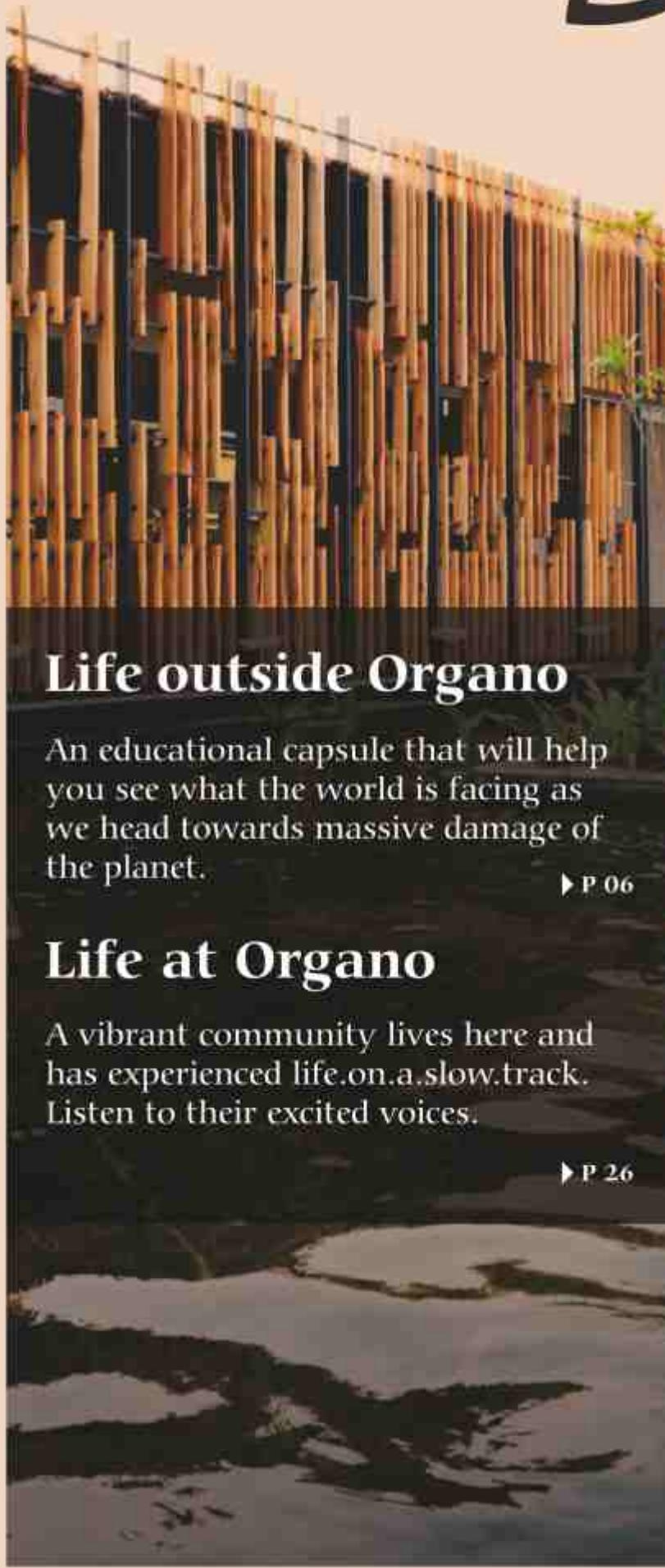


# organo

life.on.a.slow.track.



## Life outside Organo

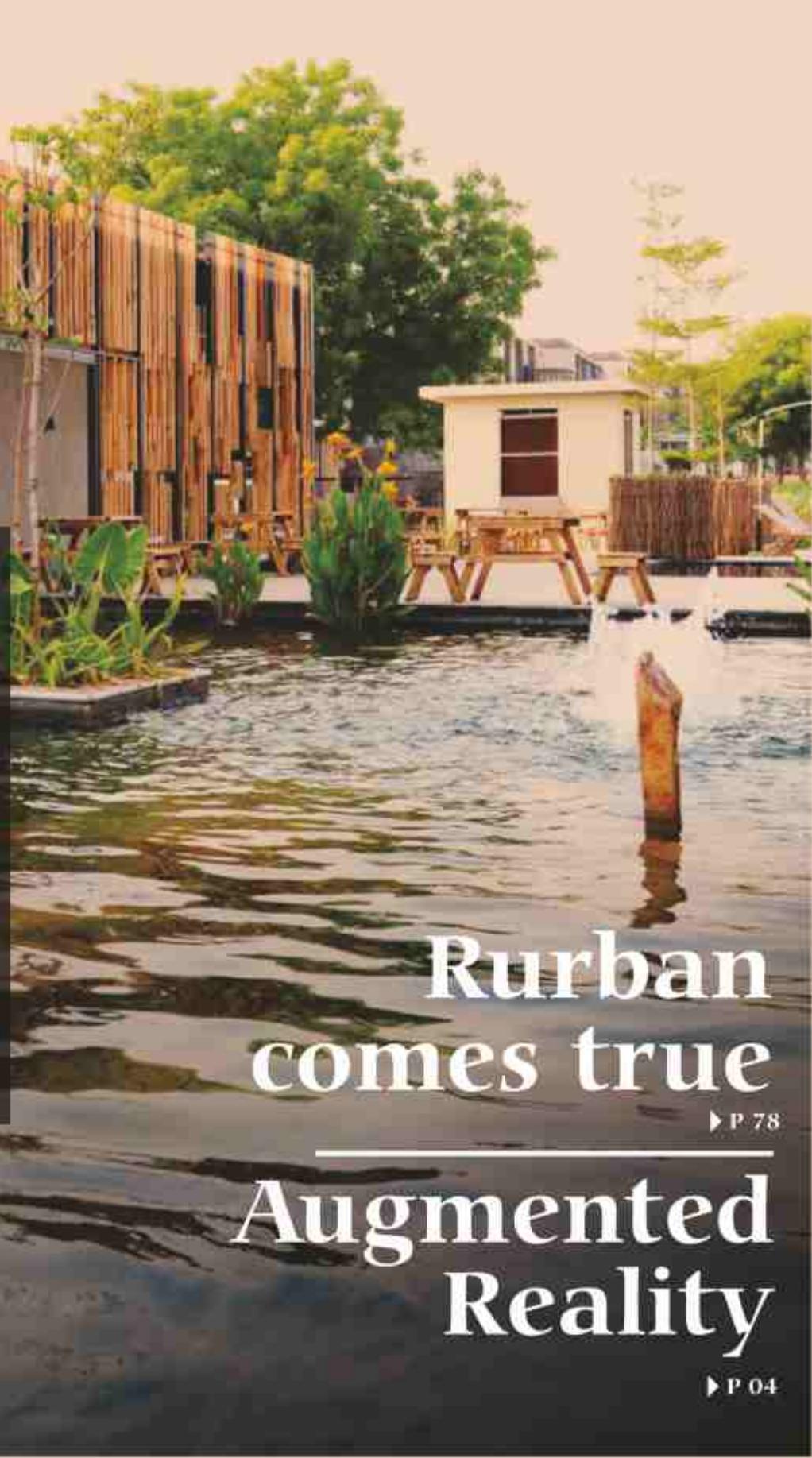
An educational capsule that will help you see what the world is facing as we head towards massive damage of the planet.

► P 06

## Life at Organo

A vibrant community lives here and has experienced life.on.a.slow.track. Listen to their excited voices.

► P 26



## Rurban comes true

► P 78

## Augmented Reality

► P 04



Augmented Reality

See page 4 for instructions



# Organo

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- The Way of Life

**Just Imagine** if you could blend the virtues of rural life with the advantages of modern developments.

Just imagine if you could live in pristine, uncluttered, natural surroundings with the advantage of accessing the rest of the world with modern technology.

Just imagine your children enjoying a carefree and safe childhood at home while being educated in the most advanced schools.

Just imagine eating fresh organic food, breathing pure oxygen and swimming in uncontaminated water with access to therapeutic massages that remove all blocks in your body.

Just imagine taking in the energy of sunlight as you wake up every day and watching the breathtaking sunset with your feet dipped in cool, soothing water.

Just imagine yourself in a state of perfect health, complete bliss and in the company of like minded community.

Stop imagining now and start living the life -  
**The Organo way of life** which comprises all this and a lot more.

When life is on a slow track, you're on the highway to wellness.



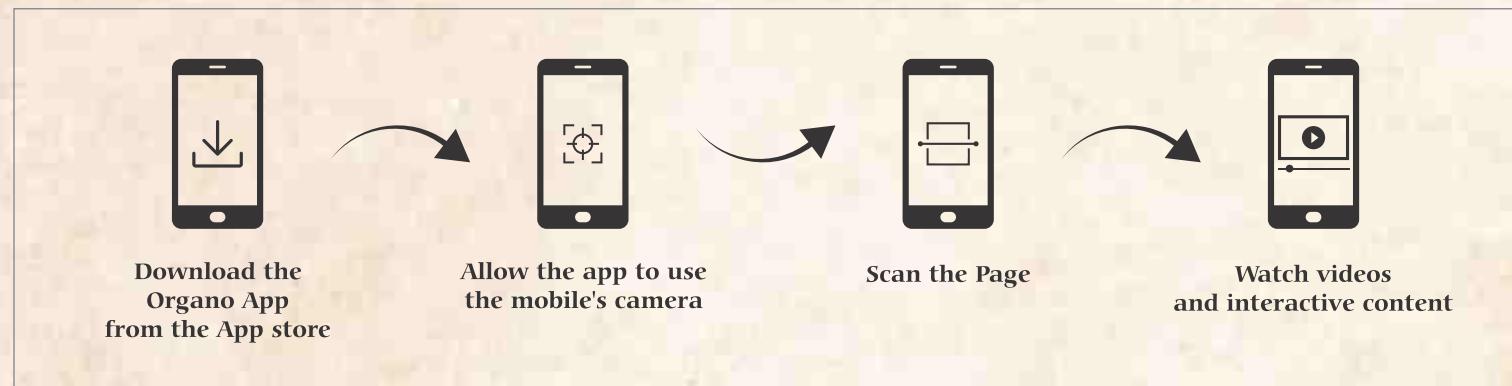


## This Book features: Augmented Reality



Wherever you see this symbol, all you need to do is scan the photo using the Organo Mobile App and you will see Videos and Presentations jumping out of the pages.

### Instructions



### There are three types of Augmented Reality Tags

**The Green Tag:**  
Features videos shot by the Organo Team.  
These videos are live right away.

**The Orange Tag:**  
are videos shot by Third Party Producers\*.  
These videos are live right away too.

**The Red Tag:**  
Features videos and presentations that will go live by the 15<sup>th</sup> of October 2017.

The best part is that the videos will be constantly refreshed to give you the latest information updated and fresh. Thus every time you come back to the Augmentations get ready to see newer videos.

\*All copyrights belong to their respective owners.

Videos owned by other copyright holders are used here under the guidelines of the Fair Dealings provisions of Indian Copyright Law. These videos are used here only for the educating school children and people, and are not intended to generate income for Organo, Navira and its employees.



is a unique initiative to highlight to school children - the future citizens of India - the dangerous perils of civilization and progress.

**Life outside Organo** shows how we are creating imbalances in nature: polluted air, water pollution, vegetables and fruits full of pesticides, poor quality of the basics like milk, groceries and cereals. The effects of Colas, Sodas and the Fast Food. Of how mankind is rushing towards self destruction.

The Vedas taught us how to slow down. Organo uses the traditional vedic farming, the organic mindset to create a community where slow is a virtue and biodiversity is practiced.

After the kids go through the 125 pages of Life Outside Organo, the remaining pages take the kids thru a fascinating **Journey Inside Organo**: life.on.a.slow.track.

At Organo, the kids will be treated to healthy organic food and juices. There will be painting, blogging, filming, singing, drawing and craft competitions on the subject "Life Outside Organo vs Life Inside Organo."

The best and the most creative contributions will win Awards, Certificates and Scholarships and will be featured in the Organo Website.

**Augmented Videos** in both the Life Outside Organo and Life Inside Organo mean that pages will come alive with videos, presentations and social buttons that swirl and popup to create a unique interactive experience.

The best part is that this is not just for the kids at schools alone.

**It is equally for adults and senior citizens.** We only hope that the kids become nature's brand ambassadors and educate their parents about the advantages of life.on.a.slow.track.





# LIFE OUTSIDE ORGANO

An educational capsule that will help you see what the world is facing as we head towards massive pollution of the planet.

How things went wrong?

What can we do?

Why should we do it?



## Once upon a time



Long long ago, we lived in villages surrounded by flora and fauna of which human beings were an integral part of. With least intrusion and invasion, we coexisted with other forms of life in symbiosis. Almost every other person was engaged in some form of agriculture. Most of our ancestors were farmers. Crops were abundant and good health was taken for granted.

Then came a time, when cities were formed but life was still normal with 80% of the population inhabiting the rural areas. With employment opportunities and the modern amenities of the cities luring the villagers, the influx began. With agriculture losing its sheen and viability, youth started shifting to urban areas. Development was rapid but we had to pay a huge price

when we started invading natural resources as if there is no tomorrow. Consequence – rapid deforestation and pollution that have become life threatening.

