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NEWSLETTER

JULY 2021

A DEEPER LOOK AT
CO-CREATING
ECO-HABITATS...



REDUCE YOUR
PLASTIC FOOTPRINT

How Happy is your
money?

Life at Naandi

The Organo Impact

S.O.S
Save Our Swales

FOREST BATHING
ADVANTAGES

S.O.S | Save Our Swales

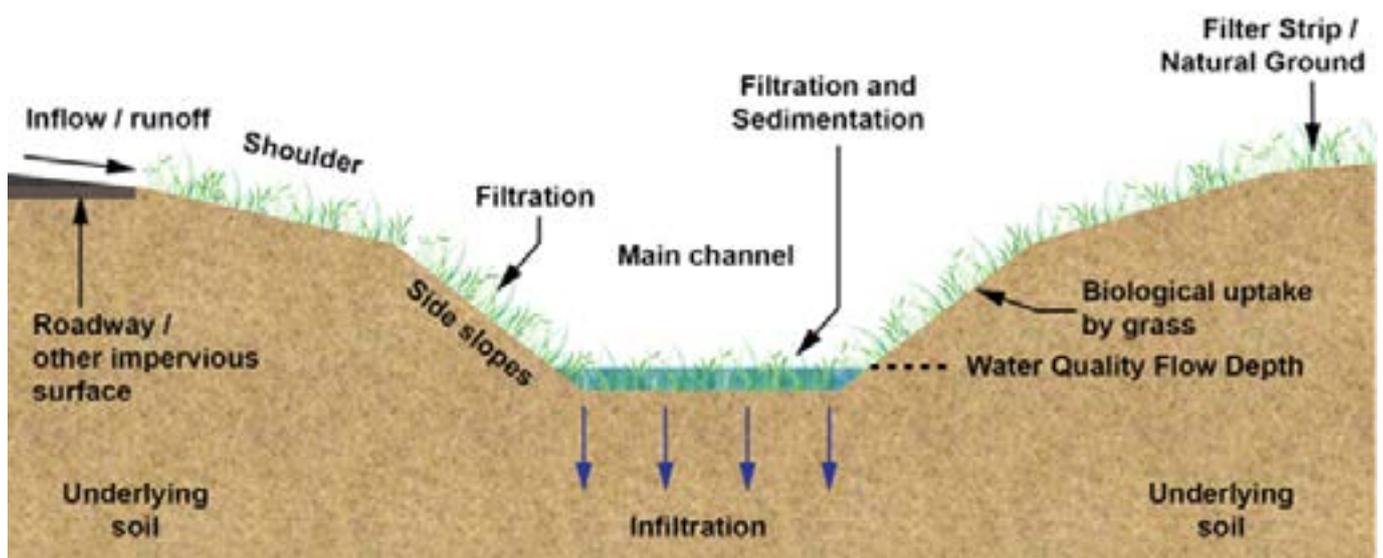
Waterlogging on roads in monsoon and dried up borewells is a common scene in our cities. With the water crisis becoming one of the major global crises, at a fast pace, it has become the need of the hour to incorporate water conservation techniques at a global level as well as individual level. More importantly, these issues are directly affecting our lives on a regular basis.

Many communities and localities have become aware of the necessity of responsible consumption and conservation of natural resources. Communities have started adopting rainwater conservation, and wastewater recycling technologies, however, this is not enough due to the vast abundance of concrete surfaces

which block the earth's surface from allowing rainwater to reach the groundwater table.

The increase in population results in an increase in demand and limitations in supply. This is leading to the rapid depletion of groundwater and natural reservoirs. On the other hand, the precious rainwater is diverted into drainage systems along with wastewater. This precious natural resource is highly underutilized.

There are methods available to replenish the groundwater tables and natural water storage systems like groundwater tables, ponds and lakes. These methods are collectively known as Sustainable Drainage Systems.



Reducing soil erosion

What are SUDs?

Sustainable Drainage Systems (SUDs) are a variety of Water Management Techniques That are incorporated to align man-made drainage systems (methods to drain or soak water falling on the ground) to go hand-in-hand natural water systems. SUDs manage the water flows, water runoffs and groundwater volumes along with other biodiversity benefits.

What are Swales?

One of the components of SUDs is swales. Swales are shallow, broad channels with vegetation grown on them, designed to store and/or carry the runoff water and filter out the pollutants. They are passage structures designed to promote infiltration of surface water where soil and groundwater conditions allow. After infiltration, they pass the runoff water to the next stage of water treatment.



Image of a swale at Organo Naandi



Swales offer sustainable drainage

Where can Swales be constructed?

Swales can be built in the residential landscape. They can be integrated into the surrounding area like public open space or road verges. They can also be built in independent backyards. Local wild grass and flower species can be introduced not only for visual interest but also to welcome the biodiversity of insects and birds into our surroundings.

Benefits of Swales

Swales help in removing the pollutants and suspended solids accumulated in the surface water through filtration and sedimentation into the ground/soil. They play a major role in Flood risk Management by controlling the flow of excess water. They also act as a Rainwater Harvesting system and help in improving the groundwater quantity and quality. Acting as a water quality management design, they improve the surface water levels and quality of the property. Swales increase the ecological value of the site by attracting a variety of biodiversity to the plantation grown on the channels.

Advantages of Swales

- Easy to incorporate into landscaping
- Good removal of urban pollutants
- Reduces runoff rates and volumes
- Low capital cost
- Maintenance can be incorporated into general landscape management
- Pollution and blockages are visible and easily dealt with

Incorporation of these Sustainable Drainage Systems into any available open spaces in and around your community can make a big difference in improving the water resources of your area. It is a small step of one-time investment towards our water conservation. Let's build swales and Save Our Swales!

How Happy is your money?



It's quite often said, "Money can't buy happiness", and yet the vast majority of humans are motivated by the very idea of amassing wealth.

It's all about happiness at Organo

Whatever income background one hails from, the want seems to be the same - the fisherman is just as keen to make money as the software CEO - that desire is innate. Why would we be so concerned, as a species, with chasing something that supposedly cannot make you happy? The truth is that money can bring happiness, or of course anguish, depending upon how we decide to use it.



Club House at Naandi

A Boston College study, which surveyed the philosophies of 165 high net worth households, concluded with some interesting findings. When asked about what aspirations parents had for their children in the future, very few responded with grandiose dreams of their kids in high positions, but rather were more concerned with how to teach their children to live, 'meaningful', and, 'impactful', lives in their communities.

