



Impact Report





Introduction: A Living Ecosystem in the Corporate World

We are grateful you are here...

Where there is purpose, there is hope. As a purpose-driven company centered around Healthy Conscious Living, we look to a deep ecology that nurtures all stakeholders, including our farmer partners, employees, consumers, the earth and all living beings. We have been led by the intelligence of nature and the wisdom of time-honored tradition for 26 years and counting.

In these pages, you will follow Organic India USA's transparent seed-to-shelf practices that protect the balance of wild forests and ancestral farmland. You will also meet many of the inspiring people and partners behind the brand, who work with intention and integrity to bring time-tested, science-backed herbal wellness to the world. We are excited to share our continued progress with Fairtrade, Regenerative Organic Alliance, and B Corp – all reflecting our steadfast, ever-growing commitment to our Founders' dreams of a fully sustainable future in India and beyond. Please read on and take a journey with us...



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CHAPTER ONE

Welcome

Handpicked organic
chamomile blossoms



Letter from the Founders

EMBODYING LOVE AND CONSCIOUSNESS IN ACTION

Bharat Mitra: The original vision for Organic India is to be a Vehicle of Consciousness. Consciousness is the understanding that we are all interconnected, we are all part of each other. To be successful, we cannot abuse Mother Nature or our fellow human beings – we must create business ecosystems that are abundant to everyone in the chain.

Bhavani Lev: Organic India is more than a tea company, it was created to be an inspiration in the corporate world to uphold our responsibility for how we affect the planet, each other and future generations. Every time someone even says that word, the name 'Organic India,' they're bringing more energy toward that possibility, that future manifestation of the entire country of India being organic.

“the farmers are the interface between mother earth and us. Actually they are our heros”.

Bharat Mitra: We had the honor to meet Doctor Narendra Singh, one of the greatest integrative doctors, pioneering researchers, and world experts in herbal medicine. He taught us that what is most important is that you plant, cultivate, harvest, and process the herbs in a way that maintains the integrity of the information, knowledge, and consciousness that each plant has carried with it through millions of years of evolution.

Bhavani Lev: It is also essential to treat each independent farmer partner with the love and respect they deserve for being farmers and doing the beautiful work they do. All food comes from the Earth, and the farmers are the interface between the earth and us. Actually, they are our heroes.

Bharat Mitra: You need two wings to fly: one wing of spirit of heart of vision and another wing of execution of efficiency of profitability. When these two wings are together, there is no limit. Organic India is a living ecosystem in the heart of the corporate world that nourishes everyone involved with it.

Bhavani Lev: My dream is for Organic India to continue to be an inspiration for corporations to take responsibility for how they affect the planet and society and people – to be conscious about what products they choose to make, to be transparent about their sourcing practices, to be watchful of resource consumption – allowing us to live in a healthy cycle with Mother Nature.

We are grateful to each of you for being part of this beautiful journey.

With respect for all beings,
Bhavani Lev and Bharat Mitra, Founders, Organic India



Our Love Story: A brand born out of active compassion

BUILDING A DIRECT, EQUITABLE BRIDGE BETWEEN RURAL ORGANIC FARMERS AND THE GLOBAL WELLNESS MARKET.

Transitioning from Industrial Agriculture

For several decades Western Industrial and chemically based agriculture was introduced upon ancestral farmland across India, which had been traditionally stewarded by local family farmers for thousands of years. In the late 1990s founders Bhavani and Bharat saw first-hand that in many cases farmers were sick from the chemical inputs, along with their children and the animals. While living in India, the founders became aware of the enormous devastation that was occurring in the Indian agricultural communities due to the widespread use of toxic chemicals and genetically modified seeds. So, they seized on the opportunity to meet the renowned Ayurvedic Doctor Narendra Singh who introduced them to the miraculous benefits of Tulsi*, along with other traditional Indian herbs. The Organic India team **collaborated with the farmers to begin a grassroots organic movement growing Tulsi, transforming depleted land into flourishing organic ecosystems.**

A Grassroots Organic Movement

It all started as a pilot project in Azamgarh with three farmers who began cultivating Tulsi, one of the most revered herbs in India. Initially it was a great challenge to motivate farmers to start commercial cultivation of Tulsi. There were so many economic and practical challenges to overcome. Tulsi had never been grown as a commercial product, as locals previously only had this herb potted in their homes for spiritual protection. **Organic India guaranteed to buy the Tulsi throughout the challenging initial phase of transitioning to organic farming.** It took many years of trial and error to establish a commercially viable method of organic Tulsi cultivation. Through the great effort of the farmers and the inspired Organic India team during this time, persevering through many natural obstacles like drought, floods and regulations; organic certification and a thriving healthy life for the farmers were achieved.

A Company Born from Purpose

Organic India as a brand was born in 2001 to support a nationwide organic movement. Independent farmers were seeing amazing results growing Tulsi organically and regeneratively. The explosive demand for Organic India's Tulsi teas and herbal supplements reached the global market, **allowing more people to directly support family farmers** and be part of the growing organic grassroots movement in India – and Healthy Conscious Living. Healthy, regenerative, organic cultivation multiplied the productivity and profitability of farmers' small landholdings several times over, attracting more and more farmers to want to partner with the company and transition to organic cultivation.

Regenerative for Present & Future Generations

Organic India has grown to a collaborative of nearly **2,000 farmer partners and counting, stewarding 8,500 acres of thriving regenerative organic farms and 370 thousand acres of lush Certified Organic Forests** with support from the Indian Forest Department. With cultivation of more than 50 seasonal and perennial plants, herbs, shrubs, and flowers according to regenerative standards that improve soil health and biodiversity, farming is again a prosperous career path for present and future generations of farmers in India.

1990

1997

2001

Today

Organic India Pioneers and Inspirations

Dr. Narendra Singh



Dr. Narendra Singh was a renowned Integrative Medical Doctor and Ayurvedic Practitioner from Azamgarh, India, who initially **introduced and educated the company founders about the incredibly potent and magnificent herb Tulsi**; and other medicinal herbs such as Ashwagandha, Brahmi, Shatavari, etc. He was the spark of inspiration around Indian medicinal herbs and connected the founders with local farmers. He became the Medical Director of Organic India, and advised on how to grow, harvest, dry, and prepare the herbs for the highest yields, potency and efficacy. He is also the formulator of the company's whole herb Ayurvedic products. His family members still work with the company at Azamgarh farming co-op.

Balram Singh



Balram Singh was one of the first employees of Organic India. He was a pioneer for organic agriculture in India – in fact, he was **instrumental in bringing USDA Organic to India for the first time**. There were no auditors in India at the time and he would fly them in to certify the farms and support that whole transition process with the farmers. He was key in bringing the very first Organic Certified and Fairtrade Certified Tulsi products on the planet to the global wellness market. Today, he holds the highest position in the company, as the Managing Director of the global company, and continues to build the bridge between rural farmers and the marketplace, bringing great opportunity to the local economy.

Kailash Singh



Kailash Singh **was the first of just three farmers to partner with Organic India**. He planted the first Tulsi plants on just one acre of land and received 70,000 rupees. Happy with his earnings, in 1999 he purchased a small tractor – the very first in the entire village. With continued results so spectacular, other farmers asked to partner with Organic India the following year. When asked what inspired their trust in working with the company, one farmer replied, "I have seen the return of birds I haven't seen since I was a child." Kailash has passed, may he rest in peace, but his brothers and family still carry on his legacy, farming in Azamgarh and continuing to partner with Organic India.

Ranjana Maurya



Ranjana Maurya comes from a long lineage of traditional farmers and has been a partner of Organic India for 20 years. After growing up in Mumbai, she returned to her ancestral Haripur village of Azamgarh with her husband, Arjun who was a farmer. After Arjun was injured, Ranjana took over their 1.4 acre farm, growing Tulsi and other crops. In Azamgarh, the majority of Organic India's Tulsi farmer partners are women, which is outside of cultural norms with male farmers generally having the highest employment rate and pay. **Organic India gives equal opportunity to women farmers and pays fair, equitable wages to ensure economic empowerment for all.**

Our Vision

To be a Vehicle of Consciousness in the global market by creating a holistic, sustainable business modality, which inspires, promotes, and supports True Wellness and respect for all Beings and for Mother Nature.

Our Mission

To be a trustworthy and innovative global leader in providing genuine organic True Wellness products and solutions

Our Values



**SERVICE
TO ALL**



**TOTAL
INTEGRITY**



**ABSOLUTE
COMMITMENT
TO QUALITY**



**RESPECT
AND DEVOTION TO
MOTHER NATURE**



**NO COMPROMISE
ON BEING WHO
WE ARE**



Ethical Sourcing Pillars



**DIRECT AND FAIR
FARMER PARTNERSHIPS**



**ETHICAL SOURCING
THAT HONORS ORIGIN**



**REGENERATIVE ORGANIC
FARMING AND WILDCRAFTING**



**TRANSPARENT MANUFACTURING
AND PRODUCTION**



**SUPPORT AT THE
COMMUNITY LEVEL**



CHAPTER TWO

Direct Partnerships

Hand-harvested organic
Ashwagandha root

Celebrating Farmers

FARMERS ARE THE HEART OF THE COMPANY AND HEROES OF THE PLANET.

Farming is Life

India is truly a country of farmers, with **70% of the population living in rural areas and 40% of the workforce engaged in agriculture as a primary source of income.** A farmer's land is their pride and joy, their source of life and prosperity, their family business.



FARMER INDEPENDENCE

The farmers we partner with work on their own family farms, they're independent. They work for themselves and invest in their own land rather than company land – and they choose to be in direct partnership with us every year. **This brings both personal and financial freedom for themselves, their families and their communities.**



LONGSTANDING PARTNERSHIPS

We engage in multi-year contracts with our farmer partners, which eliminates uncertainty for farmers who may otherwise have to plan seasonally. This supports economic stability and mobility. **50% of our farmers have been partnered with us for over 15 years, with many farmer relationships ongoing since day one.**



GENERATIONAL FARMING

Land has been passed down from generation to generation in ancient farming villages that have been practicing "organic" farming for generations. Many of the traditional Indian farming techniques (Vrisha Ayurveda) have been lost since the introduction of industrialized farming. Organic India partners with farmers in **121 villages in 5 different states of India**, offering resources to return to this practice.