However, as it often happens with the human race, the tide has turned. With serious disorders taking their toll on the quality of our life, man has realised the value of pure, organic, rural way of life.

Yet, we need the modern technological inventions to make our lives easier. Therefore, the answer lies in blending the two – Rural and Urban. That's the only way forward for people in quest of good life. Rurban (pronounced Rourban) lifestyle blends best of both the worlds. That forms the basis of Organo – the haven for the seekers of health & peace.

## The Essence of Life

Let there be balance in the space!  
Let there be balance in the sky!  
Let there be peace on the earth!  
Let there be calmness!  
Let there be growth in the plants!  
Let there be growth in the tree!  
Let there be grace in the Gods!  
Let there be bliss in the Brahman!  
Let there be balance in everything!  
Let there be peace and peace!  
Let such peace be with everyone of us!

Peace – the all encompassing word has many components. Health is the most important of them all. Without physical, mental and emotional health, everything comes down to zilch. Nada.

**dyaūḥ śantirāntarikṣeṇ śantiḥ prīthivī  
śantirapah śantirośadhayah  
vānaspatayah śantiḥ  
vīśwadevah śantibrahma  
śantiḥ śarva śantiḥ śantireva śantiḥ  
śa la śantiredhi**

— (Sukla Yajurveda 36-17, 3000 years old)

While our ancestors have been around for about six million years, the modern form of humans only evolved about 200,000 years ago. Civilization as we know it is only about 6,000 years old, and industrialization started in the earnest only in the 1800s. While we've accomplished much in that short time, it also shows our responsibility as caretakers for the only planet we live on right now. The effects of humans on Earth cannot be understated. We've been able to survive in environments all over the world, even harsh ones such as Antarctica. Every year, we fell forests and destroy other natural areas, driving species into smaller areas or into endangerment, because of our need to build more housing to contain our growing population.

With seven billion people on Earth, pollution from industry, inorganic farming and automobiles is a growing element in climate change — which affects our planet in ways we can't predict. But we're already seeing the effects in melting glaciers and rising global temperatures.

"Preserve Nature,  
And Nature will preserve us,  
Simplify Life,  
And make the Nature thrive."

– Rabindranath Tagore

We don't need to go into grave details of the seriously harmful impact of our indifference to the environment on our overall well being. Suffice to say that it is high time we learn to respect the five elements that preserve our life.

## In the Beginning



## Masters of the universe



*The five elements are the building blocks of the universe. They are more than the tangible elements we think of as earth, sun, sky, water and air. Nature was created with the spiritual and physical concepts of the five elements. These elements give us the basic tools required to advance faster in our growth whether it is physical, mental or spiritual.*



Nature created a space for all beings to coexist in harmony. Human intervention was not required for a forest with all forms of life within to thrive. And yet, we interfered, invaded spaces that had nothing to do with us, did whatever we wanted to, looted and plundered, hunted and killed, for our development and pleasure. That spelt the end of biodiversity and the beginning of ecological imbalance. Interestingly, the importance of retaining the purity of the elements of nature and the role of biodiversity was mentioned in the Upanishads, thousands of years ago. Our past had the key to our present and the future. Let's take a look at what our scriptures had to say about the various forces of nature and the consequences we're facing today because of ignoring those forewarnings:-





## Mother Earth

“

śatyaṁ brhad-ṛtam-ugram dīrśṣā  
tapo brahma yajnyah prthivīm  
dhaarayanti शा no bhuutaśyā bhavayaśyā  
patny[i]-urum tokam prthivī nah krnnotu

- Bhoomi Sukta from Atharva Veda 12.1

”

“Earth is upheld by Divine forces and Penance: Earth is the Witness of our Past, Present and Future. Respect her or be ready to face her wrath!”



**S**he is revered as the life giver, nurturer, be all and end all of our existence on this planet. In fact, She IS the Planet. Otherwise known as the world, earth is the 3rd planet from the Sun and the only planet in the universe known to harbour life. It is the densest planet in the Solar System and the largest of the four terrestrial planets. About 71% is covered with water mostly by oceans and remaining 29% is land. Formed around 4.54 billion years ago, within the first billion years life appeared in the oceans and began to affect the earth's atmosphere and surface. In the history of earth, Biodiversity has gone through long periods of expansion, occasionally punctuated by mass extinction events. Over 99% of all species

that ever lived on earth are extinct. However, the result of evolution over centuries, from apes to Homo sapiens to the modern man has by far been the most miraculous. Over 7.4 billion humans live on earth and depend on its biosphere and minerals for their survival. Considered as one of the most intelligent species, humans developed diverse societies and cultures, with around 200 sovereign states in the world today. Amongst all the species in existence till today, humans have never faced extinction; they have never been destroyed before mainly due to a phenomenon called ecological balance.

When we speak of earth, we mean the land and the soil. Both are inseparable and both mean the world to us.



- Lakshmi Battula, Farm Manager

“Even if small insects like honey bees become extinct, mankind will be erased from the face of the earth.  
No pollination = No agriculture = No food grains = No life.  
Simple explanation, catastrophic consequences.”





## How things go wrong?

**T**here can be catastrophic consequences of land pollution in relation to humans, animals, water and soils. The effects are even worse if the garbage is not separated into organic, reusable and recyclable waste.

Contaminated lands and environments can:

- Cause problems in the human respiratory system.
- Cause problems on the skin.
- Cause various kinds of cancers.

The toxic materials that pollute the soil can get into the human body directly by:

- Coming into contact with the skin.
- Being washed into water sources like reservoirs and rivers.
- Eating fruits and vegetables that have been grown in polluted soil.
- Breathing in polluted dust or particles.

## What rubbish!

The garbage we generate at home, schools, hospitals, markets and workplaces like plastic containers, bottles, cans, broken electronic goods, furniture and hospital waste are all seriously dangerous to the environment except the biodegradable (stuff that rots or decays into organic matter) material like paper, food and vegetation. The stuff that is not biodegradable pile up in landfills, where they stay for thousands of years! Yes, that's right! Thousands of years if not more! This is what causes immense mostly irreversible damage to the land and the people.



## Medicine or poison?

**F**ertilizers, pesticides and insecticides were invented for higher crop yield but unfortunately, the extensive use of chemicals makes these products life threatening as 85% contaminates air and 15% hits soil, killing and disturbing bio diversity. When the insects and pests that are killed get eaten by bigger animals, they die too. The chemicals that are washed down with rains end up in the water table causing serious water pollution by finding their way into leaking drinking water pipes and gutters. They end up polluting soil and make crops harmful to our health.

Chemicals and nuclear power plants produce waste materials as do pharma companies which find their way into landfills and drinking water sources. We can only imagine the extent of the harm they can unleash.

Deforestation is another massive area of concern. Trees absorb carbon dioxide from the air and enrich it with oxygen which is the main source of life. Additionally, they provide wood, habitat for animals, insects and birds and replenish soils. We have already cut down millions of acres for wood, construction, farming, and mining, to name a few. God help us if we don't put a stop to it NOW!

Our Sources of land pollution are mainly from agriculture (manure and farm residues, chemicals from pesticides, fertilisers and insecticides), ashes (Residues after solid fuels are burnt). The ash trapped by filters in the chimney of the incinerators is known to be very toxic. Every

four trucks of waste burnt produce about one truck of ashes that end up in the landfill too. Ashes easily leak into the soil and water tables causing land and water pollution.

Additionally, mining, industries, sewage treatment, garbage, construction, deforestation, chemical and nuclear plants, oil refineries are all hazardous to the land. Soil contamination, degradation and pollution mean different things even though we often use these terms to mean one thing. Here is the difference:

Soil pollution is when humans introduce harmful objects, chemicals or substances, directly or indirectly into the soil in a way that causes harm to other living things or destroys soil or water ecosystems.

Soil contamination is when the concentration of chemicals, nutrients or elements in the soil becomes more than it normally or naturally is, as a result of human action. If this contamination goes on to harm living organisms, we can call it pollution.

Soil degradation is when the soil loses its value (in terms of nutrients, chemical make-up etc) as a result of Monocrop chemical farming or erosion. For example, if a bush fire wipes out the vegetation on a piece of land thereby exposing the soils, and nutrients in the top soil get dissolved by rainwater runoff, the ability of the soil to support plant life is reduced. We can call this soil degradation.





## What causes contamination?

Pesticides and herbicides (and other farming chemicals) often end up contamination soils. Direct discharge of waste water by industries can also cause that. Leaks in sewage systems, underground storage tanks and leaching of soluble substances from landfills can also result in contamination. Rainwater or floods from other polluted lands and water bodies spread contaminants to soils in other locations.

This contamination can result in soil and land pollution, and affect the health of plants that depend on them. It can also harm living organisms in the soils and humans that come into contact with them by touching, breathing or eating crops from contaminated soils. Contaminants in soils can also get infiltrated into ground water and pollute them.

Depending on the extent and volume of soil contamination, it can be remedied by:

- **Digging out the soils for treatment and disposal.**
- **Containing it to prevent it from spreading, by placing large plastic materials over the affected area.**
- **Treating the soils with some safe chemicals to neutralize the contaminant.**
- **Reuse everything you can.** Items like clothing, bottles, wrapping paper and shopping bags can be used over and over again, rather than buying new things.



- Lakshmi & Sajja Kishore Babu,  
Naandian - Farm Unit #B6

**“** At Organo, the emphasis is on the three Rs': Reduce Waste, Reuse things and Recycle things. After the three 'R's, we turn the rest of the garbage into compost. **”**

## Interesting facts



Recycling a tonne of paper spares 17 trees, and Recycling half the world's paper would free 20 million acres of forest land.



- Recycling paper use 70% less energy than to manufacture paper from virgin materials.
- Every 10 tonnes of paper recycled is 10 tonnes less on its way to the landfill.
- Paper and cardboard can decompose fairly easily, but the process gives off

- methane (a greenhouse gas), which contributes to climate change
- Recycling 1 aluminium can saves enough energy to run a TV for 3 hours.
- Once an aluminium can is recycled, it is part of a new can within 6 weeks.
- There is no limit to the

- number of times an aluminium can can be recycled.
- The energy it takes to make 1 new aluminium can is the same as it is to make 20 recycled cans.
- Over 4 billion aluminium drinks cans were sold in 1998, if they had been

- collected for recycling they would have been worth £38 million.
- Nearly 60% of the aluminium used in the U.K. has been previously recycled.
- Recycling steel and tin cans save 74% of the energy used to produce them.

## Alarming facts

- Every year one person produces over 3285 pounds of hazardous waste.
- Land pollution causes loss of 24 billion tonnes of topsoil every year.
- We throw away enough trash every day to fill 63,000 garbage trucks.
- Over 80% of items in landfills can be recycled, but they're not.
- The main human contributors to pollution are landfills.

Environmental activists consider forests as one of the top 5 natural resources on earth. Let us look at how wonderful our forests are to us, and why we should immediately stop their destruction.

There is more to forests than just a massive collection of trees. It is a natural, complex ecosystem, made up of a wide variety of trees that support a massive range of life forms.

Apart from trees, forests also include the soils that

support the trees, the water bodies that run through them and even the atmosphere (air) around them. Forests of the world are a natural wonder that humans have sadly taken for granted.

Forests come in many sizes and forms. For example, the piece of land with huge trees and many animals, birds and water bodies running through it in a part of can be called a forest. In the same way, the large belt of thick, evergreen trees running from Peru to Brazil (called the Amazon Rain

Forest) is also a forest. A good example is the Amazon Rain Forest.

Forests are hugely important for life on earth. This is because it serves as an ecosystem, and sustains life for millions of animals and birds that live in the rivers and streams running through these forests. It also does a lot of good to the atmosphere in climate control, as well as supplying oxygen for human sustenance.

then allowing it to cool was another common treatment method.

**Water water everywhere, not a drop to drink!**

The Effects of Water Pollution are varied and depend on what chemicals are dumped and in which locations.

Many water bodies near urban areas (cities and towns) are highly polluted. This is the result of both garbage dumped by individuals and dangerous chemicals legally or illegally dumped by manufacturing industries, health centers, schools and market places. Death of aquatic (water) animals

The main problem caused by water pollution is that it kills life that depends on these water bodies. Dead fish, crabs, birds and sea gulls, dolphins, and many other animals often wind up on beaches, killed by pollutants in their habitat (living environment).

Disruption of food-chains  
Pollution disrupts the natural food chain as well. Pollutants such as lead and cadmium are eaten by tiny animals. Later, these animals are consumed by fish and shellfish, and the food chain continues to be disrupted at all higher levels.

- water each day!
- Water makes up 83% of our blood, 70% of our brain, and 90% of our lungs. Overall, our bodies are 70% water.

**A**bout 70% of the earth's surface is covered with water. Ninety-seven percent of the water on the earth is salt water. Salt water is filled with salt and other minerals, and humans cannot drink this water. Although the salt can be removed, it is a difficult and expensive process.

Two percent of the water on earth is glacier ice at the North and South Poles. This ice is fresh water and could be melted; however, it is too far away from where people live to be usable.

