



Aditi's insight on Organic way of Life

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



AIMING TOWARDS CLEANER AND GREENER PLANET

Message from Mr, Narayana Upadhyaya, MD

Greetings! At the outset, I would like to take this opportunity to wish all of you a happy & prosperous 2021!

In 2020, Covid-19 disrupted all industries and it hasn't spared agriculture. While the vaccination drive is in progress, we have learnt one important lesson- that our health depends on what we eat and not on doctors' prescriptions alone- have every reason to believe that there is going to be a significant shift in agriculture and food consumption, globally. With customers becoming more health conscious and opting for chemical free food that can help them improve their health and immunity, the role of a certification body like Aditi will be all the more crucial in certifying quality organic foods and products.

As we move ahead in 2021, we aim to digitize the entire certification process with our digital platform Krishi Pramaan & Krishi Vijay. We believe this will go a long way in bringing transparency, traceability and accountability across the process.

We are already seeing positive traction around this with our customers and that gives us confidence that this could become a game changer in the future for all stakeholders involved. We assure you to continue to offer the best of service as always and **aim towards making this planet a cleaner and greener planet**

OTHER STORIES INSIDE THIS ISSUE:

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- DRUMSTICKS THE 'MIRACLE TREE' - Immunity Booster



- Dried Flower Business - a profitable venture



- Traditional Indian Recipe



ORGANIC FARMING: FUTURE OF AGRICULTURE

(Source: viralspices.com)

Organic farming has been practiced for many thousand years ago in India. These days, people from all walks of life are more than ready to invest nutritious and chemical free product that can enrich their overall health in the long run, and are doing their bit to promote healthy living within the society. The basic aim of organic farming is to maintain human welfare without affecting the environment and follows the principles of health and care for all including soil.

Future

According to WHO, the total global organic food market presently is around \$37 billion. Of this \$14 billion market is for herbal plants and medicines, which is expected to reach \$5 trillion by the year 2050. According to the International Fund for Agriculture and Development (IFAD), India has more than 15,000 certified organic farms. Organic farms are generally more profitable and environmentally friendly, and cost of production is comparatively less when compared to chemical-intensive farming.

By 2030, Meghalaya, another northeast state of India also eyes to convert 200,000 hectares of land into organic cultivation. In Kerala, more than 100,000 farmers are adopting organic farming practices. Organic food has many ecological benefits as well as it delivers nutritious food.

As per several studies report it shows that practicing organic systems over a long period of time can outdo the conventional methods. It should be implemented by all the organizations who are working in the organic food business they must increase the awareness about the benefits of organic products.

Currently, there is low awareness at the producer level on the difference between conventional farming and organic farming. At the consumer level, there is confusion between natural and organic products and a limited understanding of the health benefits of organic food products. In addition, consumers are faced with a plethora of decisions around brands – imported or domestic, product quality, the authenticity of claims and certifications. It is critical for companies involved in the organic food business to increase awareness of the benefits of organic food among consumers in non-metro cities.

Progressively, people across all income groups should have access to organic food. This can be facilitated by different means such as establishing community-supported agricultural farms or with “grow your own food” programmes. Where penetration is low, smaller sized packs can help encourage trials.

In today's world practice of organic farming has a combination of tradition, innovation and science. Agriculture and allied sector accounts for 16% of the country's GDP, 14% of overall exports and provides employment to over 55% of the workforce in the country



Spotlight

IN CONVERSATION
WITH MS. SRIDEVI
ASHALA
(TUMMYFRIENDLY
FOODS (OPC) PVT
LTD)

<https://www.youtube.com/watch?v=rgITuiB0Zqs&t=3s>

MEDICINAL PLANT IN FOCUS

Ashwagandha - King of Ayurvedic herbs

Ashwagandha (*Withania somnifera*) is commonly known as "Indian Winter cherry" or "Indian Ginseng" is an ancient medicinal herb with multiple health benefits.

Ashwagandha- is considered as a wonder herb with multiple medicinal properties. The Medicinal property is the alkaloids and steroidal lactones. It is grown in a wide range of Climatic Zones as it is quite hardy and found in Western, Central and South Zones.

Market

There is a huge gap between supply and demand for medicinal plants for manufacturing of Ayurveda medicines in the country and export to other countries for usage in cosmetics. Market size for medicinal plants is projected to be increased from the current ₹4.2 billion to ₹14 billion in 2026.