This was not about the cliché of making the world a better place. This was a specific hope that their children would make, 'their community, their neighbourhood, their family',

better. Quite taken aback the researchers were by these responses, since they did not fit in with the stereotypical view people have of wealthy people and what their aspirations are. It turned out that, across the board, those surveyed truly just wanted a better life for their children and the community around them. So, what's the takeaway? Robert Kenny – one of the heads of this research – said of these findings in an interview that:

'This research shows the rest of the world, who often think that if they just made one more bonus or sold one more item or got one more promotion, then their

world and their family's world would be so much better, that this isn't necessarily true'.

The point he makes is that it is not really so much about how much wealth one collects, but more about how one chooses to spend it, and that spending on things that feed the soul and boosts society around us will be a more significant indicator of individual happiness than how many dollars you have in your bank account.

Happy Money

The Science of Smarter Spending

Elizabeth Dunn & Michael Norton

How Money can Buy Happiness-If you Spend It Right

In the early 2000s, a couple of friends - Elizabeth Dunn and Michael Norton - wrote a book entitled, 'Happy Money: The Science of Happier Spending', in which they introduce five clear routes to making your money "happy":

1. Buying experiences over material items. The idea here is that, for example, going for that dream trek in a beautiful location will ultimately give someone more happiness (in the name of beautiful memories) than buying the latest BMW will.
2. Making things a treat instead of a habit, thereby promoting more appreciation for that thing. So, planning for a special feast once in a while will be more enjoyable than spending daily on lavish meals at top restaurants.
3. Buying "time", which talks about the notion of outsourcing tasks that you dislike, with the intention that more time will now be free to do things that do bring joy.
4. Paying for things upfront, rather than buying things on credit. The essence of this is to be more organised with larger purchases so that they are paid for before you begin enjoying them, since having any form of debt is a stressor (even if affordable).
5. Investing in others, because spending on others will bring a bigger happiness-high than spending on oneself.



Micro-gardening & farming go hand-in-hand



Kids have fun with pottery

Not surprisingly, this new-age Western thinking is somewhat reminiscent of ideas that have been explored in the Subcontinent since the Vedic era, in particular with respect to the last point above – that of Samavriddhi, which is a concept that Organo considers central to living harmoniously and happily – prosperity for all by promoting growth and development through creating opportunity and abundance for all in any given community. When someone makes the decision to invest in Organo, you get more than just a home. This is an investment not merely into an eco-habitat, but also into the betterment of the wider area around it.

So how are the ways in which we achieve this? In many ways. By outsourcing jobs like housekeeping and grounds maintenance, not only does it create much-needed roles in the local area but it also absolves residents of tasks that may not be things they are keen to spend their valuable time on. That is money well-spent. Electricians, plumbers and carpenters, etc. are contracted for jobs and paid fairly. But one of the most key societal changes we implement is through farming – firstly by employing local farmers, but also by teaching them the methods of organic farming so that they may use these skills in farming their own land. Currently the vast majority of farming in India relies on pesticides and genetically modified strains of produce to maximise crop yield. It can be quite intimidating for farmers to switch to organic farming, firstly because most of the skills required have been long forgotten about, and secondly because they may worry about whether their organic harvest will sell – after all, organically produced

food is still consumed far less than mass produced food. Here though, we not only farm organically ourselves, but also buy in locally produced organic food directly from farmers that have been taught how to farm in this way; cutting out the middleman and guaranteeing a fair price straight to the grower.

This Rurban way of life effortlessly blends the desire for people to live rurally, with the full understanding that people moving from urban environments are used to modern conveniences. By investing in a home in this habitat, that much desired immersion into a village-style life is achieved, whilst knowing that you have also invested in the development of the surrounding villages and their inhabitants. And really, this is the essence of “happy money” – to spend in a way that not only pleases the self but that also improves quality of life for others, and to play a part in creating a better future for the generations to come.

AYURVEDA A WAY OF LIFE

Ayurveda is a 5,000-year-old traditional Hindu system of medicine with abundant secrets to a healthy and fulfilling life. One can use the wisdom of Ayurveda to gain inner peace, balance in bodily systems, longevity, vitality and good health. We live in a world that is obsessed with diet culture. Food companies selling products that have the label 'diet' are an instant hit among the calorie conscious crowd. Many times, they are made from unhealthy artificial sweeteners or shortening that can cause a number of health hazards. Thus, dieting as such can cause more health hazards than offer benefits. Research has shown that a combination of 80% optimum diet and 20% exercise can help people achieve their desired weight loss results. While following a specific diet is important in achieving weight loss goals, starving the body or eating diet-labeled foods do more harm than help in this endeavour.



Ayurvedic remedies from the herbal forest

Let's now look at what Ayurveda has to offer for people who want to get back in shape:



Warm water: Ayurveda recommends drinking warm water as it assists in digestion and purification. So, ditch chilled water and drink warm water on a regular basis. Sipping green tea with ginger or lemon is also found to be effective.



Meditation: Research shows that stress can cause hormonal imbalances in body and many times weight gain. Meditation helps ease anxiety and stress, and thereby helps in achieving inner peace. To see the results of this powerful medium, devote 20 minutes each day for meditation.



Eat right: Nature provides us with nutritious and wholesome foods to nourish our bodies. Consume natural foods as much as possible and avoid too much of processed foods or refined sugars. Ayurveda recommends a diet comprising of at least 40 to 50% of fresh fruits and vegetables. Making lunch the biggest meal is also recommended.