Less than 1% of all the water on earth is fresh water that we can actually use. We use this small amount of water for drinking, transportation, heating and cooling, industry, and many other purposes.

Everything is made of atoms. An atom is the smallest particle of an element, like oxygen or hydrogen. Atoms join together to form molecules. A water molecule has three atoms: two hydrogen (H) atoms and one oxygen (O) atom. That's why water is sometimes referred to as H<sub>2</sub>O. A single drop of water contains billions of water molecules.

- Without water, the earth would look like the moon.
- All living things need water to live. People can live several weeks without food, but only a few days without water. We should drink six to eight glasses of

The first records of treating water date back more than 1,500 years to 400 A.D. They indicate that the most common ways of cleaning water were by boiling it over a

## The Power of Water



*aapo hi shataa mayo-bhuvaeshtha  
na urje dadhaatana mahe rannaatha  
caksesase. tasmaa aram gamama  
vo yasya kesayaaya jinvatha aapo  
janayathaa ca nah*



*O Water, because of your presence, the Atmosphere is so refreshing, and imparts us with vigour and strength.  
We revere you who gladdens us by your Pure essence.  
O Water, when your invigorating essence goes to one affected by weakness, it enlivens him,  
O Water, you are the source of our lives.*

- Apah Suktam, Rig Veda 10.9

- A tomato is about 95% water. An apple, a pineapple, and an ear of corn are each 80% water.

fire, heating it in the sun, or by dipping a heated piece of iron into it. Filtering boiling water through sand and gravel and



## How things go wrong?



Infested with waste ranging from floating plastic bags to chemical waste, our water bodies have turned into a pool of poison. The contamination of water bodies in simplest words means water pollution. Thereby the abuse of lakes, ponds, oceans, rivers, reservoirs etc is water pollution. Pollution of water occurs when substances that will modify the water in negative fashion are discharged in it. This discharge of pollutants can be direct as well as indirect.

Water pollution is an appalling problem, powerful enough to lead the world on a path of destruction. Water is an easy solvent, enabling most pollutants to dissolve in it easily and contaminate it. The most basic effect of water pollution is directly suffered by the organisms and vegetation that survive in water, including amphibians. On a human level, several people die each day due to consumption of polluted and infected water.

As per the Economist report (dated 2008) each day over 1000 children die of diarrhoeal sickness in India and the numbers have only increased alarmingly in the last five years. Water is polluted by both natural as well as man-made activities. Volcanic eruptions, earthquakes, & Tsunamis are known to alter water and contaminate it, affecting ecosystems that survive under water.

## Sources of Water Pollution

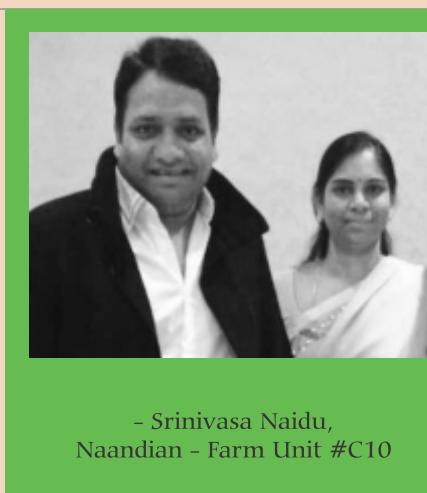


There are various classifications of water pollution. The two chief sources of water pollution can be seen as Point and Non-Point.

Point refers to the pollutants that belong to a single source. An example of this would be emissions from factories into the water.

Non-Point on the other hand means pollutants emitted from multiple sources.

Contaminated water after rains that has traveled through several regions may also be considered as a Non point source of pollution.



- Srinivasa Naidu,  
Naandian - Farm Unit #C10

## Causes of Water Pollution

**Industrial waste:** Industries produce huge amount of waste which contains toxic chemicals and pollutants that can cause air pollution, damage us and our environment. They contain pollutants such as lead, mercury, sulphur, asbestos, nitrates and many other harmful chemicals. Many industries do not have proper waste management system and drain the waste in the fresh water which goes into rivers, canals and later into the sea. The toxic chemicals have the capability to change the color of water, increase the amount of minerals, also known as Eutrophication, change the temperature of water and pose serious hazard to water organisms.

**Sewage and waste water**  
The sewage and waste water that is produced by each household is chemically treated and released into sea with fresh water. The sewage water carries harmful bacteria and chemicals that can cause serious health problems. Pathogens are known as a common water pollutant; the

sewers of cities house several pathogens and thereby diseases. Microorganisms in water are known to be causes of some very deadly diseases and become the breeding grounds for other creatures that act like carriers. These carriers inflict these diseases via various forms of contact onto an individual. A very common example of this process would be Malaria.

### Mining activities

Mining is the process of crushing the rock and extracting coal and other minerals from underground. These elements when extracted in the raw form contain harmful chemicals and can increase the amount of toxic elements when mixed up with water which may result in varying damage to species in the ocean depending on the quantity of oil spill, size of ocean, toxicity of pollutant.

### Burning of fossil fuels

Fossil fuels like coal and oil when burnt produce substantial amount of ash in the atmosphere. The particles which contain toxic chemicals when mixed with water vapour result in acid rain. Also, carbon dioxide is released from burning of fossil fuels which result in global warming.

some countries. These items take from 2 weeks to 200 years to decompose. When such items enter the sea, they not only cause water pollution but also harm animals in the sea.

### Accidental Oil leakage

Oil spill pose a huge concern as large amount of oil enters into the sea and does not dissolve with water; there by opens problem for local marine wildlife such as fish, birds and sea otters. For e.g.: a ship carrying large quantity of oil may spill oil if met with an accident and can cause varying damage to species in the ocean depending on the quantity of oil spill, size of ocean, toxicity of pollutant.

### Marine dumping

The garbage produce by each household in the form of paper, aluminium, rubber, glass, plastic, food if collected and deposited into the sea in

**Chemical fertilizers and pesticides**  
Chemical fertilizers and pesticides are used by farmers to protect crops from insects and bacteria. They are useful for the plants growth.

However, when these chemicals are mixed up with water, they become harmful for plants and animals. Also, when it rains, the chemicals mix with rainwater and flow down into rivers and canals which pose serious damage for aquatic animals.

### Leakage from sewer lines

A small leakage from the sewer lines can contaminate the underground water and make it unfit for the people to drink. Also, when not repaired on time, the leaking water can come on to the surface and become a breeding ground for insects and mosquitoes.

### Global warming

An increase in earth's temperature due to greenhouse effect results in global warming. It increases the water temperature and result in death of aquatic animals and marine species which later results in water pollution.



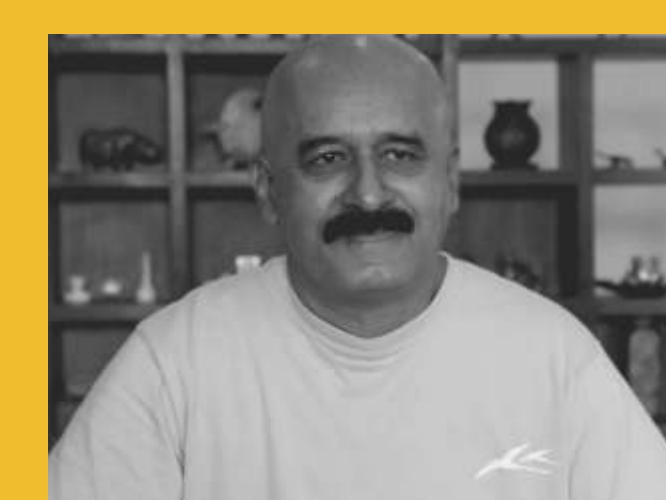


**Radioactive waste**  
 Nuclear energy is produced using nuclear fission or fusion. The element that is used in production of nuclear energy is Uranium which is highly toxic chemical. The nuclear waste that is produced by radioactive material needs to be disposed off to prevent any nuclear accident. Nuclear waste can have serious environmental hazards if not disposed off properly. Few major accidents have already taken place in Russia and Japan.

**Urban development**  
 As population has grown, so has the demand for housing, food and cloth. As more cities and towns are developed, they have resulted in increased use of fertilizers to produce more food, soil erosion due to deforestation, increase in construction activities, inadequate sewer collection and treatment, landfills as more garbage is produced, increase in chemicals from industries to produce more materials.

**Leakage from the landfills**  
 Landfills are nothing but huge pile of garbage that produces awful smell and can be seen across the city. When it rains, the landfills may leak and the leaking landfills can pollute the underground water with large variety of contaminants.

**Animal waste**  
 The waste produced by animals is washed away into the rivers when it rains. It gets mixed up with other harmful chemicals and causes various water borne diseases like cholera, diarrhoea, jaundice, dysentery and typhoid.

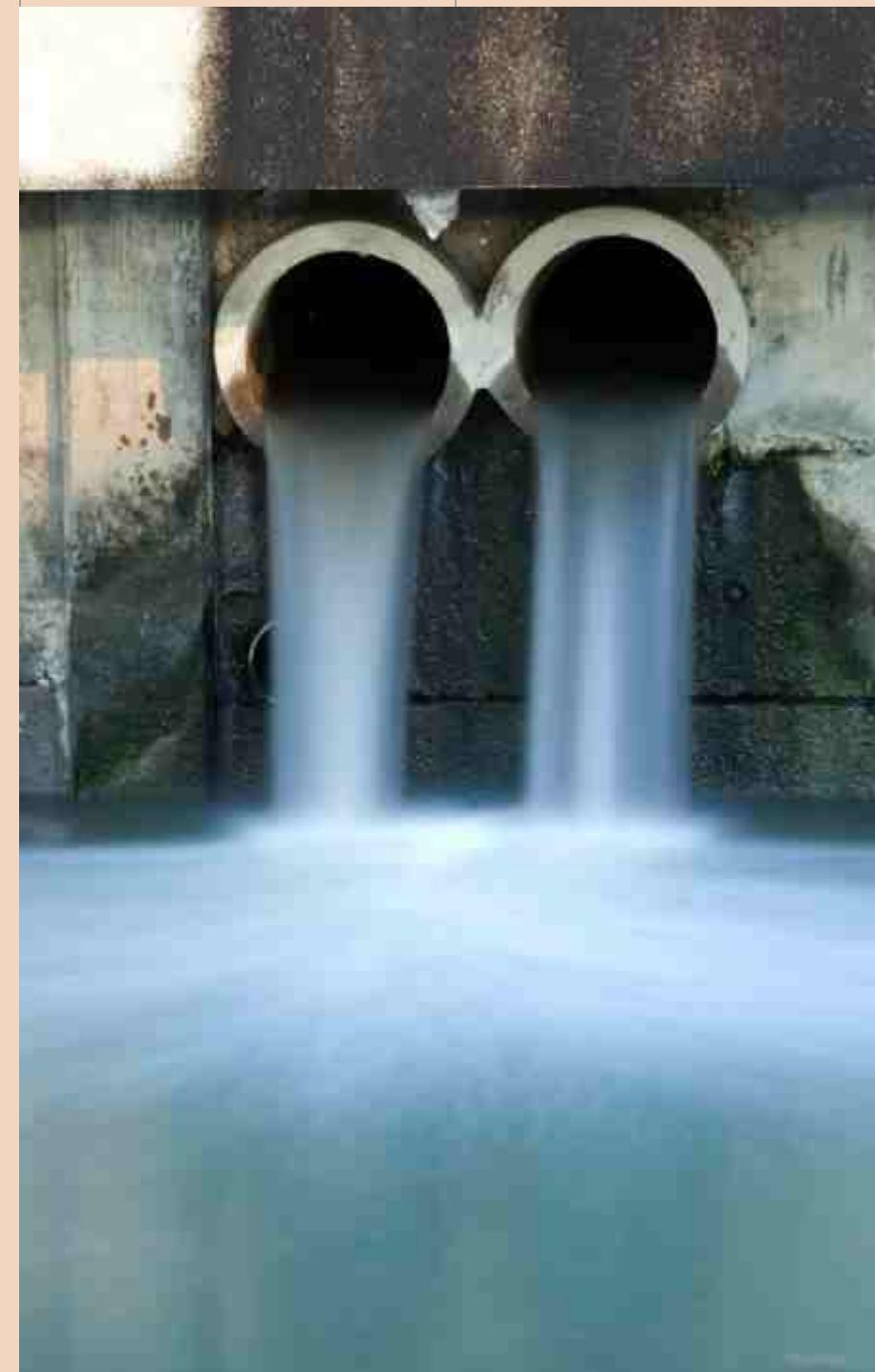


-Madhu Reddy, Serial Entrepreneur,  
 Naandian - Farm Unit #A8

**Underground storage leakage**  
 Transportation of coal and other petroleum products through underground pipes is well known. Accidental leakage may happen anytime and may cause damage to environment and result in soil erosion.

Water pollutants also include both organic and inorganic factors. Organic factors include volatile organic compounds, fuels, waste from trees, plants etc. Inorganic factors include ammonia, chemical waste from factories, discarded cosmetics etc. The water that travels via fields is usually contaminated with all forms of waste inclusive of fertilizers that it swept along the way. This infected water makes its way to our water bodies and sometimes to the seas endangering the flora, fauna and humans that use it along its path.

