

Organic growth

for a healthy planet

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Growth of Organic Sector

On behalf of APPL Foundation, it gives me great pleasure to present you with the third edition of "Organic growth" - the all - encompassing e-journal for the organic way of life. In the third edition we focus on "Educating ourselves on Organic Consumption".

As the Indian community progresses towards healthier eating habits, organic food products are finding their way into the households of the Indian buyer. Grown without the application of synthetic additives, these products have become better sources of nutritional value than their conventional peers. In spite of the increased awareness and growth of organic produce which follow strict adherence to production and quality control standards, majority of consumers have failed to differentiate between the organic and the conventional offers. Owing to this, the awareness has not translated into actual consumption.

Additionally, it is also our responsibility to also create awareness and build salience of the ecological benefits that accrue out of organic farming practices and prevent any further degradation of our natural capital – an inheritance that we have been gifted with, which must be nurtured and protected.

The third issue of magazine while promoting the organic culture in the country therefore also seeks to spread education amongst the consumers. This edition takes the consumer through the history of organic movement along the "Inverted Organic Curve", giving a brief on the composition of organics in India. The issue also gives an insight on the pricing of the organic products, on which the buying decision is majorly based. A section has also been devoted to some ambiguous questions that are usually put in relation to organics consumption. Lastly, it states the importance of Assam as one of the major driver of the "Organic Movement" in the country for its unprecedented role in the promoting organic culture.

We would like to express our thanks and gratitude to our H'ble Prime Minister Shri Narendra Modi for highlighting and championing the cause of organic agriculture with a special focus on the North East. "If a small state like Sikkim can do it, why can't we dream of developing the whole of North-East as an organic state"

Sir, we welcome your foresight and vision in both creating a sustainable and safer India and protecting the already fragile eco system.

Ranjit Barthakur, Chairman, APPL Foundation





Prime Minister stresses on 'Organic Farming' citing global market



Speaking for the first time on the Lok Sabha floor, Prime Minister Narendra Modi, on Wednesday, stressed on transforming whole of North-East India into an 'Organic State', which would be helpful in meeting the needs of organic products in the global market.

Modi gave an instance of a small state Sikkim, which will soon become an organic state. PM said that if Sikkim can do it, why the complete North-East can't be developed as an organic state.

"Sikkim is a small state, sparsely populated, but is set to become the country's first wholly organic state, which is a matter of pride," Modi told the Lok Sabha while replying to the debate on the motion of thanks on the president's address.

"There exists a massive demand for organic agricultural produce in the world today. A large section of the world's population today is interested in holistic healthcare, and is willing to pay any amount of money for such organic products," he said.

"If a small state like Sikkim can do it, why can't we dream of developing the whole of north-east as an organic state? The government of India will help it in capturing

the global market."

While PM is batting for turning the North-East Indian into an 'Organic State', the Uttar Pradesh Chief Minister Akhilesh Yadav and his senior cabinet ministers are apparently against it. They are even hindering the work of companies, which are into the production of organic products in the state.

Growth of organic farming in India:

"In India, organic farming has grown manifold and number of initiatives at the Government and non-Government levels has given it a firm direction. By 2009, India has brought more than 9.2 million hectares of land under certification. Growing awareness and increasing market demand, besides other factors, has resulted in the phenomenal growth in total certified area during the last five years. As on March 2009, total area under organic certification process stood

at 12.01 lakh ha and the overall market potential is estimated to be around Rs. 1,452 crore," Registrar of Tamil Nadu Agricultural University, Mr. Rabindran said.

Here is the detail which shows the rapid growth of organic farming worldwide:

As of 2001, the estimated market value of certified organic products was estimated to be \$20 billion. By 2002 this was \$23 billion and by 2007 more than \$46 billion. By 2012 the market had reached \$63 billion worldwide.

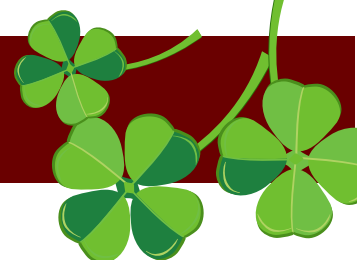
Europe (2011: 10.6 million hectares, which is 5.4 percent of Europe's farmland and an increase of 6% from the prior year; Europe has 29% of the world's organic agricultural land) and North America (2011: 2.8 million hectares, 7.5% of the world's organic agricultural land) have experienced strong growth in organic farmland.

In the EU it grew by 21% in the period 2005 to 2008. However, this growth has occurred under different conditions. While the European Union has shifted agricultural subsidies to organic farmers due to perceived environmental benefits, the United States has not, continuing to subsidize some but not all traditional commercial crops, such as corn and sugar. As a result of this policy difference, as of 2008 4.1% percent of European Union farmland was organically managed compared to the 0.6 percent in the U.S.

As of 2012 the country with the most organic land was Australia (12 million hectares), followed by Argentina (3.8 million hectares), and the United States (1.9 million hectares).

Retrieved from - <http://www.pardaphash.com/news/narendra-modi-stresses-on-organic-farming-citing-global-market-up-govt-differs/759684.html>

There exists a massive demand for organic agricultural produce in the world today. A large section of the world's population today is interested in holistic healthcare, and is willing to pay any amount of money for such organic products



Background & history of the Organic Movement

The Indian Economy is still quite reliant on Agriculture as its primary activity and contributes to nearly 14% of country's Gross Domestic Product and also sustains 60% of the population in its allied activities. The growth in the Organic food market of India can be attributed to the radically increasing awareness regarding organically grown products which are free from any sort of herbicides, weedicides, pesticides and other man made chemical compounds.

