

CELEBRATING ORGANIC VEGETABLES

The launch of *Organic Zaheerabad*

April 7, 2016



On the World Health Day, April 7, for the first time, consumers, doctors and educationists of Zaheerabad came forward to partner with farmers of Sangham Organics to sow the seeds of organic dreams.

In the light of increasing dangers of chemically grown vegetables and fruits that cause severe damage to health of people and environment, the exploitation of consumers by commercial market forces and the age old exploitation of farmers through middle men mechanism, **DDS Sangham Organics**, farmers led market launched **Organic Zaheerabad** with a vision to protect our health and environment and to support organic traditional farmers in Zaheerabad region. This initiative is believed to promote the nutritional diversity and a fair market price that the consumers have been deprived of.

Deccan Development Society, an internationally reputed three decade old, grassroots organisation working with thousands of small holder, ecological women farmers from the Zaheerabad region could help its farmers establish a market of their own in 1999. The autonomous market named as **Sangham Organics** set up to sell the organic produce of millets, pulses and oilseeds is a result of their struggle and tireless battle to achieve the community sovereignty through a chain of autonomies; over their seeds, food, health, **market** and media.

Sangham Organics newly launched **Organic Zaheerabad** is yet another revolutionary step in its long lived organic movement.

DDS brought together around 32 PGS (participatory guarantee system) organic farmers from Zaheerabad region who inspiringly took up the noble responsibility to detoxify our lands and our bodies by growing vegetables completely in an organic way. This farmers' **production hub** is constantly facilitated by DDS-KVK(Krishi Vignyan Kendra) which plays the role of a **service hub** through their support and trainings for organic methods of cultivation. The very concept of local production and local consumption motivated Organic Zaheerabad to identify **consumers hubs** in Zaheerabad region to supply the organically grown, seasonal varieties vegetables and greens from surrounding farms. Considering every need of urban consumers, DDS decided to deliver the nutritional products at their doorstep fresh from farms.



While the solidarity messages of doctors, educationists and local administrators fuelled the hopes of hundreds who gathered to celebrate the organic vegetables at the launch of **Organic Zaheerabad**, The event indeed marked a historical moment when both consumers and farmers took a pledge to partner with each to make the big-picture vision into a reality.