The current scenario has led to a consciousness about water preservation and efforts are being made on several levels to redeem our water resources. Industries and factory set-ups are restricted from contaminating the water bodies and are advised to treat their contaminated waste through filtration methods. People are investing in rain water harvesting projects to collect rainwater and preserve it in wells below ground level. Water Pollution is common, and is an area of high alert. Water needs to be preserved and respected today, for us to live a tomorrow.



**“**  
*At Organo, every drop of water is recycled. Rainwater harvesting is taken very seriously. There are no chemicals used anywhere, therefore there is zero contamination. Not just within our premises, the promoters have ensured that the farmers from the surrounding villages have been educated, trained and included in the net zero movement.*  
**”**



We could first stop whatever we are doing to pollute the water in the first place. Then we could try to clean up the water and make it a better place of animals and people as well. You could recycle the rubbish and try to plant more plants and trees. Avoid fertilizing too much; inspect the area every time you are around it.

Simply by going about your daily routines – using cleaning products, walking the dog – you might be unknowingly contributing to the pollution of our already struggling waterways. Luckily, there are a few incredibly easy ways to reduce your impact.

Take a hard look at your outdoor surfaces. Storm water flows across hard materials, like concrete or asphalt, and into storm drains—bringing all the dirty stuff it picked up along the way. Stop these pollution streams on your own property by using gravel, paver stones, wood, or other porous materials whenever possible. If a hard surface is unavoidable (say, in the case of a driveway), dig a shallow trench along the border and add plants or gravel to catch the runoff before it travels too far.

Remember, your toilet is not a trash can. Never flush non degradable products, like baby wipes or plastic tampon applicators. They can throw a huge wrench into the sewage treatment process and wind up littering beaches and water. (Who wants to walk along a beach and step on their own garbage?) And never dump old pills in the toilet, either.

Instead, bring them to a local pharmacy that has a take-back program or simply trash them.

And neither is your sink. Don't let paint, used oil, chemical cleaners, or other questionable household products go down the drain. These items contain toxic ingredients (Sodium hypochlorite, ammonia, formaldehyde) we don't want in our water supply. To find out about hazardous-waste collection days and facilities,

## What can we do?



search by product on Earth911 or contact your local sanitation, public works, or environmental health department.

Pick up after your pet. Scooping up pet waste keeps that bacteria-laden crap (literally) from running into storm drains and water supplies. The most practical of the planet-friendly disposal methods is to tie it in a recycled-plastic pet-waste bag and throw it in the trash.

Be a responsible automobile owner. Good maintenance can reduce the leaking of oil, coolant, antifreeze, and other nasty liquids that are carried by rainwater down driveways or through parking lots and then seep into groundwater supplies.

Go a step further by always choosing a car wash over hosing down your ride yourself. The pros are required to drain their wastewater into sewer systems, where the water is treated for all the bad stuff before being discharged. Many even recycle that water.

## It's all in the air

The Vedic Aryans were children of nature. They studied nature's drama very minutely. Sand-storm and cyclone, intense lightning, terrific thunderclaps, the heavy rush of rain in monsoon, the swift flood in the stream that comes down from the hills, the scorching heat of the sun, the crackling red flames of the fire, all witness to power beyond man's power. The Vedic sages felt the greatness of these forces. They adored these activities. They appreciated these forces. They worshipped and prayed to them in regard, surprise and fear. They realized instinctively that action, movement, creation, change and destruction in nature are the results of forces beyond men's control. And thus they attributed divinity to nature.

Vedic seers had a great vision about universe. Of the various important spheres that contributed to life on earth, air played one of the most significant roles. Air is the Earth's atmosphere. Air around us is a mixture of

many gases and dust particles. It is the clear gas in which living things live and breathe. It has an indefinite shape and volume. It has no colour or smell. It has mass and weight. It is a matter as it has mass and weight. Air creates atmospheric pressure. There is no air in the vacuum of the cosmos.

Air is a mixture of about 78% nitrogen, 21% oxygen, 0.9% argon, 0.04% carbon dioxide, and very small amounts of other gases. There is an average of about 1% water vapour.

Animals need the oxygen in the air to live. In the human body, the lungs give oxygen to the blood, and give back carbon dioxide to the air. Plants need the carbon dioxide in the air to live. They give off oxygen that humans can breathe again.

Wind is moving air. Air can be polluted by some gases (such as carbon monoxide), smoke, and ash. This pollution is one of the reasons posed for global warming, by causing the "greenhouse effect".



## How things go wrong?

**S**mog hanging over cities is the most familiar and obvious form of air pollution. But there are different kinds of pollution—some visible, some invisible—that contribute to global warming. Generally any substance that people introduce into the atmosphere that has damaging effects on living things and the environment is considered air pollution.

Carbon dioxide, a greenhouse gas, is the main pollutant that is warming

Earth. Though living things emit carbon dioxide when they breathe, carbon dioxide is widely considered to be a pollutant when associated with cars, planes, power plants, and other human activities that involve the burning of fossil fuels such as gasoline and natural gas. In the past 150 years, such activities have pumped enough carbon dioxide into the atmosphere to raise its levels higher than they have been for hundreds of thousands of years.

Other greenhouse gases include methane—which comes from such sources as swamps and gas emitted by livestock—and chlorofluorocarbons (CFCs), which were used in refrigerants and aerosol propellants until they were banned because of their deteriorating effect on Earth's ozone layer.

Another pollutant associated with climate change is sulphur dioxide, a component of smog. Sulphur dioxide and closely related

chemicals are known primarily as a cause of acid rain. But they also reflect light when released in the atmosphere, which keeps sunlight out and causes Earth to cool. Volcanic eruptions can spew massive amounts of sulphur dioxide into the atmosphere, sometimes causing cooling that lasts for years. In fact, volcanoes used to be the main source of atmospheric sulphur dioxide; today people are.



- Madhu & Sashibhushan Yarlagadda,  
Naandian - Farm Unit #B4

“

One of the main reasons I got attracted to Organo are its features like Energy Modelling and Tunnel Drafting which form an integral part of the design. The club house here is the country's largest bamboo house. Bio diversity is a way of life at Organo which automatically translates into clean and fresh air.

”

## What can be done?

Industrialized countries have worked to reduce levels of sulphur dioxide, smog, and smoke in order to improve people's health. But a result, not predicted until recently, is that the lower sulphur dioxide levels may actually make global warming worse. Just as sulphur dioxide from volcanoes can cool the planet by blocking sunlight, cutting the amount of the compound in the atmosphere lets more sunlight through, warming the Earth. This effect is exaggerated when elevated

levels of other greenhouse gases in the atmosphere trap the additional heat.

Most people agree that to curb global warming, a variety of measures need to be taken. On a personal level, driving and flying less, recycling, and conservation reduces a person's "carbon footprint"—the amount of carbon dioxide a person is responsible for putting into the atmosphere.

## Noise Pollution

**N**oise pollution refers to undesirable levels of noises caused by human activity that disrupt the standard of living in the affected area. Noise pollution can come from:

- Traffic
- Airports
- Railroads
- Manufacturing plants
- Construction or demolition
- Concerts

Some noise pollution may be temporary while other sources are more permanent. Effects may include hearing loss, wildlife disturbances, and a general degradation of lifestyle.



- Radhika & Prasad Narala,  
Naandians - Farm Unit #A19

“

We live in Nandagiri hills. The reason we chose this area to build our house was mainly because it was serene, clean and noise free. We were far away from any thoroughfare and there was very little traffic on our road but over the last few years, everything has changed. But still we had no complaints because comparatively, we were much better off than most localities in Hyderabad. However, when we walked into Organo, we fell in love instantly. The greenery, the biodiversity, the sheer beauty and serenity of the place, clinched it for us. We lived in our farm unit for 6 months when our house was being renovated and fell more in love with it. The quiet and peace, the solar energy, clean water, fresh air, it's simply heaven on earth. We are lucky to be a part of such an initiative. ”



Augmented  
Reality

See page 4 for instructions





- Dhara & Ram Mavuleti,  
Naandian - Farm Unit #A14

“

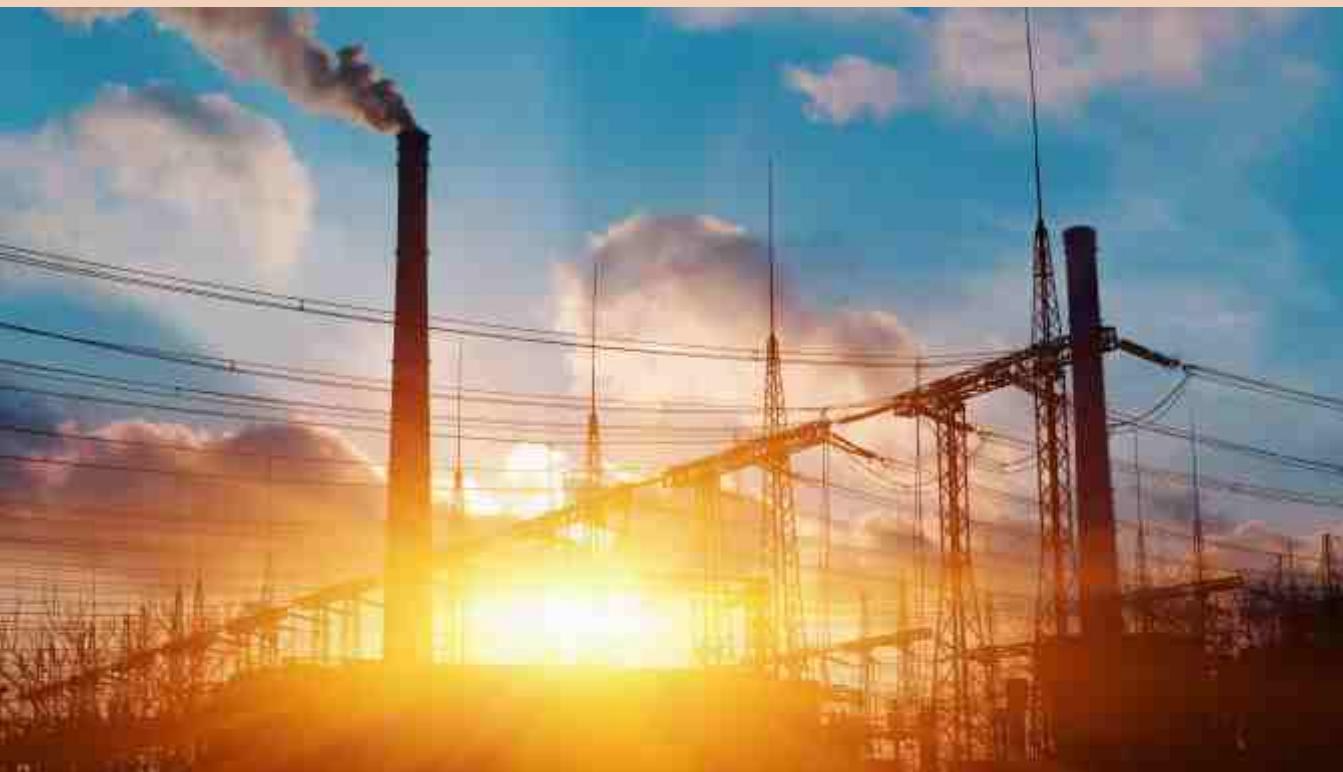
*The best part is we know there will be no constructions or high rises around. When we moved back to India after several years in the US, we were looking for a house which would allow us to enjoy the expanse and the scenery we had in the US. We found all that and more at Organo. We love being a part of the community. There is no other place we came across which offers such a blend of healthy lifestyle and spiritual activities. We wake up to birds chirping and butterflies fluttering by in the place of blaring horns and noisy traffic. We are blessed.* ”

## Thermal Pollution

Thermal pollution is excess heat that creates undesirable effects over long periods of time. The earth has a natural thermal cycle, but excessive temperature increases can be considered a rare type of pollution with long term effects. Many types of thermal pollution are confined to areas near their source, but multiple sources can have wider impacts over a greater geographic area. Thermal pollution may be caused by:

- Power plants
- Urban sprawl
- Air pollution particulates that trap heat
- Deforestation
- Loss of temperature moderating water supplies

As temperatures increase, mild climatic changes may be observed, and wildlife populations may be unable to recover from swift changes.