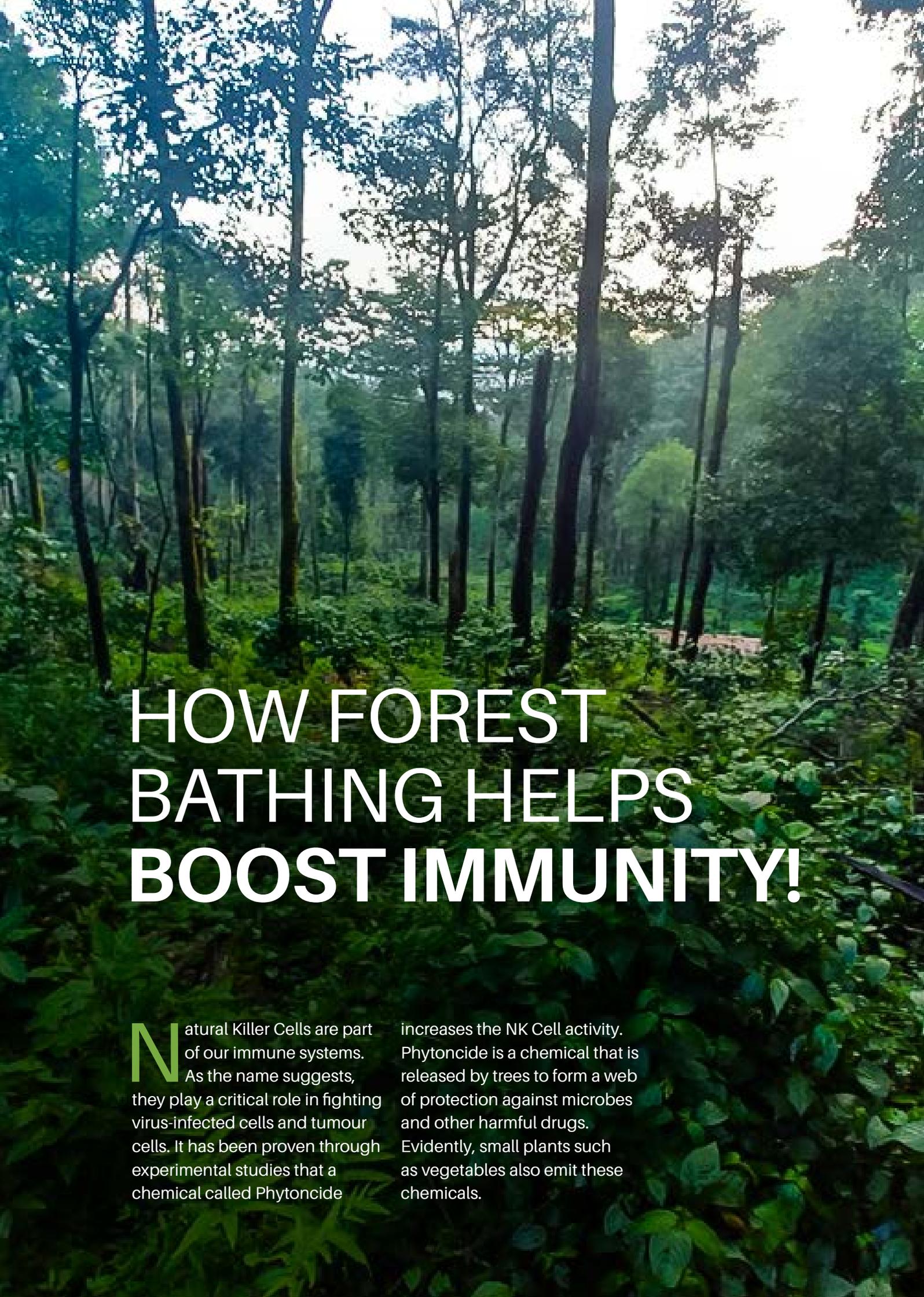


Say no to snacks: Unhealthy snacking between meals is the biggest culprit to abnormal weight gain. Stick to the food timings and eat fibrous and nourishing meals. Eating wholesome food can help curb cravings for snacks to a large extent.

The ayurvedic way of life teaches us to be healthy, happy and hunger free, and at the same time helps achieve optimum weight in the most natural way.

Ayurveda is a holistic approach to human life. It addresses the mind, body and soul. It treats the body as a temple which needs to be worshipped. Use of packaged, artificial and chemically grown foods is considered as an abuse to the body.

Ayurveda talks of being natural and achieving inner balance by serving the body simple, healthy and nourishing food.



HOW FOREST BATHING HELPS BOOST IMMUNITY!

Natural Killer Cells are part of our immune systems. As the name suggests, they play a critical role in fighting virus-infected cells and tumour cells. It has been proven through experimental studies that a chemical called Phytoncide

increases the NK Cell activity. Phytoncide is a chemical that is released by trees to form a web of protection against microbes and other harmful drugs. Evidently, small plants such as vegetables also emit these chemicals.

Forest bathing increases our exposure to these Phytoncide compounds. Read this research paper to know more:



<https://pubmed.ncbi.nlm.nih.gov/20074458/>

Apart from this, there are other benefits to forest bathing such as reducing blood pressure, improving your mood, filling your lungs with fresh air and improving your creativity.

It is near impossible to create such forests within the cities for lack of certain things like land and due to abundance of certain things like polluted air and water. But in eco-habitats, like Organo Antharam, at-least 25% of the land is left for afforestation with walking paths and cycling tracks running across them with seating areas spread across. Spending time in these areas every day is a close approximation to forest bathing that can be experienced every day.



Life at Naandi

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WE FEEL TRULY
CONNECTED WITH
NATURE AT
NAANDI



Anil & Kavita Dixit

<https://youtu.be/eDkrGOQ5Cik>

After having lived in different parts of India, Kavita and Anil Dixit chose Naandi to settle down because they feel one with nature here. At home with the birds, bees, blossoms, and blooms, living at Naandi is an experience they cherish deeply.

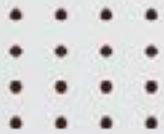


Eco-habitats to help local economy thrive!



Nagesh Battula

Founder &
Managing Director



<https://youtu.be/UNpBRj2baqw>

Nagesh Battula, Co-Founder, Organo, speaks on the essentials and principles behind developing eco-habitats. He talks about how the entire business is designed around making profits while adhering to sustainable concepts.



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THIS RESIDENT FOUND
HER FOREVER-AFTER
HOME AT **ORGANO**

https://youtu.be/fnycaUy_jDw

Uma Pathak wanted a home that was rooted in the earth - not a flat in a skyscraper. She loves her forever after home. She has made up her mind that if she lives in Hyderabad, it will only be at Organo and nowhere else.

HOW TO BUY A FARMHOUSE?

An Invaluable Guide



Shatamanam Bhavati

[DOWNLOAD NOW](#)



REDUCE YOUR PLASTIC FOOTPRINT

We Do Not Inherit
the Earth from Our
Ancestors;
We Borrow It from
Our Children





Plastic adds to the landfill and pollution

WHAT IS PLASTIC FOOTPRINT?

The Plastic footprint is the measurement of how much plastic consumed by you on a day-to-day basis contributes to the waste in landfills and oceans. This is in addition to the carbon footprint of plastic production.

For example, a single plastic shopping bag generated 33 grams of CO₂. A young tree absorbs about 33 grams per tree per day. So every time, you dispose of a plastic tree, you will need to ensure you plant a young tree to offset the carbon dioxide emissions.

And because plastics take thousands of years to decompose (and some of them, never!), it is important to remember that your Plastic Footprint will outlive you by million years!

HOW MUCH PLASTIC DO WE GENERATE?

According to a recent TOI article, in 30 years, India is tipped to DOUBLE the amount of waste it generates! At present, we generate the most waste globally. While our waste per capita is lower than in some developed countries, the sheer volume of waste, including plastic waste, produced by our 1.3 billion population is expected to increase substantially by 2050.

