR Authority Team visited Organic Seed Producer Organisation at Mysore

To have a first hand experience of Organic Seed Production of Farmers Varieties, marketing of organically produced crops through Farmer Producers Organisation (FPO) and the operation of Community Seed Banks of Farmers' Varieties, a team comprising of Dr. T. Mohapatra, Chairperson, PPVFRA, Govt. of India along with the officials namely Dr. S.K. Singh, Director, ICAR-IIHR, Bengaluru, Dr. Dinesh K. Agarwal, Registrar-General, PPVFRA, Dr. T.H. Singh, Nodal Officer DUS testing, IIHR Bengaluru and Mr. R.S. Sengar, Deputy Registrar, PPVFRA visited the Sahaja Samruddha Organic Producer Company Limited in



Kingeri, Bengaluru which is an FPC involved in marketing of organic farm produce in the brand name “Sahaja Organics”, there by popularising farmers' varieties. The team interacted with the FPC officials and enquired about their B2B and B2C modes of operations. Dr. Mohapatra appreciated the efforts being made and facilities created by the FPC.

Later the PPVFRA team visited the Farmers' Varieties' Organic Seed Producer, FPC Desi Seed Producer Company Ltd. Located at Mysore. A short presentation was made by Mr. Prasad on various activities related to farmers' varieties. The team interacted with Mr. G. Krishna Prasad, Founder Director and about 20 Farmers, who are Seed Conservers and Savers associated with the organisation, some of whom have been awarded and rewarded by the PPVFR Authority in the past. Dr. Mohapatra enquired about the mechanism of marketing of farmers' varieties and the issues faced by the producers. The team also discussed about the operation of Community Seed Banks being run by Sahaja Foundation. The company and the farmers displayed their varieties and seeds. The company sought support of PPVFRA to the farmers in promotion of conservation, as well as production of farmers' varieties.


