

# Uttarakhand's 'organic' tale of success

UOCB has played a vital part in the organic cultivation movement in India, setting up vast supply chains and developing the 'Organic Uttarakhand' brand

**F**ormed on May 19, 2003, under the Societies Registration Act of 1860, the Uttarakhand Organic Commodity Board (UOCB) functions as the nodal agency for boosting organic farming in Uttarakhand. UOCB's mission is to help Uttarakhand develop as the organic capital of India, acquiring sustainable rural growth via organic agriculture methods.

The board's measures span farming and allied sectors, including horticulture, medicinal aromatic plants and herbs, and animal husbandry. UOCB is divided into four key wings: the Technical Cell, the Training Cell, the Certification Cell, and the Marketing Cell. The Technical Cell recognises groups inclined to embrace organic agriculture, forms farmer groups and creates cultivation techniques. The Training Cell furnishes farmers with the required aptitudes via demonstrations, training sessions, and different academic materials. The Certification Cell encourages organic certification for farms and stores, while the Marketing Cell promotes organic produce to B2B customers via exhibits and panels.

In recent years, UOCB's endeavours have demonstrated noteworthy outcomes. In 2019, farmers under UOCB's direction partook in 35 fairs and exhibits, yielding ₹28 lakh in sales and building a market worth ₹210 lakh. By 2020-21, despite the problems posed by the pandemic, farmers still partook in 11 fairs, achieving ₹8 lakh in sales and yielding a market worth ₹85 lakh.

UOCB has played a vital part in the organic cultivation movement in India, setting up vast supply chains and developing the 'Organic Uttarakhand' brand. Their offerings contain different grains and cereals like Dehradooni Basmati Rice, Pusa-1 Basmati, Red Rice, and wheat. The spice range includes bay leaf, black jeera, coriander, ginger, and turmeric. The pulses range includes black chickpeas, black gram, kidney beans, and lentils, along with millets such as barnyard millet and finger millet. Further, they offer apple juice, detergent powder, groundnut, herb oils, honey, mustard oil, soapnut, sugar, temperate fruits, and fresh vegetables.