According to "India Organic Food Market Forecast and Opportunities, 2017", Indian organic food market is poised for a significant CAGR OF 19% during 2012-2017. In India, majority drivers of the organic growth industry have originated from Tier I cities such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune.

GLOBAL SCENARIO

The organic movement is more of a renaissance than a revolution. Until the 1920's, all agriculture was generally organic. Farmers used natural means to feed the soil and to control pests.

It was not until the Second World War that farming methods changed dramatically.

In 1939, Paul Muller developed DDT, the first of a new class of insecticides – chlorinated hydrocarbons to counter the pest problems. Since then, a new way of farming emerged, where the use of chemicals was heavily promoted. This led to the outright dismissal of organic farming methods.

The modern organic movement began at the same time as industrialized agriculture. It began in Europe around the 1920s, when a group of farmers and consumers sought alternatives to the industrialization of agriculture. In Britain, the organic movement had gathered pace in the 1940's.

The 'be natural' approach of the 1960s and 1970s, the growing consumer interest in health and nutrition, the growth of the

green movement, the focus on conservation and environmental issues stimulated the development. 20th century enthusiasts brought organic farming techniques from Europe to Australia. The organic movement had sprung directly from the customers' demand as they became sick of the health hazards associated with the use of chemicals in food and household products.

Products offered only through health food stores in the 1970s and 1980s spread to the corners of supermarkets in the 1990s. Today, organic products occupy prime shelf space in the big chain supermarkets.

INDIAN SCENARIO

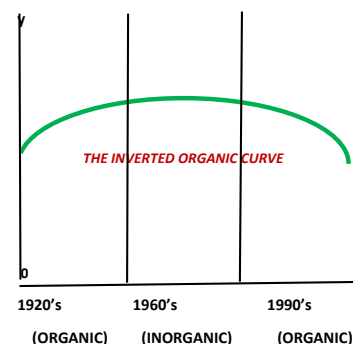
Organic farming was practiced in India since thousands of years. The great Indian civilization thrived on organic farming and was one of the most prosperous countries in the world, till the British ruled it. In traditional India, the entire agriculture was practiced using organic techniques, where the fertilizers, pesticides, etc., were obtained from plant and animal products. The cow, not only provided milk, but also provided bullocks for farming and dung which was used as fertilizer. During 1950s and 1960s, the ever increasing population of India and several natural calamities lead to a severe food scarcity in India. As a result, the government was forced to import food grains from foreign countries. To increase food security, the government had to drastically increase the production of food in India. The Green Revolution (under the leadership of M. S. Swaminathan) became the government's most important program in the 1960s.

Large amount of land was brought under cultivation. Hybrid seeds were introduced. Natural and organic fertilizers were replaced by chemical fertilizers and locally made pesticides were replaced by chemical pesticides. Large chemical factories such as the Rashtriya Chemical Fertilizers were established. However due to extensive application of chemical fertilizers, the soil lost

its biological content and much recently the importance of organic farming was realized.

Both consumer and farmers are now gradually shifting back to organic farming in India. It is believed by many that organic farming is healthier. Though the health benefits of organic food are yet to be proved, consumers are willing to pay higher premium for the same. Many farmers in India are shifting to organic farming due to the domestic and international demand for organic food. It is no doubt that organic farming provides a better alternative to conventional (chemical) farming.

THE INVERTED ORGANIC CURVE



The Inverted Organic Curve depicts "reverting back to the organics". In the 1920's organic farming was practiced globally before the onset of Industrial Revolution in Agriculture. After the Industrial Revolution wave, extensive use of fertilizers was initiated which led to farming being practiced the Inorganic way to feed massive population. However, 1990 onwards, the importance of organic inputs was realized and farmers switched to organics, driving Sustainability.



All that consumers needs to know about Organics

The pricing of Organics

Are Organics the food of the upper middle and the higher echelons of the society in India ? It is believed that Certified Organic products are generally more expensive than their conventional counterparts for a number of reasons :

1. Organic farming requires the farmer to be "organically skilled", in order to reach the breakeven. Thus training and skilling costs are involved.
2. Higher premiums are commanded by organic growers because there are challenges in the organics industry, particularly in transitioning to organics. Generally 10-15% is paid to farmers.
3. The processing cost (without chemical and artificial additives) is more for organics than their conventional counterparts because of greater labour inputs per unit of output. (NO CHEMICALS = MORE LABOUR)
4. Generally, 6-8% of the cost is sidelined by storing charges as post harvest handling of relatively small quantities of organic food results in higher costs because of the mandatory segregation of organic and conventional produce.
5. Marketing and Distribution chains for organic products is really insufficient and costs are higher because of relatively small volumes.
6. Organic food also grows more slowly. "Time is money" in production and also organic farms are typically smaller than the conventional ones.
7. The "Organically motivated" farmer also has to ensure that he provides better living conditions for the livestock as higher standards for animal welfare is directly linked with more costs to organic farms. This is because the provision of the feed to the livestock is supposed to be of an excellent quality.
8. Organic stuffs demand premium and high quality packaging to retain quality and shelf life.



Certified Organic products are generally more expensive than their conventional counterparts for a number of reasons



9. The retailer also charges a pretty high margin of 12% in the sale of organics because of increasing opportunities in the organics and high demand in the emerging markets like India.

A. What does organic standard prohibit?

Organic standards prohibit the use of-

- Most synthetic fertilizers and pesticides
- Sewer sludge fertilizers
- Genetic engineering
- Growth hormones
- Antibiotics
- Artificial Ingredients
- Many synthetic additives

B. How can organic foods be identified?

Organic foods can be identified through 4 different types of label information.

