



# ADITI ORGANIC CERTIFICATIONS PVT. LTD.

*With new ideas of organic certification*

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**USHERING IN THE NEW YEAR WITH  
OUR CONTINUED COMMITMENT  
TOWARDS ORGANIC FARMING**

# Message from Mr. Narayana Upadhyaya

As we bring down the curtains on 2019 and open new doors to 2020, we would like to take this opportunity to thank all our customers for their continued support and patronage to ADITI.

The year 2019 has been a momentous year for us as we have achieved new milestones in client servicing, pioneering technological applications to improve tracking and traceability throughout the farming life cycle and experimenting innovative package of practices in organic farming. In this annual edition, we wish to share some of the success stories with our clients which we believe will go a long way to strengthen trust in brand ADITI. As we welcome 2020, we have set ourselves ambitious targets, strengthened the certification ecosystem with trained talent and cutting edge technology while continuing our passion and commitment towards helping all our clients build a sustainable world. We look forward to your continued support and encouragement as we take our steps towards achieving new levels of success. Here's wishing you a happy new year from all of us at ADITI.

## ADITI PROFILE

ADITI has certified around 92000 farmers, and 1,98,163.94 Ha (organic); 60,055.31 Ha (in conversion) in 21 states. We have served 652 happy clients so far and growing at a healthy pace. Our projects vary from Individual farmers (94), Group production (ICS 401), Processors (103), and Traders (28) Wild collection (9), Input certification (11), Livestock (5), Beekeeping (1)

Currently, ADITI certified products have been exported to 20 countries.

Some of our proud farmers who are being supported by ADITI to add value to their farm products



# Highlights of 2019

New accreditation:

Livestock and Apiculture certification as per NPOP standards



Additional accreditation:  
Voluntary Certification  
Scheme for Medicinal Plant  
Produce (VCSMPP) as per  
QCI standards



## New venture

We are delighted to announce that Mr. Narayana Upadhyaya is elected as a management committee member of Biodynamic Association of India (BDAI). This has created an opportunity for ADITI to venture into the next level of sustainable farming and agriculture.



Biodynamic farming is a type of organic farming which focuses on ensuring self-sustainability of the soil, by using special manures and herbal preparations to enhance soil health, integrating plants and animals and encouraging biodiversity.

# ADITI brand building

Events we participated in:

- Savayava Krishi Mela which was held in Honnavara from 2-3 February 2019. Mr. Narayana Upadhyaya gave a talk on "Importance of Organic Farming"



- Workshop in Reddy's Natural farm, Raichur where Soil Vasu demonstrated Panchagavya Preparation

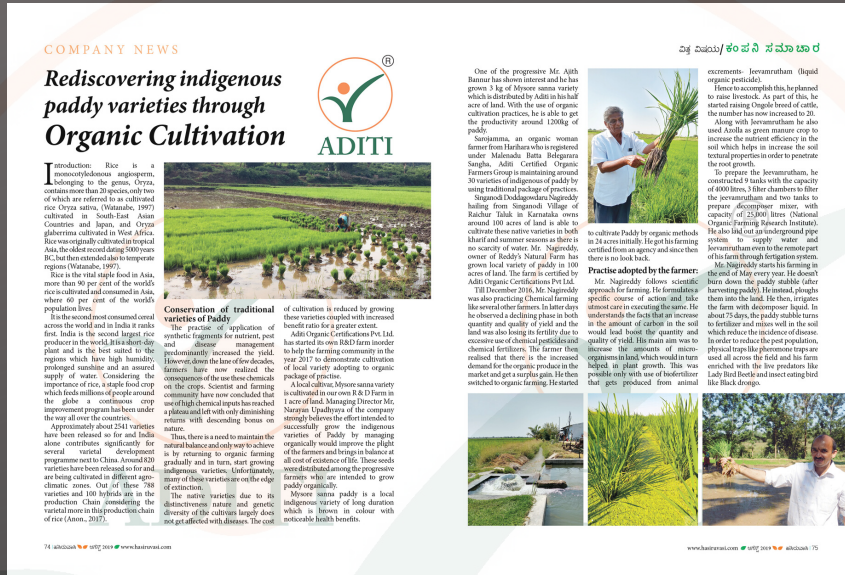


- Krishi Yantra Mela 2019 which was held in Puttur from 23-25 February 2019



Print media:

