The biggest organization of herbal farmers



Central Herbal Agro Marketing Federation of India

Recognized by Ministry of Agriculture Govt...of India

WELCOMES ALL OF YOU

Ist International Buyer -seller Meet & Conference on Herbal & Medicinal Plant at International Arogya

October 28 - 2007

Introduction of Chamf

- India's First & No.1 Association of Religiously committed organic farmers Having
- 7 Regional offices.
- Farming in 17 states
- More than 20 thousand farmers.
- 5 outlets in Abroad.

The Esteemed and inspirable persons behind this Vision of CHAMF are:

- TheFormer President of India Dr.A.P.J.Kalam
- Mr. Sharad Pawar (Minister of agriculture, Co. Govt. of India)
- Mrs. Radha Singh Former (Secretary, Agriculture & Coperative, Govt. of India)
- Dr.Gurupal Singh Jariyal





The Central Herbal Agro Marketing Federation of India

It is the non-profit association of Indian organic herbal grower farmers.

The federation is committed for growth and prosperity of the farmers by certified organic cultivation and marketing of OTC product.

The federation is establish in October 2002 & Recognized.by Ministry of Agri.&Co. Govt. of India in 2005.

Mission of The CHAMF

- To establish linkage among Agro product /Retail series & Agro processing unit.
- To establish pro farmer Contract Farming /APMC/FMC National policy.
- To establish a pro farmer marketing network through advance purchasing contracts /MOU/ Buyback & Tie ups
- To Keep <u>Eagle eyes</u> on faque or false Agro companies contracts & Buybacks.
- Herbs & Agro Products standardization ,quality control & patents as per global norms .
- Win -Win equation for corporate &contract farming and small & marginal farmers

CHAMF PROVIDES

- The state of the art organic farming technology,
- Organic Planting Material, Seeds, Bio-Manure,
- Best prices for their products to the farmers.
- Assistance in Organic Certification & Cultivation,
- Facilities for Storage, Processing, Value addition,, Extraction & Export for herbs & Agro Products.
- Assistance in Micro Bank Finance & information about Govt.. Schemes, Regulations, Acts & Subsidies
- Life care Quality Product to Civilization.

Networking

- CHAMF is a Regd. Non Govt.. Organization having a advisory board from all walk of Agriculture –cultivation, Agro marketing, Agro finance, Agro export, Agro processing, Agri.law and Agri. Mass Media Commu. to guide the farmers. On regional level a chapter to ensure fast dissemination of information and solution to the farmers.
- It is a strong platform of farmers to directly speak to Indian Government, Corporate sector, Policy makers and R& D Sector of herbal &Agro Industry.

Networking

- The Federation Support the farmers in cultivation, technology, processing and marketing.
- At present more than 20000 farmers who have benefited from the 14 technical consultancy cell of CHAMF operating over 20States in India.

The Chamf shall Always strive

- To increase the profit margin of the herbal farmers.
- To provide a alternative market place for selling the end produce of the farmers.
- To take up research and development for creating innovative OTC product for health care. To undertake R & D to develop the agronomy for Medicinal & Aromatic plants in demand.
- R & D for testing, Quality control, Standardization of Agro products.

The Chamf shall Always strive

- ■To Create the Employment and wealth in rural areas by developing labor intensive processing & manufacturing technology.
- ■To earn the foreign currency by exporting the herbs in global market.
- To increase the Cultivation of MACs, production and consumption of natural product made from organic medicinal plant.
- To Organize the professionals from all walk of agribusiness to share their ideas to benefit the global organic farmers.

THE STRATEGIC TIE-UP

- The CHAMF has Strategic tie-up for supply of planting material and buy-back of the end produce to the ex-servicemen of the army under the ARMS To FARMS scheme of the Directorate General of Resettlement (DGR), Ministry of Defence Government of India.
- The CHAMF is offering the High Value Medicinal plant Safed Musli, Stevia, Coleus, jatropha, Ashwagandha, Kalmegh, Annato, Manjium, and many other herbs to Ex-servicemen of Army at 25 % concession rate.

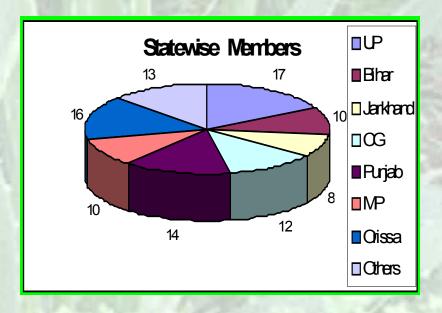


The Organic Farming

- At present we are cultivating medicinal & aromatic plants on more than 2 600 acres
- Medicinal Plants
- Kalmegh, Asawagandha, Coleus, Shatawar, Stevia, Safed Musli, Gurmar, Annato, Sarpagandha, Kaunch, Kalmegh & many more.
- Aromatic plants
- Citronella, Lemon Grass, Pamarosa, Jamarosa, Butch, Patchouli, Tulsi, Geranium & other
- Spices
- Zinger, Kali Mirch, Haldi, Black tur

