

Janhit Foundation undertakes this work through scientific research, campaigns, advocacy and grass-root level community involvement.

As a public interest organisation, Janhit Foundation focuses on strengthening local communities through their active participation in decision making, to achieve sustainable development. We believe that environmental degradation can only be addressed adequately if local people are empowered in decision making at all levels and have control over resources.

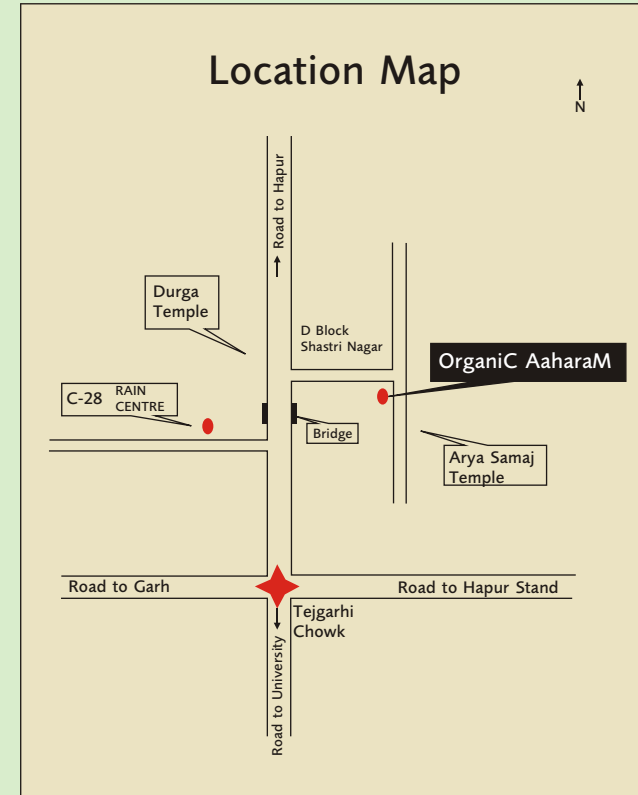
To achieve our goals, we work in partnership with government, non-governmental, national and international organisations on environment and human rights issues.

Janhit Foundation is a member of International Federation of Organic Agriculture Movements (IFOAM), Germany and follows the International Organic Standards

It is a partner organisation of Organic Farming Association of India (OFAI) and Food and Agriculture Organisation (FAO) of the United Nations.

“A man may esteem himself happy when that which is his food is also his medicine”.

-Henry David Thoreau



OrganiC AaharaM

...from field to plate

Live with Nature



Go Traditional, Go Healthy



OrganiC AaharaM

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A word about OrganiC AaharaM

OrganiC AaharaM in Meerut is the first exclusive outlet of organic products in Uttar Pradesh. Promoted by Janhit Foundation with the support of Ford Foundation, it caters to the need of the people in Meerut and adjoining districts who wish to have access to pure certified organic products. People can now taste chemical free and healthy food locally.

OrganiC AaharaM is an effort by Janhit Foundation to

provide the farmers with marketing linkages, that could serve the two way purpose of:

- encouraging farmers to practice organic farming as non involvement of middlemen gives them the original price of their produce thus enhancing their income.
- encouraging people to be the consumers of nutritious food and stay healthy by making the organic products available to them.

Products available with OrganiC Aaharam

- Flour (*Atta*)
- Mustard Oil
- Cereals (*Moong Dal, Arhar Dal, Masoor, Urad*)
- *Dalia*
- Vinegar (*Sirca*)
- Honey (*Shahad*)
- Potato
- Turmeric powder

These products are registered with OneCert Asia Agri Certification (P) Ltd. Jaipur, a certification agency registered with APEDA (Ministry of Commerce, Government of India).

Products likely to be available in near future

- Organic fruits
- Jaggery (*Gur*)
- Brown Sugar
- *Boora*
- Organic vegetables



Why eat organic food

- It is fresh, nutritious and gets a better taste.
- It is pesticide and herbicide residue free food.
- It is different in variety, with high rate of texture and firmness
- It helps protect yourself and the family from cancer, childhood leukemia, lymphoma, asthma and neurosyctercosis.



Contribution of Janhit Foundation towards organic farming

- Janhit Foundation is working to promote organic farming since 2003.
- Aims to convert Meerut into an Organic district.
- At least 100 villages in Meerut district at present are witnessing organic farming through integrated approach, motivated by the Foundation.
- It has established various Organic Agriculture Model Centres so as to provide on farm practical training to the farming community. Imparts knowledge and trains the farmers on marketing, certification, bio-pesticides, bio-fertilizers and organic seeds.



- Organizes training and exposure visits to different parts of the country for the farmers.

A WORD ABOUT JANHIT FOUNDATION

Janhit Foundation is an independent, not-for-profit non-governmental organization, actively engaged in the promotion of human welfare through environmental protection since 1998.

Key areas of work include:

- Groundwater quality protection for human health.
- Provision of safe drinking water to marginalized communities.
- Protection of river water quality for aquatic ecosystems.
- Enhancement of available water resources through water conservation measures.
- Promotion of sustainable agriculture by organic farming methods.
- Environmental education and empowerment of local communities.



Why promote organic marketing

- Encourage sustainable livelihood of the producers (farmers) as well as safeguard the health of the consumers.
- Reduce the debts of the farmers to purchase expensive unsustainable inputs.
- Increase and sustain agricultural diversity.
- Improve and sustain the economy and environment.