- Geetanjali & Parag Jain,  
Naandian - Farm Unit #A7

“

*The temperature is always a few degrees lower at Organo when compared to the rest of the city. In fact, you can feel the difference dramatically when you walk in from the sunlight into the Bamboo House (Club House). It's all because of the atmosphere that has been created with the right kind of crops, farming methods, harnessing solar power, all of which contribute to the harmony.* ”



## Light Pollution

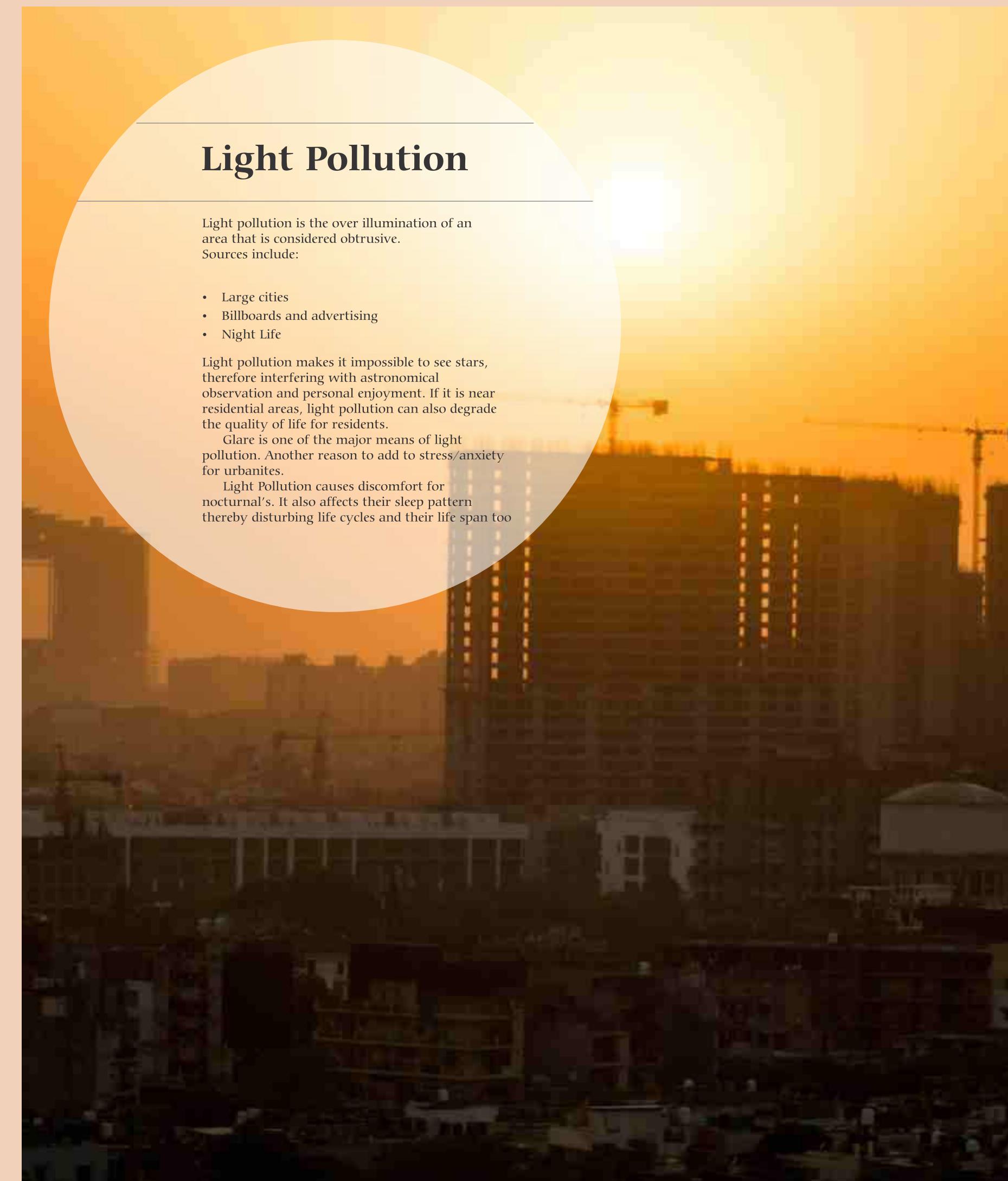
Light pollution is the over illumination of an area that is considered obtrusive. Sources include:

- Large cities
- Billboards and advertising
- Night Life

Light pollution makes it impossible to see stars, therefore interfering with astronomical observation and personal enjoyment. If it is near residential areas, light pollution can also degrade the quality of life for residents.

Glare is one of the major means of light pollution. Another reason to add to stress/anxiety for urbanites.

Light Pollution causes discomfort for nocturnal's. It also affects their sleep pattern thereby disturbing life cycles and their life span too



## Visual Pollution

Visual pollution - eyesores - can be caused by other pollution or just by undesirable, unattractive views. It may lower the quality of life in certain areas, or could impact property values and personal enjoyment, add up to the stress and mental disturbance.

Sources of visual pollution include:

- Power lines
- Construction areas
- Billboards and advertising
- Neglected areas or objects such as polluted vacant fields or abandoned buildings

While visual pollution has few immediate health or environmental effects, what's causing the eyesore can have detrimental effects.



## Personal Pollution



- Valli & Kishore, Naandians - Farm Unit #B12

“

*Organo gives us the advantage of living in a village and we get to enjoy all the rural benefits of fresh farm produce, no hoardings, no electricity poles or wires, no multi-storied structures, no noise, no pollution.*

”



Personal pollution is the contamination of one's body and lifestyle with detrimental actions. This may include:

- Excessive smoking, drinking or drug abuse
- Poor living conditions and habits
- Poor personal attitudes

In some cases, personal pollution may be inflicted by caregivers, while in other cases it is caused by voluntary actions. Taking positive steps in your life can help eliminate this and other sources of pollution so you can lead a more productive, satisfying life.



- Lakshmi & Vijay Madduri, Naandian - Villa #A18

“

*Whether we choose to live at Organo or make it our weekend home, we have access to housekeeping facilities which is a huge boon; takes a lot of stress off my mind. Also the fact that the villas are not humongous makes it easy for us to maintain them beautifully.*

”



- Malve Family, Naandian - Villa #A15

## Fighting Pollution

All types of pollution are interconnected. For example, light pollution requires energy to be made, which means the electric plant needs to burn more fossil fuels to supply the electricity. Those fossil fuels contribute to air pollution, which returns to the earth as acid rain and increases water pollution. The cycle of pollution can go on indefinitely, but once you understand the different pollution types, how they are created, and the effects they can have, you can make personal lifestyle changes to combat poor conditions for yourself and others around you.



“

*In addition to the tangible benefits of good health, there are several other offshoots of Organo way of life. Like better conversations because we don't have the day-to-day stress of running errands, paying bills, watching over kids etc. The quality of relationships in particular and life in general improve by default.*

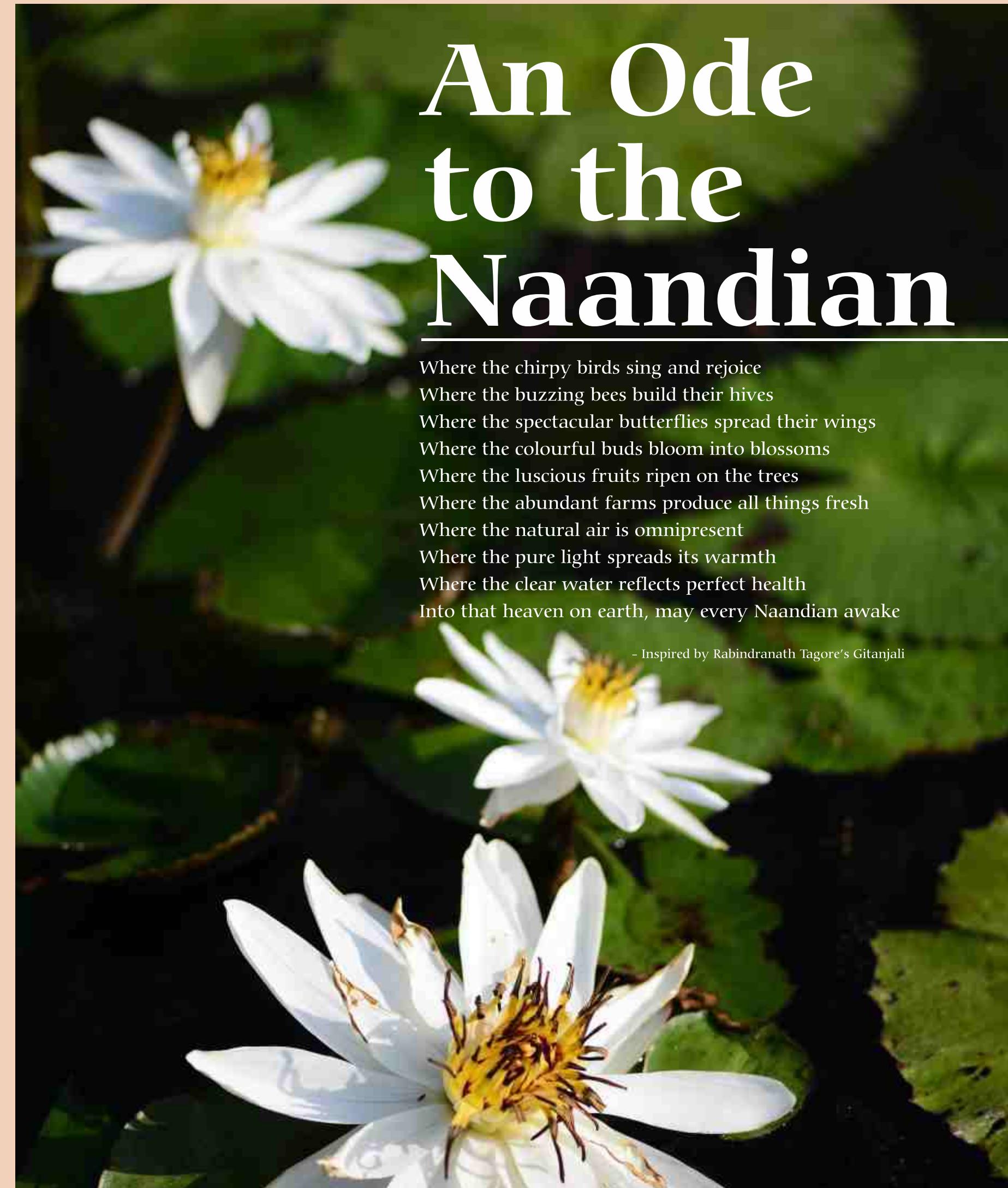
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# LIFE AT ORGANO

A vibrant community lives here and has experienced life.on.a.slow.track. Listen to their excited voices.



## An Ode to the Naandian

Where the chirpy birds sing and rejoice  
Where the buzzing bees build their hives  
Where the spectacular butterflies spread their wings  
Where the colourful buds bloom into blossoms  
Where the luscious fruits ripen on the trees  
Where the abundant farms produce all things fresh  
Where the natural air is omnipresent  
Where the pure light spreads its warmth  
Where the clear water reflects perfect health  
Into that heaven on earth, may every Naandian awake

- Inspired by Rabindranath Tagore's Gitanjali

## The Genesis

Organo is the brainchild of The Navira Team. Founded and named after – Nagesh, Vijaya and Raj – directors of the FHD group, one of India's leading design firms. Organo was started with a shared vision to provide an authentic living to people today, a life that not only is technologically progressive but one which revives cultures and brings people together. Passion for 'change' in the society today as well as in the ways of the industry is the primordial force that pushed the team of Navira to start a group that can redefine the rules of the game.

Also, having been in very close quarters to the construction industry and watching the growth spurt of Hyderabad, protecting the bio-conservation zone has been of paramount importance to the Navira team. That's what inspired them to form a community of people to own it, to enjoy living close to the elements, to create a force to protect it. Thus, Organo was born.