Small Family Farming

Agricultural practices are carried out by families on relatively small scale plots of land (.5 - 2.5 acres). These farms are typically owned, operated, and managed by family members, often with limited external labor input. We partner directly with nearly 2,000 farmer partners. Each farmer partner may represent around 10 family members, which means **our impact benefits approx. 20,000 people in the farming community.**

Rajasthan

- Established: 2005
- Farmers: 272
- Sourcing: **Psyllium, Neem**

Azamgarh, Uttar Pradesh

- Established: 2001
- Farmers: 259
- Sourcing: **Tulsi, Chamomile, Hibiscus, Bacopa, Lemongrass**

Lucknow, Uttar Pradesh

- Research and Training Farm Established: 2001
- Sourcing: **Roses**

Madhya Pradesh

- Established: 2015
- Farmers: 233
- Sourcing: **Ashwagandha**

Rath, Uttar Pradesh

- Established: 2005
- Farmers: 861
- Sourcing: **Tulsi, Moringa, Gotu Kola, Chamomile, Rose**

ETHICAL SOURCING:

Honoring the origin and ancestral heritage of every herb

More than 50% of herbs are directly sourced from farmers and our producers' groups (co-ops).

The remainder we purchase from values-aligned organizations that uphold our organic and equitable standards, and that we've been collaborating with for nearly 20 years.

How many herbs do we source?

In total, we cultivate over 40 type of high value crops with our farmer partners,

including Tulsi, Rose, Quinoa, Chamomile, Hibiscus, Chia, Moringa, Brahmi, Peppermint, Spearmint, Chicory, Ashwagandha, Bhumyamalaki, Coriander and more!



Farmer Prosperity

INCREASED INCOME OPPORTUNITIES THAT SUSTAINABLY SUPPORT FARMER LIVELIHOOD

What is Direct Trade?



the act of businesses buying goods directly from growers and producers



one degree of separation between the consumer and the farmer



more support and profitability for farmers

Conventional Trade



creates a disjointed supply chain that creates inability for transparency



eats away at farmers' profits

Organic India Direct Trade

We employ an internal agriculture expert team, local to each farming co-op we work with, to trade directly with our farmer partners and provide 24x7 support yearround. We set up **procurement centers during the harvest seasons to purchase directly** from farmers in their villages, **cutting out middlemen in our supply chain**. Farmers have expressed localized procurement is very advantageous for them because:

- **Mitigates** the need to travel far to sell their crops. Previously they had to **travel** long distances to markets.
- We **guarantee** to **purchase all crops** contracted to grow for Organic India. Larger markets are competitive, and crops may go unsold.
- Purchase of crops at **premium prices and above** for organic quality. Previously buyers did not recognize quality or provide fair compensation.

In 2022-2023, we sourced 3,435 metric tons (7,642,467 lbs) of raw materials directly from our partner farmers.



Organic India Agriculture Team in Rath

Self-Sustaining, Localized Economy

Thoughts on Direct Trade with Organic India:



“The best thing is not spending any money to bring anything from the market for cultivation, we make seed and compost here. We are making our seed here, psyllium, castor, mustard, everything. Making seed with this farm only and re-sowing with that seed. We are using compost and cow dung for soil fertility. The markets are close to us so it's very easy to sell our crops for a premium price. All the farmers are happy and healthy. Everything is transparent.”

VIJAY, OUR FIRST PSYLLIUM FARMER PARTNER IN RAJASTHAN

Higher Premiums

Tulsi and other medicinal herbs offer higher wages than commodity crops, like wheat and pulses, maximizing the profitability of their small land holdings. We purchase these herbs at a premium price and above, ensuring sustainable income for our farmers. Over time, organic farming has reduced the cost of cultivation and increased the income of farm families.

Setting Prices

Our objective: ensure that farmers receive prices that not only cover their production costs but also provide them with a fair profit margin.

This approach takes into account sustainability and economic factors, fostering a mutually beneficial relationship between Organic India and the grower group.

PRICES ARE	PRICE IS CALCULATED BY
set prior to growing season	comparing other crops grown in the same season in same area proximity
upfront payments offered	yield and price after determining the cost of cultivation of Tulsi and other herbs

In 2022-2023, we disbursed over 2.3 million US Dollars to our direct partner farmers

Market Insights

Tulsi is now commonly available in the conventional market; however, we pay substantially more,

3-4x above the conventional prices.

This has been our practice from the outset. As pioneers in commercial Tulsi cultivation, Organic India continues to set industry standards, ensuring that farmers receive fair prices.

Fair and Beyond

Fair wages are our baseline requirement. All farmer partners receive equivalent to or greater than Fairtrade Premium for materials. This supports economic stability and mobility.

We pay 15% additional premium to a community account for Fairtrade Certified projects.

Farmers vote on what they do with this money for the betterment of the community. Organic India has no say in how community funds are used.

Greater Yields

A lesser mentioned aspect of organic farming and regenerative farming is that the land becomes more fertile. As a result, every year the land is more productive, and our farmer partners consistently increase their yields and income.

from 2022-2023, a random sampling of farmers showed an average income increase of 11% per hectare.

Support Beyond the Farm



PROFESSIONAL TRAINING

The farmers hold the deep knowledge and understanding of their land, and Organic India joins as a collaborator, offering helpful resources. All our farmer partners and wild crafters are provided with **ongoing regenerative organic agriculture training from local experts in field**. Our agriculture team holds quarterly meetings with each co-op, uniting the entire farming community to deliberate on the season's conditions, share updates and exchange best practices, thereby promoting collaboration between farmers and fostering community growth.



HANDLING OF CERTIFICATIONS

Organic India **covers all fees, paperwork and documentation** associated with acquiring Organic, Fairtrade, Non-GMO and Regenerative Organic certifications, which can otherwise be a barrier for rural farmers. Audits are required annually for farms to maintain certifications, which are handled by our internal team.



HEALTH AND COMMUNITY SUPPORT

We offer **free outpatient care and educational campaigns** to farming community members through our Azamgarh clinic and mobile health clinics. We have also helped facilitate the installation of drinking water pumps in villages for daily drinking water needs and incentivized tree planting initiatives for environmental protection through Organic India Foundation and Fairtrade Premiums.



Quarterly gathering at Fairtrade Farmer Co-op in Azamgarh



Head of Agriculture, Surendra Kumar, with longstanding farmer partner in Rajasthan



Dr. Rita Dubey with patient at Azamgarh Medical Clinic

HERBAL SPOTLIGHT:



New! Fairtrade Ashwagandha Co-Op

THE FIRST FAIRTRADE CERTIFIED ASHWAGANDHA ON EARTH BY FAIRTRADE AMERICA

What it means to be Fairtrade Certified

Courtesy of Fairtrade America

Fairtrade America offers the most rigorous standards for Fairtrade certification to ensure a tangible, positive impact on the livelihood of small-scale farmers and their communities in developing countries.

Fairtrade Certification means farmers and workers have been paid at least the Fairtrade Minimum Price – regularly reviewed by Fairtrade International in partnership with producers and businesses - and received the Fairtrade Premium funds for investment in their communities and/or businesses.

Fairtrade ensures Direct Trade is fair to farmers.

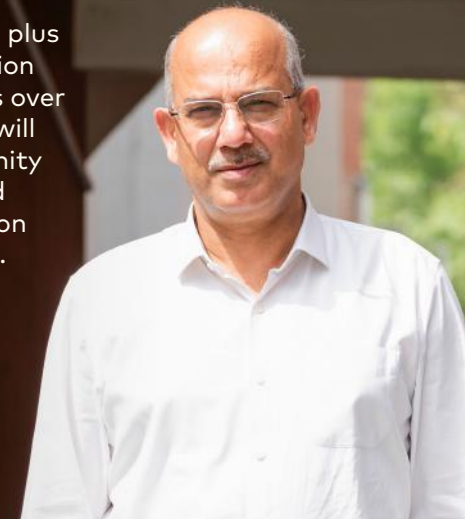
In 2023, Organic India Farmer Producer Company was recognized as "Fairtrade Small Producer of the Year" by Fairtrade Network of Asia and Pacific Producers (NAPP).



"Fairtrade means paying fair market price plus premiums to help the community. In addition to the produce you purchase from farmers over and above market price, 15% additionally will be paid to a community fund. The community account can be utilized by the farmers and the company does not have any influence on their decision of how these funds are used. The farming community has their own directors who use the premium for the common benefit."

Balram Singh, Managing Director (MD),

Organic India Private Limited, India



Neemuch, India: Fairtrade Ashwagandha Farming Co-Op

A Growing Initiative. Organic India's youngest farming project in Neemuch, Madhya Pradesh, the Ashwagandha Farming Co-Op, was established in 2015 with 107 and expanded to 233 independent farmer partners in 5 years, **growing by 133%**.

Native Ashwagandha. Farmers have been growing Ashwagandha for 40 years in this region, with **90% traditionally cultivating Ashwagandha for generations**. Fathers and grandfathers were practicing organic with no chemical inputs before Western industry interfered.

Heartier Crops. Farmers shared that with the use of chemical farming, crops did not grow as large, and the soil was drier and difficult to harvest. Now with Organic farming, Ashwagandha quality and size of root has increased.

Thickest Roots. Farmers manually separate the thin and thick part of root, using only the thickest roots. This creates very high quality and high efficacy whole root white ashwagandha*.

Organic Certification. The transition back to Organic began in 2015 and Organic Certification was earned in 2018.

Fairtrade Certification. Fairtrade Certification was obtained in 2023 and is the second Fairtrade Certified farming project for Organic India.

CHAPTER THREE

Regenerative Agriculture

Regenerative organic

Indian Roses in blossom

Regenerative Organic Agriculture

FARMING THAT HEALS AND REGENERATES THE LAND

We are deeply rooted in agriculture that is beyond sustainable — it's regenerative. Regenerative Organic means **replenished soil, improved biodiversity, enhanced water conservation and increased carbon sequestration**. We look beyond our crop to the whole earth and our responsibility to it as a Healthy Conscious Living company.

Why Regenerative Organic?

Chemical agriculture plays a significant role in contributing to the overall climate crisis and carbon output. Nitrous oxide, a potent greenhouse gas with a much higher global warming potential than carbon dioxide, is released during the application and breakdown of synthetic fertilizers. Unsustainable agricultural practices such as intensive tillage and monoculture can degrade soil health, leading to decreased carbon sequestration in the soil and increased carbon emissions. Further, deforestation, a common practice in conventional agriculture, results in biodiversity loss and heightened levels of CO₂ in the atmosphere.

"Regenerative organic agriculture" is the next logical evolution of farming standards and ensures everything from the soil and the farmers to their communities and the world is taken into account.

At Organic India, we regeneratively farm

8,516 acres in 121 villages

across five states of India. We directly source nearly

2,000 metric tons (4,409,240 lbs) of regenerative organic raw materials.

Including our external suppliers, we source an additional

Approx. 2,000 metric tons of organic raw materials each year.



ORGANIC INDIA CULTIVATION

India has two growing seasons, Kharif (rainy) season and Rabi (dry) season.

During Kharif season, sowing occurs in the summer June-July and harvesting takes place in the fall September-October. Some of our Kharif seasonal crops include Tulsi, Bacopa, Katuki and Shatavari.