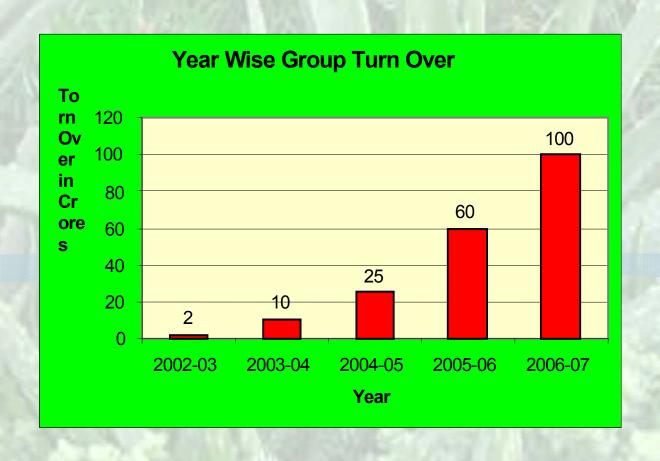
CHAMF'S All India Presence





We are in service of the farmers of all state and all climate

Year Wise Chamfs Turn Over



Opportunities

- Increasing Global demand of herbals
- High value low volume
- Indian Traditional organic farming base
- Agriculture based economy
- Rich diversity of India(more than 4500 species)
- 12 climatic zone suitable for all types of herbs
- Herbs are non perishable items having long self life
- Origin of Ayurveda

Advantage for the Indian Herbs

AYURVEDA IS CURRENTLY THE FLAVOUR OF THE TIMES



- 1. Lengthy paper process.
- **2.** Rejection of Ayurvedic production of big Ayurvedic product manufacturing companies.
- 3. Exports of Herbals as food supplement.
- 4. Lack of Bulk quantity.
- 5. Lack of Homogeneous quality.
- 6. Non certification.
- 7. Non centralization.
- 8.lack of advertise in Global label.

- Multi door Govt... System.
- High courier charges.
- lack of contacts.
- delay in money transfer.
- Requirement of NOC from wild life authority.
- Tridosha Theory yet to be establish.
- Delay in the approval of formulation.
- Ban on several herbs (Red data book)
- Lack of information on IPR.

- lack of international workshop, seminar, meet, or exhibition with the Indian scientist in comparison of other country ex: Zinsing in comparison with safed musli.
- Lack of Research & Development center
- Lack of technology in processing ,packing &labeling in comparison with China .

- Strict Adherence to GAP & GMP, Packing material & handling related quality problems is important as this was the off cited weak area of Indian Suppliers.
- Lack of R&D based on IP(Indian Pharmacopoeia)BP (Britain Pharmacopoeia) AP (American Pharmacopoeia)
- lack of proper specialized storage facilities (Aroma loss &its active ingredients)

- Lack of Knowledge of Govt....promotional scheme.
- Lack of proper network in Herbal cultivators.
- Uniform lack standardization of Indian herbs as per norms of IP(Indian Pharmacopoeia), AP, & BP
- Lack of promotion &co-operation from Indian Embassy in abroad.
- Lack of Integrated National Approach.

- Organic Cultivation of herbs should be promoted rather than collection of herbs by forest.
- Formation of real & co-operative marketing federation of the actual farmers
- Training to such farmers & financial assistance to such association for export.

- Assistance for Organic cert. for organic herbal farming to farmers and such growers association
- Financial assistance for exhibition ,workshop,seminar and exposure visit for target area .
- Farmers & Co-operative should prevailed rather than Brokers, Traders by Govt. Export Promotional Authorities.
- Back up R&D support to such farmers and farmers association in testing

- Financial assistance for exhibition ,workshop,seminar and exposure visit for target area .
- Farmers & Co-operative should prevailed rather than Brokers, Traders by Govt. Export Promotional Authorities.
- Back up R&D support to such farmers and farmers association in testing &certification by Govt.. Authorized laboratories.

- : Develop Ayurveda as a Brand
- Sustained P.R. dev.in Targeted Countries.
- Dispel Misinformation about Indian herbs
 & Ayurveda .
 - : Create Authentic Directory of Indian Brokers, Suppliers, Exporters & Stockiest,
- : Authentic data base of Medicinal Plants, growers as well as value added products may be hosted on NMPB site

- Create Unified and Constantly updated and usable resource on legal issues &developments.
- Legal Think Tank to address IPR
 Issues and Strategies for countering regulatory barriers

- Introduce an Official Certification of Authenticity of Indian Products and Suppliers.
- Create An effective Official Platform to save Indian Interests and Stakeholders in Specific Overseas Markets.

- At present its beneficial to identify plants that are high on safety, not involved in controversies and push value added products thereof.
- Adherence to German standards is advisable as they are higher than WHO Standards.

Ingredients to capture significant market share in a run away Growth scenario

- Adherence to Qualitative Norms
- Close Watch on Developing Regulatory Regimes .
- Innovative Market Approach at the individual and Collective Levels by Indian Stakeholders

The Results Of Our Hard Work & Honesty.





Marketing of OTC products at BIO-FACK Japan 2005















Marketing at international Trade Fair Dubai 2006





Marketing at Asian Life Style show in London 2007





Dr. Tripathi, Dr. Dave & Shri Mangesh Dave

We proudly certified that CHAMF has not taken any help or subsidy from Govt. or any other agency for their activities .CHAMF is made by farmers to help the farmers & it is run by farmers successfully.

#