



ADITI

# ADITI ORGANIC CERTIFICATIONS PVT. LTD.

With new ideas of organic certification



## Editorial

*Dear readers,*

*We are glad to bring out the August 2019 edition of our newsletter. Carrying forward our agenda of sharing knowledge and inspirational stories on organic agriculture, this edition features a variety of articles on paddy. Besides this, latest developments at ADITI are also included to keep our community updated. While you enjoy reading, please do share your valuable inputs/feedback to help us continue to bring improved and relevant content to our esteemed readers. We can be reached at [aditi@aditicert.net](mailto:aditi@aditicert.net)*

*Thank you.*



*Rice is the vital staple food in Asia, more than 90 % of the world's rice is cultivated and consumed in Asia, where 60 % of the world's population lives. It is the second most consumed cereal across the world and in India it ranks first. India is the second largest rice producer in the world.*

*It is a short-day plant and is the best suited to the regions which have high humidity, prolonged sunshine and an assured supply of water.*



## **Conservation of traditional varieties of Paddy**

*A local cultivar, Mysore Sanna variety is cultivated in our own R & D Farm in 1 acre of land. Managing Director, Mr. Narayana Upadhyaya strongly believes the effort intended to successfully grow the indigenous varieties of Paddy organically will improve the plight of the farmers and bring in balance at all cost of existence of life. These seeds were distributed among the progressive farmers who are interested to grow paddy organically.*

*Mysore sanna paddy is a local indigenous variety of long duration which is brown in colour with noticeable health benefits.*

*One of the progressive farmers, Mr. Ajith Bannur has shown interest and has grown 3 kgs of Mysore sanna variety which was distributed by Aditi in his half acre of land. With the use of organic cultivation practices, he is able to get a productivity of around 1200 kgs of paddy.*



*The practice of application of synthetic fragments for nutrient, pest and disease management predominantly increased the yield. However, over the past decades, farmers have realized the consequences of the use these chemicals on crops. The scientist and farming community have now concluded that use of high chemical inputs has reached a plateau and left with only diminishing returns with descending bonus on nature.*

*Thus, there is a need to maintain the natural balance and only way to achieve this is returning to organic farming gradually and in turn, start growing indigenous varieties. Unfortunately, many of these varieties are on the edge of extinction.*



# Rice varieties and nutritional facts

**Brown Rice** - This healthful rice sheds its outer husk and retains its bran and germ layers that give it a characteristic tan color.

Though brown rice takes a little longer to cook than white rice, the nutrient-dense layers are rich in vitamins and minerals.

**Forbidden Rice** - High in nutritional value, this rice is also known as black rice and has a mild nutty flavor.

Slightly sticky when cooked, it is used in a variety of Chinese or Thai dishes, including Chinese black rice cake and mango sticky rice.

**Polished Rice** - The term "polished" simply refers to white rice that has had its outer brown layer of bran and germ removed. Rice that has shed its bran layers can also be referred to as "milled rice."

**Red Rice** - The red variety gets its rich colour from an antioxidant called anthocyanins, which are also found in deep purple or reddish fruits and vegetables. The compound is believed to have properties that can reduce inflammation, allergy, prevent risks of cancer and help in weight management.

Source - <https://www.webstaurantstore.com/guide/658/types-of-rice.html>



Rice is the oldest known food that is still widely consumed today.

Rice is grown on every continent except Antarctica.

## Interesting facts about rice

April 19th is National Rice Ball Day.

The Great Wall of China is held together with sticky rice.

## Success story

*Singanodi Doddagowdaru Nagireddy from Singanodi Village of Raichur District in Karnataka owns around 100 acres of land on which he is able to cultivate native varieties of paddy in both kharif and summer seasons.*

*Mr. Nagireddy was also using chemical fertilisers and pesticides in paddy like several other farmers until 2016. In the latter days, he observed a declining phase in both quantity and quality of yield and the land was also losing its fertility due to excessive use of chemical pesticides and fertilizers. He gradually switched to organic farming. Initially, he started with cultivating organic paddy in 24 acres of land. Later, in 2017, he applied for organic certification of his 100 acres of land.*

*He follows a scientific approach for farming. He understands the fact that an increase in the amount of carbon in the soil will positively impact the quantity and quality of yield. His main aim was to increase the number of microorganisms in the land, which would in turn help plant growth. This was possible only with use of biofertilizers that are produced from animal excrements-Jeevamrutha (liquid organic pesticide).*



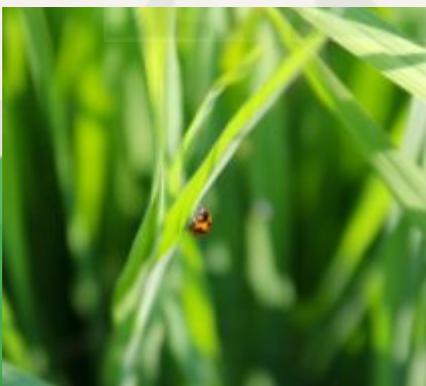
### Application of Jeevamrutha through flood irrigation



*Along with Jeevamrutha, he also used Azolla as green manure crop to increase the nutrient efficiency in the soil which helps in increasing the soil textural properties in order to penetrate the root growth.*



*We can see natural predators like ladybird beetle and insect-eating birds in his farm.*



**For more details contact  
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## Organization update

*We are happy to inform you that National Medicinal Plants Board (NMPB) and the Quality Council of India (QCI) have signed an MoU with ADITI for the implementation of Voluntary Certification Scheme for Medicinal Plant Produce (VCSMPP).*



*Shortly we will receive additional accreditation for the certification of Medicinal crops as per QCI standards.*

## Farm activities

### Mango seedlings nursery



10000 mango seedlings are raised at our R & D farm by epicotyl grafting.

### Transplanting of paddy



As part of conservation of traditional paddy variety and conservation of rainwater, transplanted puddled lowland paddy is grown in our R & D farm every year

### Contact Us

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