



Aditi's insight on Organic way of Life



**Aditi Organic Certifications Pvt. Ltd.**  
With new ideas of organic certification



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***From the editor's desk...***

Dear readers,

We are glad to bring out the new edition of our newsletter "**DARPAN**"- **Aditi's insight on the organic way of life**" which happens to be a monthly newsletter. Carrying forward our agenda of information clubbed with event took place in the month of August`20 and this edition features variety of articles and soft feature.

Along with the events, this monthly edition will henceforth feature article from one of the operators serving in this organic industry and a short story of a farmer who has adopted the organic practices of farming.

This editorial desk is thankful to the management and employees of Aditi for providing this opportunity for publishing the monthly newsletter.

Team Aditi extends its special thanks to Ms. Ranju Devi, Mahila Krishak and Ms. Sridevi Ashala, women entrepreneur in Organic Food Industry for sharing their stories.

We are thankful to all for you for having supported & cooperated with us all these while and we look forward for your continued patronage in time to come.

We are equally open to comments, criticism and suggestion ensuring we work to strive excellence. It is our humble request to forward your opinions to improve the quality of the newsletter.

All the readers can connect with us at [aditi@aditicert.net](mailto:aditi@aditicert.net).

Thank you!

# Continuing to support our esteemed clients

BY NARAYANA UPADHYAYA, DIRECTOR

“Whatever you sow so shall you reap”. Ensuring the quality of food products is a key challenge as multiple hands are involved in production, post-harvest activities, storage, processing, final packing and at the last mile of delivery, until the product reaches the consumers. It is essential to have a quality control system during all these stages of the food supply chain.

Aditi is striving to address the safe food supply to the consumers by monitoring its client’s quality control systems starting from land preparation till the product reaches the destination.

In addition to compliance to the organic standards requirements, Aditi is exploring the conversion of social needs into business opportunities for its stakeholders by whatever possible ways during these challenging times.

This unprecedented novel Covid-19 pandemic situation has not only brought a radical shift towards health but also altered and reshaped the way we consume food. It is a revelation towards our traditional culture and food habits to a large extent. Our country is one of the most promising suppliers of diversified foods and the medicinal herbs to the consumers across the globe.

We are digitizing the entire inspection and certification process shortly. We will be involved in engaging the younger generation to plan every activity with utmost care and wisely in rendering our services, in delivering and giving more valuable products to the consumers. The idea of digitization is also to develop entrepreneurs at the village level to scale up good food by developing good agricultural practices.

We trust in collective responsibility to reach ultimate food security to all. We strive to protect consumers' interest even though we have no control on the consequences of their own actions.

“दीपो भक्षयते ध्वान्तं कज्जलं च प्रसूयते।  
यदन्नं भक्षयेन्नित्यं जायते तादृशी प्रजा ॥”

dipo bhakshayate dhvantam kajjalam cha prasuyate |  
yadannam bhakshayennityam jayate tadrishi praja ||

Lamp eats darkness and produces [black] soot!

What food (quality) [one] eats daily, so will [one] produce

## What is the importance of Organic Certification?

“ There is lot of scope. The certification is a quality check-post not just for the economic part of the affairs, it is about the environmental wellbeing as well...”



Mr. Narayana Upadhyaya  
Managing Director  
Aditi Organic Certifications Pvt. Ltd.

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@aditiorganic

## Do you know?

Tracking and traceability of the certified products must be ensured through a document called “Transaction

Certificate” (TC) when the certified products handover from one firm to another. TC, which is presently issued through a software called “TRACENET” system developed by APEDA, Ministry of Commerce and Industry, Government of India.

## What's new with ADITI?

NAB has now extended the accreditation for overseas certification of ADITI Organic Certification Pvt. Ltd. to Middle East and NW Asia and neighboring countries under NPOP.

APEDA/ORG/ADITI/2020 dated  
20.07.2020

## *Farmers training conducted at Nanan Village Silao Block, Nalanda district*

As a part of the PKVY program, our staff, Mr. Rakesh Kumar and Mr. Praveen Kumar conducted the second training to all the registered farmers at Nalanda District. Training on topics like package of practices involved in Organic farming, nutrition management products, onfarm production and use of Pachangavya, Beejamurtha, Jeevamrutha; disease management though production of neemastra, bramhamastra and mattastra were covered to during the training for 10 clusters of Nalanda district from 25th to 29th August 2020 covering more than 300 farmers under the guidance of the concerned District Horticulture Officer in support from all the respective District and state level officials and complete coordination from the Lead Resource Persons. The training manual prepared by Mr. Abhishek Mishra, Program Officer-PGS projects.