During the resting phase, farmers follow crop rotations with nitrogen fixing crops, like legumes, which are then harvested or mixed into the soil to increase soil fertility.

During Rabi season, sowing occurs in the winter from November-December and harvesting takes place in the spring from March-April. Some of our Rabi seasonal crops include Ashwagandha, Psyllium, Neem, Turmeric and Peppermint. Farmers also grow a variety of organic crops cultivated for food for the family, adding to the biodiversity of the farms.



Regenerative Organic Practices



Dryland Farming

Also known as rain-fed agriculture, dryland farming is a waterwise practice that relies solely on natural precipitation to meet the water needs of crops during Kharif (rainy) season. Our farmer partners utilize micro irrigation, bunding, tube wells and pipes to irrigate crops in Rabi (dry) season.

Nearly 70% of our crops are grown in the rainy season and require no irrigation.



Composting

Farmers compost with cow dung, vermicomposting, weeds and fodder, and natural liquid fertilizers like Jeevamrit and Beejamrit, all created on the farm, for a highly localized, self-sustaining ecosystem that produces a very rich compost that **supports diverse microbial load and nutrient cycling.**



Animal Grazing

Owning a cow contributes to household self-sufficiency and resilience. Many families historically owned cows for various cultural, economic and religious reasons. The animals consume organic fodder while animal dung is used for soil fertility, **contributing to compost systems for crops and reducing dependency on external sources.**



Cover Crops

After the Rabi (dry) season, many farmers grow green legume crops to promote soil retention by **helping to build soil structure.** Green manure crops are fast-growing plants that are sown specifically for soil improvement rather than for harvesting.



Crop Rotation

Farms implement a strategic crop rotation – a series of different crops in succession, rotating between legumes, medicinal plants, green manure and different crop types for family food **to nurture the soil throughout the year.**



Minimal Soil Disturbance

All our herbs are handpicked, and farms are manually weeded. Farmers practice low tillage to prepare the seed beds for sowing. **There is no deep ploughing, tilling** or use of heavy machinery practiced on the farms.



Agroforestry

Farmers utilize naturally grown trees, shrubs and climbers on their boundaries. **Native trees are integrated on and around the farm** to support synergistic relationships, provide tree fodder for animals and serve as protective barriers from wind and wild animals

Regenerative Organic Outcomes



Increased Soil Fertility

means **greater availability of nutrients in the soil**, creating a healthy environment for plants to grow and develop. Studies show that this can result in higher levels of nutrients in the herbs as well.



Carbon Sequestration

Regular uses of compost proved cropping patterns play a vital role in increasing microbial activities in the soil, increasing the soil's carbon sequestering capacity. **Soil serves as a critical carbon sink**, storing significant amounts of carbon and helping to mitigate climate change by sequestering atmospheric CO₂.



Biodiversity Protection

Biodiversity is maintained by growing medicinal plants on the farm and integrating perennial crops and trees. There is also **no use of chemical pesticides**, creating a safe ecosystem for native flora and fauna.



Water Conservation

Practicing dryland farming and utilizing micro-irrigation can result in up to **80% less water consumption than conventional agriculture**.



Higher Productivity

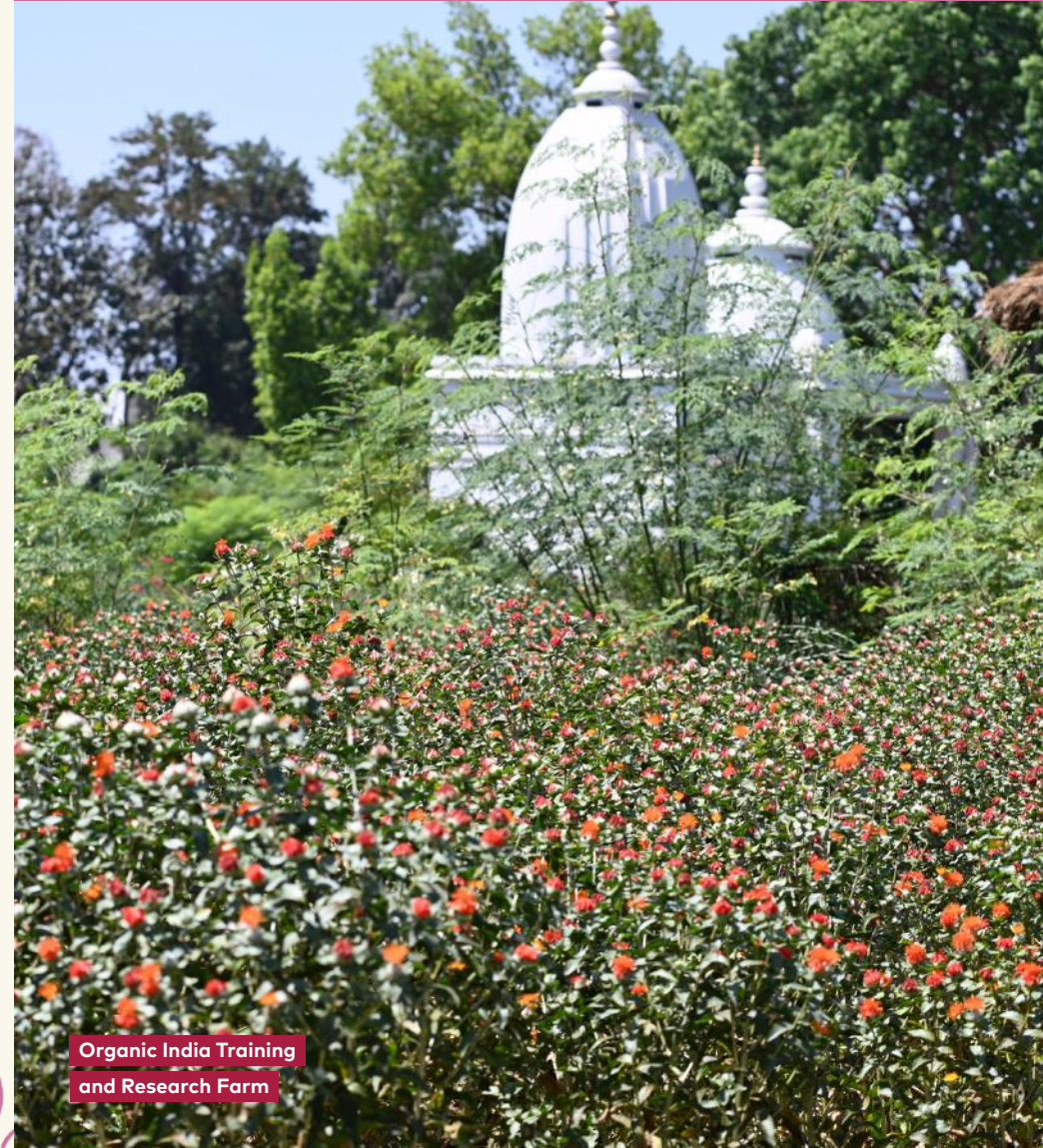
Healthy **fertile soil means flourishing land** with higher productivity and greater yields, bringing increased income for farmers year after year, greatly restoring rural communities.



At Organic India, we treat each farm as a unique organism. There is no one-size-fits all approach to Regenerative Agriculture.

We employ organic and regenerative growing methods that are climatically, geographically and geologically suited to the unique needs of every crop and farming co-operative we work with across Northern India.

Please step into our regenerative farm...



Organic India Training
and Research Farm

Announcing!



**Regenerative
Organic
Certified®**

We are delighted to announce that Organic India's inaugural farming project in Azamgarh, Organic India Farmers Producer Company Limited, has been awarded the Regenerative Organic Certification (ROC) by the Regenerative Organic Alliance.

Farming co-op was initiated in 1997

Organic Certification was obtained in 2000

Fairtrade certification in 2013

ROC audit performed 2023

ROC Tulsi

While we have always practiced regenerative organic, we are pleased to now be officially third party approved. Through this certification, we are verified for practices that go beyond Organic and Fairtrade, verifying efforts for smallholder fairness and practices contributing to soil health. We employ protocols like our tillage action plan and soil testing (in-field and lab).

Women Powered.

Because there are very small land holdings in Azamgarh, many women run the farms, while husbands go into town to work.



OUR ROC KPIS

TOTAL NUMBER OF CROPS IN PRODUCTION

14

Tulsi (Vana, Rama, Krishna), Chamomile, Lemongrass, Brahmi, Gotu Kola, Roses, Hibiscus, Garlic, Radish, Coriander, Mustard, Sugarcane, Field Pea, Onion and Potato. We are starting to cultivate Moringa here, as well.

AMOUNT OF IMPORTED NUTRIENTS OR FERTILIZER, PER YEAR (KG, LBS)

0

Farmers practice comprehensive soil management on their farms. All inputs are cultivated on the farm using farmyard manure and crop waste.

TOTAL CROP PRODUCT YIELD, PER YEAR (KG, LBS)

84 metric tons

ADDITIONAL PRICE PREMIUM FOR ROC CROPS (\$ OR %)

**Organic India pays its farmers approximately
4.5 to 5.5 times more**

for Tulsi than the going rate or current conventional value on the market. Organic India Farmer Partners are paid Fairtrade wages and beyond, with premiums 4-5x higher than market price.

NUMBER OF FULL-TIME, SEASONAL, AND TEMPORARY FARMERS

259

generational, small land holding farmers. Additionally, approximately 50-60 farmers engage temporary workers during the crop cycle season, with an average of 8-10 workers per farm. Organic India also employs three agriculture experts who are based in Azamgarh.

We are committed to scaling our Regenerative Organic herbal supply and growing with the ROC movement.



Organic India Farmers Producer Company Limited
 Village Kamhenpur
 Bhawarnath, Uttar Pradesh 276001 India

The above named operation has been audited and assessed under the **Regenerative Organic Certified®** Framework and has achieved:

BRONZE LEVEL

for the following pillars:

- ✓ Soil Health and Land Management
- ✓ Farmer and Worker Fairness

CERTIFIED CROPS AND LOCATIONS: See Client Profile
CERTIFYING BODY: Bioagricert (BAC)
CERTIFIED SINCE: 26 Nov 2023
CERTIFICATE ISSUE DATE: 14 Feb 2024
ANNIVERSARY DATE: Operations must submit annual updates according to program rules.
CERTIFICATE NUMBER: ROC0221-0294

Once certified an operation's certification continues in effect until surrendered, suspended, or revoked, provided that the above-mentioned client continues meeting the conditions as laid down in the client contract with ROA and Certifying Body.

AUTHORIZED BY:

Elizabeth Whitlow

Elizabeth Whitlow, Executive Director

Regenerative Organic Alliance • 2809 Spring Creek Drive, Santa Rosa, CA 95405 • regenorganic.org



PUBLIC CLIENT PROFILE

This client profile must be accompanied by the Regenerative Organic Certified® certificate to be valid and does not alone constitute a certificate.