Polyvinyl chloride (PVC) was first polymerised between 1838-1872. And around 1907, the Belgian-American chemist Leo Baekeland developed Bakelite: the first mass-produced synthetic plastic. In just over 150 years, there are countless types of plastic with 1000's uses.

Over the years, plastic has become a very popular consumer material. Take a minute and look around, within

few seconds you can count a handful of objects made out of plastic. Right from our toothbrushes, pens to our tech gadgets like mobile phones and laptops, they are all made of different grades of plastic.

WHERE DOES ALL THIS PLASTIC GO AFTER USE?

Once you dispose of your plastic products, did you ever wonder where they end up? 79 per cent of the plastic made in the world enters our land, water and environment as waste; some of it also enters our bodies through the food chain. Only 9 per cent of the total plastic waste in the world is recycled.

Total annual plastic waste generation in India is at a staggering 3.3 million metric tonnes per year. And 40% of this waste ends up in landfills! So every time you buy and dispose of a plastic item, you increase your plastic footprint.



Only 9% plastic gets recycled

HOW DOES OUR PLASTIC FOOTPRINT IMPACT OUR PLANET?

India generates about 25,940 tonnes of plastic waste every day. Out of this, 40% of the generated plastic remains uncollected. This causes choking of drainage and accumulating in our natural river systems. It also pollutes various eco-systems such as marine and land eco-system. It causes soil pollution and air pollution when burnt. Additionally,



Animals choke on plastic

1. Animals eat plastic

Stray animals on road and marine life in oceans, unable to distinguish between edible food and plastic, are consuming huge amounts of plastic accumulated on land & in water and succumb to the harmful toxins released by plastics in their bodies.

2. Eco-system pollution

Plastic pollution causes a threat to marine ecosystems. Plastic in the environment upsets the delicate balance of biodiverse species and habitats. Plastic pollution has arisen in just a few decades and is increasing rapidly. Many species haven't had the chance to recognise the

dangers and learn how to deal with it.

3. Plastics in our food chain

Microplastics are minuscule pieces of plastic that enter our natural eco-systems through variety of sources, such as industrial processes, chemical farming practises, processing and packaging and more. These microplastics move up the food chain through plants and animals and eventually end up in the food we consume.

4. Effects of exposure to plastic on human health

Plastic is everywhere! In our food, in our drinking water, and in the air we breathe. And

these impacts our health in many ways. Studies show that endocrine-disrupting chemicals, that are commonly used to make plastics, are associated with around eighty diseases, including certain cancer, obesity, and reproductive disorders. Plastics also act as the carriers for pathogens such as bacteria and viruses.



Plastic is harmful for the environment

WHAT CAN YOU DO TO REDUCE YOUR PLASTIC FOOTPRINT?

Every small step leads to a big outcome. Adopting a plastic-free lifestyle is easier than you think. You can start with your home and your own personal space: start by switching to eco-friendly products. Here are 5 easy steps to help you adopt a plastic-free lifestyle:



Switching from plastic to natural

1 Avoid Single-use plastics

Swapping single-use plastics for eco-friendly products is the first step towards reducing your plastic footprint. Avoid the usage of disposable plastic products. For instance, carry a stainless-steel straw and cutlery in your bag. Use it when stopping by for a quick bite at the local food stall or your favourite juice shop.

2. Carry your own water bottles and coffee mugs

Stay hydrated, and don't forget to carry your own water bottle. This helps avoid the usage of single-use plastic bottles. Remember, a plastic bottle lasts in your hand for 5 minutes but

lasts on earth for thousands more. Also, get your coffee break in collapsible coffee mugs to reduce the accumulation of plastic cups & coffee lids.

3. Carry your own bag

You can minimize the accumulation of nonbiodegradable shopping bags in the landfills by carrying your own cloth or jute bag every time you go on a grocery run. Leave extra ones in your car or bike.

4. Enjoy the dine-in experience

To reduce the food packaging material, enjoy the fine ambiance of your favourite restaurant or café, instead of having your favourite dish

delivered home. If you are really craving takeaways, bring your own box containers to the restaurant and have them filled in with your dishes. In India, restaurant food used to be packed in customer's own tiffin boxes even as late as the 80s.

5 Choose bio-degradable products

Switch to products made of biodegradable materials like bamboo and hemp. Something as small as switching to a bamboo toothbrush is easy, while also having a big impact on reducing your plastic footprint.

CONCLUSION

By swapping out a few single-use plastics for reusable/eco-friendly options every day, you will significantly shrink your plastic footprint while helping the planet in a big way. And, the more people you encourage to join in on your plastic-free lifestyle, the healthier the earth will stay.

It is correctly said that we don't inherit the Earth from our Ancestors, but borrow it from our Children. It is our duty to ensure that what we borrow, we return back in good, if not better, form.

At **Organo Et School**, we believe in connecting children with the natural world at a young age as the first step in creating responsible stewards of our collective future. If you or your children are interested in attending our workshops on Waste Management or Plastic Waste Reduction, please connect to us at oes@organo.co.in and by phone **915410077510**



Organo Et School is the brainchild of team Organo. Organo was founded on the idea of environmentally conscious living and Organo Et School translates that idea into reality by educating and empowering schools, colleges, organizations and communities on the triple bottom line of sustainability. Organo et School aims at engaging individuals of today to stay connected with nature through workshops, live sessions and site visits.

LEADING THE CHANGE

We create an experiential learning environment for people to learn from. Organo Et School educates people about the challenges of sustainable development and creates opportunities for them to use their creativity and knowledge to pioneer innovative solutions for themselves. Learners develop a sense of place and belonging to their local community.

NURTURING
A LEARNING
ENVIRONMENT
FOR ALL
STAKEHOLDERS
WHERE
INCLUSIVE
HOLISTIC
ECO-LIVING IS
CELEBRATED



Parents' views on OES Be a Farmer Program



<https://youtu.be/p49bliG6Bgg>

It is with great excitement Organo Et School invited young children to the "Be A Farmer" program. This program is designed to give participants a hands-on learning experience that will take children through an entire crop cycle of 120 days, starting 4th July, 2021.

The primary motive of the program is not only to create an immersive learning experience for children to stay interconnected with nature, but also to bring together all like-minded families looking to introduce their children to nature-awareness, safe food and sustainability.

We received overwhelming responses from enthusiastic parents who wanted to take part in farming and learn more about Natural Farming along with their children.

"OES provided us, city dwelling folks, an opportunity to stay connected with nature", says Mr. Manish, parent of Amaira Sharma, a young farmer in our program.

