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NCOL Launches “Jaivik Sahkar Abhiyan” to Mobilize its 11,000+ Member Cooperatives Nationwide for Organic Transition





JODHPUR, Rajasthan, January 21, 2026: National Cooperative Organics Limited (NCOL), established by the Ministry of Cooperation, Government of India, today launched “Jaivik Sahkar Abhiyan” (Organic Cooperative Call-to-Action). This inaugural workshop marks the start of a nationwide campaign across identified high-potential districts to transition India's cooperative sector toward organic agriculture.

The campaign's ultimate goal is to provide market access for organic cooperatives by procuring agri-produce under the Bharat Organics brand. This initiative provides members with a structured pathway to market, where NCOL anchors their organic training, transition, certification, and procurement. Crucially, the workshop also highlighted NCOL's cooperative value-distribution model, where profits generated are returned to its members.

Shri Ratan Lal Daga, renowned organic farmer and Member, Commission for Agricultural Costs and Prices, gave the members a comprehensive on-farm demonstration at his farm, imparting technical knowledge while motivating them to embrace organic practices.



Memorable addresses were delivered by Shri Vipul Mittal, MD, NCOL; Shri Ratan Lal Daga; Shri Arjun Lal, State-Level Joint Director, Department of Agriculture; Shri SN Gadwal, Joint Director (Agriculture), Jodhpur; and Shri Irshad Ahmed, General Manager, DCCB, Department of Cooperation, Government of Rajasthan; Dr. Gangaram, Rajasthan State Organic Certification Agency (RSOCA); Dr. Pradeep Pagaria, Jodhpur Agricultural University; Dr. Arun Sharma, Sr. Scientist, ICAR-CAZRI; and Shri Anil Jadhav, MD, Ecocert India. Discussions at the event emphasized traditional agricultural methods, natural input farming, and the shift towards certification to enhance farmer income.



The event was held with the support of the Department of Agriculture, Government of Rajasthan; ICAR-CAZRI; Jodhpur Agriculture University; certification bodies RSOCA and Ecocert; and National Dairy Services (NDS).

The event witnessed enthusiastic participation from over 90+ NCOL member societies from Jodhpur and surrounding districts. Attendees expressed a keen interest in embarking on the organic journey under the tutelage of NCOL, who will eventually provide assured market linkages to them.