

## IMEDF participates in a National Level Workshop on Moringa-based Livelihoods



Col Thapar speaking at the National Workshop on Moringa Sub-Sector

Col (Retd) Raman Thapar, General Manager, IMEDF, was invited as a panelist on the theme - Moringa Value Chain: Opportunities for Marketing of Moringa Value Chain Products at the National Level workshop on Moringa-based Livelihoods. The one-day consultation workshop was organised by Deendayal Upadhyaya Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), Government of India and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on October 22, 2024 from 9:30 am to 5.00 pm in New Delhi.

**Million Plus Livelihoods** in select sub-sectors is a special initiative of Deendayal Antyodaya Yojana-National Rural Livelihood Mission (DAY-NRLM), Ministry of Rural Development. A National level workshop on Moringa-based livelihoods (sub-sector) was organised under this to promote the adoption of Moringa cultivation among the SHG women. Nutrition, sustainable agricultural practices, and lucrative market make Moringa a valuable proposition. It also aligns with the *Lakshpati Didi* programme of the Government of India.

The focus of the consultation was to understand the opportunities, barriers, and action steps required by the Ministry so that high-quality livelihoods are generated for SHG members through the Moringa Subsector. Col. Raman Thapar shared Development Alternatives experience with working in the moringa value chain. As part of the 30 clusters managed by IMEDF as a Nodal Agency under the SFURTI scheme of Ministry of MSME, Govt of India, it has established the Medicinal and Aromatic Plants cluster in Amethi district of Uttar Pradesh. The cluster, operational since 2017, has 650 farmers from Barauliya and Hariharpur villages involved in moringa farming.

Moringa known in common parlance as drumstick, is a medicinal plant that helps in management of cardiac diseases, hypertension, reduces chances of cancer, improves eye vision and prevents ageing. It is beneficial in maintaining sugar levels, treating menstrual cramps, and removing toxins from the body.

Col. Thapar described the value-addition process of the “miracle crop”. He stated that the leaves of moringa tree are pruned, washed, dried and grinded into value-added products such as powder, tablets and capsules and packed at the high-end production facility constructed under the project. The

finished products are used by the food, pharmaceutical, wellness & cosmetics industry. The powder is used in flour and curries and given in mid-day meals to school children in certain states like U.P. FMCG companies are launching moringa biscuits for children in *anganwadis*. Nutri and energy bars are also made by SHG women along with moringa juice and tea. At the rural level, Solar Dryers, innovative technologies and mapping local markets will help women entrepreneurs and farmers to achieve their goals. Encouraging women and youth to take up Moringa farming will be a step in the right direction. The Moringa women farmers could be given tool kits and capacity building sessions on good farming practices.

Col. Thapar shed light on the marketing strategy for these products by adding that the farmers of the cluster have launched their own brand 'Raw & Kind' and website [www.rawandkind.in](http://www.rawandkind.in) to market the products. They have also tied up with e-commerce platforms to increase sales. He also mentioned that institutes such as Central Institute of Medicinal and Aromatic Plants (CIMAP) provide technical support to farmers in moringa cultivation.

The other panelists who shared the dais with Col Thapar were Ms. Pragati Gokhale (Market Mirchi platform), Mr. Ranjit (Moringa Promise Wellness) Mr. Ramesh (Grenera Nutrients) & Dr Shalini Shrivastava. Mr. Raman Wadhwa, Deputy Director DAY-NRLM was the moderator.



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