Organic India Farmers Producer Company Limited
 Village Kamhenpur
 Bhawarnath, Uttar Pradesh 276001 India

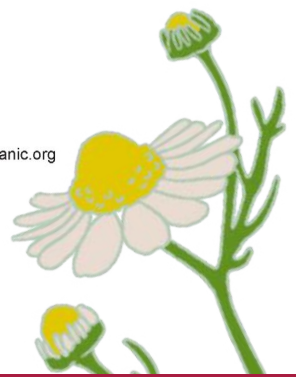
Level	BRONZE
ID	131
Locations	Grower Group, See Approved Farmers List
Total Acres	211.15
Crops	Basmati Rice Paddy, Brahmi, Chamomile, Hibiscus, Lemongrass, Moringa, Papayas, Peppermint, Pigeon Pea, Pomegranates, Roses, Stevia, Sugarcane, Tulsi

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CHAPTER FOUR

Herbal Spotlights

Regenerative Organic
Certified® Tulsi farm

HERBAL SPOTLIGHT:

Tulsi (Holy Basil)

Within Ayurveda, Tulsi is known as “The Incomparable One,” “Mother Medicine of Nature” and “The Queen of Herbs,” and is revered as an “elixir of life.”* Cultivation of this medicinal plant is very beneficial for farmers, and every year Organic India procures **roughly 500 metric tons of dry Tulsi leaves equivalent to 616,000 US Dollars**, creating great wealth for farmers.

Categorized as an adaptogen, Tulsi is known to help powerfully relieve stress and uplift the spirit.* In addition to human benefits, the plant is environmentally effective at purifying the air and spiritually effective at increasing positive energy wherever it grows.

Dhwajpal has been an integral part of Organic India’s farming community for nearly 19 years. In 2005, Dhwajpal became the first partner at Organic India’s highly remote Rath Farming Co-op. The first farmer of the village to trust the company, he decided to devote two acres of his land to the cultivation of Tulsi, demonstrating exceptional care.

“Following a successful cultivation cycle, I received 55,000 rupees. Other farmers in the community were surprised I could make such a profit, and expressed a keen interest in partnering with Organic India as well. During a period of drought resulting in crop failures, only Tulsi survived. Tulsi can grow with and without water – it is highly adaptable. The crop helped uplift our economical and social condition.”

Dhwajpal, Independent

Farmer Partnerin Rath, India



During 2022-2023, Dhwajpal’s income increased by 42% as a result of adopting new regenerative organic practices and expanding his cultivated land.

Tulsi makes up the predominant share of raw materials obtained, comprising roughly 60-65% of the total.



REGENERATIVE ORGANIC TULSI

A Highly Beneficial Crop

Tulsi is a native and an ideal herb for farmers because it survives almost any weather condition while providing reliable financial security.

Weather Resilient

Tulsi can survive heavy and continuous rains whereas other crops cannot survive such conditions. It can also survive droughts and heavy winds with minimal damage, protecting farmer profit no matter the unpredictable weather conditions.

Soil Protecting

Tulsi can grow in a vast array of soils, and various studies have shown that Tulsi crops actually improve soil fertility and decrease heavy metals in the soil.

Productive

It does not take a lot of seed to grow Tulsi. There is a need for only 0.400 kg of seed to cultivate it in one acre. Because the plant is so resistant, it is very easy to grow in abundance with little inputs.

Pest-Resistant

Tulsi is very hardy, and therefore is unaffected by diseases and pests. It also gives off an aroma that prevents stray or wild animals from eating or trampling the crop.

Stable Profits

Tulsi is advantageous to farmers because it ensures hearty crops and stable wages. Tulsi increased income many times over in a very short amount of time.

Whole Plant Saleable

Not only the leaves but all other byproducts like the seeds, sticks and flowers are saleable, so farmers can profit from every part of Tulsi.

HERBAL SPOTLIGHT:

Moringa



Moringa is a native tree species grown in India, traditionally in the southern region, but is a newer concept to cultivate in North India. Farmers in the north did not know about Moringa before Organic India introduced it in Rath, Uttar Pradesh about two years ago.

All parts of the Moringa tree — seeds, pods, leaves, flowers, and roots — are edible, and loaded with nutrients.* The plant is considered a powerful superfood, and one of the most nutrient-dense plants on earth.* Farmers consume as well for health benefit.*

REGENERATIVE ORGANIC MORINGA

A Dream Herb for Farmers

Moringa prefers a drought environment and little irrigation. It's fast-growing, only four months from planting and is a perennial with constant harvest, providing higher income for farmers.

Fast Growing

Plant directly from seed and just four months until the first cutting after planting. Easy to grow and easy to harvest, and it can grow very big.

Minimal Water

Because it is a drought prone area there is not a lot of groundwater, so it's advantageous to grow a drought-loving tree like Moringa.

Agroforestry

Growing Moringa trees intercropped on farms is healthy for the soil and surrounding herbs.

Higher Income

Higher premiums for herbs like Moringa and Tulsi than other conventional commodity crops, greatly increasing farmer income and revenue. Planting herbs paves the way for a more prosperous future.

Two Layer Farming

Many farmers have successfully implemented two-layer farming. For example, two perennials crops, Moringa and Gotu Kola. Gotu Kola covers the soil, thereby retaining moisture and requiring less Irrigation.

Ravindra is a multigenerational farmer who tends to the gardens of his grandparents. He was one of the first farmers to grow Moringa in his community and has been a partner of Organic India for more than a decade.

“I like growing organic Moringa because it can grow very big, is easy to harvest and requires less water in this drought-prone area. My soil is becoming more fertile because we are not doing any tillage – the yellow leaves fall to the ground and provide nutrition to the soil. The herb is a great source of income and revenue for me.”

Ravindra, Independent Farmer Partner in Rath, India

During 2022 and 2023, Ravindra's income increased by nearly 50% through additional crop sowing and the implementation of regenerative organic practices outlined in our report.



HERBAL SPOTLIGHT:

Psyllium

Psyllium, also known as desert Indianwheat, blond plantain, and scientifically as *Plantago ovato*, is a shrub-like herb native to India and Iran. ORGANIC INDIA Psyllium is sourced from the fields of Rajasthan, a state to the northwest of India.

Psyllium is an example of a cherished Ayurvedic plant that has gained wide acceptance in Western practices and is best known for its ability to increase fiber intake, support digestion and nurture the gut microbiome.*

Mangalaram has lived with his family on his farm for 50 years, and has been a partner of Organic India since 2005. He loves waking before sunrise to meditate, chant and give reverence before tending to his Psyllium.

“We practice seed saving in an intercropped field with wild sunflowers, surrounded by Neem and Khejari trees. A beautiful sight. This Psyllium does not go to production, rather, the seeds are harvested and provided to the remaining farmer community for next year’s sowing to preserve the best variety and provide the highest quality crop year after year.”

Mangalaram, Independent Farmer

Partner in Rajasthan, India



REGENERATIVE ORGANIC PSYLLIUM

Thriving Desert Ecosystem

Our farmer partners cultivate Psyllium utilizing regenerative organic practices to ensure the healthiest soil possible, thereby creating the highest quality product. This means:

Low Water Inputs

Psyllium thrives in a desert climate as it requires little water,

2-3 irrigation cycles

per season in comparison to wheat, which requires weekly irrigation.

Annual Crop Rotations

Psyllium farmers are rural with large land holdings, so can practice more crop rotation on a

3-4 year rotation.

Agroforestry

Khejari (*Prosopis cineraria*) trees are nitrogen fixing trees that help build soil health and fertility, contributing to a healthier Psyllium crop.

Seed Saving Practices

Protect the healthiest Psyllium crop on biodiverse intercropped fields and save its seeds for reliably high quality year after year.

HERBAL SPOTLIGHT:

Chamomile

Chamomile is a beloved medicinal flower in the daisy family that is grown on Regenerative Organic Certified® farms in Azamgarh, India. It is harvested in the spring and crop rotated with Tulsi.

The blossom is most often enjoyed in tea for its mellow, lightly sweet and floral flavor and calming sensation, with its name deriving from the Greek for "earth apple."*

REGENERATIVE ORGANIC CHAMOMILE

India-Grown Chamomile

Organic India stands out as the pioneer in cultivating Chamomile on Indian soil with small-scale farmers to enhance their income and support the Make in India movement. This is distinct from other companies that import Chamomile from abroad. Now there are many Chamomile growers in India, beyond Organic India's farmer partner network.

Organic India procures 35-metric tons (77,162 lbs.) of Chamomile from India each year.

Organic Empowerment

Employing organic methods throughout the entire growth process and generating significant employment for agricultural rural laborers, from seed planting to harvesting and post-harvest handling.

Protecting Pollinators

Chamomile is a flowering crop that promotes the population of honeybees, as they collect nectar and pollen from the flowers.

High Value

Chamomile has emerged as a high-value alternative to traditional crops for farmers, bringing great economic opportunities.

Woman Empowerment

Small land holdings, primarily women farmers.





REGENERATIVE AGRICULTURE

Brindavan Innovation Farm

A BOTANICAL PARADISE

ORGANIC INDIA's Brindavan Research and Training farm is a true oasis and innovative farm **where regenerative practices are tested & refined**. Our team of agricultural experts then disseminate this knowledge to our independent farmer partners, who implement these practices on their farms throughout India. The main motive behind Brindavan farm is to promote organic agriculture, support good soil health and a thriving environment. Brindavan is the only farm that Organic India owns and employs farmers versus collaborating with them on their own land.

A testament to our Regenerative Agriculture practices, here are some insights from Brindavan:

Drip Irrigation

Drip irrigation plant to help recover water. Farmers can irrigate a whole field using very little water – **conserving 80% of the amount of water** used in traditional watering systems.

Biodiversity

Cultivation of more than **100 different species** of perennial plants, herbs, shrubs and flowers to foster biodiversity.

Innovation

Testing new types of natural liquid fertilizers and composting methods, including adding jaggery, to see the best formula for increased micronutrients.

Ancient Farming Practices

Brindavan farm practices lunar farming, keeping ancient farming tradition alive.

Cow Love

Respect and care for resident cows, feeding nutritious fodder like wheatgrass, always playing music for them and showing them love.

Spiritual Reverence

Shiva and Durga temple on farm for spiritual practice, increasing prana and vitality.

HERBAL SPOTLIGHT:

Rose



THE WILD NATIVE ROSE OF INDIA

Ritual of the Rose

At Brindavan, it's more than planting and harvesting organic roses, there is a deep spiritual reverence and ritual surrounding roses that is imbued into every flower. It's normal practice to meditate with the roses and energetically connect directly with the heart of the plant.

Enchanted

Our roses are lovingly handpicked by the rose steward farmer partners at Brindavan, whose love and songs are infused into every petal. They are then hand cleaned and air dried in the sun and gently packed in our LEED platinum certified facility to maintain their prana (lifeforce energy).