Certification

The National Medicinal Plant Board (NMPB), in collaboration with the Quality Council of India (QCI), India's apex quality facilitation body, has developed a voluntary certification scheme for medicinal plants based on good agricultural and field collection practices. Aditi now offers Voluntary Certification Scheme for Medicinal Plants Produce (VCSMPP). Please mail us at aditi@aditicert.net for more information..

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DRIED FLOWER BUSINESS: A PROFITABLE VENTURE

Additional Revenue Channels

Flower business is the most profitable and growing business across India. Flower production is one of the fastest growing crop trends in today's agriculture. It requires all types of flowers especially unique and hard to grow varieties.

If you start a Dried Flowers Business then you can start earning good money from the very first year. This business can be started from home and you can do it as a part time also. Don't forget that flowers are among the most profitable plants which produce one of the highest returns of any speciality crop. You can make profits by growing, processing and selling dried flowers.



TRADITIONAL INDIAN RECIPES

MIXED DAL DOSA (LENTIL DOSA)

Ingredients:

- 1.1 cup urad dal
- 2.½ cup moong dal
- 3.¼ cup chana dal
4. Pinch of asafetida
- 5.1 small onion (finely minced)
- 6.½ tsp. cumin
- 7.1 sprig curry leaves (finely minced)/ coriander leaves
- 8.2-3 tbsp. oil
9. Salt as per taste



Method:

- Wash and soak all the dals together in water for 4 - 5 hours or overnight.
- Grind the soaked dals adding water into a smooth batter. Add minced onion,
- coriander leaves/ curry leaves, cumin , asafetida and salt as per taste. Add 1
- tbsp. oil to the batter and mix well.
- Heat a dosa pan, spread a ladel full of batter . Cover and fry for foe
- sometime. Sprinkle little oil on the top. Fry until crunchy . Serve with
- chutney of your choice.

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DRUMSTICKS THE 'MIRACLE TREE'

Immunity Boosters

Simply put, this herb is one of the most effective & essential medicinal plants in Ayurveda. Moringa is also called the drumstick tree or the 'Miracle tree'.

Benefits of Moringa includes:

1. Strengthens immunity

Its high antioxidant content also boosts the immune system and keeps you safe from infections. Rich in iron and vitamin A – nutrients that enhance the functioning of the immune system.

2. Increase the nutrient intake

It is packed with vital nutrients-

- Protein: It helps create new cells, tissues and muscles.
- Iron: It transports oxygen-rich blood to all parts of the body.
- Vitamin C: It strengthens the immune system.
- Riboflavin: It helps in the utilization of energy.
- Magnesium: It regulates blood sugars and strengthens bone.
- Vitamin A: It keeps eyes healthy.
- Vitamin B6: It boosts immunity and prevents anaemia

3. Moringa is a source of antioxidants

Moringa is loaded with antioxidants that can eliminate free radicals from your body to prevent cellular damage.

4. Better control over sugar levels

Studies have found that consumption of Moringa can lower fasting blood sugar levels.

5. Say bye-bye to inflammation

A little bit of inflammation or swelling is a sign that your immunity is fighting off an infection. But if inflammation becomes chronic, it could trigger heart problems and arthritis. Moringa has powerful anti-inflammatory properties.

6. Moringa for your bones and joints

Moringa can help you if you have bone and joint disorders. Arthritis (both rheumatoid arthritis and osteoarthritis) and gout are two leading problems of bones and joints that affect a major segment of the population. The leaves of moringa are the most powerful part of the plant and when you consume them, the compounds in the leaves will help reduce inflammation, pain and stiffness in your joints.



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PARTICIPATORY GUARANTEE SYSTEM & INSPECTION ACTIVITIES



PGS Green Certificates are being distributed by Hon'ble PWD Minister Shri Deepak Pawaskar & Director of Agriculture. Shri. Nevil Alphonso to registered farmer at Dharbondara & Ponda, Goa.



During field visit at Sarwa, Deogarh



Peer Appraisal & farmer meeting at Nawagarh, Ranchi.

Farmer training at Khalpura Awadhpur village, Saran District, Bihar



PHOTOGRAPHS TAKEN DURING INSPECTION OF ORGANIC FARMS/HANDLER (Inspection photo)



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