



Vehicle of Consciousness

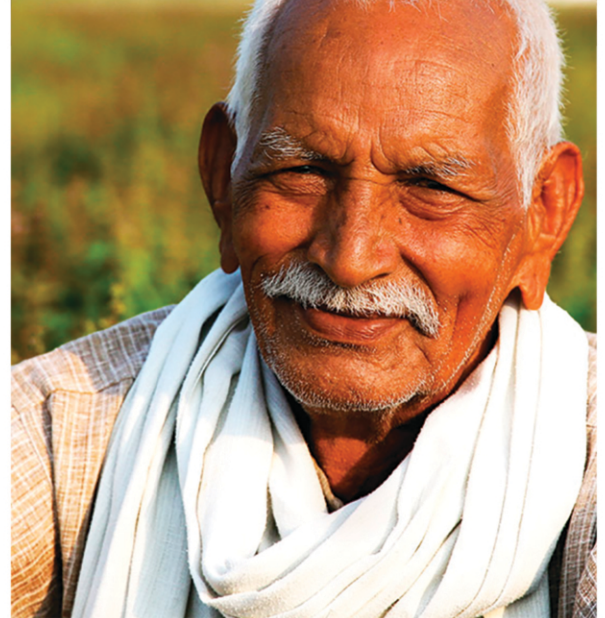
At the heart of ORGANIC INDIA is our commitment to be a living embodiment of love and consciousness in action. We work with thousands of marginalised family farmers and wildcrafters in India, supporting the regeneration of their communities and land with organic agriculture, skill building, access to healthcare and empowerment programs, along with a growing number of additional sustainability-oriented initiatives.

With every purchase, ORGANIC INDIA customers enjoy the healing benefits of our products while supporting the environment, the farmers, the communities that grow them, the employees who produce them, and the land that nourishes us all. In this way, our holistic business model creates no separation between profit and purpose, and 'doing well' is 'doing good'. We call this "True Wellness".

Over the last twenty years, our operations have grown to support **over 2000 marginalised family farmers and hundreds of tribal wildcrafters** in organic cultivation and harvesting of medicinal plants. We produce close to 100 varieties of herbal teas, supplements and organic food items of exceptional quality. Many of our products contain the revered plant Tulsi, and are currently sold throughout India, the United States and in 40 other countries around the world.

True to our core value of "Respect and Devotion to Mother Nature", we are continuously exploring how we can deepen our regenerative impact on the environment, our supply chain, within our business practices and in the marketplace.

www.organicindia.com



REGENERATING THE EARTH

By using organic, ecologically regenerative practices, farmers learn how to enrich the soil, improve local biodiversity, enhance ecosystems and increase the long-term yield and nutritional value of the crops they grow.

In partnership with our farmers, we have transformed **over 10,000** acres of chemically ravaged soil into fields of abundance, utilizing regenerative practices that serve, honor and protect the Earth's biodiversity.

SKILL DEVELOPMENT AND CERTIFICATION

Our certified organic teas, supplements and foods comply with strict international organic and GMP (Good Manufacturing Practices) standards and are grown without the use of any toxic chemical fertilisers, herbicides or pesticides.

Obtaining organic certification is an expensive, inhibitive process for small and marginalised farmers, yet certification is an essential step in the development of consumer trust, particularly in emergent organic markets.

All ORGANIC INDIA farmers receive **ongoing trainings in organic, regenerative and agro-ecological practices**. We cover all fees for our farmers to acquire organic certification; and we purchase the crops they produce at a premium market price.

ORGANIC INDIA's certification plan was the first of its kind and is one of the largest of any organization in India, extending across Uttar Pradesh, Madhya Pradesh, Rajasthan, Himachal Pradesh, Uttarakhand, Jammu and Kashmir and Andhra Pradesh.

SUPPORTING SUSTAINABLE WILDCRAFTING

Sustainable wildcrafting is the practice of harvesting plants from the wild in a way that does not damage the ecosystem in which they grow. ORGANIC INDIA provides tribal wildcrafters with **training, supervision and organic certification** in environmentally sustainable, regenerative and hygienic methods of procuring herbs and fruits across more than 1.4 million hectares of certified organic forests.

EMPOWERMENT OF WOMEN

ORGANIC INDIA trains and employs hundreds of women farmers who might otherwise be denied the opportunity to earn an essential livelihood, providing them with **equal pay and equal opportunities as men**. At our processing plant in Chittoor, Andhra Pradesh, where we employ more than 200 employees - 95% of them are women.



HEALTH, SANITATION, WATER & ENERGY INITIATIVES

Over and above the impact we generate through our business model directly, ORGANIC INDIA is passionate about supporting the needs and opportunities to uplift our communities.

🌿 Community Health and Sanitation

The ORGANIC INDIA Foundation provides healthcare to farmers and villagers in need of medical treatment through our **two health centres in Azamgarh and Rath**, Uttar Pradesh. We also provide education on hygiene, women's health and infant care through experienced outreach workers. In the year 2014-2015, 16,500 patients were treated at these clinics; with more than 22,000 participating in health awareness activities.

This year, 2015-2016, in order to improve the sanitation facilities of our communities, **105 community toilets** were constructed in Azamgarh and Rath, and **100 Tata Swachh water filters** were distributed in Jalore, Rajasthan.

🌿 Renewable Energy and Lighting

In Rath, Uttar Pradesh, and Tikamgarh, Madhya Pradesh, **100 solar home lighting systems** were distributed amongst the farming communities, each providing light, free of cost, for up to 8 hours every night.

Six solar water pumps were installed in three villages in the Bundelkhand area to support low-cost water access, fuelled by renewable energy. Each pump can irrigate 18-20 acres of land, which means the farmers can now grow up to three crops a year, rather than the single crop they were growing previously.

🌿 Improving Water Access and Groundwater Recharge

We are constantly exploring ways to improve safe and adequate water access for our farming communities. This year, a project was initiated with international NGO, The Flow Partnership, to **revive two large and deteriorated rainwater harvesting structures** in drought-prone Bundelkhand, where we work with a large community of marginal farmers.

Completed just prior to the onset of this year's monsoon rains, these newly renovated ponds will improve water availability for hundreds within these communities, supporting groundwater recharge of their local wells, and improving water access for crop irrigation, and cattle feeding.

In addition, **a tube well with a 2km pipeline, a water tank and pipeline, and four hand pumps** were constructed to support community water access in villages across Azamgarh and Rath, Uttar Pradesh, and Chittoor, Andhra Pradesh.

