

Make India Organic, Natural & Profitable (MIONP)

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MIONP, is mission movement to achieve, Profitable Transition for Jaivik Bharat (PTJB) a reality. This ambitious initiative envisions full successful transition to a fully organic, natural, and profitable farming in India by 2047. The mission will also align with the United Nations Sustainable Development Goals (SDGs) and India's aspiration to become a global powerhouse for sustainable agriculture through achieving \$1 Trillion agro export target by 2047.

It is widely known that the adoption of chemical farming system using chemical fertilizer & crop care chemicals such as chemical herbicides, fungicides & insecticide are having a undesirable impact on public health. The parliamentary committee under the chairmanship of Shri. Murli Manohar Joshi has documented that Indian agro food chain has lost 48% of nutritional value. The increase in cancer & many other diseases are getting strongly influenced by the residual toxicity in the food chain. We have also experienced reduction in the shelf life & loss of original taste.

India is likely to become 7 to 8 times wealthier and world is also going to become 2-3 times more prosperous. This means customer will demand



nutritionally dense food with safety, tasty and freshness as key parameters for high quality food.

The Indian farmers and the agro sector must rise to understand the challenge and emerging trends and adopt the best technology, the products and the protocols to achieve profitable, organic/natural farming techniques with modern material and nutritional science for India to become the global organic super power.

The climate advantage of India: with the Himalayan wall in the north gives us one of the largest arable land with a tempered soil temperature zone

between 10 to 35 degrees centigrade which is ideal for biological activity critical for providing nutrient and bio-metabolites to the plants. With large coastline we are blessed with an average of 100 centimeter of rainfall across India. We are also blessed with 250 to 300 days of sunshine for a very efficient photosynthesis process. The best part is nobody sends us a bill for these key inputs for agro production. This gives possibilities of 2/3 crops every year. The efficiency of organic farming to be profitable will be decided by biological species, their biomass and their activity to ensure nutrient availability and resistance to diseases and India has perfect climate condition for maintaining the highest efficiency.

Carbon Sequestering 12 Giga Tons is also possible by adopting new bio and natural farming practices by increasing carbon % in soil from 0.4% average today to 2-3% across Indian farm land which is a critical parameter to improved fertility. The key technology to be adopted is to maximise photosynthesis potential which will power high sugar production and increase exudates in rhizosphere and grow the biomass which will be key to increasing carbon content (SOM) with every crop cycle.

The key is to make soils soft and porous which is now possible and reduce tillage to reduce ability of bacteria to consume our carbon. We also need to focus to restore fungal dominance by increasing their biomass to 3:1 compared to bacteria.

The MIONP mission will address the bottlenecks identify the gaps and also address the aspect of degraded land with depleted water tables.

Profitable easy transition to Organic/ Natural Farming is claimed by many but have not been adopted by the mainstream. A scientific and commercial framework for majority of the crops have not been used to validate the claims and demonstrations by many. The key aim of this first of the series, the conference and workshop on 20th March and 21st March 2025 is to launch this mission. The purpose is deliberate and create a group of dedicated contributors for this mission. The objective of the workshop will be identify the best techno commercially

feasible technology products and protocols which are sustainable and practical with higher profitability. The scientist, the academican, the practicing farmers and the input providers (manufacturers) will create the framework and define the criteria to evaluate, analyse and document the best practises to achieve a profitable organic/ natural farming.

India has large depository of Vedic, natural, farming techniques based on desi cow and has been evolving as one of the option. Unfortunately long transition of 4-5 years and managing the crop care protocols and high labour intensity and complex protocols have resulted into 1-2% land being converted into organic/ natural farming.

Very large subsidy to chemical fertiliser amounting to greater than one lakh crore every year, with no regulatory restriction to control their inputs knowing fully well that only 25% of such input are taken up by the plant we

marching towards degrading our soil at rapid pace. It is common knowledge that higher chemical fertiliser input will lead to higher water consumption and increase pathogen and pest pressure on the crops.

MIONP will create a grand challenge, define the success parameters and measure the restoration of soil fertility and the water table. It will be for the community to take this challenge and demonstrate profitable transition and validate the technologies, the products, and the protocols for at least top 20 commercial crops to start with. This must be universal for all types of Indian soils and climatic zone and ultimately valid for all the crops we grow.

To start with, this Grand Challenge can offer 3 categories of transition 1) 50% reduction in chemical fertilizers and crop care inputs; 2) 75% reduction and 3) 100% reduction in first crop cycle itself but making 100% sure, equal or higher profitability for the farmers at the market price. (No premium for the



organic produce to be assumed except which can be paid for quality like taste, size and the look)

This workshop initiative will ensure scientific rigor and suggest actionable insights. The workshop will bring together key stakeholders from India and around the world to address the challenges of achieving a profitable transition to Organic/ Jaivik/ Natural farming from the very first crop cycle. Primary focus will be “One crop transition to profitability compared to current commercial chemical farming”.

The primary focus will be on creating the techno commercial and legal framework to evaluate the success and failure criteria of such demonstration in the grand challenge. These demonstrations should also provide solution and address the following key areas of farming ecosystem.