Regenerative Roses

Roses are regenerative in nature, they are native to the land and extremely strong and hearty. They are also perennials so there is less soil disruption – some of our roses are as old as nine years.

Companion Planting (aka Intercropping)

There are different companion plants rotated out with the roses, like Hibiscus, Peppermint and Bhumyamalaki (in our Liver Kidney). This creates great symbiosis and maintains diversification.

Beloved by All

These same beloved and high-vibration roses are featured in our fan favorite Tulsi Sweet Rose, Tulsi Cinnamon Rose and Tulsi Sweet Rose Assam Black teas.

Empowering Women Farmers

The majority of our Rose partners are women, which is outside of cultural norms in India, with male farmers generally having the highest employment rate and pay. Organic India proudly partners with women and widows and pays equal, fair wages, and premiums to ensure social and economic empowerment and coequality.

Sujata is one of our first Rose farmers, who has been our partner and dear friend for 22 years. She is also the face of our Tulsi Sweet Rose Assam Black tea.

“I love the sense of community on the farm, just gathering, laughing and sharing stories with 10-15 other women as we tend to the roses – it relieves tension and also brings me great independence and livelihood.”

Sujata, Independent Farmer

Partner in Lucknow, India





CHAPTER FIVE

Ethical Sourcing

Wild organic Amla tree

ETHICAL SOURCING:

Wildcrafting: Protecting Wild Forests

In addition to cultivating herbs via regenerative organic agriculture, **we practice Ethical Wildcrafting**, a time-honored system of harvesting plants from organic, wild forests in a way that does not damage the ecosystem in which they grow.

Protect organic forests

Organic India worked with the Indian Forest Department to

certify organic 370,000 acres of forests for responsible wildcrafting,

protecting against deforestation and overharvesting. We provide local wildcrafters training and supervision through environmentally sustainable and hygienic methods of procuring herbs and fruits that conserve native plant colonies and ancient tree groves.

Preserve age-old tradition

Traditional skills preserved and knowledge passed down, continuing to foster a healthy career path for wildcrafters that is not dependent on land ownership. We trade directly with our wildcrafting partners, providing fair pay and living wages. These forests have a rich history and place in India's traditional medicine, and this fair compensation and devoted conservation ensures that this widely lost practice can continue for future generations.

Source powerful herbs

Wild plants self-select their optimal growing environment, developing more strength and resilience due to natural competition, thereby bearing leaves, roots, flowers, and fruits with a richer bioactive and nutrient density for higher efficacy herbal products. This is especially true compared to industrial, monoculture or conventional farming, as Regenerative Organic cultivation effectively creates a thriving environment that closely mimics conditions found in the wild.

At Organic India, we wildcraft:



Amla



Bibhitaki



Haritaki

These three fruits make up Triphala, a traditional Ayurvedic polyherbal formula that cleanses and nurtures the body.*



Direct farmer partner, Neetu,
wildcrafting in Madhya Pradesh



ETHICAL SOURCING PARTNERS



ETHICAL SOURCING:

Beyond our Direct Partnerships

More than 50% of our overall raw material volume is acquired directly from independent farmer partners, while the remainder is also upheld to the same rigorous standards by our direct suppliers.

When we do not trade directly from our farmer partners and wildcrafters, we ethically source from values-aligned sourcing partners who we have worked closely with for 15 years and counting. There are select spices and teas that grow natively outside of our farming region and scope, so we've rigorously selected local suppliers that adhere to our high standards for organic agriculture and worker welfare.

We employ a Supplier Code of Conduct, which defines standards for fair, safe and healthy working conditions and environmental responsibility throughout our supply chain. The standards are based on best practices created by the Fair Labor Association (FLA) and the International Labor Organization (ILA). All suppliers must commit to adhering to our Code of Conduct, which strictly prohibits child labor, forced labor and harassment, and supports freedom of association and collective bargaining.



Let us introduce you to some of our partner organizations who uphold our values and work directly with farmers...



SUPPLIER PARTNERS:

Tea Promoters India

EMPOWERING TEA GROWING COMMUNITIES

We proudly source our Black and Green Tea (*Camelia sensis*) from values-aligned Sourcing Partners in Darjeeling, Assam, Dooars and South India regions of India. Here they organically produce some of the finest, most iconic tea in the world – with Regenerative and Fairtrade practices that protect the land, the crop and the farmers.

Darjeeling Tea Estate

Known as the 'Champagne of Teas,' Darjeeling Tea grows in the foothills of the Himalayas and has captured tea lovers worldwide for its unique, lighter-bodied muscatel flavor and ripe fruit aroma.

Protecting Darjeeling

This high-altitude tea is threatened by climate change, diminishing yields, increasing production costs, decreasing prices and more. Here are a couple things our sourcing partners are proactively doing about it:

Planting Trees

Darjeeling is famous for its cool, high-elevation conditions that produce a unique and extraordinary tea. However, temps in Darjeeling are rising significantly, which can directly impact tea yield and flavor profile. To help combat rising temperatures, our partners are growing forests of shade and fruit-bearing trees within their tea gardens, which create beneficial microclimates and break up monocultures.

Empowering Farmers

More than 40% of young farmers have left the Darjeeling tea gardens to make a living in the cities.

To foster a greater sense of belonging on the farm, our sourcing partners have empowered farmers with greater voice, decision making powers, respect and fair pay for their manual labor, and land rights opportunities. They have also championed coequality among male and female employees at the farm, mid-management, and leadership levels. For example, Bhavana, a talented and empathetic leader in Darjeeling, is the only female tea garden manager in the region.

Assam Tea Estate

Popular as a breakfast tea, Assam is world-famous for its big, rich and malty flavor. It's grown in the rolling valleys of Assam in northeast India, where more than 2500 tea gardens make it one of the largest tea-producing regions in the world.

Regenerative Organic Certified Assam

Chardwar Tea Garden, where we source our Assam, is the first tea garden in the world to become Regenerative Organic Certified® (ROC). Some practices at Chardwar include:

- **Covered Topsoil.** Using small leguminous plants and cover crops to protect soil from erosion, while keeping it aerated and moist. This creates ideal livable root temperatures for a healthy soil microbiome.
- **Minimal Soil Disturbance.** Hand tilling for land prep and weeding, rather than use of heavy machinery. Crop residue and weeds are left to feed the soil microorganisms and build carbon storage capacity.
- **Agroforestry and Silvopasture.** Incorporating a variety of trees, shrubs, plants and farm crops to create biodiverse microclimates on the farm. Also, integrating cows and goats, who can graze the gardens while creating compost. These practices have a hugely positive socioeconomic and environmental impact on the community.



The farmer partners of Tea Promoters India, with whom we have maintained an 18-year collaboration.



Fields of Turmeric grown
in Odisha, India

HERB SPOTLIGHT:

Haldi (Turmeric)

A RICH ANCESTRAL LEGACY

At Organic India, we proudly source native organic Kandhamal Haldi, a prized variety of Turmeric grown by local farmers in the highly remote Kandhamal district of Odisha.

The root has earned the Geographical Indication (GI) tag from Intellectual Property India, because:

- 1. Turmeric grown in this region may have more oleo resin and volatile oil content compared to other varieties, due to optimal agro-climatic conditions.***
2. Turmeric grown in this region has a rich ancestral legacy and has been grown traditionally by several generations of local farmers since time immemorial.
3. Kandhamal Haldi Turmeric is famous for its potent effect, fragrant aroma, and distinctive taste, and holds sentimental, culinary, and medicinal value within Odisha and across the globe.*

The GI Tag helps to build reputation of this legacy crop, allowing farmers to receive a premium market price and providing a great source of income and livelihood. The plant is Organic by default and requires minimum human interference from sowing to harvest due to the rich climatic conditions of the region.



A close-up photograph of a person's hands, wearing a light orange long-sleeved shirt, carefully picking green, heart-shaped leaves from a dense field. The leaves are vibrant green and have a slightly serrated edge. The background is filled with more of the same plants, creating a lush green texture.

CHAPTER SIX

Organic India Foundation

Hand-harvesting organic
Gotu Kola leaves

SOCIAL IMPACT:

Organic India Foundation

FISCAL YEAR 2022-2023

The **Organic India Foundation (OIF)** was established in 2006 to support the welfare of farming communities in rural India while promoting sustainable agriculture to ensure a healthier, safer future for all.

Vision



PROMOTING
WELLNESS



ECOLOGICAL
REGENERATION



HOLISTIC
DEVELOPMENT

Theory of Change



EDUCATE



ENGAGE



ENABLE



EMPOWER

Organic India Foundation works with local rural farming communities in and around the operational areas of Organic India with the purpose to serve. It holds a holistic perspective and is highly responsive to the needs of the community.



Dr. Rita Dubey with her daughter



Farmer partners and OIF staff
outside Azamgarh clinic

ORGANIC INDIA FOUNDATION: Project Locations

Azamgarh Farming Co-op (est. 2011)

A stationary medical clinic centrally located so patients from within and around the village can receive free medical consultation.

- Each day, around 30 to 40 patients, including children, new mothers, and the elderly, come seeking medical help at this facility.
- Here, Dr. SN Singh and Dr. Rita Dubey, doctors with Bachelor of Ayurvedic Medicine and Surgery (BAMS) degrees provide both allopathic and herbal medicine in morning and evening shifts respectively. Guidance is offered on any problems the patient may have.

Rath Farming Co-Op (est. 2009)

Rotating health camps are organized here to better accommodate a very large rural area and provide care where it is needed. Because of the geographically dispersed villages and population, this approach has proven effective in Rath.

HEALTH PROGRAMS:

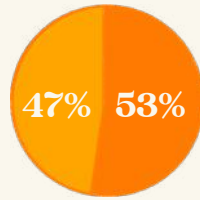
Human Health: Outpatient Care

CARE PROVIDED IN A STATIONARY OR MOBILE CLINIC WHERE PATIENTS RECEIVE CONSULTATION OR TREATMENT.

PATIENT DEMOGRAPHICS (2022-2023)



COVERED
9022
PATIENTS
TOTAL BETWEEN 2022-2023

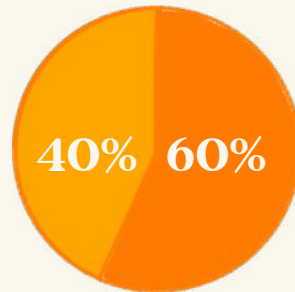
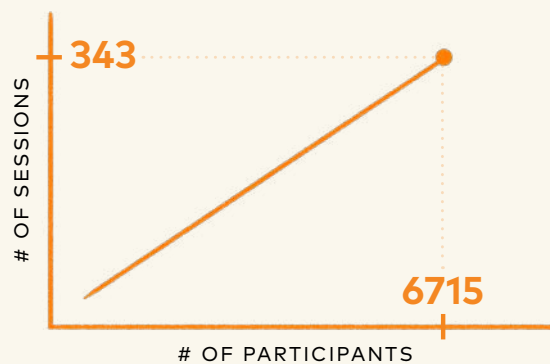


MALE: 47%
FEMALE: 53%

Preventive Care

These programs are educative in nature and focus on social and behavior change communication through awareness programs within the communities through holding workshops on topics such as water sanitation, safe drinking water, menstrual hygiene, nutrition, and pre-and-post-natal care.