- Least common in the marketplace, but most reliable, is the claim "100% organic" on the front of any certified organic food. This claim requires all ingredients in the food (without except) to be produced in compliance with organic regulations.
- Much more common method is the presence of an organic logo on the front of certified organic product. Example, in the United States, the USDA Logo often appears on the packaging.
- A third way to identify certified organic foods is through "Made With" labeling claims on the front of the packaging. For example, a certified organic pasta sauce may say "Made with Organic Tomatoes" on the front of the packaging. In the case of "Made With" claims, at least 70% of all ingredients (by weight or fluid volume, excluding water and salt) must be in compliance with all organic regulations. As such, 30% of ingredients may contain prohibited ingredients, provided that those ingredients are not available in organic form.
- A final way to identify certified organic foods is through individual ingredient

entries on the Ingredients List on the side or back of the packaging. If a food contains less than 70% of its ingredients (by weight or fluid volume, excluding water and salt) as organic, no labeling claims are permitted on the front of the packaging.

In summary, the most reliable way to select a certified organic product is by "what it states"? "100% Organic" is what it should read. Example, if you are purchasing whole fruits and vegetables in the produce section of the grocery and the foods are labeled as organic, that's just as good! These whole fruits and vegetables are simply themselves and have no additional ingredients from a labeling standpoint.

C. Which is covered under organic and what not?

There are certain varieties of food that are not covered under Organics. A demarcation between them helps a consumer identify "real organics".

D. Why Organic Foods are better for health?

Organic foods provide a variety of benefits. Some studies show that organic foods have more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts. In addition, people with allergies to foods, chemicals, or preservatives often find solution in consuming organics.

- Organically raised animals are NOT given antibiotics, growth hormones, or fed

animal byproducts. The use of antibiotics in conventional meat production helps create antibiotic-resistant strains of bacteria. This means that when someone gets sick from these strains they will be less responsive to antibiotic treatment. Not feeding animal byproducts to other animals reduces the risk of mad cow disease (BSE). In addition, the animals are given more space to move around and access to the outdoors, both of which help to keep the animals healthy.

Organic Vs. Non-Organic Produce

Organic Produce	Conventionally Grown Produce
Grown With Natural Fertilizers (Manure, Compost)	Grown With Synthetic Or Chemical Fertilizers
Weeds Are Controlled Naturally (Crop Rotation, Hand Weeding, Mulching And Tilling)	Weeds Are Controlled With Chemical Weedicides
Insects Are Controlled Using Natural Methods (Birds, Traps)	Insecticides Are Used To Manage Pests And Disease

Product Covered	Product Not Covered
Fruits And Vegetables	Sea Foods Including Both Finfish And Mollusks (Oysters, Clams, Mussels, Scallops)
Mushrooms	Honey (No Label By USDA)
Grains	
Legumes	
Nuts And Seeds	
Dairy Products And Eggs	
Livestock Feed	
Meats And Poultry	



Confused with similar terms in Organics?

The terminology used in Organics is pretty ambiguous and can take shoppers and consumers for a ride. The differences are:

Organic : Food grown on organic farms without the use of artificial additives, colours, synthetic chemicals, fertilizers, hormones, pesticides, radiation or genetic manipulation. It should be certified so.

Natural : Products that do not contain any artificial ingredients, colouring agents, chemical preservatives or flavoring, and meat and poultry that is minimally processed.

Green : Foods that are rich in chlorophyll or its supplements, wheat, barley and oat grass, their powders and juices, as well as raw materials derived from plants are all accepted as green foods. They include spirulina, freshwater plants, green vegetables as well as sprouts grown from their seeds. They may or may not be organic.

Sustainable : Farming or processes that ensure the sustainability of the farm/ enterprise while preserving the environment help to create a sustainable lifestyle.

Ayurvedic : Widely regarded as the oldest alternative system of healing, Ayurveda argues for a balance between three energies—'vata' (air), 'kapha' (water) and 'pitta' (fire). All Ayurvedic products are derived from herbs and claim medicinal properties.

Ethical : Products manufactured with fair trade practices or those that do not endanger human, animal or plant life, are not tested on animals, and do not use unethical means like child labour during the production process.

Herbal : Products that include herbs, herbal materials—flowers, fruits, seeds, stems, leaves, bark, roots, or their combined