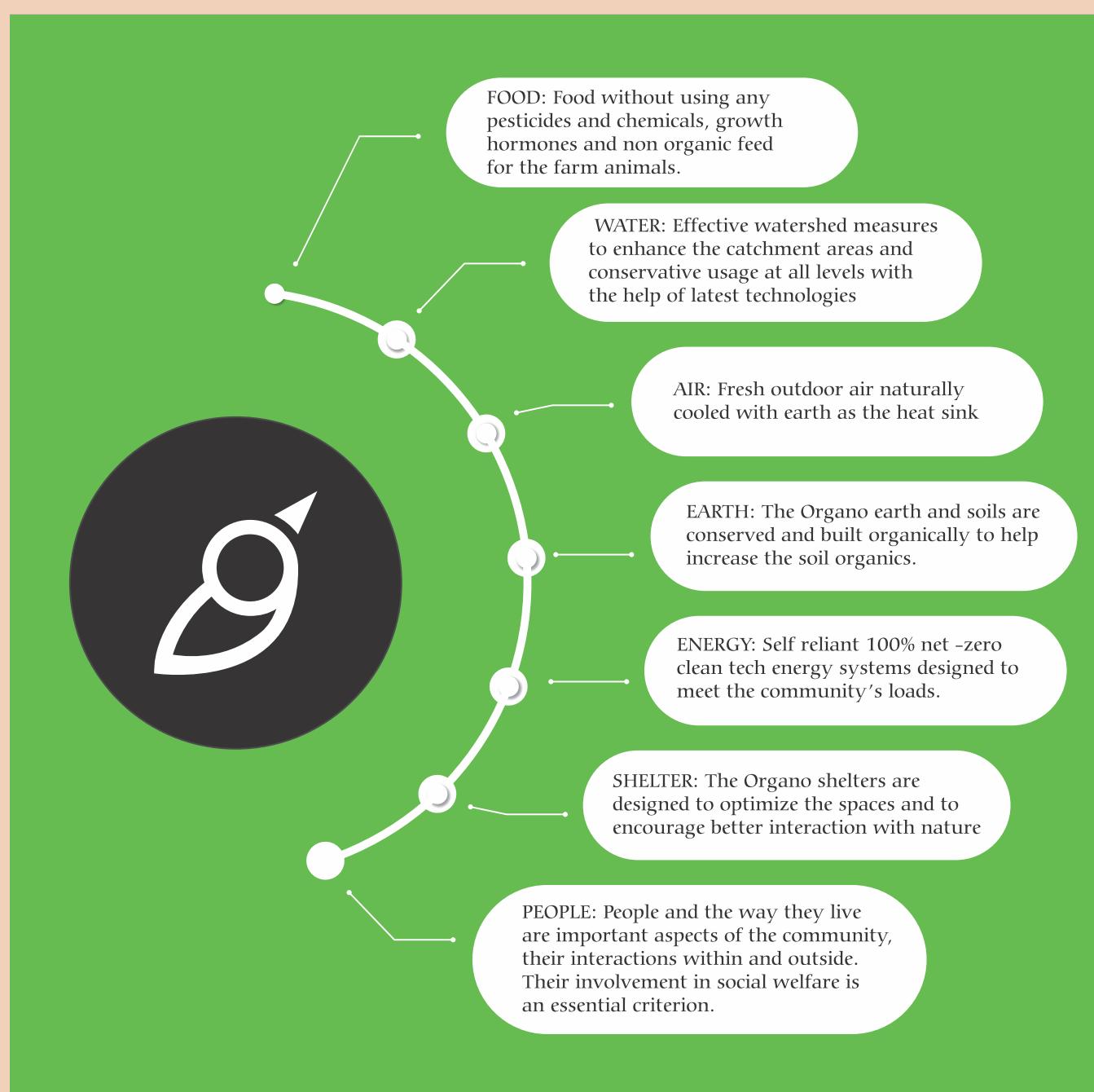
- Nagesh Battula

- Rajendra Kumar

- Vijaya Durga

## The Organo Principle

### Seven Strands Of Sustainable Living



## The Organo Endeavour

It has taken several years of research, development, trials and dead ends for Team Organo to make a breakthrough and arrive at the seven cycles. Each cycle has its own sustainable aspects; all the cycles are interlinked and flow naturally into each other.

**Food Cycle:** The 'how' part of food production is most important for us Naandians. We use natural methods to produce food organically. At the same time we use the waste from the animals and organic waste from the living for farming. These wastes from the farming are used for the animal fodder. That's how the cycle is kept in motion.

Indigenous methods of cultivation like companion cropping and permaculture have helped us devise sustainable methods of food production. Our association with Art of Living agri trust has enriched our knowledge and expertise in the area.

Several time-consuming methods like filling up the top surface with coconut fibre to facilitate water absorption and retention for the arid soil have helped us rise above natural limitations and emerge triumphant in food production.

**Water Cycle-** We conserve and recycle water and at the same time utilise the natural resources like rainwater and recharging aquifers. The aquifers or artificially created aquifers collect the rainwater and then we use that throughout the year for farming and the living.

Naandi is located on a high terrain area where the water was draining out of the site. The tilt of the land was towards North-South to South-West and North to North East. The main source of water is rain water and ground water. In order to make the best of the situation, contour trenches were created that helped water spread evenly along the site. Swails and ponds with a capacity of 20 lakh litres of water were strategically located at central points so that the water level is maintained during summer season. Additionally, 25 lakh litres of water were harvested



using the storm water design. In order to meet the requirement of 60,000 litres of water, several storage methods were used. In the first year of the project, it was net zero in terms of water usage.

**Energy Cycle-** Organo harnesses solar power. Sun is the natural resource for this energy. So this is being produced and is being shared between these residences so that any variation in the load will be taken care of by the solar panels. There is an off grid system that is separated from the main government grid. The villas produce around 700 KW of solar power. The solar panel is connected to all the appliances.

The energy requirement was carefully calculated according to each appliance and arrived at 10 KW per villa which requires 800 sft. space on every roof. Every appliance is built in as a part of the architectural design.

Biogas plant produces around 24 KW of Methane which is used for energy production. The wastage is used as a fertiliser for crops.

**Earth Cycle-** Another aspect is the soil. For farming, Permaculture method was implemented in which different crops, plants and trees are cultivated together so

that they complement each other in terms of water usage and nutrition.

Then there is aqua culture, where the fish clean up the ponds and the water is used for farming and other purposes. The smaller pond areas retain certain amount of water throughout in which medicinal plants are grown.

The villas are arranged around the farmland in such a way that they will always face the farmland. At the same time, this will facilitate interaction between the residents and the farmers. A pathway is created where residents will be able to walk and understand how the food is produced.

Naandi also rears cow, guinea pig, goats, sheep, chicken and turkeys for the usage of the residents. The animal husbandry wastage is used for the biogas reactor and pest control. The wastage in farming is used as fodder for the animals. Dry leaves are used by the cattle and their manure goes back into replenishing soil.

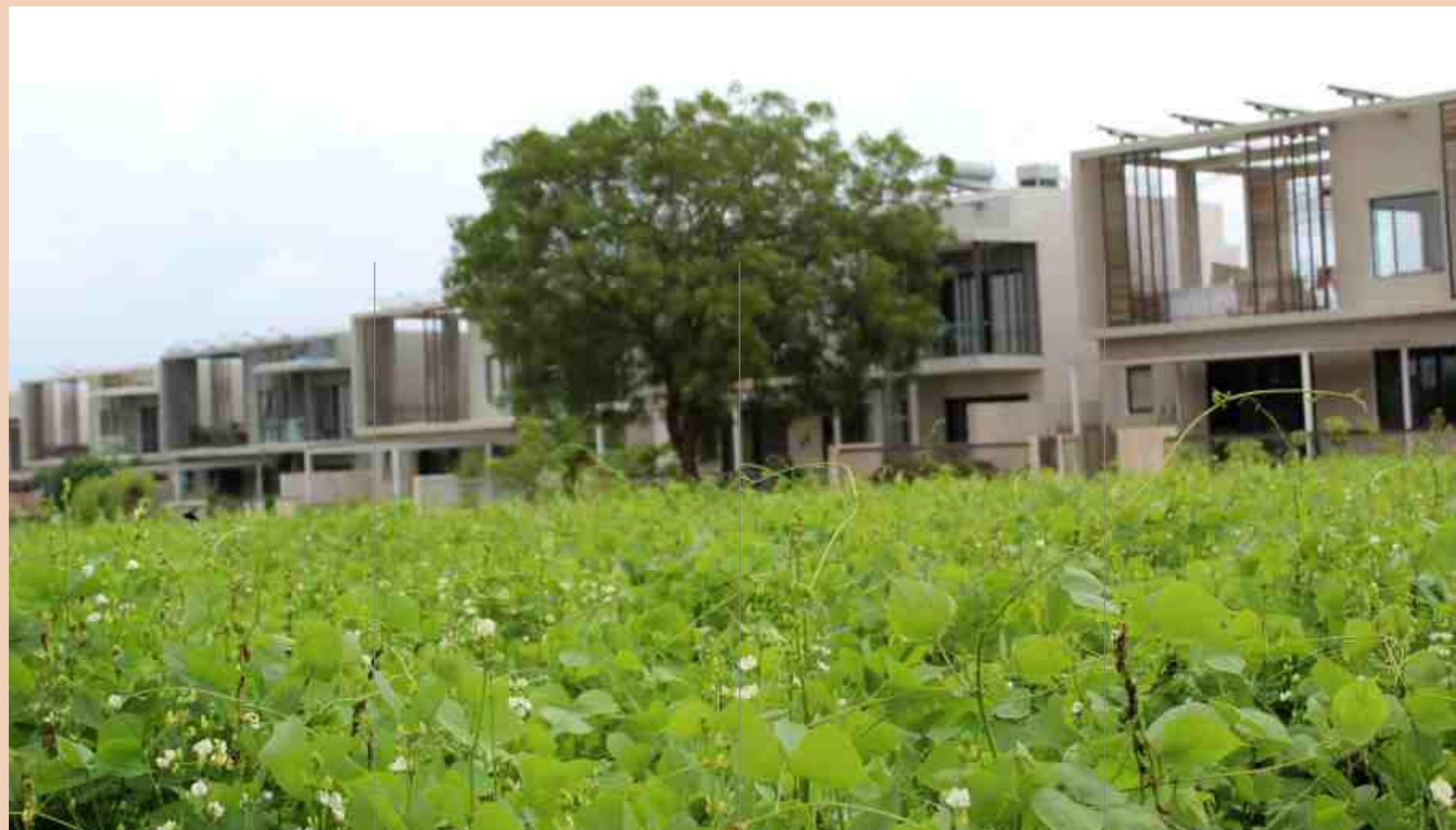
**Air Cycle-** Natural air is cooled down below the earth's surface as a means of air conditioning by means of Tunnel Draft system which is used to cool the interiors of the villas. A huge tunnel draft pipe runs all around as a ring and there is the air inlet chamber where the air is sucked into these pipes. There are pipes of 900 diameters on the lower level which you can access through the manholes in the upper levels; there is a connection in the above ground level. The tunnel is 5





meters below the ground and by using the geothermal condition the air inside will automatically cool down. The cool air is taken through the inlet chambers and let inside each villa through different AHU units that are exclusively allocated for this purpose. It also involves UV lamps and germs and insects and keep the clean air going inside the house.

**People** - The welfare and the health care of the Naandians is of utmost importance to us. Being surrounded by bio-diverse forest and medicinal plants helps every resident inhale good health passively and actively. Your morning walks become your highways to healthy routine. At the same time, your kitchen garden encourages you to develop your farming skills. The exchange of art, culture and spiritual practices automatically fosters a sense of well being and sharing. Naandians bring back their cultural values into the system. Community living is encouraged with a common pool of resources. Every Naandian has a role to play in the kitchen and the social activities.



**A pledge to bring the sparrow back in our homes. Let their chirps and tweets bring wellness and joy back in our lives.**

The International union for Conservation of Nature (IUCN) - the world's leading authority on biodiversity - estimated that in 2012 - 41% of all amphibians, 33% of all reef-building corals, 25% of all mammals and 13% of all birds are at imminent risk of extinction. Organo pledges to energize biodiversity. The sparrow is back at Organo. Come greet it, today!

**organo**  
life.on.a.slow.track.

[www.organo.co.in](http://www.organo.co.in)





## Club House



- The Clubhouse is a marvel made of Bamboo – the biggest structure of its kind in India. Bamboo is a wonderful, natural and renewable resource, capable of rapid growth that can avoid future deforestation of our precious tropical rain forests. The Club House at Organo is a massive structure with a roof area of 10750 sft.

- The entire structure was built in a record 100 days. A total of 4.9 kms length of Bamboo was used making it 3 times bigger than its previous biggest structure in India.
- The total built-up area is 13,795 sft.



## Club House



## Al fresco Dining



- The bamboo clubhouse is an iconic structure which uses energy modelling to ensure cross-permeation of light and breeze. The Alfresco Dining Area has a video wall for community gathering, watching IPL matches, movies and bonding over food and drinks. The Alfresco is part of the clubhouse. On three sides are bio-pools and water bodies that naturally air condition the restaurant. Fresh oxygen, Cool air, tranquility and the green expanse add to the sense of well-being and are therapeutic.

- We have used waste wood by shaving off the top skin and pasting it on marine ply, thus creating a bamboo mat for the clubhouse roof which brings temperatures down. All the waste bamboo wood has been used to convert into a smart bar counter. We have deployed upcycled wood as a sun shade using advanced parametric design.



## Be an organic farmer for a day

24 hours of Pure unadulterated joy for your family

Drop in for Lunch at the Slow Down Place. And your day begins. For the next 24 hours, you can till the land, become an organic farmer, stay in an organic villa far away from mobile phones and stress. An array of activities to choose from. Hand plucked fruits and vegetables. Relax in a Health Spa that combines Ayurveda with the global thinking.

Strictly by appointment only.  
For details: log on to [organo.co.in/beafarmer](http://organo.co.in/beafarmer)

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life.on.a.slow.track.

[www.organo.co.in](http://www.organo.co.in)





## Know your fellow Naandian

### Birds of a feather



*Coming back to a place you can call home and if that home happens to be at Organo, life is sheer bliss.*

- Kajal & Siddharth,  
Naandians - Farm Unit #A30



**S**he is a nature lover though she does enjoy the facilities of a city life, grew up in Bangalore, is sensitive to environmental issues, has actively participated in 'save the trees' campaign at KBR Park, is a health food enthusiast and a strong believer in natural healing.

He is a hardcore city boy, born and brought up in Delhi, loves the modern technological advancements, and has held high pressure jobs in some of the biggest corporates which made him look for solutions to the pressures of urban living.

When the two met, it was the proverbial case of soul fragments coming together to become a whole. Both are intense personalities and take their passions seriously. She believes in environment and sustainability. He believes in healthy living and providing the best he can for his family. They have similar tastes in design and food.