This program created an opportunity for parents to start their journey of nurturing an eco-child. Here are few more testimonials from parents who enrolled their children in Be a Farmer program:



<https://youtu.be/HCeSpJJFya8>



OES's Children Farm begins with Seeding & Transplanting!



It is with great excitement Organo Et School invited young children to the “Be A Farmer” program. This program is designed to give participants a hands-on learning experience that will take children through an entire crop cycle of 120 days, starting 4th July, 2021.

Finally, the day arrived, it was a bright sunny Sunday morning, the sun shone in the clear blue sky. Families started to trickle slowly into the farm and soon began to settle following required covid protocols. 24 children were directed to their respective farm patches. Each child carried their own gardening tools while OES has

given a 48 sq feet farm patch, bio-fertilizer, seasonal seeds and saplings to work on.

After a brief orientation and introduction, the farm experts and facilitators showed children how the soil and seeds were treated and prepared before they were to be sowed.

The children were also told how plants needs to be nurtured and require a lot of attention and care. Putting on gardening gloves, soon children got into their farm patches to check how does the soil feel against their hands.

With the help of a spade the soil was loosened and dug 8-10

inches into the ground. Children were asked to use a rake to push the soil long, and create raised mounds and explained about how a vegetable gardens grow best when they're planted in rows to have valleys in between them so there is enough space between the plants. Furrows were made for the seeds and children took seeds into their palm and scattered pinches of seed as evenly as possible. Finally, it was time to water the furrows to keep the soil surface moist but not dripping wet until the seeds sprout.

Although farming definitely is lot of work, doing it together as a family made it fun. It was indeed

a great time to have conversations. Some parents were requested to pitch in and help the younger children, while parents of the older children relaxed in the company of books. The classical music in the background added to the entire setup with its calming effect.

In the coming weeks this group of children and their families will witness what it takes to grow a seed to harvesting their veggies. Growing food is all about patience ... and it's always worth the wait!

Here are some more photos from last Sunday:



<https://www.youtube.com/watch?v=gT7bRBkbPyQ>

About Organo Et School (OES)

We recognize that for any positive impact to be sustainable, it has to be long-term and inter-generational. Organo Et School strives to create an apt learning environment that will support and empower families as well as individuals to embrace sustainable living mindsets and habits.

Organo Et School is a learning initiative set up by Organo in 2017 and has been facilitating field visits and workshops for Schools and Interest Groups. Organo Et School has had over 25+ schools, 6000+ students and 2500+ adults participate over the last 4 years.

We believe in connecting children & adults with nature. Connecting children with the natural world at a young age is the first step in creating responsible stewards of our collective future.

If you or your children are interested in **future Be a Farmer programs**, please connect to us at oes@organo.co.in and by phone 9154100775 today! You can also [click here](#) to express your interest. We will keep you posted on our future farm cycles.



Updates

Eco-Summer Camp Nature Journal June 2021

Eco-Summer Camp Nature Journal June 2021

SUN	MON	TUE	WED	THU	FRI	SAT
		1 Find out what is special about monsoon rains?	2 What constellations can you see?	3 Visit a water body & notice birds there	4 List names of water plants in Hyderabad	5 List names of birds in your neighbourhood
6 Find out which birds build hanging nest	7 Name the weeds in your garden	8 Preserve the tulsi leaves in a book	9 In which direction does the Moon rise?	10 Make a sketch of fruits in your homes	11 Sketch how fruit trees look like (3 trees)	12 What time does the moon set and rise?
13 Sketch the moon phases	14 Record time of sunrise, sunset & length of day	15 Capture shape of moon & craters tonight	16 Sketch the flowers in your garden	17 List the herbs in microgreen garden	18 Sketch insects that visit in monsoons	19 Identify 5 trees from your street
20 Write down the smells of fruits in your home	21 Record time of sunrise, sunset & length of day. Compare to June 24	22 Sketch root vegetables that you eat	23 Enjoy indoor fruit picnic with the family	24 Draw the constellation of your sun sign.	25 List out Indian moths that are common	26 Sketch a few Indian caterpillars
27 Make a list of way in which June is special	28 Record time of sunrise, sunset & length of day. Compare to June 21	29 Count the number of trees in your colony	30 Find out from your gardener how often to water trees	Send email to OES with your lists/drawings		

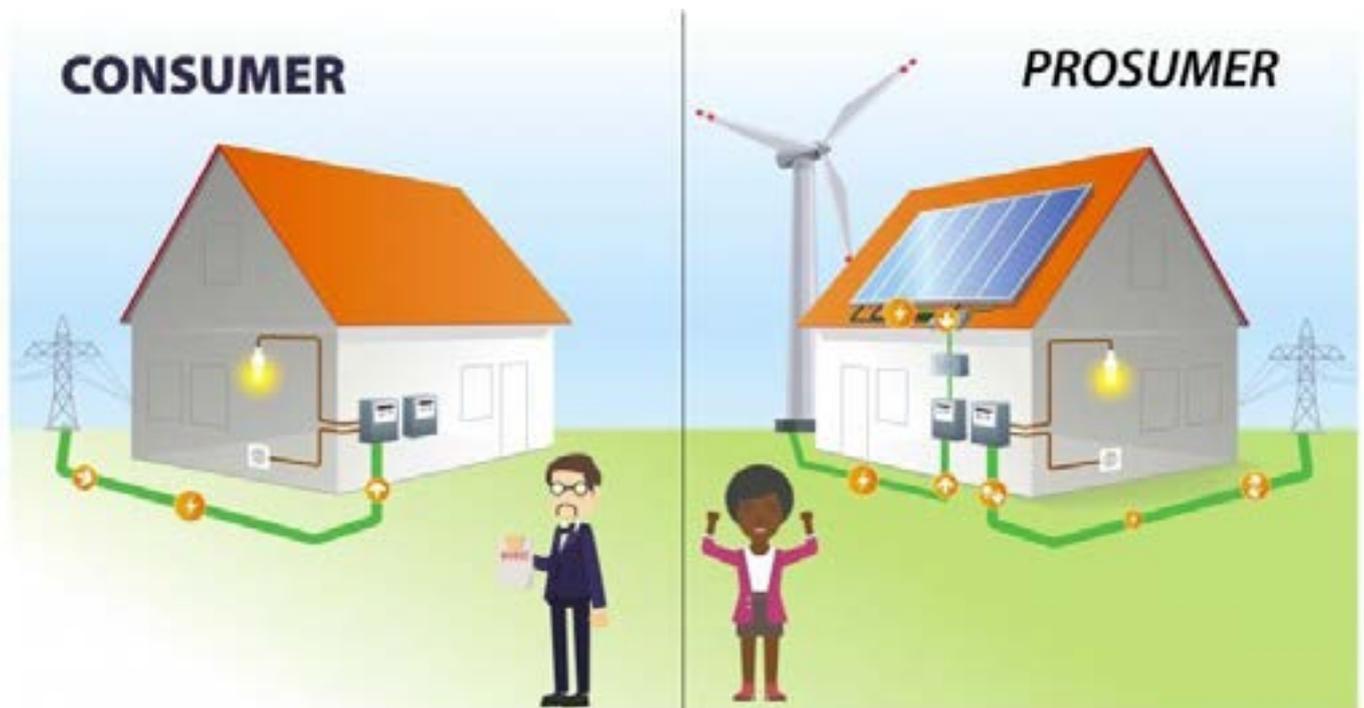


PROSUMER COMMUNITIES

WHICH SIDE OF THE RIVER DO YOU DRIVE ON?