In 2022-23 343 group and individual sessions held wherein 6715 participants were educated on the above-mentioned subjects



MALE: 40%
FEMALE: 60%

Project: Anaemia Mukh Gaon

Anemia-Free Villages is a recently launched program to address a pressing health issue currently prevalent in the whole of India.



Organic India Foundation is running a pilot program in Azamgarh in collaboration with Impact4nutrition - a platform co-founded and supported by UNICEF.



We address iron deficiency anemia across two target groups i.e., adolescent girls (10-19 years of age) and in pregnant and lactating women. Currently, we are working with 318 adolescent girls and women.



Inspired by the results of the pilot wherein **31 women (35%) who were anemic in the beginning were found to be no longer anemic**, we are expecting to scale this project up to reach a greater number of beneficiaries (target 1000 girls and women in next two years), in coming years.

Safe Drinking Water Availability

In regions where water is scarce and finding safe drinking water is extremely difficult, we have been working to recharge and restore groundwater levels through larger projects like rainwater harvesting and also supporting the immediate water needs by setting up a water filtration plant to help people avail safe drinking water and secure their health.



Water filtration system in Rath

Environmental Health

Paani Shakti

Rainwater harvesting project in collaboration with community members in Rath to conserve and use water efficiently while achieving greater agricultural yields and bringing the water table up under the ground.

- The Paani Shakti Project is using a multi-layered approach to increase the soil's water retention capacity, recharge groundwater and revive barren farmland.

STARTED GROUNDWORK
ON PROJECTS IN 2022:



2
PONDS



1
CHECK
DAM



TOTAL WATER STORAGE
CAPACITY ENHANCED

41,986
CUBIC METERS



120
FARMERS
DIRECTLY BENEFITED



INDIRECT BENEFIT TO

WHOLE
VILLAGE



GOAL: TARGET

5 MORE
VILLAGES



Kamdhenu – Cow Sanctuary

Established to promote regenerative agricultural practices while ensuring care for abandoned cattle and improvement in their breeds.



PROVIDE A LOVING HOME FOR ABANDONED STRAY COWS



DEMONSTRATE HOW TO MAKE COMPOST FROM COW DUNG AND CREATE AN ADDITIONAL SOURCE OF INCOME FOR THE VILLAGE BY SELLING IT BACK TO THE COMMUNITY AT NOMINAL COSTS, REPLACING SYNTHETIC FERTILIZERS AND PESTICIDES ON FARMS, AND ALSO PROVIDING BETTER CARE FOR THE BOVINES.



FACILITATE THE DEVELOPMENT OF A LOCAL COMPOST MANUFACTURING UNIT AND CONDUCT AWARENESS WORKSHOPS TO EDUCATE ABOUT NATURAL SOIL HEALTH PRACTICES.



CAPACITY OF
53 TONS
PER COW SHELTER



GOAL: EXPAND TO
2 MORE
VILLAGES



SUSTAINABLE DEVELOPMENT GOALS

We are committed to aligning our initiatives with the United Nations Sustainable Development Goals (SDGs). These goals serve as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

Aligning business practices with the SDGs connects us to a broader mission, working alongside organizations to improve both people's lives and the planet.

OIF Initiatives aligned with following Sustainable Development Goals of United Nations:



Village community members from our farming co-op in Rath

CHAPTER SEVEN

Manufacturing & Quality

WELLNESS BEYOND WHAT YOU SEE ON SHELVES

Organic Rose petals
ready for sorting

Processing Herbs & Production

CONTINUING THE JOURNEY FROM FARM TO SHELF...

Manufacturing Overview

Harvesting

We do not use mechanized harvesting methods –

all our herbs are hand-picked

by our partner farmers and wildcrafters and sun, or shade dried according to each herb's specifications to protect both the herb and its ecosystem.

Cleaning

After cultivation or wildcrafting, herbs are then transported to our Rath facility, in which we clean (sift two times to take out dust, particles, stems, leaves) then use nitrogen flushing technology to seal and preserve the materials. No insects or oxygen can enter.

Storing

This technology can store herbs for up to 2 years and preserve freshness, though we typically store them up to 3 months before sending them to our LEED manufacturing facility in Lucknow, India to be further cleaned, tested and packaged.

Testing

The raw materials are quality tested, ground and packed at Organic India's LEED Platinum manufacturing facility in Lucknow, India. Every batch of herbs is tested for heavy metal levels and a wide variety of other contaminants by a third-party IOF/IEC certified lab.



hand-picked chamomile



sun drying before precurement



Initial cleaning at Rath facility

Nitrogen flushing technology to seal and preserve materials

LEED PLATINUM CERTIFIED FOOD FACILITY

We own our own factory, we do not outsource this, **this rare in our industry** and important because we have control of human health, quality, worker welfare, employee wellbeing and our carbon footprint. Our factory is LEED Platinum Certified and Current Good Manufacturing Practices (CGMP) Certified, and we have been accredited with one of the most trusted and globally recognized Food Safety System Certifications: FSSC 22000. This globally recognized certification body for food safety management systems ensures that Organic India meets high standards of food safety and quality. Our production facility also holds USDA certification.

TRACEABILITY

Any raw material that comes inside the facility must have a **traceability certificate**, indicating that the raw material is authentic, organic raw material that can be traced back to the farm where it originated.

Testing & Quality

Quality Assurance

Raw materials are quarantined, and once approved by the quality team, go into production. The quality team checks each batch of herbs against strict specifications defined for each type of raw material and packaging material. Different herbs have different requirements, so they test flavor, color, aroma, grade and quality against the given criteria.

TULSI TEA PROCESSING AT OUR LEED PLATINUM CERTIFIED FACILITY:

Receiving of Raw Materials & Packaging Materials

Unloading, Palletization, Identification & Labeling

Quality Control Check #1 (Botanical Identity)

Transfer to Raw Material Storage Areas

Grinding and Further Sifting

Steam Disinfection and Cooling

Final Blending by Master Blender

Grinding into Final Tea Cuts

Quality Control Clearance #2

Packaging

Quality Testing #3 of Final Packaged Product

Palletization and Storage

Dispatched to U.S + 40 Other Countries

Quality Policy

Our quality policy can be summed up in two words: **Holistic Quality**. This means being aware of the whole. The external: including HACCP, ISO, GMO, and all other procedures and regulations.

The internal: Consciousness, Love, Care, Devotion and Presence of Being. Our Quality Policy is a direct reflection of our fundamental values and approach. The simple, undeniable truth that all is inter-connected. Therefore true quality must be holistic quality, which takes into consideration all aspects and dimensions of Life. An authentic high quality organic product is a result of Awareness and Presence of Being, where all actions on the visible, physical plane originate from Consciousness.



Farmer partner directly oversees the initial sorting process at Brindavan farm



Rath Facility team stores herbs before sending to LEED facility for further testing, cleaning, and final production

Testing Overview

We have a chemical and microbiology lab in our LEED facility where we do all testing except Heavy Metals, for which every batch of herbs is sent out to a third-party IOF/IEF Certified lab and tested in accordance with American Herbal Products Association (AHPA) standards.

Testing Requirements

1. Pesticide Testing

Testing starts at the farm, with pesticide testing at the soil level before materials are purchased. Soil and herbs must be free of pesticides and chemical contaminants to enter production.

2. Identity Testing

Physical and chemical identification to ensure herbs meet purity, strength, quality and authenticity standards. Herbs that do not meet quality specifications are not released into production.

3. Contaminant Testing

Physical, chemical, and microbiological testing for foreign matter, mold, yeast, fecal matter, insects, heavy metals and other contaminants. Materials that do not pass are not released into production.

4. Final Testing

Testing of products and packaging samples to ensure correct herbs, proper dosage, nutrient potency, particle size, color, aroma and other sensory recognition analyses. Products must meet quality standards and label specifications.

Testing Methods

- **Pesticides testing** is done on Raw Material by a third party ISO17025 certified lab.
- **Microbiological parameter testing** is done by Organic India's in house lab with Bacteriological Analytical Manual (BAM) methods approved by FDA.
- **Heavy metals testing** is done on each finished product batch by a third party ISO17025 certified lab as per our ISO 9001:2015 Certification of Manufacturing Accountability and our GMP (Good Manufacturing Procedures) certifications.



OUR STANDARDS

We only utilize herbs that are in full compliance with the American Herbal Products Association (AHPA) standards.

Why AHPA?

- **Strictest Standards.** AHPA standards are historically the most conservative in the industry.
- **Regular Review.** The association regularly reviews national and global safe harbor limits, looking at research and data to set the strictest limits for herbal products.
- **Human Safety.** In cases where the FDA has failed to set limits, AHPA fills those gaps and sets precedents based on the most rigorous human safety standards.

Additional safety standards and regulations we adhere to:

- **Ayurvedic Pharmacopoeia of India** for assessing quality of herbal medicine with reference to preparation, identification, quality and purity.
- **World Health Organization (WHO)** guidelines for assessing quality of herbal medicine with reference to contaminants and residue.



Production team at LEED
Manufacturing facility



Environmental & Human Health

The ORGANA INDIA factory is certified to meet the highest environmental standards for LEED (Leadership in Environment and Energy Design). The LEED certification was developed by the U.S. Green Building Council (USGBC) to promote and encourage the design and construction of energy and resource efficient buildings optimized for human health. ORGANA INDIA earned 87 out of 110 points, placing us on the highest, Platinum level.

LEED Platinum Certified Facility Overview

LEED-certified buildings are unique in that they address both the physical and psychological aspects of wellness.

1. Human Health

According to LEED, employees who work in LEED-certified buildings are found to be healthier, happier and more productive than those who do not.

- We employ 350 people in operations and manufacturing, and 400 more people leading in sales and marketing.
- Employee benefits like nursery and gym facilities, and breakfast and lunch provided to all staff.
- Shuttle bus services
- Bicycle parking

2. Site Selection & Design

- In honor of our roots, our LEED Platinum Certified Facility is a complement to the ancient Indian Vedic architecture system called **Vaastu**. This design system **combines all 5 elements to integrate architecture, man and material with nature**.
- ORGANA INDIA's vision of a healthy workplace arose from our respect and devotion to Mother Nature and in celebration of the Vedic tradition. **The factory was built surrounding a Bodhi tree on the selected development site**, which became an important symbol for the project.