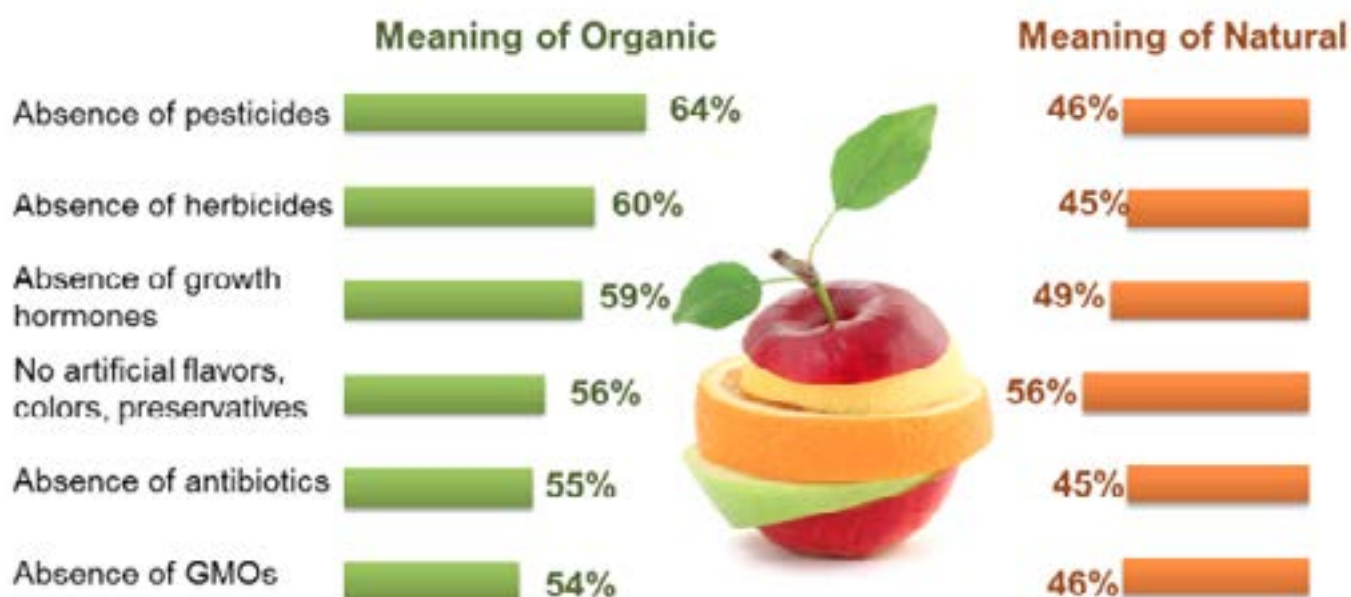
preparations in powdered or fragmented form—and finished herbal products where the active ingredients are all derived from plants or parts of plants.

Botanical : Any substance derived from a plant and used for medicinal or cosmetic purposes is botanical. Botanical products come closest to herbal ones.

Eco-friendly : Protective of the environment, eco-friendly products are created while conserving natural resources like water and energy and contribute to the prevention of air, water and land pollution.



Distinctions consumers make between "organic" and "natural"



Source: Organic and Natural 2012 report

Organic farming on the rise in Assam

- Tea Industry is the largest industrial sector of the state playing a dominant role in the economy of Assam.
- The statement can be realized from the fact that Assam alone produces more than 50% India's total tea production. Further Assam tea also contributes substantially to the national exchequer every year in the shape of foreign exchange through its export.
- Assam is considered as the bastion of Crush Tea Curl (CTC) teas, are gradually taking to the production of organic green

tea following strong domestic demand. To maintain the intricate balance between nature's needs and human resources, efforts are now being made to find economically sound, economically viable and technologically improved methods for agriculture farming.

- Assam is readying itself for the next phase of the green revolution "organic farming". The land of monsoons and evergreen forests is rediscovering its ancient farming practices along with many nations which are committed to socially responsible, ecologically friendly and economically self-sustainable development. Assam's potential for

organic farming is truly enormous. That Assam is "naturally organic by default" can be gauged from the extremely low consumption of fertilizer in the region.

- Farmers in these areas often use organic manure as a source of nutrients that are readily available either in their own farm or in their locality. With the sizable acreage under naturally organic/default organic cultivation, Assam has tremendous potential to grow crops organically and emerge as a main supplier of organic products in the world's organic market.

PARAMETER	INDIA	ASSAM
Fertilizer consumption per hectare	106 kilograms	56 kilograms
Chemical pesticides per hectare	0.45 kilograms	0.04 kilograms

The above table compares the application of chemical fertilizer and pesticide consumption per hectare between India and Assam. Assam has successfully reduced its application of chemical inputs promoting organic farming throughout the state.





Confessions of an Organic tea drinker

by Nicholas Claxton

As a consumer of organic and non-organic food I find myself in a constant state of frustration. This is principally borne out of the fact that whilst I know it's better for me,

I often don't have the time or the discipline to only buy organically grown produce.

I'm certainly no expert on the multitudinous arguments both scientific and environmental for organic versus non organic but as a 'foodie' myself and someone for whom the health and wealth of the planet matters, I do believe that organic food is healthier than food produced conventionally. And, it doesn't stop there.

As a frequent visitor to India, a country I regard as my second home and where I was married, I have also recently discovered and tasted organically grown tea from Assam which, if you haven't experienced it, (then do) tastes superb first thing in the morning and which, to my family's frustration, I guard zealously from them for fear it will run out faster than I can physically replace it.

With this conviction in mind it triggered me to look at how organic India is taking off today and to examine some of the wider arguments for why I should personally be trying to practice more of what I believe to be true where I live in the UK and the need to be more consistent with buying more organic produce.

In the UK I'm fortunate to live in a country and a city where food is in abundance and the choice of buying organic produce is never far away. In London, you're spoilt for choice when purchasing either as a vegetarian, non vegetarian or both. However for me, and as a non-vegetarian, the idea of eating mass produced chicken and other meat products which have been injected with carcinogens and other vegetables and fruit that have been subject to pesticide spraying isn't at all palatable. In fact quite the opposite.

And this also applies to battery farmed eggs and milk where cows have often been

injected with something called recombinant bovine somatotropin, or rbST for short. It's a genetically engineered version of a naturally occurring hormone that stimulates milk production. And when injected into dairy cows to make them produce more milk, it can increase the cows risk for the painful inflammation called mastitis, among other health problems. I could go on but suffice to say that if the argument for buying non-organically produced food, which is also subject to many different types of pesticides to ensure its 'health', is because it's just as healthy as organic, then count me out. So, why if this is true, do we choose not to be more strict and enthusiastic about buying organic ?