## *Capacity building program (Training to LRP) conducted at Nalanda*

Under this PKVY program, Mr. Rakesh Kumar and Mr. Praveen Kumar, officers, Aditi Organic Certifications Pvt. Ltd. under the guidance of Mr. Gyan Chand Sharma, District Horticulture Officer, Nalanda District, Bihar conducted the capacity building program (training to all the lead resource persons of the local group on 24th August 2020 at Nalanda. The topics like importance of Organic farming, objective of PKVY program, Role & responsibilities of regional council and LRP`s and procedure adopted for organic certification were covered during the training session



Paramparagat Krishi Vikas Yojana (PKVY) which is an elaborated component of Soil Health Management (SHM) of major project National Mission of Sustainable Agriculture (NMSA). Under PKVY, Organic farming is promoted through adoption of organic village by cluster approach and Participatory Guaranteed System (PGS) certification. Organic farming is being promoted by using traditional resources and the organic produce harvested will be linked with the market. The main moto of this program is to scale up the domestic production and certification of organic produce by involving the farmers. More than ~1900 farmers are registered through 57 different local groups / clusters across 5 Districts (Nalanda, Nawada, Gaya, Saran and Buxar) of Bihar State are being benefited under this PKVY program.

## *Organic Vegetable farming by Women*

More than 30 per cent of the farmers in these local groups in Bihar are women. These women are now trained to become self-reliant farmers (**Athma Nirbhar Kisan**). One of the mahila krishak (woman farmer), Ms, Ranju Kumari being lead resource person of the local group Organic Nanan (North -3) PKVY Group, Nanan is overwhelmed about the learning that she has had from these trainings.

She admits the facts that they were struggling with poor germination rate in the seed bought from the market. But now, they are treating the seeds with Beejamruth before sowing and have seen a drastic difference in the germination per cent. Ms. Ranju Kumari informed that they have cultivating mixed vegetable like Pumpkin, Pointed gourd, Okra, Tomato, Chilli, Ridge guard etc.

Now, the crop has reached the flowering stage and they are expecting to have a golden harvest by end of October`20. Being a beneficiary of the PKVY program, they have constructed Vermi bed near her field and have used the vermi compost and other nutrition management components like Jeevamrutha which they have prepared using the local resources like cow dung and cow urine.



## *In-conversion Organic Fresh Veggies are now available at vegfed outlets, Ranchi*

Previously, in an effort to support farmer to have regular income & ensuring undisturbed supply of vegetables to the residents of Ranchi even during the lockdown period due to COVID 19 situations by the cooperative department were taken under the Veg fed initiative. There are 5 outlets of VegFed in Ranchi - at Hinoo Chowk, Rajendra Chowk, Sidhu Kanu Park, Bariyatu PS and Ashoknagar Road number 4.

Organic Farming Authority of Jharkhand have now directed to sell organic vegetables at these outlets with proper labelling as in-conversion as per the standards.

One of the progressive farmer Shri. Motiur Rahman from Jharkhand Organic Grower Group Kanke Uruguttu, certified by Aditi has indicated that they have enough amount of vegetables like Bhendi, Cauliflower, French beans, Brinjal etc are available in sufficient quantity and it can be supplied to veg fed outlets regularly.

Additionally, another progressive farmer cum LRP Shri. Pahlu Bedia along with farmer Shri. Shyamsundar Bedia, from Organic Farming Grower Group (PKVY) – Obar, Angara has appraised that vegetables like Green Chilly, Tomato, Cauliflower and greens like fresh Corianders can be supplied from their cluster.

Hence, Chief Executive Officer, OFAJ has instructed that these produces which are Organic in conversion status are marketed through the VEGFED outlets and with this, farmers get the correct value for the produce and create awareness among the consumers.



## *Organic food entrepreneur gives vibrant awareness to consumers on Organically certified food*



Ms. Sridevi Ashala, Founder & CEO, Tummyfriendly Foods (OPC) Pvt. Ltd. owning her food-based company at Bengaluru, shared her insight on why Organic foods is vital in our current lifestyle. She was earlier working as a Head of Technology in German company and has quit the career in software industry to live the passion for nutrition and health and in turn looking forward to succeed in conveying the message on adapting to organic foods. Recently, Aditi team discussed on customer awareness program on organic certified foods. Read the conversation below:

### **What was the seed for Tummy friendly foods and what was the idea behind approaching us for getting the products certified organically?**

The name itself indicates that whatever product we make are tummy friendly means it has the required bio available nutrition and it does not harm the tummy and the body. Our all products are organically certified, and we do not manufacture the conventional products. There is no chemical fortification in the products instead believe in natural way of fortification with the process of sprouting of all the major ingredients then made as porridge.