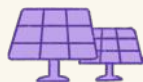
LEED SCORE



SUSTAINABLE SITES
24/26



WATER EFFICIENCY
10/10



ENERGY & ATMOSPHERE
25/35



MATERIAL & RESOURCES
7/14



INDOOR ENVIRONMENTAL QUALITY
11/15



REGIONAL PRIORITY
6/6



INNOVATION IN DESIGN
4/4

87
OUT OF
100

3. Energy Efficiency

Plays a vital role in LEED buildings as they strive to minimize their environmental impact. Energy-efficient buildings often have better indoor air quality and thermal comfort. We prioritize proper insulation, increased ventilation, and daylight, contributing to a healthier and more comfortable indoor environment, enhancing occupant satisfaction and productivity by:

- CFC free insulation
- Fine air filters
- Natural sunlight, windows in all rooms
- Semi-open corridors – indoor/ outdoor design
- Quality views – surrounding courtyard, lush, vibrant environment

Improving energy efficiency reduces the consumption of fossil fuels, decreases greenhouse gas emissions, and mitigates climate change.

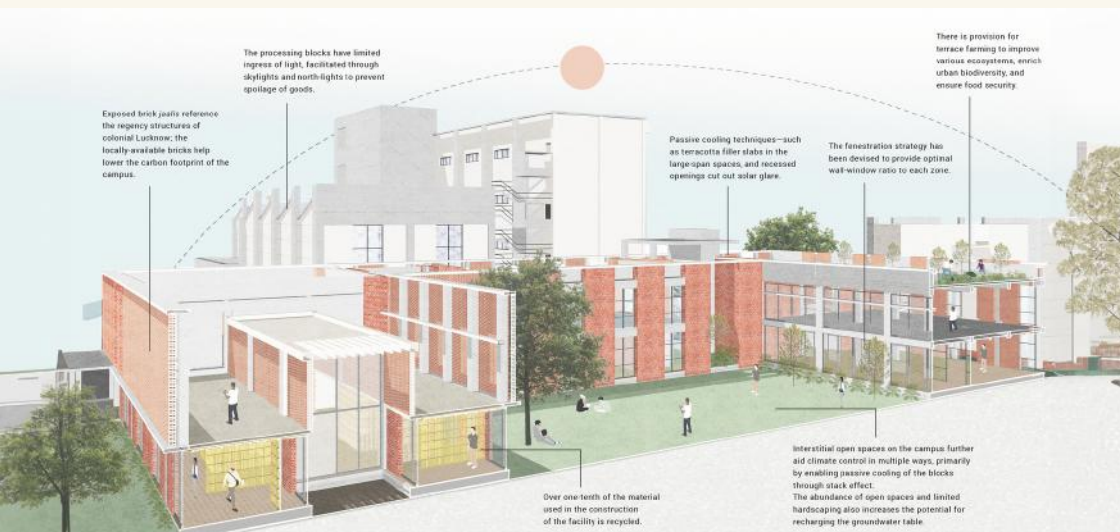
4. Eco-Friendly Design

First, the factory is designed to ensure that maximum daylight is available in all workspaces, utilizing passive solar energy. The walls are well-insulated, which reduces the amount of energy required to cool workspaces.

RENEWABLE ENERGY

Next, we utilize renewable energy and have had solar panels implemented on several roof tops around the facility in 2022-2023:

- Onsite solar generation accounts for 6.5% of the total facility's energy usage.
- The total output of onsite solar power generation was 123,782 kWh.
- Our yearly energy consumption amounts to 1,873,888 kWh.



5. Ongoing Efficiency Improvements

In 2022 we have taken an initiative for energy conservation by converting fuel required for our boiler, used for production processes and power generation, from HSD (High-Speed Diesel) boiler to an LPG (Liquefied Petroleum Gas). This is significant for:

- **Higher Productivity:** provide efficient and consistent heat, leading to improved productivity in industrial processes.
- **Minimal Heat Loss:** designed for efficient heat transfer, minimizing heat loss during operation.
- **Safety:** safer to handle and store than diesel. It has a lower risk of leakage and fire hazards.
- **Fuel Flexibility:** can operate on a wide range of liquid and gaseous fuels, including LPG, making them adaptable to varying fuel availability and prices.
- **Environmental Impact:** LPG is considered environmentally friendly due to its lower emissions compared to diesel. It produces fewer greenhouse gases and particulate matter, contributing to cleaner air: with lower levels of NOx, PM, and SOx. It also emits less CO2 per unit of energy compared to diesel.

The conversion from HSD to LPG resulted in reduced costs, a smaller carbon footprint, higher productivity and minimal heat loss.



Waste & Resource Conservation

Waste Management

Implementing effective waste management practices helps minimize environmental impact, conserve resources, enhance occupant health and safety, and contribute to the overall sustainability of buildings and communities.

We partner with the Indian Pollution Control Association (IPCA), a non-profit NGO offering solid waste management solutions.

Each day, all pre-consumer material waste is tracked and sorted into four categories:

- Biodegradable/Compostable Materials
- Recyclable Paper
- Plastic
- Glass

From 2022-2023, we recycled/reused 83% of all waste generated at our manufacturing facility, totaling:



71097.4 KG
PAPER WASTE



5682.1 KG
GLASS



19953.3 KG
PLASTIC

Diverging 96.7 MT from the landfill

96.7 metric tons (213,182 lbs.) is roughly equivalent to the weight of about 72 fully-grown Indian elephants!



We utilize an average of 25,864 kiloliters of water annually.

WATER CONSERVATION

The facility has comprehensive water management practices, including closed-loop water recycling, sewage treatment, reuse of treated wastewater for irrigation and recycling of RO reject water. These initiatives aim to minimize water consumption, reduce environmental impact and ensure efficient utilization of water resources within the facility.

Closed-Loop Water Recycling System

Implemented to significantly reduce the facility's water footprint. It involves recycling and reusing water within the facility, thus minimizing the amount of fresh water required for operations. **Not a single drop of water gets discharged as waste from the factory!**

Sewage Treatment Plant

Installed to **treat wastewater generated within the facility**. This treated wastewater is then repurposed for irrigation purposes, contributing to water conservation and reducing the demand for freshwater resources.

Reverse Osmosis (RO) Filtration Plant

Installed to purify water for various uses within the facility. Water rejected from the RO system is reused and diverted back to the raw water tank. This practice ensures efficient utilization of water resources by **recycling and reusing the reject water**.

Discharge Facility

The facility is equipped with a discharge facility, which handles treated wastewater. The treated sewage, after undergoing recycling and reuse processes such as toilet flushing, is managed within the discharge facility.



Employees describe the process of the RO Filtration plant.

Packaging

ECO-FRIENDLY PACKAGING

We are firmly committed to minimizing the environmental impacts of our packaging. Finding materials that are legitimately sustainable, clean, durable, functional and scalable presents an exciting yet complex opportunity.

Despite the inherent uncertainty of the packaging industry landscape, we are proud to share our journey with honesty, integrity and transparency.

Packaging Assessment

We have assessed the packaging materials used in our top-selling product categories: tea, supplements and psyllium. We found that:

82% of our boxed tea materials, by volume, are recyclable or biodegradable

99% of our supplement bottle materials, by volume, are recyclable or biodegradable

0% of our psyllium canister materials, by volume, are recyclable or biodegradable

Organic India TEA BAGS	OTHER TEA BAGS
Non-GMO	Rarely certified Non-GMO
Staple-Free	Typically use staples for enclosures
Unbleached filter paper made from abacacellulose fiber	Bleached filter paper
Plastic-Free	Nylon fabrics are non-biodegradable
Filter paper is verified home compostable and biodegradable	Mesh tea bags release millions of nanoplastics and microplastics during brewing



Tea Bags

Unbleached filter paper, made from cellulose-based fibers abaca and wood pulp, **completely free of plastic additives, confirmed by a 2020 third party toxicity assessment.**

Unfortunately, the industry norm is to include plastic in the mesh tea bag, which releases billions of microplastics and nanoplastics into your infusion. Many brands on the shelves have mesh tea bags that are composed of 20-30% plastic. According to studies, a single standard tea bag releases 11.6 billion microplastics and 3.1 billion nanoplastics into every cup of tea.

This poses a threat to both human and environmental health, with human risks including immune disruption, neurotoxicity, reproductive toxicity and carcinogenicity in the body; and environmental risks including contamination of the soil, waterways and ocean with chemicals and harmful microorganisms that threatens land animals and aquatic life.

Supplement Bottles

We use light-proof **dark amber glass jars to ensure potency and safety of our product.** Our amber glass bottles are recyclable in the curbside recycling stream.



Supplement Caps

Polypropylene (PP) is an extremely durable form of plastic, and the most commonly used plastic for bottle caps. We are actively pursuing innovative materials for our caps, with an emphasis on plant- and bio-based. Upgrading our cap and tamper-evident seal has the potential to remove 2,800 lbs. of virgin-plastic from our supply chain each year!

A close-up photograph of a moringa tree branch with vibrant green, pinnate leaves against a clear blue sky. The leaves are in sharp focus, showing their intricate structure and texture.

CHAPTER EIGHT

Certifications

Organic Moringa
tree branches

Proudly Certified by organizations paving the way

OUR COMMITMENT TO:

Corporate Responsibility

To be innovative and move toward the future, you must look at how you are treating farmers and the land. How a product is grown and made is a true indicator of innovation and lends itself to not only a higher quality product, but a higher quality business.

External Validation

Certifications provide external validation of our claims, products, or processes, instilling trust and confidence.

Rigorous Standards

Many certification processes involve rigorous assessments and audits, encouraging us to continuously improve our practices. By meeting and maintaining certification requirements, we are incentivized to enhance our operations, innovate and stay ahead of evolving industry trends.

Triple Bottom Line

Social and environmental responsibility and profitability are not mutually exclusive. Business can, and absolutely should, be used as a force for good. We look not to the bottom line, but the triple bottom line that elevates profit, people and the planet.



CERTIFICATIONS WE HOLD, FOR INCLUSIVE NEEDS OF OUR CUSTOMERS:



USDA Organic. Grown and processed according to strict federal guidelines that prioritize soil health, biodiversity, and the use of natural resources while prohibiting the use of synthetic pesticides, fertilizers, antibiotics and genetically modified organisms (GMOs). Organic India was the first to bring Organic to country of India.



Non-GMO. Product or ingredient was produced without genetically modified organisms (GMOs), ensuring it is free from genetic engineering or modification during cultivation or production.



Kosher. Product has been prepared and manufactured in accordance with Jewish dietary laws, ensuring it meets specific religious requirements and standards for consumption by those adhering to kosher dietary practices.