1. Enhancing Organic Manure/ Compost quality and availability.
2. Restoring Soil fertility – in Saline and degraded land by achieving better gas exchange, (Breathability) water retention, inoculating and restoring good biology & their population with an effort to increase the Stable Organic Matter (SOM) content of soils to 5-7%.
3. Technologies such as bio-fertilizers, bio-stimulants, and micro nutrients to increase growth and yields, reduce the crop stress, and to maintain good immunity. Cow based natural products can also be part of such products to be evaluated.
4. Reducing water consumption per unit production and increasing water infiltration to restore ground water table and address the water

PROPOSED TOP 20 CROPS	
Field crops	
1.	Paddy
2.	Corn
3.	Groundnut / Soybean
4.	Wheat
5.	Mustard
6.	Tobacco
Cash crops / Vegetables	
7.	Sugarcane
8.	Cotton
9.	Banana
10.	Potato
11.	Tomato
12.	Brinjal
13.	Okra
14.	Chilli / Capsicum
15.	Onion / Garlic
16.	Turmeric / Ginger
Orchards	
17.	Mango/ Litchi
18.	Orange / Kinnow
19.	Pomegranate
20.	Guava

storage needs like ponds, check dams & dams.

5. Effective Crop care through biological pesticides & botanical oils like Neem etc.
6. Precision Farming – Use of satellite, drones, sensor technologies, tissue analysis, sap analysis with adoption of digital technology for advisory and market connect.
7. Capacity building for precision testing of inputs and output (produce) for Organic Certification
8. Organic / Traditional seed

identification, improvement, and utilization

The key focus of this workshop and future responsibility of the program is to ensure development and demonstration of the best technologies, products, and protocols which are scalable, sustainable, and restoring the environmental and bio-diversity damage which has happened in the last 50-60 years. The grand challenge must ensure the protocols which are easy and labour efficient.

Department of Agriculture at the Central and the State governments should participate in this challenge and play a role through the ICAR research centre and KVK centres along with the Universities to monitor, document based on the agreed evolved framework and the reports can be presented every 6 months till the MIONP is fully achieved.

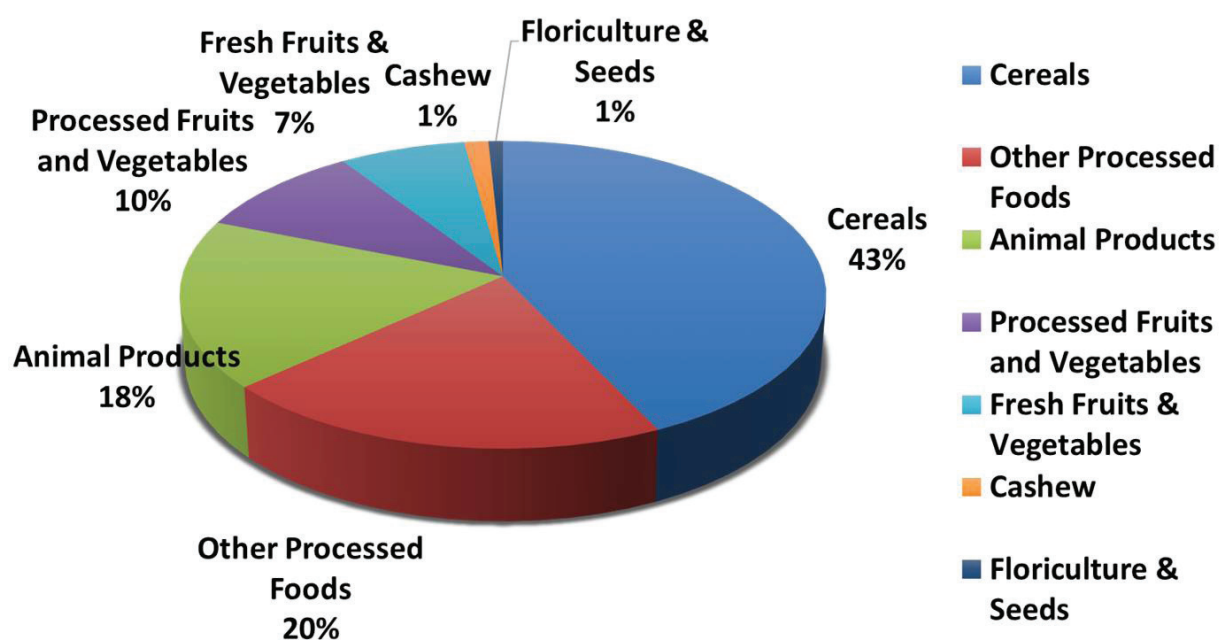
To be part of this Grand Challenge, input producing companies, their consortium, NGO groups, Start-ups, Cooperatives, Research Institutions or individuals can participate where during the first year they demonstrate the protocols with top 20 crops in 5 - 1 Acre plots in different agroclimatic zones which can be guided by ICAR. The demonstrations should be done with progressive farmers already doing high profitable farming with their existing practices.



India's Export Comparative Statement : APEDA Products							
Value in US\$ Million							
Product Head	2023-24	February, 2024	February, 2025	Change (%)	April-February, 2023-24	April-February, 2024-25	Change (%)
Fruits & Vegetables	3653.31	410.09	413.67	0.87%	3223.32	3391.60	5.22%
Cereal preparations & Miscellaneous processed items	2852.29	257.26	255.24	-0.79%	2582.00	2821.52	9.28%
Meat, dairy & poultry products	4527.31	422.05	450.32	6.70%	4111.94	4612.05	12.16%
Rice	10416.70	1053.95	1193.19	13.21%	9321.59	11293.50	21.15%
Other cereals	517.80	21.02	23.47	11.66%	489.58	243.11	-50.34%
Cashew	339.21	28.13	24.88	-11.55%	310.25	313.32	0.99%
Total	22306.62	2192.50	2360.77	7.67%	20038.68	22675.10	13.16%

Source: DGCIS

Export of Agricultural Produce



Source: DGCIS