### **How is the organic integrity, quality of products and traceability for the products monitored?**

There was a thorough research done on what kind of products should be launched, whom should be approached as supplier for ensuring 100 per cent organically certified raw materials. Adding to this she emphasised on obtaining every raw material through the transaction certificate (TC) which actually shows that product is organic since TC is the only way to track the route of how products reach consumer from farmer, to supplier and then her company. It is a trustworthy way of tracking the raw material. A controlled quality system is followed at the company including the cleaning agent which are organically certified products.

### **Any advice to the young aspiring food entrepreneurs?**

Looking at the economy, there are only few foreign food manufacturing companies who are making a monopoly in India and the products are also loaded with chemicals and these products are not organic. The products are being loaded with preservatives and unnecessary ingredients which are added just to increase the shelf life but ideally not necessary for food. She has found few children packed food with acidity regulators which is not required in every meal and in turn has an adverse effect on parts of the body. Hence there is a need to bring in a change and people who are genuinely interested in nutrition and health should come into this food industry. With a country of 1.4 billion population there is a huge demand for organic product growers/farmers, also there is huge scope for increase in the number of organic stores, organic food manufacturing business in market.

### **What is your message that you want to convey to the end customers/ consumers?**

Family members and friend always mention that organic food is expensive and why is that essential and what is the need to spend that extra money without knowing the importance of organic food and adverse effect of pesticide. The pesticide has neurotoxins which attach the central nervous system of the body. It is proven with several research that these pesticidal residue gets accumulated and over a period of years creates an adverse effect. Of late, the number of cancer patients have increased. There is a strong relation between pesticides and various types of cancer, thyroid problem, and many other lifestyle diseases since it interferes with hormonal functionality. There are several reports published that these conventional foods with pesticide are 10 times more toxic for children. There is need for staying away from these pesticide and leading a good organic way of life. This awareness needs to be created among people. When the demand is increased for organic food then more manufacturer would come into this business which would encourage the farmer in doing organic farming and by this way the price shall also come down.

## *New EU regulations, opens new opportunities for all*

Mr. Narayana Upadhyaya, our director participated in Organic webinar series organized by Biofach India as one of the esteemed panelists to discuss more about the topic "New EU Regulations, its impact on Indian exporters and mitigating measures" that took place on 20th August 2020.

The new EU regulations opens up opportunities for all of us in the viz. in Sericulture, sea salt processing, input manufacturing etc. There is huge scope for exporting animal husbandry products to Europe.

The definition of farmer is updated. The change in standards of group certification helps the marginal farmers. There is a need to set up joint marketing system with a good internal control system with good organization structure with clearly defined roles and responsibility.

The retail operators can now apply for EU certifications and any one can become an operator in the supply chain management starting from producer, processor & trader/distributor but the only responsibility with those operators to comply with the applicable EU standards.

There is a need for good organic seed material which is heterogenous, untreated but currently is not available. It is important to enhance the genetically diverse seed material, identify seed material which are resistant to pest and diseases, adopt to local soil and climatic condition.

Inputs like panchagavya can be organically certified and labelled but there is a need for ensuring organic integrity.

Each process must be controlled with risk-based approach, frequent exchange of information with concerned authority, controlling bodies and operators. He mentioned about the mitigation steps like updating the NPOP standards, adoption of digitalization, strengthening with quality driven process and objectives to adhere to process.

Mr Narayana called for a regular interaction between all the supply chain and believe in taking the individual responsibility among all stake holders. He added if unknown microbes can bring us together then with organic products we can reach a stage of one world and no hunger.

For more details: <https://www.youtube.com/watch?v=9gQfkvEWTIM&t=187s>

## *Agree-culture with Krishi & Parampara*



Rice is the most important food crop of the developing world and for more than half the world population, this is a staple food which are excellent source of carbohydrates, rich in nutrients, vitamins and minerals.

It is now important for organic package of practices for these staple crops. Natural farming / organic farming is gaining more importance in view of sustained agriculture and also maintain the ecological balance. Many research have concluded that with the effective use of Jeevamrutha, which is low cost improvised preparation enriches soil with indigenous beneficial microbes and are now commercially viable than recommended dose of chemical fertilizer in rice production.

For more reference -

Jaivik Sahayak Pushtika – English,

[https://pgsindia-ncof.gov.in/pdf\\_file/Booklet-English.pdf](https://pgsindia-ncof.gov.in/pdf_file/Booklet-English.pdf)

Jaivik Sahayak Pustika -Hindi

[https://pgsindia-ncof.gov.in/pdf\\_file/Booklet-Hindi.pdf](https://pgsindia-ncof.gov.in/pdf_file/Booklet-Hindi.pdf)

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