

**GOVERNMENT OF INDIA  
AGRO AND RURAL INDUSTRIES  
LOK SABHA**

UNSTARRED QUESTION NO:4946  
ANSWERED ON:24.04.2002  
SALE OF ORGANICALLY GROWN FOODGRAINS BY KVIC  
UMMAREDDY VENKATESWARLU

**Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:**

- (a) whether KVIC has diversified its activities into procuring and selling organically grown foodgrains at its various outlets;
- (b) if so, the details thereof;
- (c) the States from which these foodgrains have been procured; and
- (d) the details of measure taken by KVIC to ensure the quality of foodgrains?

**Answer**

THE MINISTER OF AGRO AND RURAL INDUSTRIES ( SHRI KARIYA MUNDA )

- (a) & (b): The role of Khadi and Village Industries Commission(KVIC) is restricted to post harvest stage. For generating awareness among the public about organic foods, the KVIC has decided to intervene in the area of organic food by procuring and marketing these products. Trial launch of organic food was made on 13th January, 2002 and a new brand 'Desi Aahar' was launched on 13.04.2002.
- (c): Haryana, Uttar Pradesh, Uttaranchal, Rajasthan, Maharashtra, Madhya Pradesh, Chattisgarh, Himachal Pradesh, Jharkhand and Orissa are the States from where the foodgrains are procured.
- (d): The KVIC has established linkages with IIT, Delhi in this regard and presently, the quality control is being ensured by the IIT, Delhi by testing the products on three tier basis i.e. at Farm State, at Processing stage and at selling point.