LEED. Certification signifies that a building project has been designed, constructed and operated using sustainable practices, meeting stringent environmental performance criteria set by the U.S. Green Building Council (USGBC).



Fairtrade International. Products bearing its label have been sourced and produced in accordance with Fairtrade standards, ensuring fair prices, decent working conditions and sustainable practices for farmers.



Regenerative Organic Certified®. Regenerative Organic is a new, holistic certification building on Organic and Fairtrade principles with a mission to build soil health, ensure equity for farm workers, empower farmers, and improve animal welfare. Objectives include: Tillage Action Plan, Crop Rotation Tracking, KPIS and Soil Testing.



B-Corp. Recognizes businesses that meet the highest standards of social and environmental performance, transparency, and accountability, balancing profit with purpose to create a positive impact on society and the environment.



Proud B-Corp

The **Vision** of B Corporations is that one day all companies will compete to be the best for the world vs. in the world.

The **Mission** of B Corps is to redefine the purpose of business, moving away from a singular focus on financial gain to a more holistic approach that considers the broader impact on people and the planet. Through certification and legal commitments, B Corps strive to be leaders in creating a more sustainable and responsible business ecosystem.

B Corp is a designation for companies, given by **B Lab**, a nonprofit network transforming the global economy to benefit all people, communities, and the planet for an inclusive, equitable and regenerative world.

- To maintain B Corp certification, businesses must recertify once every three years through the rigorous B Impact Assessment.
- The average business going through this assessment scores 50.
- **In 2014 our score was 100, and as of 2024 we sit at 125, marking a 25-point increase in the past decade.**

Just a couple ways we lead the way as a B Corp for our employees:

1. A hybrid and remote work model that honors worker flexibility and nurtures business productivity.
2. Generous time off for rest and community engagement for employees, with supplementary benefits like unlimited sick days, 14 holidays, maternity and paternity leave and community volunteer days.

Overall B Impact Score



- 125.8 Overall B Impact Score
- 80 Qualified for B Corp Certification
- 50.9 Median Score for Ordinary Business

Based on the B Impact assessment, Organic India USA earned an overall score of 125.8. The median score for ordinary businesses who complete the assessment is currently 50.9



US Marketing Director,
Kat Wiranowski

CHAPTER NINE

Community & Partnerships

Thriving organic Psyllium farm

Community & Partnerships

STRONGER TOGETHER FOR A SUSTAINABLE FUTURE

We partner with numerous nonprofit and community-based organizations who are making a difference on a local and global scale in protecting this precious planet. Partners include Rodale Institute, Regenerative Organic Alliance, Climate Collaborative and OS2. We also partner with inspiring brand ambassadors who embody our Healthy Conscious living ethos and run their own wellness programs across the country.

CHARITABLE GIVING AND SUPPORT

Organic India considers the social and environmental impact of all contributions or donations and supports other like-minded organizations through three means of contributions: charitable contributions, sponsorships and in-kind donations.

The purpose of Organic India's Charitable Contributions program is to recognize our responsibility to create a positive impact in the world and re-invest a portion of our resources back to our communities



ORGANIZATIONS WE HAVE CONTRIBUTED OR DONATED TO IN 2022-2023:



The Climate Collaborative. The Climate Collaborative brings manufacturers, retailers, brokers, distributors and suppliers together to build existing climate solutions to scale and to find innovative, new ways to help reverse climate change.



OS2. One Step Closer is the nonprofit behind the Climate Collaborative and Packaging Coalition, which has become the premier arena for natural products companies to make commitments and share best practices in mitigating and reversing the negative effects of climate change and packaging progress.



The Organic Center. Advocacy in furthering the organic trade movement. Association with and knowledge sharing with essential resource promoting organic agriculture and providing science-backed arguments for adopting organic in diet and lifestyle.



COLORAMA. Represents the Ayurveda profession in Colorado and nationally, and promotes a positive vision of Ayurveda and its holistic approach of health and wellness.



Regenerative Organic Alliance. A group of farmers, business leaders, and experts in soil health, animal welfare and social fairness collectively called the Regenerative Organic Alliance (ROA). In operation since 2017, this organization developed the Regenerative Organic Certification (ROC).



American Botanical Council (ABC). An independent, nonprofit research and education organization that provides reputable medical, scientific, and traditional journal databases with herbal information to practitioners, researchers and industry professionals.



American Herbal Products Association (AHPA). Comprehensive resources and support for herbal products companies in regulatory and research fields.



Yogi Athlete. Wellness service with the mission to empower athletes with the transformative power of yoga and mindfulness, with programs designed to support athletes on their journey to peak performance and overall well-being.

**EAT
MOVE
MEDITATE** EAT. MOVE. MEDITATE.

Eat Move Meditate is a nonprofit that has been a driving force for social change in the health and wellness space. The organization makes yoga, wellness activities, and nutritious, plant-based foods more accessible to the community, building a more equal and inclusive environment for comprehensive well-being.

“A healthy individual inspires a thriving community, and a thriving community gives rise to a flourishing planet.”

Adrienne and Amir, Founders of Eat Move Meditate

At least once a year, the organization hosts its main event, “Eat Move Meditate.” The event cultivates positive change by emphasizing the importance of health and well-being and providing attendees with the tools and knowledge necessary to lead healthier, more balanced lives.

We donate annually to this event, dedicated to promote healthy and equal access for people here in the US.




RODALE INSTITUTE

A 501(c)(3) nonprofit founded in 1947 that was a leading pioneer of the Regenerative Organic movement. Rodale Institute is growing the movement through research, farmer training and consumer education.

“For nearly a decade, Organic India USA has provided funding to our vital work in healing the planet and her people through the power of regenerative organic agriculture. Having mission-aligned partnerships is critical to our success, and we have been so grateful to be able to count on their steadfast support.”

Jeff Tkach, CEO





CHAPTER TEN

Future Vision

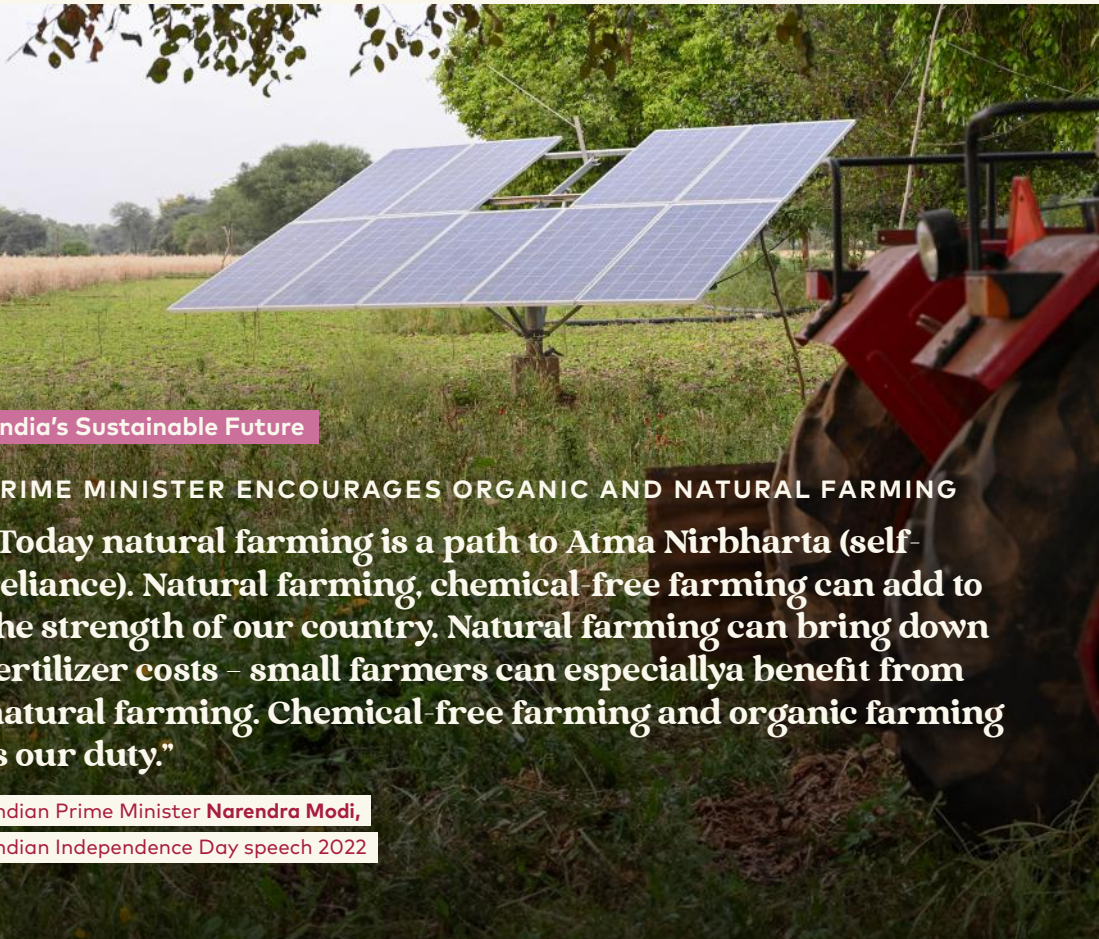
Independent farmer partners tending
their organic Chamomile farm

Future Vision

A story of hope at a time that the world needs it most...

More than a brand, Organic India is a global movement, a living ecosystem and a story of hope at a time that the world needs it most. It benefits everyone involved – the land itself, the farmers, the neighboring communities, the global wellness community and the entire planet. If India, the newly-most populous country in the world can switch to Organic, what kind of impact does that have on the planet at large? On food security? On land preservation? Organic India is a huge step forward to an Organic Planet and Organic Future for all.

Through our direct, fair partnerships with multigenerational organic farmers, kinship with esteemed Indian Ayurvedic doctors, and allyship with environmental and social organizations making a difference on a global scale, we have the great honor of embodying "Love and Consciousness in Action" in all that we do.



India's Sustainable Future

PRIME MINISTER ENCOURAGES ORGANIC AND NATURAL FARMING

"Today natural farming is a path to Atma Nirbharta (self-reliance). Natural farming, chemical free farming can add to the strength of our country. Natural farming can bring down fertilizer costs – small farmers can especially benefit from natural farming. Chemical free farming and organic farming is our duty."

Indian Prime Minister **Narendra Modi,**

Indian Independence Day speech 2022

THE NEXT ERA OF ORGANIC

"We were previously growing with chemicals, which were making us and our animals sick, but switched after partnering with Organic India and did the three-year transition to organic. We immediately saw a difference in the quality of the herbs and productivity of our farm. Associating with Organic India has been highly beneficial because we are getting good quality produce, our soil is more fertile by the day, we are receiving premium price – and we are not sick, our animals are not sick, I love everything about it."

Dalpad, Organic Psyllium Farmer,

Rajasthan, India







Thank You

for supporting **Healthy Conscious Living!**