Kajal, a fashion designer and Siddharth Maheshwari, an economist, met for the first time at a pranic healing workshop in Bangalore. "Both of us were learning pranic healing in our respective cities,

Siddharth came to Bangalore because he had learnt that the instructors were highly capable. We met for the first time in the class. We got along very well and became very good friends which in other words meant we fought a lot. Somewhere along the line we realised it was more than friendship," smiles Kajal as she recalls their journey, "Eventually, we decided to take it to the next level and got married."

I was looking for solutions to deal with stress and burn out, fall outs of competitive work in urban areas and was exploring Pranic Healing.

When I heard about the experts in Bangalore, I decided to give it a shot. Little did I know that I would meet my life partner there!" recalls Siddharth, "We have been married for 4 years now and the journey has been amazing."

Life has been beautiful for the young couple who are parents of Unnati, a 3-year-old girl. Kajal found designing clothes very limiting so she dabbled with interior design and graphic design for a bit before becoming a full time mom. Siddharth's work

brought him to Hyderabad 8 years ago and the apartment they live in currently is his 10th house in the city! They have been married for 4 years and have been living in Hitec city presently.

"I work for Cognizant as a director and Hitec city is conveniently located which is why we chose the area," narrates Siddharth, "But it's become very crowded and noisy. Our search for the dream house took us to several villas in and around the city but somehow nothing made the cut."

"I grew up in Sadashivnagar in Bangalore which is known for its greenery. It's called the Palace Orchard and has some of the oldest and most beautiful trees planted during the British rule," says Kajal, "I am a complete nature person. I love quiet, peace, flora and fauna. We have a great house in Hitec city and the community is nice as well but I was looking for something more. I wanted more greenery and I couldn't find a full grown tree for miles. That's when we thought that the solution would be to move to a farm unit. We saw several farm

units but I wasn't impressed either with their design or the manicured lawns and landscaped gardens. It was too fakey perfect.

I wanted something more natural where there is a bit of wilderness, where things are more inherent."

After scouring through the city's happening projects and not being satisfied with any, Kajal was about to give up when she heard about Organo. Quite providentially, she believes. "We didn't even know it had farm units. I just liked the name because it sounded organic. So I looked up on the net and called the number that was given there. We fixed an appointment for a visit. The person who answered the call was very welcoming but didn't really try to sell anything. He asked us to come over for a visit and met us at the site when we did. He became a dear friend soon," describes Kajal.

"She is speaking about Raj," chips in Siddharth, "This was 8 months ago when we walked into Organo. And things hadn't really taken complete shape yet but the conviction with which Raj spoke had us completely

hooked. We had met several builders earlier but nobody instilled faith in us like he did. In fact, other than the project itself which of course was way beyond my expectation, it is the promoters who did it for us. For them, it wasn't a brick and mortar project and it was definitely not a commercial venture. It was their belief, their whole philosophy of life. For me, it was about my family's future. I just had to be a part of this project."

"For me, it was instant love," says Kajal, "I was a regular visitor to Jindals in Bangalore. I wanted to give up my high paying job and work for Jindals only so that I could live there because it was such a dream. And when I walked into Organo, I couldn't believe my eyes. It was almost like somebody had made an effort to visualise my dream and translate it into reality. It was literally like that. This was the place I always dreamt of. We wouldn't have been able to pull off even a fraction of this even if we had built it on our own. We did consider at one point to buy a farm land but it seemed herculean. Plus we would have to live in isolation. So for us, it was just what God ordered! It was the life of my dreams. Like you often

hear – you dream of something and it manifests. It was difficult for me to believe that it actually had! So whether to pick up a farm unit at Organo or not was a no brainer! By the time we had walked out of here, we were sold. What is hugely impressive is the fact that they have delivered more than they promised!"

"Having lived in Delhi, distances don't really matter to me," continues Siddharth, "The outer ring road is so easy to access. The drive is so smooth. And the benefits of clean air, fresh vegetables, fruits, farm produce are priceless. For us, these things are of high value. A 10 minute stressful drive versus half an hour of peaceful drive, what would you choose? Also being away from the city will encourage us to become more organised in our shopping. It won't be a case of rushing to the mall at the drop of a hat! So retail therapy will be out and nature cure will be in! Life can't get healthier than that, can it?"

"I keep dreaming of the day we move here because I want to pluck and cook those fresh vegetables right away. It's such a joy. It's going to be so much fun. When we brought Unnati here the first

time, I was not very sure if she would be able to handle the nature, the outdoors, the heat etc because our farm unit was still under construction but surprisingly, she was so thrilled. She was putting her feet into the water, she was enjoying the pedicure fish, she was plucking fruits; I realised what a blessing it is for children to grow up in nature. She was so happy on her own without us having to follow her wherever she went. Maybe children are meant to live this way. She was so comfortable playing in the mud; she was enjoying it much more than playing with her toys. And we think that toys and gadgets make kids happy but no, those offer momentary pleasures which they outgrow and hanker for newer toys. Nature offers far more joy that is lasting and enriching at the same time. The time that we spent here, she was totally on her own."

"Somebody told her that Organo is going to have a horse soon," says Siddharth, "She's so thrilled just with the thought. She has already decided to call it Pavan."

"Yeah, she has fondness for this place already. She wants to have a dog and I told her we will think of it after

moving here not in that apartment we live currently. We are considering Shloka (School) for her to join once our farm unit is ready and we move in," says Kajal sharing their plans in the near future.

"We can't wait to move in. The charm of sleeping under the stars while cool breeze is flowing over you sounds magical, doesn't it? That's the beauty of living at Organo. You can't even imagine such things in the city! There are so many unique features here. The way the water is conserved, everything is reused and recycled, energy is harnessed, collective farming, I can go on and on. The way resources are shared amongst the Naandians, it brings in a certain bonding," says Siddharth.

"We have read about eco friendly features in organic projects but this is the first ever time we're seeing so many features in use at one place. For instance, the air tunnel draft is something we had never seen before. The tunnel starts at the base of a neem tree. And the fresh cool air rich in oxygen is sent through the drafts to villas. In essence, we can avoid using the air conditioners. Also the community kitchen and the bamboo clubhouse are just

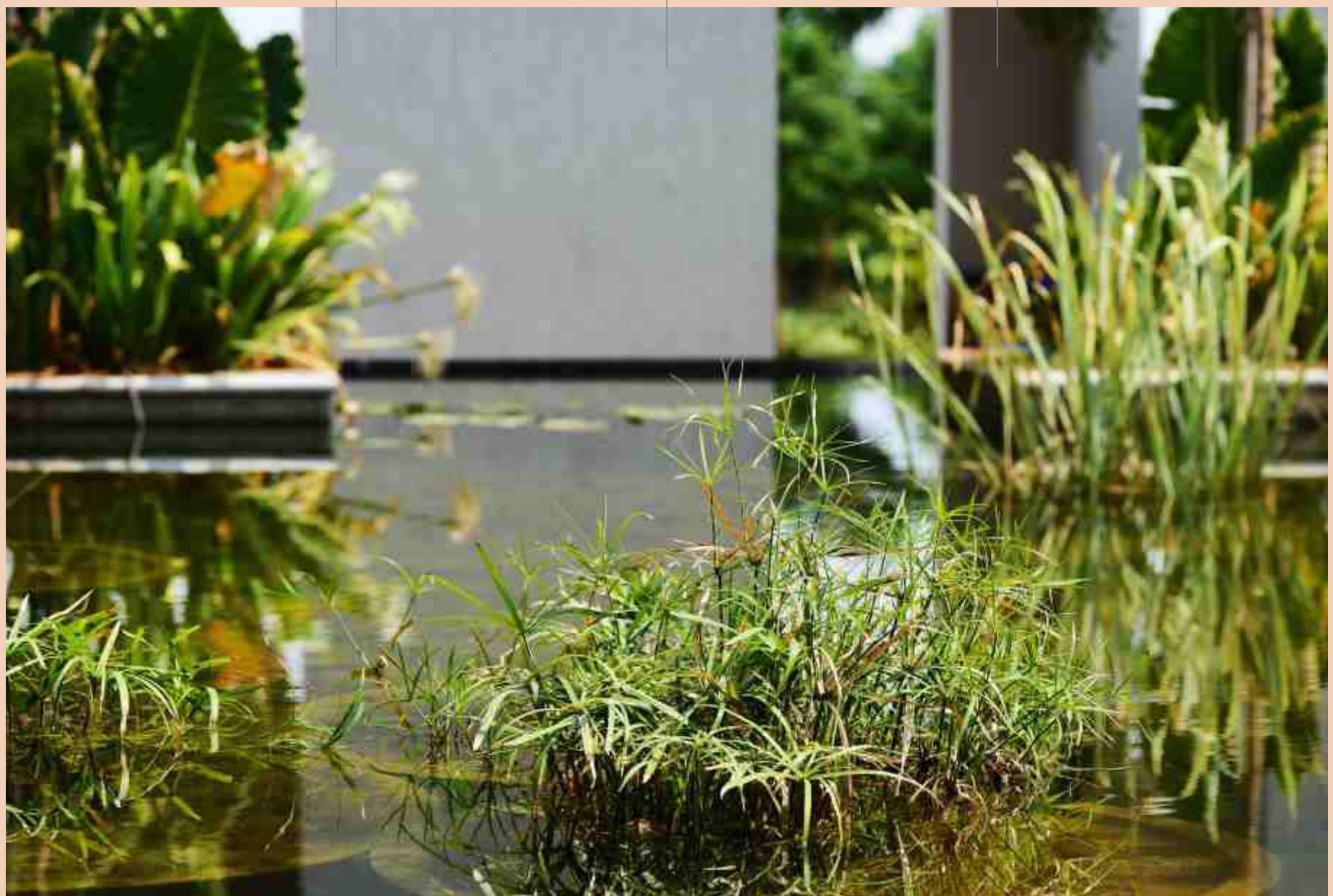


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*I am so looking forward to taking a dip in the pool. It's a natural pool with no artificial cleaning agents. Isn't that amazing?*

- Siddharth

”



phenomenal! Every single aspect is so well thought out. All of us have to share our recipes and teach the cooks and those dishes become part of the menu," marvels Kajal.

"I am so looking forward to taking a dip in the pool. It's a natural pool with no artificial cleaning agents. Isn't that amazing?"

"I strongly feel this is the way for the future. So many young people are falling ill with mysterious ailments. Sooner or later, people are going to question if they are living the right way and they will realise the cause," predicts Kajal.

"One of the best parts of living here would be our likeminded neighbourhood. We all think similarly. Obviously, our mindsets resonate which is why we are all here in the first place. It's going to be a lot of fun," says Siddharth and Kajal nods in agreement.

"The nice thing is that we have the freedom to customise our villa the way we want to and they extend all their support in executing it. I am yet to come across such friendly promoters. Also, they never try to rush things up just to complete the project. They sit with you, help you think through, give you enough time to take decisions. The empathy is amazing. There is also the option of taking a fully fitted and furnished villa. That's also a great option because the designs are very good and you can just move in without going through the hassles of construction and civil works," they say.

"This place will definitely prolong our life span by enhancing the quality of it. There is so much to do in life and living in a place like this is a fantastic start. I am sure I will never want to retire from work because if you have a home like this to come back

to, no stress at work can be insurmountable. Modern luxuries like the gym, swimming pool and spa are all within. There is an organic store too to pick up groceries. In that sense, we don't really need to drive down to the city," says Siddharth.

"Life will indeed be on a slow track. I hope to start a cottage industry with the women in the surrounding villages and contribute to their empowerment," expresses Kajal, "Rest of the time, I will admire the beauty of the birds, butterflies and do some freelance designing. I am sure I will have plenty of time on hand because I won't have to constantly monitor my daughter's movements or worry about her safety when she is outdoors."

That's the true story of two 38-year-olds who have no clue that they are setting an example for the youngsters with their choice of living.



## Happily Ever After



- Rajani & Sridhar, Naandians - Farm Unit #B3

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*Being surrounded by nature and every eco-friendly aspect helps us progress on our spiritual path.*

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**M**arried for 34 years, Rajani and Sridhar are the personification of harmony and togetherness. Parents of one son and two daughters who are now 27, 25 and 23 years old, their life has all the makings of a happily-ever-after story. "We never saw each other before our engagement. It was a typical arranged marriage," narrates Rajani walking down the memory lane. We saw each other's photographs. But we had six months time before we got married. We would speak on the phone." A software engineer by qualification, Rajani chose to be a home maker and a full-time mother. Sridhar had been living in the US since 1980 and she joined him after their marriage in 1983. My grandparents were farmers in Guntur. I grew up watching them cultivate groundnuts, paddy and mangos. So I am very much at home with farming."

"I completed my B Tech in 1979 from JNTU and moved to the US in 1980. Rajani's was the first photograph I saw and decided to get married to her. She joined me after our marriage. It's been an enriching journey so far. Our elder daughter is a budding Hollywood actress. All of them live in the US but visit India now and then. They are at the threshold of their careers, so

Rajani and I decided that we should let me choose their own paths. We moved back and forth between India and US for many years during their growing up years and we continue to do even now," recollects Sridhar.

