



"Our commitment
to sustainable development,
is at the heart of our thrust for
Organic Farming."

Narendra Modi



1 NATION
ONE FOOD LAW

fssai

FOOD SAFETY AND STANDARDS
AUTHORITY OF INDIA
Inspiring Trust, Assuring Safe & Nutritious Food



Jaivik Bharat

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Front Revised



The above logo for Organic Food is an identity mark to distinguish organic products from non-organic ones. The logo is supported with the tagline "Jaivik Bharat", at the bottom, which signifies Organic Food from India. Employing a minimalistic approach to communicate an effective message, the green color of the logo symbolizes nature along with articulating that these foods are produced in environment-friendly manner without using chemical fertilizers and pesticides. It highlights the letter "O" used in the word "Organic" as well as represents the facet of holistic health at a global platform. To show a sturdy relationship with the same, leaves have also been used in the logo in the form of a tick mark incorporated inside the circle represented by the letter "O". The logo showcases that the product bearing it has been authenticated as organic for the choice for consumption. Effectively intertwining all the elements of environment, the logo communicates adherence to the National Organic Standards.

Use of this logo will come into effect once it is notified in the Gazette of India

Food Safety and Standards (Organic Foods) Regulations, 2017

The Key Features:

- All foods offered or promoted for sale as 'Organic Food' to comply with any of the requirements of:
 - National Programme for Organic Production (NPOP).**
 - Participatory Guarantee System for India (PGS-India).**
- Traceability shall be established up to the producer level as applicable under the systems mentioned above.
- Direct sales of Organic Food by the small original producer or producer organisation to the end consumer exempt from verification of compliance.
- All the Organic Food shall comply to the Labeling requirements as per Food Safety and Standards (Packaging and Labeling) Regulations, 2011 along with NPOP or PGS-India requirements.
- Organic Food Label to have a certification mark of PGS-India or NPOP along with FSSAI Logo with License No.
- Organic Foods to comply with Product standards and limits of Contaminants as prescribed in Food Safety and Standards Regulations.
- Retailers to display organic foods distinguishable from conventional foods.
- Provision for bilateral or multilateral equivalence agreements based on NPOP for imports.

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Organic Foods

Organic foods are products of holistic agricultural practices focusing on bio-diversity, soil health, chemical free inputs etc. with an environmentally and socially responsible approach that have been produced in accordance with organic production standards.

Mandate of FSSAI

Section 22 of the Food Safety Standards Act, 2006 (FSS Act, 2006) gives the mandate to Food Safety and Standards Authority of India for regulating manufacture, distribute, sell or import "organic foods" which have been defined as food products that have been produced in accordance with specified organic production standards. Certification of a food product as organic food conforming to the production /processing standards notified by National Programme for Organic Production (NPOP) or Participatory Guarantee System (PGS) is the prerequisite for FSSAI to take the process further to cover the entire Food Value Chain.

FSSAI is releasing the Food Safety and Standards (Organic Foods) Regulations, 2017 to ensure the genuineness of food products labelled as Organic. The Regulation covers the labelling, transport, storage, distribution, retail of NPOP or PGS certified Organic Foods. It also covers import of NPOP certified Organic Food.

About the Indian Organic Integrity Database Portal

The portal is jointly developed by FSSAI, APEDA under the Ministry of Commerce and Industry and Participatory Guarantee System (PGS-India) under the Ministry of Agriculture and Farmer's Welfare. The portal is designed to serve as a single point of reference for accessing the information on Organic Foods. This portal will help in getting the trust of consumers in the foods labelled as 'Organic'.

About the Jaivik Bharat Logo:

Multiplicity of the logos in the market may confuse the consumers and create doubt about the genuineness of the Organic products. There is need to have a unified logo which represents both the systems of certification i.e. NPOP and PGS-India.

The unified Logo being launched by FSSAI is as follows:



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www.jaivikbharat.fssai.gov.in