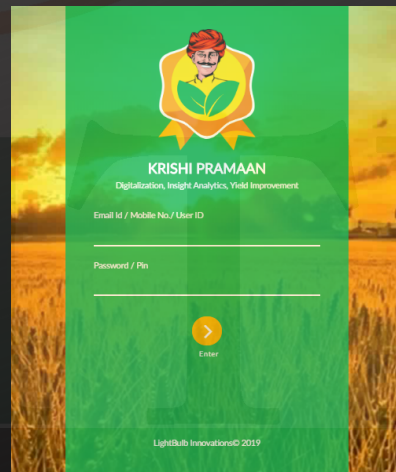
ADITI is collaborating with Hasiruvasi magazine (Monthly Agriculture-Science & Environment Magazine) with a vision to create awareness about organic farming practices and highlight success stories in the field of agriculture. This magazine is distributed among our clients, who have also shown interest in subscribing to the magazine.



# Certification Process Digitization



In our endeavor to make our processes more efficient, we have digitized our entire certification process using an android-based mobile application namely Krishi Vijay and web-based application called Krishi Praman.



These software applications will enable our clients to digitise their farm data and store and submit all documents digitally. It will also help track each step of the process to ensure easy and improved certification experience.

# Government Projects

ADITI is operating as the Regional Council in eight states across India under the PGS program

- PGS (Karnataka) 1689 Farmers, 740 Ha
- PGS (Bihar) 1853 Farmers, 900 Ha
- PGS (Jharkhand) 1270 Farmers, 760 Ha
- PGS (Goa) 100 Cluster
- PGS (Chhattisgarh) 50 Clusters, 1000 Ha
- PGS (Odisha) 190 Clusters
- PGS (Meghalaya) 500 Farmers, 200 ha (10 cluster)
- PGS (Uttar Pradesh) 100 Farmers, 180 ha



## Digitization for PGS activities: Food Print Portal

- Digitising agriculture for a safer, transparent and traceable food supply chain



**FARM  
MANAGEMENT**



**CROP  
MONITORING**



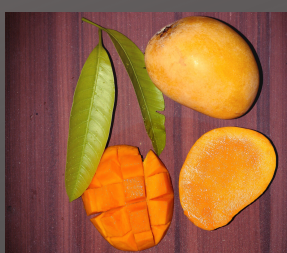
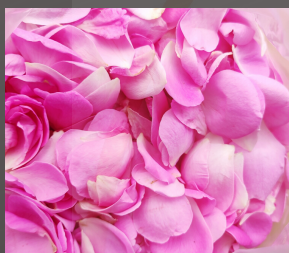
**POST  
HARVEST**



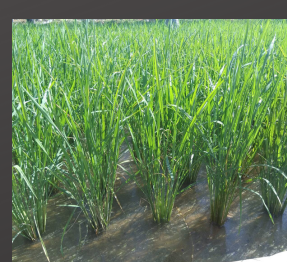
**FOOD SAFETY AND  
TRACEABILITY**

# ADITI R&D Farm

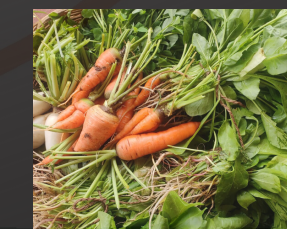
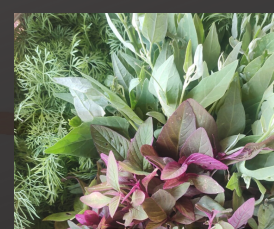
- R&D farms set up in Soladavanahalli, Kempohalli, Nagenahalli, Gollahalli, Bhudhihal
- Best practices in organic farming are being experimented and package of practices prepared for circulation among farmer community
- Success stories so far include Rose, Lemongrass, Mango, Banana, Sweet onion, Turmeric, *Centella asiatica* & Ashwagandha



- We are exploring 140 species medicinal plants cultivation in the farm
- Paddy cultivation using traditional methods are being carried out. Transfer of knowledge and skill from the older generation to the new generation is a primary focus.



- Soft marketing of farm products to consumers



## Contact Us

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