



Earth-friendly, farmer-friendly and YOU-friendly!

Meet India's friendliest food movement.

India for Eco Food





What if the food you ate was wholesome - grown in an earth-friendly and responsible manner, without any added chemicals or pesticides? What if the farmer received a fair price for his hard work?



Introducing 'Bhoomi Ka - India for Eco Food'

No more 'What ifs!' 'India for Eco Food' is an initiative that seeks to link all people in the food supply chain to ensure clean, green and fair food that's responsibly grown and for which the smallholder farmer gets a fair price. From fresh vegetables and fruit to grains, pulses, lentils, cereals and seeds - you can buy all these on a regular basis under the brand/mark 'Bhoomi Ka', promoted by this movement. You can also get connected to the small farmer, who grows food for you or even get assistance to start your own food garden - all through Bhoomi Ka.



The Bhoomi Ka story

Bhoomi Ka began with Welthungerhilfe (WHH), one of Germany's largest private aid agencies, and three Indian NGOs: Living Farms, Development Research Communication & Services Centre (DRCSC), and Centre for World Solidarity (CWS), coming together to implement a vision of enabling access to safe and healthy food for all members of society.



Bhoomi Ka

Trains farmers in creating Sustainable, Integrated, Ecological farms

Brings the produce to the market through a transparent and ethical value chain

Motivates consumers to move to more earth-friendly and farmer-friendly food practices.



7 things you can do to support Bhoomi Ka – India For Eco Food



- 🌱 Eat healthy! Look for vegetables and groceries from Bhoomi Ka outlets in your locality.
- 🌱 Attend Bhoomi Ka workshops and recipe demos. Learn new things!
- 🌱 Try quick & easy Bhoomi Ka recipes: Millets, whole grains and seasonal foods
- 🌱 Eat local and seasonal food. It's earth-friendly and farmer-friendly!
- 🌱 Like Bhoomi Ka on Facebook, visit our website. Get news of our events.
- 🌱 Change your lifestyle, promote the idea of clean, green and fair food.
- 🌱 Contact us to organize Bhoomika events and workshops in your locality/school on sustainable lifestyles, gardening or clean, green and fair food.



Media Coverage for Bhoomi Ka

Bhoomi Ka and its vision has been well-received by the people who have come into contact with the initiative and the India for Eco Food movement. Here are some of the articles in which our efforts have been featured and written about.



Coverage in the main editions of Hindustan Times, Indian Express, National Herald, Hindu Business Line, regional newspapers, various online editions and on DD News, a mainline television channel.



7

Bhoomi Ka ADVANTAGES

for millions of small farmers



Access to Customers 

Regular Demand


Organic Certification 

Government Advocacy

Self-sufficiency in Farming

Training in Integrated Farming

Fair and transparent pricing


Marketing Support 



Bhoomi Ka can change

the face of rural India!

These are the various practices that will help make this happen:

-  Promoting techniques and means of ecological farming through farmers' training
-  Sustainable harvest from forest and natural ecosystems
-  Strengthening the rural economy by creating value addition hubs in rural areas
-  Establishing transparent product flow chains



In the words of the FARMERS



"Earlier I used to get a very low price for the produce from the farm, but now I am getting a higher price and I am the first one whose produce gets sold in the market."

Chuduva Bedia, Ranchi, Jharkhand



"I believe, if we are able to use our natural resources optimally and sustainably - we can produce all kinds of good food for all and can lead a good life here in the village and won't have to look at the cities for employment."

Achintya Paine, Durgapur, West Bengal



"We don't buy anything from outside, other than salt and sugar to eat. Small changes in my farm have resulted in significant improvements, and presently I am getting more than 22 kinds of vegetables, spices and fruits from my backyard."

Sulochana Devi, Devipur, Jharkhand



"I don't know what chemical fertilizers are; I have seen my father and grandfather do indigenous farming in harmony with nature, I am continuing it and I think I am doing justice to myself and my surroundings."

Lokanath Nauri, Rayagada, Odisha





Bhoomi Ka

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