What is a Prosumer Community? Typically, any community in the city is a consumer economy. This means, there is insignificant production but a lot of consumption (food, milk, energy, water, etc.) happening within the community.

But a Prosumer economy is where both Production and Consumption happen at the same time.



Credits: <https://www.energy.gov/eere/articles/consumer-vs-prosumer-whats-difference>

CONSUMER COMMUNITIES ADD TO GDP, PROSUMER COMMUNITIES DON'T

Anything that consumers buy adds to the GDP of the country. The money that you pay for vegetables become an income for the local supermarkets. Your expenditure on electricity pays for the maintenance of the government electricity grid.

While this contributes to GDP,

health and well-being does not reflect in this analysis. Imagine growing your own vegetables. Apart from the cost incurred for raw materials, most of the effort for growing is your own. At the end of this, the fresh produce of vegetables in your backyard are much healthy without any preservatives; they are fresh; they

taste better; there is a satisfaction within you that your family is eating healthy food. But, none of this contributes to GDP.

In a consumer economy production is done for exchange. In a Prosumer economy, production is done, primarily for producers.

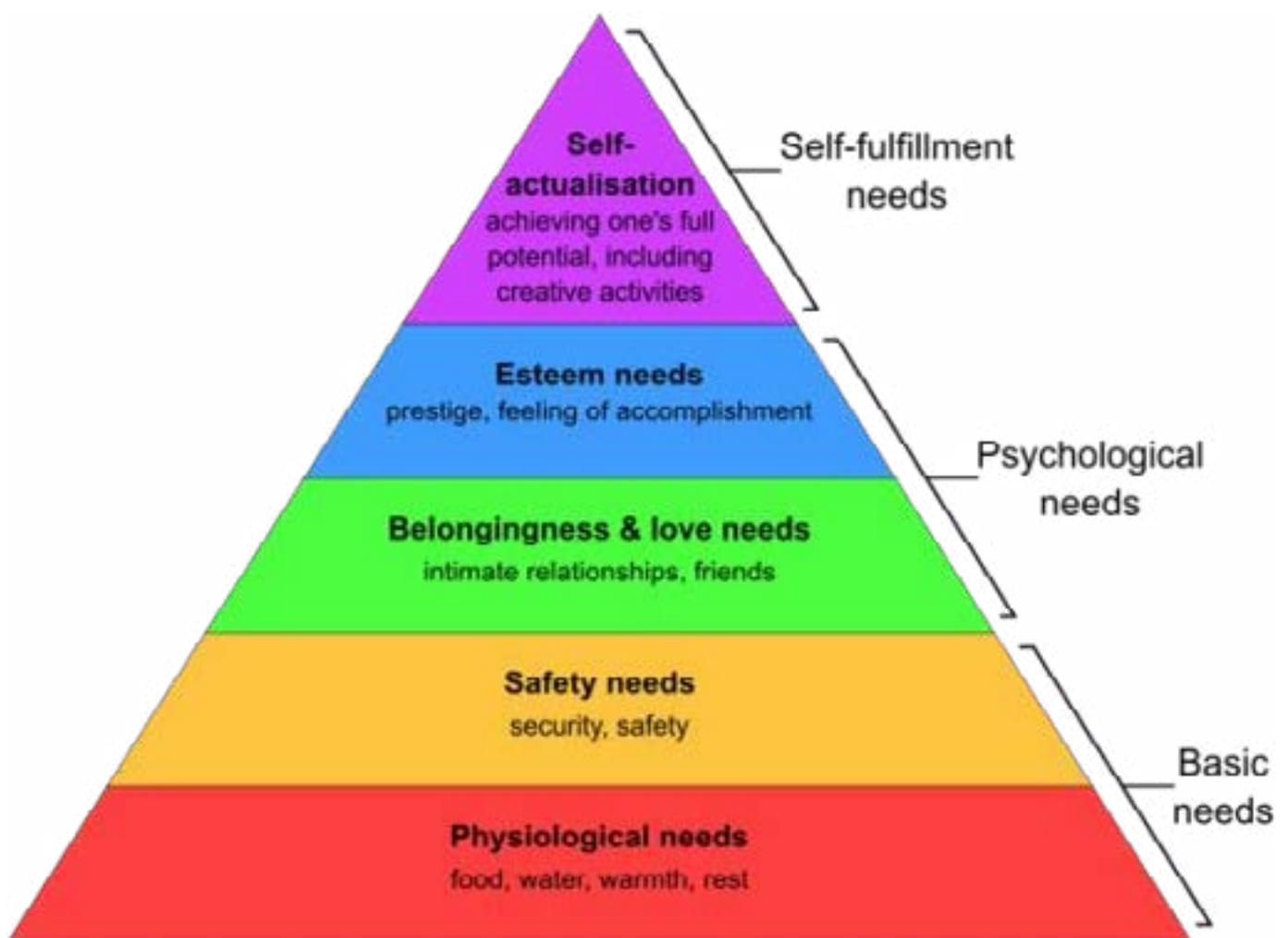
PROSUMER COMMUNITIES ARE MORE RESILIENT

Typically, Prosumer communities, do their own farming, rear their own cows and produce their own energy, manage their food waste which goes back to improving soil health, they are more resilient to market dynamics. Unlike the consumer communities where the resources are produced far

away, the residents are unaware of the source and journey of these resources before they reach them.

The cost incurred largely depends on the manpower required within the community and not the supply and demand aspects of the broader

market, such as Transportation, marketing, branding, overheads, commissions, losses etc., which we often don't pay attention to. By cutting all the frills and fancies, not only do we benefit from the fresh farm & dairy produce, clean power and rainwater but we can also be resilient in the long run.



Maslow's Pyramid

SELF-ACTUALIZATION (MASLOW'S PYRAMID) IS A PROSUMER STATE OF MIND.

