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Mithoor Upadhyaya**



**Bee (of) hives buzzing the
goodness of honey**



Millet - The SMART FOOD



**Agree-culture with Krishi &
Parampara - Vermicompost
improves millet yield**



FROM THE EDITOR'S DESK

Dear Readers,

We are glad to bring out the October`20, monthly edition of our newsletter "**DARPAN Aditi`s Insight on the organic way of life**". With this newsletter we aim to create awareness related to Organic farming, best practices, and certification process of these products / produce.

This editorial desk is thankful to the management and employees of Aditi for providing this opportunity to publish the monthly newsletter. Team Aditi extends its special thanks to progressive farmer, Sri. KT Raju, Mr. Kariyappa K , CEO, Mr. Kariyappa K, CEO, Davanagere & Chitradurga Districts Regional Co-op Organic Farmers Associations Federation Ltd.,(R), Dr. Shahzad Singh Kapoor, Bee Hive Farms Pvt. Ltd.

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

Thank you!

FROM THE DIRECTOR'S DESK

THOUGHT FROM MR. NARAYANA MITHOOR UPADHYAYA

आहार शुद्धौ सत्त्व शुद्धि ॥

Ahara shudhdou satva shudhdi

“From the purity of food comes the purity of mind”. – Chandogya Upanishad

Even, the science says, eating the right food leads to longer, healthier life. Food provides required energy to all the essential life and to the sustainable activities. The goodness is always lost with the extensive use of synthetic chemicals.

This organic food includes fresh produce, dairy products, and processed meals. The food industry has grown appreciably since last two decades inspiring many young entrepreneurs converting their business to multi dollar industry with most scientific farming practices, production, processing, and supply chain system. In the last century, we have seen more of the growing awareness which always required resilient supply chains ensuring the food security but now there is need for food safety, purity and sustainability.

This organic food production being an alternate method has now become a distinctive mainstream. Hence a regulatory framework is most vital when there is a geographical separation between consumers and farmers which can cater to producer -processor industrial system.

This newsletter is a good way to let you know more about organic approaches for Safe food.

“ What is Organic Agriculture?

Application of a set of cultural, biological, and mechanical practices that support the

- Recycling of on-farm resources
- Promote ecological balance
- Conserve biodiversity

These include maintaining or enhancing soil and water quality, conserving wetlands, woodlands, and wildlife and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering



Source: USDA ARS

Follow us on Instagram:

<https://www.instagram.com/aditiorganic/>



We had uploaded our appreciation to farmers on #IGrowYourFood platform organized by IFOAM. For more details:
<https://www.instagram.com/p/CFjlK7xASPX/?igshid=cbo2duhd4xvw>

What's new with ADITI?

Quality council of India (QCI) has approved ADITI for issuing the certification for compliance to Good Agriculture practices under Voluntary Certification Scheme for Medicinal Plant Produce (VCSMPP)

BEE (OF) HIVES BUZZING THE GOODNESS OF HONEY



A STORY OF HONEY SINGH

Way back in 1996, Sardar Jagjit Singh Kapoor known as Honey Singh is the first one to export honey from India.

S. Jagjit Singh Kapoor with numerous award certificates, proof of being the nation's largest honey exporter for eight years in a row. He alone contributes to significant amount of India's annual exports of 22,000 tonnes of honey.

while he started the business as an ordinary beekeeper with world's busiest migratory beekeeping companies. Initially he started with a struggle in selling 50 kg of first production now he is owning an empire with 4 different branding and 140 odd private labelling in 42 countries placing his Kashmir Apiaries, among the world's top five honey processor.



Kapoor's empire through their Kashmir Apiaries, Little Bee Impex & Bee Hives Farms Pvt. Ltd. controls predominant amount of the Indian export volumes of Honey and allied products. There are more than 1500 workers managing the collection, processing, labelling and marketing the honey to handling the research, training and outreach while they gather honey from Kashmir to Kanyakumari. Due to the increase demand in other countries, now Beehive Farms Pvt. Ltd has opted for Organic certified Honey which is regulated by set of defined guidelines which covers origin of bees, setting of apiaries. The standard indicates nectar and pollen sources are from essentially the organic crops or uncultivated areas says S. Jagjit Singh son Dr. Shahzada Singh Kapoor, a farmer & global business expert, more than 13 times national-international awards winner.



Dr. Shahzad Kapoor claims that the organic integrity of honey is monitored by well qualified beekeepers while the bee migrate across the states. He explains that most of beehives are kept minimum of 3-4 km away from the cultivated areas and product of one of his famous brands are extracted between February to May month from the beehive kept amidst Himalayan range which is rich in natural flora. The honey is extracted with most advanced technology by well trained workers using stainless steel equipment and then stored in food grade airtight drums. The honey undergoes complete quality check in state-of-art laboratories.