According to the British Medical Association, until we have a more complete understanding of pesticide toxicity, the benefit of the doubt should be awarded to protecting the environment, the worker, and the consumer—this precautionary approach is necessary because the data on risk to human health from exposure to pesticides are incomplete. And this advice alone is a big enough issue to contemplate the serious consequences of ignoring it at our peril.

In India today, according to the The World of Organic Agriculture - India's domestic market

is growing in organic output and now has over 2,000 organic shops and markets. There is also a movement to establish mandatory certification under the Food Safety Authority for the domestic market as well. This is mission critical in ensuring there is proper consumer protection from fraud and other abuses.

The total organic agricultural area in Asia is now around 4 million hectares which constitutes 10% of the world's organic agricultural land. There were almost 0.6 million producers and 0.55 million are in India and compared to China which has 1.9 million hectares, India has 1.1 million.

Until recently organic production in India has been traditionally export geared but is increasingly now meeting local needs. The development is expanding the number of organic food retailers as well. Large supermarkets, especially in the major cities, are retailing organic products. And as people are becoming more aware of food safety standards and ecological issues, consumers are buying organic products.

Maria Rodale, CEO of Rodale Inc, one of the world's largest independent publishers of health books and a lifelong advocate of organic farming and gardening, says





" if you do just one thing—make one conscious choice—that can change the world, go organic. Buy organic food. Stop using chemicals and start supporting organic farmers. No other single choice you can make to improve the health of your family and the planet will have greater positive repercussions for our future." I agree with her wholeheartedly but like so many of my own friends and countrymen, why then aren't we total converts in practice ? Is it apathy, indifference to what others think and do, or economic or all of these conundrums and more ? Without doubt, the cost of buying organically produced food is more expensive and will likely remain so as the cost of production for smaller farming practices is more expensive than food which has been mass produced using industrial methods.

But is organic farming more environmentally friendly than conventional farming ? Every kind of agriculture has an impact on the environment. But it is the belief of the organic farming community that organic farming minimizes the need for chemical inputs thereby limiting damage to one's health and the environment and that it is a more sustainable method of farming than conventional techniques and biodiversity is promoted. I'm certainly no expert but common sense persuades me to agree with

this school of thought.

But if all this is true, then why are we paying more to buy and eat healthily ? The explanations are plentiful and vary broadly on where one lives and on ever-changing legislation and market economic conditions. The argument goes as follows: Crop rotations, higher animal welfare standards and restricted use of chemicals, leading to lower yields, all mean that organic food costs more to produce. Subsidies from the government are paid mainly to farmers with non-organic farms allowing them to keep their prices low. The pro-organic lobby argue that when buying non-organic food you are in fact paying threefold; once at the counter, second via taxation and third to remedy the environmental pollution. As technologies are improved and the appeal for organic food increases, the cost should decrease as yields increase and production costs decrease.

Let's see but there's no doubting that for the immediate future buying organic produce is more expensive and can in some cases be half as much again. You'll struggle to find price bargains on the organic shelves. Conscience and cost-consciousness though aren't natural bedfellows when it comes to looking for bargains at your local supermarket.

And if you're looking for the cheapest

options, as most shoppers are, you'll struggle to find them as organic is still in the upper price band. However, as the demand for more organically produced food and drinks increase we can but hope to see the costs coming down as production costs decrease.

So where do we go from here ? If like me you're in the organic camp then it's time to get off the fence and live the dream.

As I continue to sip on my morning cup of rejuvenating Assamese organic tea I'm reminded of the immortal words of Mahatma Gandhi...."You must be the change you wish to see in the world."

Simply !



Nicholas is the CEO of EMM Broadcasting and is spearheading the editorial and commercial strategy for the launch of a 24/7 Satellite TV Channel to be based in the Gulf.

His experience across both traditional and new media spans over twenty-five years with a proven understanding of all aspects of television broadcasting, commissioning, international co-productions, production & New Media. He is the recipient of numerous international broadcasting awards including an International Emmy.



Hathikuli once more by Kaustuv (Kosty) Bhadra

My first visit to Hathikuli was almost a year back. I had a fascinating experience exploring and photographing Hathikuli and Kaziranga, and was looking forward to doing more of the same this time too. But I really wasn't expecting to see or experience anything very much different. And how wrong I was!

Of course the main difference was this time there was plenty of rain just before I had arrived, and the garden was flush with life. But most importantly, plucking was on during my visit this time around, and there

are fewer better sights than a lush green garden punctuated with the sight of pluckers diligently working away.

Was it my imagination or did the garden and the surroundings really look lush and full of life? Conrad Dennis, Head-Process Development & Strategy, my fellow-traveller this time, and a frequent visitor to Hathikuli, was convinced that he had never seen Hathikuli so brimming with life-forms. I also spoke to a cross section of people here and everyone was unanimous in the view that turning Hathikuli into an Organic estate

(Hathikuli became 100% Organic in 2011) has had a sea change in the local ecosystem.

The garden was now filled with insects and birds, who by being natural predators of the crop eating pests, would ensure much lesser damaged leaves and overall a healthy crop.

So as I clicked away in the wonderful sea of green, I had the pleasure of being surrounded by the music of the earth-the humming of the bees, chirping of the birds, and the gentle chatter of the pluckers. Punctuated sometimes by the trumpet of elephants.