The world has moved from an agricultural dominant economy to a factory dominant economy. Along the way, Prosumerism gave way to Producers and Consumers. At the top of the Maslow's is self-fulfillment of needs which is a Producer mindset. For example, engaging in farming, learning to cook, doing DIY activities, and generally doing creative activities that are fulfilling and satisfying.

WHERE DOES THE MONEY GO IN MAINTAINING PROSUMER COMMUNITIES?

Comparing Prosumer communities with Consumer communities in terms of maintenance cost becomes unreasonable because, in Prosumer communities, the benefits/produce comes back immediately to the residents.

A typical high-end villa in the city might have the following expenses as maintenance with additional expense for vegetables and organic desi cow milk.

	CONSUMER
Common Area Maintenance	₹3,000.00
Electricity	₹2,000.00
Water	₹500.00
DG	₹1,000.00
Club House Charges	₹2,000.00
Buying Vegetables from supermarkets	₹3,500.00
Milk	₹6,000.00
Total	₹18,000.00

But an Eco-habitat is very different. It is not agri-business but agriculture. It is drinking unadulterated milk fresh from the Goshala. It is about a community where every breathe of air fills your lungs with oxygen produced from afforestation. It is about working from the farm while overlooking a serene stream of water. And many more amenities that are deeply experiential in nature. It is about living with the feeling that you are not a burden to Mother Earth while contributing to social cause in the surrounding villages. This can only happen in a Prosumer community.

Vaccine drive



Team Organo
is COVID
Vaccinated 

<https://youtu.be/LNCuduxpiOM>

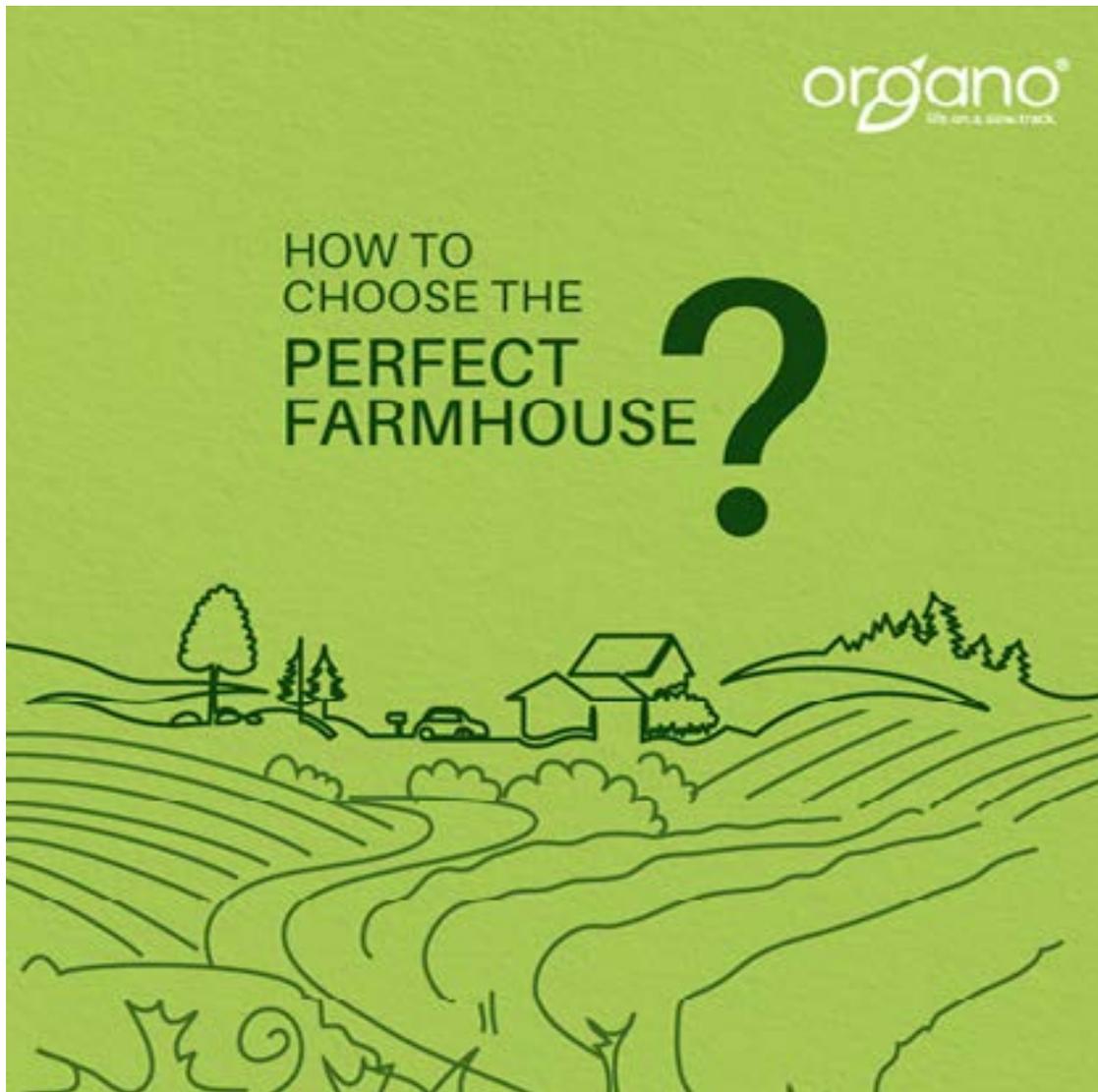
Organo conducted a COVID vaccine drive at Antharam. A team of health experts visited the eco-habitats and vaccinated the residents, staff & people from the neighboring villages--making Antharam a safe destination to visit and stay.

TRIVIA



The money you invest in buying your home can benefit not just you but several others if you choose to live in eco-habitats. The ripple effect created by your right choice spreads across the community and the neighbouring villages as well. Choose wisely.

HEALTH TIPS



M If you're looking for a farmhouse that offers health, wealth, love and happiness, eco-habitat is your answer. Organo eco-communities are designed specifically for individual and collective wellness.

PREVENTION IS BETTER THAN CURE



Prevention is better than Cure

What is the use of going to doctors after your health deteriorates? Isn't it better to make sure your that health is taken care of through walking or cycling in natural lung spaces such as afforested areas, eating healthy food, drinking good quality water, focusing on your well-being through yoga, meditation and active sports?