Dr. Shahzad Kapoor recalls that India is rich in Flora & fauna, farmers while doing beekeeping can also concentrate on overall pollination activity which is more cost effective instead of just focusing on honey since it is just a byproduct. Bee produces propolis, pollen, bee wax, bee venom along with honey. Hence farmers can add bee keeping as one of the activities so it becomes integrated farming which would increase their income.

Additionally, organic certification will bring additional revenue. Dr. Shahzad Kapoor conveyed a strong message that 80 per cent honey crystallizes and consumers can buy these crystallized honey products. And, when compared to population from other part of the world, Indians consumes very less honey. It is now important, they can make honey as their alternate to sugar since it has medicinal value and help increases the immunity. Honey can be immediate alternative for sugar for the good lifestyle.

Fore more details: <http://beehivefarms.com/>



MILLET - SMART FOOD ENTHUSE BOTH FARMERS & CONSUMERS

Experts say millets are boon to farmers as it need less water & to consumers since it is abundant in nutrition



Since ancient time, millet is been a traditional cuisine in India but after green revolution, cereals like rice & wheat has taken over our daily diet. Now with Government initiatives by conducting National & International level Millet Mela and several nutrition related workshops by the renowned institutes, millets are again rebranding as SMART FOOD packed with nutrition. Farmer producer organizations are making agreement with multinational companies in these mela / workshops.

Mr. Kariyappa K, CEO, Davanagere & Chitradurga Districts Regional Co-op Organic Farmers Associations Federation Ltd.,(R) stated their federation has 34 organic grower groups with 2873 farmers. The main objective of the federation is to cultivate millet and other crop, process the same organically as per the market needs. The federation is involved in promoting organic millets and encouraging the farmers to grow millets by providing trainings on Organic farming, certification procedure & check through robust inter control systems. He said the crop cultivated by the farmers are processed and packed, labelled as per the National Program of Organic Production and USDA's National Organic Program (NPOP & NOP) standards. The certified organic products are now being exported to other countries.



“The food that we are consuming has no nutritional value but in turn has become poisonous with excessive use of synthetic chemicals, is leading to health hazards”. In the urge to get more yield and surge the income, we have forgotten the gift of nature and got into the race of usage of unnecessary chemical fertilizer disregarding our of tradition of usage of organic manure. He elucidated.



He stated that Organic cultivation is the only resolution for this challenge. Millets are easy to cultivate without chemical and it is rich source of fibers. It safeguards the equilibrium of health and is beneficial to farmers. In recent days, many companies are deceiving in the name of Organic. Hence it is important for consumers to verify the organic certification process through the label mentioned on the packets.

Mr. Kariyappa said the crop cultivated by the farmers are processed and packed, labelled as per the National Program of Organic Production and USDA's National Organic Program (NPOP & NOP) standards. The drift of consumers towards millets is encouraging the farmers to cultivate organic millets

Farmers happy with Organic Millet cultivation

Sri KT Raju, progressive farmers mentioned that he uses the seed drill instead of broadcasting practices which reduces the human effort. He has sown seeds treated with Beejamruth and applied vermi compost instead of Urea immediately with the onset of monsoon.



Currently he has sown, Foxtail millet, Pearl millet and finger miller largely with other millets. The farmer has used Cow Urine as effective insecticide.

He is very happy since the income has improved and millet can be cultivated even if there is deficit in the rain. Now with the increased interest from the consumers about value added snacks made from millets he is also planning to start the own food processing unit.

For more details: <https://organicmillets.org/>

AGREE-CULTURE WITH KRISHI & PARAMPARA

Vermi compost improves millet yield

Small millets constitute a group of small seeded species comprising six types of crop, finger millet, foxtail millet, Kodo millet, proso millet and barnyard millet and pearl millet. They are considered to be the nutri cereals and rich source of food, feed and fodder. Due to the erratic climatic transformation, farmers are now shifting to drought resistant climate smart crop - millet which are easy to cultivate.



Many research proves that millets are easy to cultivate organically with the usage of vermi compost and farm yard manure. Vermicompost can be applied while broadcasting manually and with the seed drill. Vermicompost a rich source of nitrogen can be applied instead of Urea. The protein content in the millet might increase due to the uptake of nutrition due to effective root system and increased concentration of nutrients in soil due to the better microbial activity and atmospheric nitrogen fixation with the usage of vermi compost.



For more reference -

Jaivik Sahayak Pushtika – English,

https://pgsindia-ncof.gov.in/pdf_file/Booklet-English.pdf

Jaivik Sahayak Pustika -Hindi

https://pgsindia-ncof.gov.in/pdf_file/BookletHindi.pdf



<https://www.facebook.com/Aditi-Organic-Certifications-Pvt-Ltd-1869628803306476/>



<https://www.instagram.com/aditiorganic/?hl=en>

Participatory Guaranteed System activities during September 20

As a part of PKVY activity, farmers training was conducted at Rajgir Block, Nalanda District Bihar.



Meeting with Lead Resources conducted at Ranchi and regular interaction with farmers of Deoghar



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



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