Meet Dhruba Jyoti Bordoloi (Piku), Environmentalist par excellence. At APPL, Piku works in the excise and manufacturing department. However his real passion is saving the wildlife in and around Kaziranga. An active and enthusiastic member of NRSB (Naturalist for Rehabilitation of Snakes and Birds. www.kaziranganrsb.org), he can be found in his spare time actively involved in doing his bit for conserving the rich biodiversity of the park and its surroundings. Whether it is rescuing a python which has unwittingly entered someone's house or rehabilitating an injured baby eagle, Piku and his friends are at the forefront in creating a climate where man and nature can co-exist in harmony. May his tribe increase



Bees humming a sweet drone as they go about their work on a proud sunflower at the manager's bungalow.



A baby elephant seems to be enjoying himself as it splashes himself with mud in front of the Hathikuli garden



A rare sight indeed! An ornate flying snake consuming a Toyko Gecko. Clicked by Sandeepan Bhattacharjee, Assistant Manager, Hathikuli Tea Estate.



Kosty has been an advertising man for over 25 years, having worked with some of the largest multinational ad agencies. As a brand and advertising consultant he spends his time launching, nurturing and growing brands, and also teaching how to do that in many business schools.

He has been a painter and a photographer since his schooldays.



Take the Organic route



The world has woken up to the need for gentle, natural products that nurture and nourish the skin

Imagine waking up in the morning, and slathering a bunch of poisonous and carcinogenic substances on your face, in the hope that the bouquet of icky chemicals will make your skin look amazing. Sounds crazy? Well, you're doing it already!

Check the label of any of the cosmetics you typically use — you'll see this long list of 20-odd chemicals in each beauty-boosting formulation. Many commercially-available face washes, shampoos and creams have highly dubious compounds, many of which are the subject of rigorous debate in the scientific community....some experts say they are safe, others say they are lethal.

Organic cosmetics, however, have none of these controversial chemicals. Which is why everybody who's anybody is going organic! The world has woken up to the need for gentle, natural products that nurture and nourish the skin.

Natural vs organic

Natural cosmetics and organic cosmetics are not the same thing!

Organic products are at the top of the chemical-free pyramid. Agricultural land needs a three-year chemical detox to get an organic status. Only products grown on an organic farm, without chemical pesticides, fertilizers, genetically modified plants or harmful toxins qualify as organic ingredients for organic products.

Cosmetics with labels that scream 'organic' may or may not be all they claim to be. Look for a logo of reputed certification bodies like the NPOP (National Programme for Organic Production), USDA-NOP (United States Department of Agriculture -National Organic Program) ISO (International Organization for Standardization) or ECO CERT to be sure that what you're buying really does have bona-fide organic credentials.

Worth the money?

Don't mind spending a little extra to get the very best? Organic cosmetics offer you the concentrated essence of miracle plants,

leaves and flowers bottled up for your convenience!

Gram for gram, there's no doubt that you get more bounce for the ounce in organic cosmetics. Skin-care lines of good organic brands can cost nearly twice as much as your regular luxury brands, but they do have amazing benefits. If you're hesitant to splurge on an unknown brand, start by trying something small, like organic handmade soap (almost all organic brands have them). If it works wonders, you can then move on to body butters, hand creams and face-creams. The good news is that the price-gap is not usually so gaping when it comes to make-up. An organic lipstick normally costs approximately as much as a top-of-the-range lipstick from a pricey international brand, so if you're maxing out your credit-card on new lip-colours for the season anyway, it's worthwhile to try out some organic options. Give your skin the gift of organic cosmetics this festive season, and it won't be just those lamps that'll be glowing!

By Radhika Sangam



Organic News

World Senario

French consumption of organic produce increasing: 16th June, 2014.

- In 2013, sales of organic produce for domestic consumption increased 9% according to Agence bio. 49% of the French consume organic produce at least once a month. They explain that "the market is structurally increasing, with an average 10% growth per year on household purchases.
- In the organic fruit and vegetable sector, 42% of sales are in specialized stores (followed by 30% in supermarkets and 27% direct sales).
- The statistics could increase further. In March 2014, 24% of organic produce consumers said that they intended to increase their consumption in the next 6 months, whilst 71% will maintain it.
- 75% of organic produce consumed in France is produced in the country. The sector counted 26,500 producers in May 2014 and 12,577 downstream operators (processors, retailers, importers) at the end of 2013. The organic produce market was estimated at €4.56 billion in 2013.

<http://www.freshplaza.com/article/121535/French-consumption-of-organic-produce-increasing>

Spain

HiperDino introduces organic supermarkets: 13th June, 2014

- The distribution chain HiperDino has introduced a new type of supermarket, targeting customers concerned about healthy eating. EcoDino is a new kind of store that offers a wide range of gluten-free, lactose-free and fairtrade products.
- responds to the distributor's commitment to gradually promote the consumption of organic and healthy products
- 75% of the range is purchased from local suppliers and has the best selection of fresh produce and meat products, as well

as a team of specialised professionals able to give answer to any customer queries.

<http://www.freshplaza.com/article/121882/Spain-HiperDino-introduces-organic-supermarkets>

Organic Farming 'Could Sequester All Carbon Emissions': 27th May, 2014.

- Organic farming practices could sequester more than 100 percent of our current carbon emissions, according to research from the Rodale Institute.
- Achieving these goals would require the wholesale adoption of the practice of "regenerative farming," an organic farming technique that the study, Regenerative Organic Agriculture and Climate Change.
- If management of all current cropland shifted to reflect the regenerative model outlined in the study, it would potentially sequester more than 40 percent of annual emissions (an estimated 21 GtCO₂ each year).