MICROPLASTICS RESTRICT THE GROWTH OF WORMS



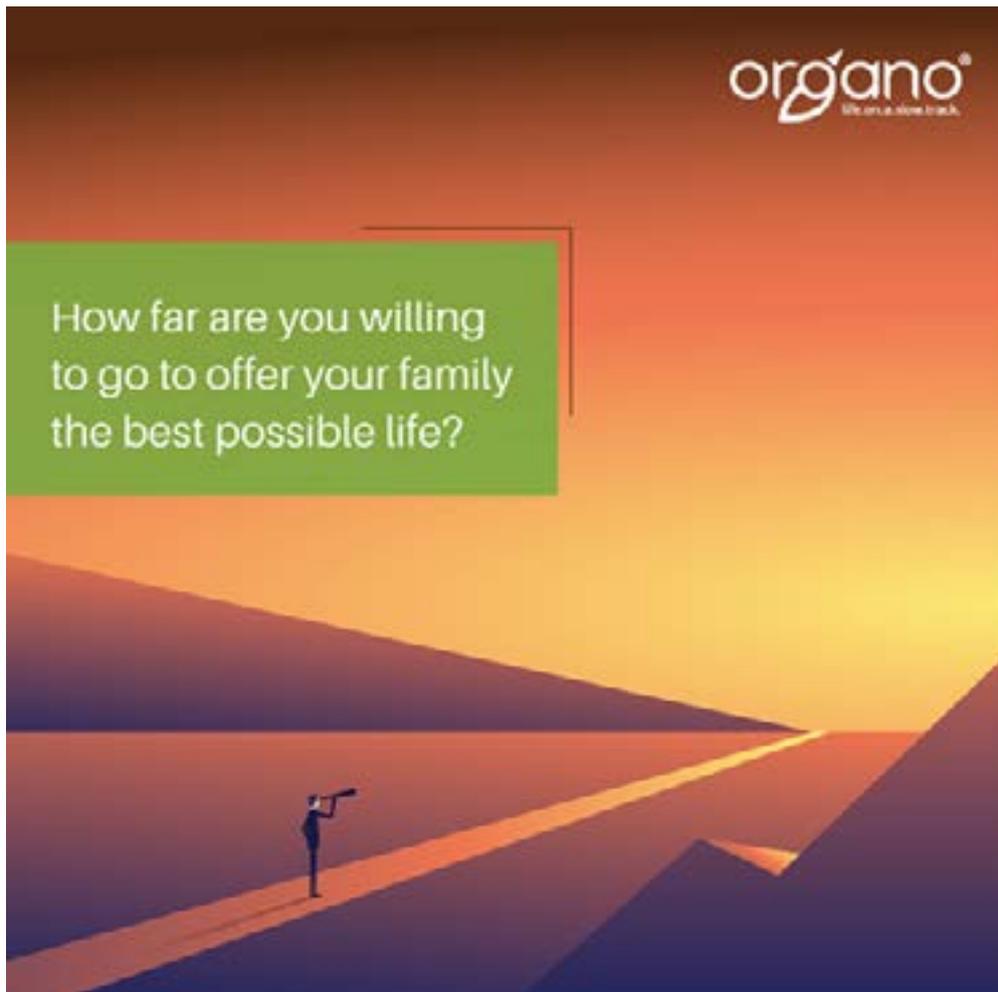
New research reveals that microplastics can stunt the growth of earthworms and even cause them to lose weight -- potentially having a severe impact on the soil ecosystem. This refers to commonly used plastics that affect earthworms, plant growth and pH of soil affecting fertility. Source: Anglia Ruskin University. "Microplastics stunt growth of worms: Commonly used plastics can affect earthworms, plant growth and pH of soil." ScienceDaily. ScienceDaily, 11 September 2019.

BEING DEPENDENT VS BEING INDEPENDENT



We do our best to maintain a healthy lifestyle by staying active, being mindful, and surrounding ourselves with like-minded people. Our homes must be designed to facilitate all aspects of holistic living. Wellness begins with the little things we do every day: how and what we eat, sleep & most importantly, achieving work-life balance!

HOW FAR ARE YOU WILLING TO GO TO OFFER YOUR FAMILY THE BEST POSSIBLE LIFE?



Are you willing to move a little away from the city to have more access to greener pastures, fresh food, clean water, and harnessed energy systems? Would you like your seniors and kids to eat safe witnessed food or subject them to lifeless packaged food? If you are one of those conscious people who aim to lead a holistic lifestyle, eco-habitats are your answer.

NATURE'S MEDICINE



Health benefits of Krishna Tulasi leaves

Ocimum sanctum commonly known as Krishna Tulasi has been used for hundreds of years to treat Fever and cold, Kidney stones, Cough, Immunity enhancer, Sore throat, Respiratory disorders, Headaches, Stress, and Heart problems.

KNOW YOUR TRUE AGE



<https://form.jotform.com/211670682322047>

Body age and biological age are two different aspects. Wondering what that means? Take this quiz to ascertain your true age and do what's necessary to get healthier.

POPULATION DAY

11th July



The intent of Organo's Rurban eco-habitats is to offer sustainable dwellings outside city limits to not only reduce the density of population but also to facilitate a balanced & healthy lifestyle. The stress on resources is ever increasing as cities get more and more densely populated. Counter-urbanising is one solution that Organo sees that can impact the quality of life immediately. The effort must be to counter-urbanize and make sustainable living affordable to all sections of society. That is the true challenge that Organo is striving to achieve. We are open to hearing new ideas on how this can be done. Feel free to let us know what you think in the comments below. Or reach out to us at +91 79933 55227.

SHATAMANAM BHAVATI

SHATHAMANAM BHAVATI

HOW TO

MAKE YOUR

**LUNGS HEALTHY &
BUILD RESISTANCE &
IMMUNITY**

Dr. Bhumireddy Kishore Reddy

MBBS, M.D S (Pulmonology), Profession : Pulmonologist

Dr. Kishore Reddy, Rurban Nest Doctor

<https://youtu.be/exOrWpWPLQA>

Dr. Bhumireddy Kishore Reddy - renowned pulmonologist - talks about identifying the early signs of respiratory issues. Early detection can prevent spread of infectious diseases and help save lives!

SHATAMANAM BHAVATI

SHATHAMANAM BHAVATI



THIS ONE PREGNANCY



CONDITION IS

LIFE - THREATENING

Dr. Admala Padmini Reddy

MBBS DGO, Profession: Obstetrician, Gynaecologist



Dr. Padmini, Rurban Nest Doctor

https://www.youtube.com/watch?v=Uo_iLBRkkYI

Hypertension or high blood pressure can lead to severe health complications and increase the risk of heart disease, stroke, and sometimes death. It puts pregnant women at risk of preeclampsia. Dr. Padmini Reddy shares tips to fight this silent killer. Watch this video to know more.

Visitors of Naandi



Photo credit: Madhu Reddy



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