



No OR To ORGANIC

It's Not Just Another Fad. It's Your Route To The Greener And Healthier Side

Roti, kapda aur makaan

Roti

- Buy organic foods
- Opt for locally grown food



Kapda

- Use organic fabrics
- Reuse and recycle old clothes



Makaan

- Plant your indoor organic garden
- Switch to eco friendly appliances and products



Aur tum...

- Take public transport
- Do not use non biodegradable materials like plastic



The green club inspires When Celebrities Have #OrganicGoals

Courtney Cox: Who knew that the O in Monica's OCD could also stand for organic? From makeup to bedroom linen, Courtney's undaunted love for organic products is no

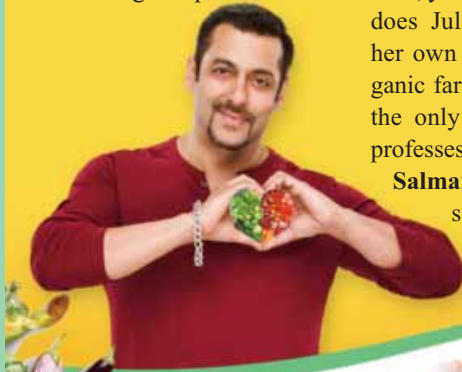
less inspiring than Joey's love for sandwiches.

Julia Roberts: How do you get a bunch of uptown folks to sing "Oh, pretty woman for you"? Well, you mind what you eat, as does Julia Roberts. Growing her own vegetables in her organic farm, a green lifestyle is the only one she knows and professes aloud.

Salman Khan: For all those still baffled with the fact that 'Tiger

Zinda Hai', there you go. Let's just say that his reel life longevity stems from the real life commitment to organic food. And don't even get us started about Bhai's tryst with cycling commitments.

Brangelina: No, we can never have enough of this former couple. Brangelina's organic lifestyle manifests their love for the planet and for each other. Together in health and happiness they are, certainly.



YOUTH POWER FINDINGS

9 out of 10 people knew about organic food.



8 out of 10 people had more than one AC at home.



7 out of 10 people traveled to local market on foot or bicycle.



9 out of 10 people knew that most food items contained chemicals.



5 out of 10 people segregated their waste at home.



Sample size: 608 Methodology: Questionnaire
Sample group: 14-70 years

En route the greener side

Amidst burgeoning pollution and thriving consumerism, only an organic lifestyle can offer health. **Varun Singla, Founder, Vakshi Organics**, cracks the code.

The Need: Increasing air and water toxicity and rampant adulteration of food reckon the diminishing quality of our natural surroundings. We, thus, need to be watchful of what we intake. Today, our food is not just adulterated with inferior ingredients, it's becoming toxic with the addition of pesticides, growth hormones, colours, flavours, acids, etc. Organic products can no longer be only an option – they are a necessity.

The Hurdles: Even though the problem is out there in black and white, acceptance of or-

ganic products remains a distant dream. Resistance to organic lifestyle can be attributed to many reasons, all of which find their roots in the basic lack of awareness. As a result, some brands have been successful in deceiving the public, promoting their expensive products as 'Safe' and 'Organic'. This in turn has widened the gap between the awareness of a layman and his acceptance of an organic lifestyle. The general perception about organic products is that they are expensive and meant for a certain class. Little do people know about their role in developing a healthy lifestyle and promoting local economies.

The Future: Despite these issues, it is encouraging to know that the market for organic foods is set to grow phenomenally over the next



Varun Singla, Founder, Vakshi Organics

5 years. The tables haven't turned but people are moving towards an organic lifestyle to minimise health issues stemming from food adulteration and pollution. At an individual level, we can contribute by choosing organic substitutes at every opportunity and growing more trees using organic compost and manure. That said, creating more awareness about organic products and their benefits should be our first priority.

Roll the dice and go organic