Nearly two million organic farmers worldwide: 2nd April, 2014

- There are 1.9 certified organic farmers in 164 countries, who cultivate 37.5 million hectares and have a worldwide turnover of 63.8 billion US-dollars: that's what the organic movement had achieved by 2012.
- The global trend remains positive, but the aims of the organic movement go far beyond that. The goals for organic consumption, are ambitious and at the same time achievable.

Organic-Market.info

Organics continue double digit growth

- While organic products in the marketplace continue to experience double digit growth, they still only represent a small percentage of overall business, meaning there is much room for more growth.
- By 2013, the market had grown 10-fold

and now there are sales of \$35 billion, with fruits and vegetables leading the category by representing 36 percent of those sales. It is not only the largest sector within that category but it's the fastest growing one.

Growing organics market attracts big players: 20th June, 2014

- More than two decades later, sales of organic produce have moved from roadside stands and small food cooperatives to global grocery chains like Walmart.
- An estimated \$34.8 billion in organic food was sold last year, according to the USDA. That's about 4 percent of total U.S. food sales.

http://www.dailystorian.com/news/growing-organics-market-attracts-big-players/article_9261977e-f8c2-11e3-89d8-001a4bcf887a.html#user-comment-area

As organic goes mainstream, price barrier lessens: May 24, 2014

- For many consumers, the obstacle to buying organic food has always been the price. "I would buy a lot more organic if it were cheaper," is generally the reaction of the people everywhere.
- But as mainstream grocers and food companies push more aggressively into organics, consumers who buy only a select number of organic products may soon get what they want — organic products at or near the price of conventional products.
- Target and Wal-Mart are leading the charge to more affordable products. Ninety-one percent of Wal-Mart's shoppers choose organic over nonorganic products if they we
- Supermarkets are enhancing their organic selections because, in addition to being more profitable, shoppers are paying more attention to health in their food and household choices,
- Sales of products labeled natural and

Organic News

organic grew 7.5 percent in 2012, twice the overall growth rate of conventional food and nonfood products, according to the Organic Trade Association.

<http://triblive.com/business/headlines/6141198-74/organic-products-mart#axzz35Se9oHss>

India

'Launch a movement to promote organic farming': June 19th, 2014.

- Principal Secretary, Department of Cooperation, C. Somashekar on Wednesday called upon organic farmers to launch a movement among the farming community to promote the eco-friendly practice of organic farming.
- Mr. Somashekar also told the farmers to make best use of Raitha Grahaka Angala (farmers consumer yard), a concept promoted by the Agriculture Produce Marketing Committee to create a direct link between farmers and consumers to market organic produce.
- Federation secretary Devidas Gaonkar pointed out that lack of marketing facilities was a major problem faced by organic farmers in the State.
- "There is no demand for organic produce in rural areas and though there is a demand for the produce in urban areas, growers are not benefiting."

<http://www.freshplaza.com/article/122207/India-Launch-a-movement-to-promote-organic-farming>

Growers in Assam are taking to organic green tea cultivation

- Tea growers in India largest tea producer Assam, which is a bastion of crush-tear-curl (CTC) teas, are gradually taking to the production of organic green tea following strong domestic demand.
- India produced around 1200 million kg of tea in 2013 out of which Assam produced about 618 million kg. The estimated production of green tea in

India in the year 2013 was 11 million kg only - West Bengal contributed 8 million kg, Assam 2 million kg and the remaining 1 million was contributed by South India.

- The demand for green tea in domestic market is growing at 17 per annum as against only 3% for black tea.

Organic farming grows to 1,200 hectares: 14th May, 2014

- The state government has increased the organic farming area in Nashik division from 800 hectares to 1,200 hectares to promote the form of agriculture and discourage use of chemical fertilizers.
- The state government mooted organic farming clusters in 2012-13 and set up eight clusters of 100 hectares each. Now, it has added four more clusters in 2013-14. Four more will be set up in 2014-15.
- Three clusters each have been set up in Nashik, Dhule, Nandurbar and Jalgaon districts in the Nashik division. Each cluster includes organic farming area of 100 hectares and a group of 200 farmers. This is a part of the government's initiative to promote organic farming across the state.

Green tea demand growing by 17 per cent in domestic market: 21st February, 2014

- Demand for green tea is growing at a rate of 17 per cent per annum against only 3 per cent for black tea in the domestic market
- Assam produced 2 million kg of green tea of the estimated production of 11 million kg in the country during 2013

The recession proof Indian organic food industry: 22nd January, 2014

- As the investors watch Indian currency hit a record low against the US dollar, investors are apprehensive into investing in India. Most of the sectors including fashion, technology, and automobile are going through a rough patch. Even

opening up of retail sector has not resulted in fruitful investment inflow.

- Organic Area 4.43 million ha
- Total certified production 17.11 Lakh Tonnes.
- Total Exports 69837 MT.

Organic farmers get a pat on their backs for hard work: 23rd June, 2014

- Organic farming is one of the most unrewarding jobs. Despite poor returns many organic farmers still stick to their work so that others benefit. Recognizing their plight, Naanal Nanbargal Kuzhu, an environmental organization run by youths in the city has created a platform where the farmers' are recognized for their hard work and toil.
- At an event held in Kilangulam near Peraiyur in Madurai district, as many as 16 organic farmers were felicitated. Moved by this gesture, the farmers vowed to spread the traditional method in a much wider manner.
- "I am getting good income in organic farming than regular farming using the expensive pesticides and fertilizers. I am not spending much now so whatever I am getting is profit," - says a farmer.
- "Usage of chemical pesticides and fertilizers has proved to be poisonous to humans and the environment. Scientists have found out that there are 15 different varieties of poisonous substance in the food we eat, of which 12 are banned in many countries. Felicitations should be conducted to inspire more to take up organic farming.

<http://timesofindia.indiatimes.com/City/Madurai/Organic-farmers-get-a-pat-on-their-backs-for-hard-work/articleshow/37063471.cms>

In Memorium

MARK SHAND *hathi ka sathi*

Mark Roland Shand (28 June 1951–23 April 2014), was a British travel writer and conservationist, best known for his love and dedication towards the Asian Elephant. He was the brother of Camilla, the Duchess of Cornwall.

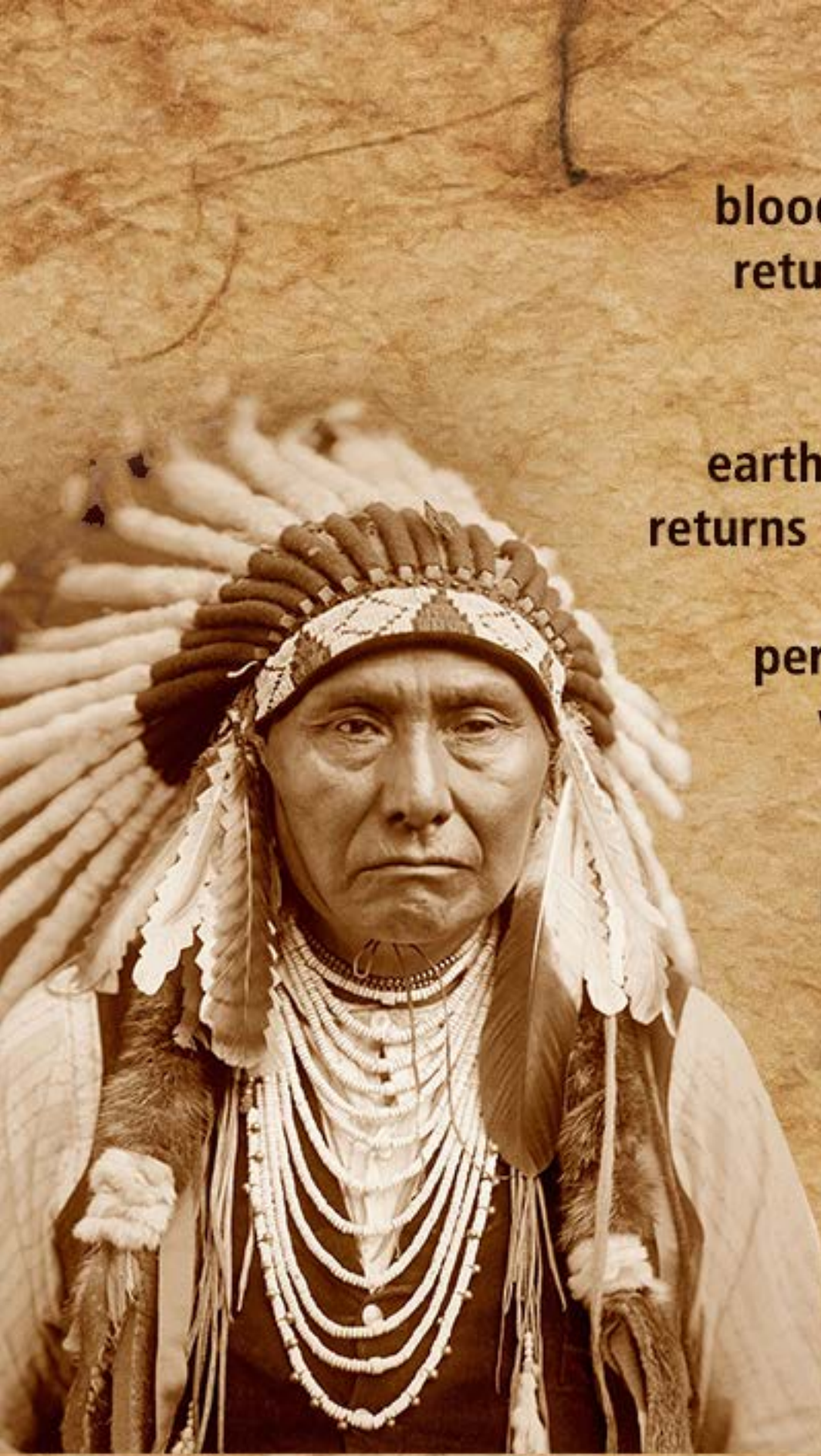
Shand was the author of *Travels on My Elephant*, *River Dog* and other books. He has also been featured in many documentaries, some related to his writings. Elephants are featured in many of his writings and other pursuits. An unabashed Indophile, the majority of his writings and TV features are Indo-Nostalgic. He also had a deep interest in Hinduism and Indian culture.

As a BBC conservationist and travel writer, he authored a book and the corresponding BBC documentary, *Queen of the Elephants*, based on the life of the first female mahout in recent times — Parbati Barua of Kaziranga. The book went on to win the Prix Litteraire d'Amis, providing publicity simultaneously to the profession of mahouts, and to Kaziranga.

Shand was actively involved in the conservation of the Asian elephant and co-founded a charity called Elephant Family, of which he was the chairman. He also wrote a book about his adventure with "Tara" (his elephant) in India.

After his death, The Elephant Family launched The Mark Shand Memorial Fund which will raise funds to save the Asian elephant.





When the
blood in your veins
returns to the sea,

and the
earth in your bones
returns to the ground,

perhaps then you
will remember
that this land
does not
belong to you,

it is you
who belong
to this land.

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