"I'm solely responsible for that," chips in Rajani, "A few years after our third child was born, I felt it would be good for them to grow up in India. We lived in Whisper Valley and kids went to Chirec school. When my son was in the 10th grade, I was apprehensive that he might not get through the exams because he was extremely weak to Telugu. So I moved everybody back to the US. Now all 3 of them are



working. We have to wait for a few more years to move back to India because Sridhar is still working. But we decided to spend more time here. We do have the option of living in Whisper Valley but it's not the same anymore. It's become overcrowded. Because of my rural background, I have always been hugely into greenery and farming. We did consider buying a couple of acres of land and build our house but it is not practical with us travelling frequently. Luckily, we got introduced to Organo by Sridhar's brother. As soon as we walked in, I knew this is the place we were looking for. I decided instantly

that this is where we would settle down but I waited for Sridhar to see it as well. When he came here, he loved it too. We went right ahead and invested in it. The best part about living here is being surrounded by nature and the organic way of life. I find it very meditative. It helps us on our path of spiritual journey. We have been disciples of Swami Sukhabodhananda for the past 12 years and he has been guiding us. We are into reading Gita and regular satsang."

"We have experienced best of both the worlds," Sridhar takes over, "I have travelled extensively and seen the best of everything. I have been with start-ups since 1995. We were getting to a point where we wanted to slow down. I was very impressed with Nagesh's vision of eco-friendly living, which was hugely instrumental in our decision to become a part of the Naandi community. I am an architect in my head and the phenomenal design elements floored me completely. I loved the fact that we had the freedom to modify the design according to our choice. After all, we spend half our time here; it makes sense to live in a home where everything is planned and executed in the way we envisaged."



"Both of us love plucking fresh vegetables from the farm and cooking them right away. When Nagesh explained the farm to table concept, we knew this is it. Now, we feel like we're living our dream. Whether it is the tunnel draft or water conservation, organic farming or solar power, everything we need for a natural living is right here. We saw many places but none like Organo," says Rajani.

"In 2000, when we picked up a house at Whisper Valley, it was beautiful. Away from the noise and pollution but

over a period of time, it's like any other place. Here, we don't have that challenge. Organo will never turn that way. This is a perfect combination of rural advantages and urban benefits. It is strategically positioned with easy access to the ORR, airport and the main city. That's a huge motivation for us," explains Sridhar. "Some of our friends from the US came here and fell in the love with Organo. Swamiji was raving about the massage at the Spa. Our younger daughter was here sometime

back and she just loved the sustainability aspect. The water in the swimming pool is so pure and soothing. Another amazing aspect is the fact that the indoors of a house don't become stagnant and stale because fresh air is circulated everyday through the tunnel draft. We don't have to worry about keeping it locked when we travel," marvels Rajani. For Rajani and Sridhar, their house at Organo has turned out to be the biggest attraction to return to India permanently over the next few years. "I am so done with living in the US,"

says Rajani, "As long as the kids were growing up, I had a purpose earlier. Now, I am looking forward to coming back permanently. I don't even like frequent travelling anymore."

"I am sure a lot of our US friends will want to own a house like ours once we move back. There is no community such as this. At least we haven't come across any place like Organo. It's a piece of heaven," concludes Sridhar.



## In love with nature



**S**uneetha is a thoroughbred Hyderabadi, her husband Madhu Reddy is from Madanapalle, studied at IIT Mumbai, and has lived all over India. A civil engineer-entrepreneur, he started a cement factory and a

construction company, ran an airline for 5 years, lived in Rajbhavan Road, Road 12 Banjara hills and Nandagiri hills before homing in at Organo. "Wherever we went, the crowds kept following us and we kept moving away," narrates Madhu. "At one point, we decided to relocate to Goa and bought a beach house there. During that time, Suneetha discovered this place. It was just being planned. I fell in love with the concept when I heard it. I always wanted to live in a place where nature is a part of it, where we are a part of nature, where we leave zero carbon foot print on the planet, where life is slow but with access to the goodness of city life. We loved the concept and more importantly, the people behind it who instilled the confidence in us that they

would execute what they promise. We went ahead and bought a villa. They lived up to it and here we are, living in this beautiful place. As I sit here and look at different types of nature any which way I turn, I am in bliss. Fish pond on one side, greenhouse on the other, the vegetables, the trees... We were the first ones to move here nine months ago. We had no neighbours. But we loved it here. Suneetha loves gardening and it shows in the quality of flowers and fruits. The papayas on our trees taste super delicious. Trees and plants can feel our love, I believe. We give love and they return it manifold. By the way, this is our 7th house," says a beaming Madhu, who also happens to be a passionate photographer. Organo has proved to be his idyllic heaven that provides the perfect backdrop for his subjects. "I lose track of time when I am capturing the

sceneries, birds and flowers at Organo. I haven't seen such a vast variety of birds anywhere else," he describes. Every photograph clicked by him looks like a picture perfect postcard.

"Our Kids love it here. Our 4 year old grandson was here recently and we never saw him so happy before. He was running around fearlessly, plucking vegetables, showing off to people, he loves getting into the pool. Children are closest to nature. They blossom when they are in natural surroundings," expresses Suneetha.

"We would go on family vacations often, mostly outside the country but now we have decided to stay put for the next four years and enjoy our life here. We have been to all continents in the world but this is the best we have seen and experienced so far. The spa is exceptionally good. Madhuri (Therapist) has a way with her hands. She is



*We've travelled all over the world, to almost all the continents. But now we've decided to stay put for the next 4 years to enjoy our life here. That's what we call the Organo effect.*

- Suneetha & Madhu Reddy,  
Naandians - Villa #A8





divinely gifted. She blends Ayurveda with medical massage and the result is magical. We look forward to playing Tennis. I have the advantage of working from home because I am into stock market and non profit. The connectivity from here is perfect and we don't miss anything. City is not too far either if we need to visit anybody or go shopping. I swim early in the morning.

Even in peak winters, the temperature of the water was comfortable. We can see the sunrise and sunset from the pool. It's like living in a beautiful resort. Who

wouldn't love it? Even the milk is fresh and straight from the cow. I don't think we can expect more than this. That's the story of our journey at Organo. It's a dream come true for us.

"Initially, I felt a little lonely because there was nobody else around and he was busy with his work. But I do enjoy silence and I was missing it in our earlier homes. Now, a lot of other people have moved in. And it's just so idyllic. I can't imagine living anywhere else. One of our friends Rama Konuru had recommended Organo. Radhika Prasad and I came to

check it out and both of us ended buying villas here. But when we walked in here two years back there was nothing. It was just a barren stretch of land. The rapid progress is incredible. The way they have turned around the dry land into a lush, green farm and the way every single thing they spoke to us of has materialised is nothing short of super human," says Suneetha.

"What is remarkable is, they achieved all this in 1 year 3 months! Smaller projects take much longer even though they have no major breakthroughs or any such

things. Here, almost every aspect is eco-friendly, sustainable, organic, which in itself is a major feat. In 2 years, the community is fully functional. The Rurban theme is what appeals to us most. This is what the world needs today. We're fortunate to be Naandians and experience this life. The best part is the surroundings will remain this way because multi-storeyed complexes cannot be built here. It's a restricted area. Only 15% of the land can be used for construction," observes Madhu.



Thota. "We never told her we're buying a house at Organo when we brought her here the first time but she always looked forward to coming here. There's a story behind the name," explains her dad, "We've an agricultural land on the other side of Chilkur. She calls that a farm and this is Two Floor Thota because we'd told her about the two level bamboo structure. That's how she came up with the name."

"In fact, Bhavishya has started drinking milk after she tasted the cow milk here. She enjoys the taste of vegetables here. What else does a mother want? I think the kids like what is good for them but then we should be able to provide it for them," says Sunita and Sridhar elaborates, "But then, we never had a choice before. We knew what we were eating or drinking was bad for us but what could we do? But now, we have a choice. Now, we have access farm fresh vegetables and milk. We have access to a natural pool. We've a farm in our own backyard. Why should we spend laths of rupees and travel to a resort to experience all this when our home is better than a resort?"

Sridhar is a Hyderabad while his wife is from Vikarabad where she did her schooling and eventually completed her Masters in Agriculture. Theirs is a traditional arranged marriage but interestingly, their personalities, tastes and passions are identical. That's what matches made in heaven look like.

## Conscious living



**“**Organo encompasses true Hyderabadi spirit. We're never in a hurry to go somewhere or get something done. We are all chilled out people. As Naandians, we get to be closest to our true nature. What more can we ask for?

- Mandadi Sridhar Reddy & Shvetha Reddy,  
Naandians - Farm Unit #B5

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**A**n architect by profession, Sridhar's first love is agriculture. That he married an agriculture officer is sheer providence. "My wife and I would often drive around the city which was more like window shopping for real estate. But we could find nothing that appealed to us. We live in Gachibowli right now and it's become crowded and noisy. We can't even open our windows because there are constructions going on all around. We were actively looking around for a property

that we would both love to live in. Around that time, Raj and I were travelling to China when he told me about their plans of developing a sustainable organic community where collective farming, reutilisation of resources, conservation and harvesting of water and energy would be integral. His vision and concept were so exemplary that I decided to be a part of it then and there. When I came here for the first time in early 2015, there was nothing except the dreams of the promoters. In fact, I drove

past this land because there was not even a compound wall. I found my way after Raj gave me some landmarks. But I believed in their vision and I am glad I did. Personally, I believed that an agricultural revolution was around the corner, looking at the way things were going from bad to worse environmentally. I'm

sure in the near future, the agriculturists will be richer than the IT guys," says Sridhar, "The idea of recreating a hamlet where people did things on their own without depending on the government appealed to me from day 1. The second and most important aspect that I fell in love with was the life on a

slow track concept. We're Hyderabidis by nature and if you look at an average Hyderabadi, they are not in a hurry to do anything. Everything happens at their pace. Organo, in that sense, encompasses the Hyderabadi spirit. So I thought to myself, here is a chance to live the life I always envisaged for my family right now without having to wait for retirement when one is compelled to slow down. I made the conscious choice of allowing down now so that I will never be compelled to retire to lead this kind of life."

"For me, it was my kind of life. Professionally too, I chose to be an Agriculture Officer because of my love for farming. There was never a single moment of doubt in my mind as far as living at Organo was concerned. It was just what we were window shopping for. Moreover, if you're even slightly conscious of the way the world is going, you'll realise that the farther you move away from a natural organic way of life, the worse the quality of your life gets. It's common sense, right? So when you are given the option of living that will enhance the quality of your life, who wouldn't go for it?" questions his wife as she continues, "As an agricultural officer for last decade, I have witnessed rapid deterioration in the environment due to the use of chemical fertilisers which lead to contamination of soil which enters the food crops and water sources and pesticides cause air pollution. As a consequence our health

gets affected adversely by consuming contaminated food and breathing polluted air. So when you come across a concept like Organo, only a fool can ignore it!"

"Breathing fresh oxygen, drinking clean water and eating healthy food have become so difficult these days," Sridhar takes over, "Here, we have all the 3 factors in abundance. We're lucky, aren't we? The icing on the cake is the state-of-the-art gym, the spa, the pool... It's the best of both the worlds."

"Also the energy remodelling, tunnel drafting, the bamboo club house are amazing. I am yet to come across a place like this," adds his wife.

Their school going daughter Bhavishya has given it a special name – Two Floor

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**I really sleep very well here. The quality of my sleep is much better when we spend the weekends here," says Shvetha. "I enjoy the breeze, I love looking at the stars which is rare in the city.**

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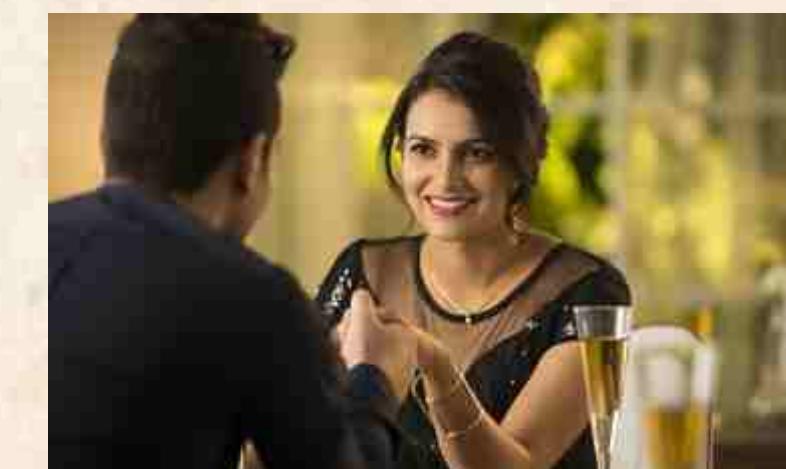




## The Full Moon Party

Every Full Moon Day, drive in for the most exotic Vana Bhojanam - dinner under the stars, to the light of aromatic lanterns. The lavish organic buffet spreads. Organic parties have never, ever been so healthy, so fun

Strictly by appointment only.  
For details: log on to [organo.co.in/fullmoonparty](http://organo.co.in/fullmoonparty)



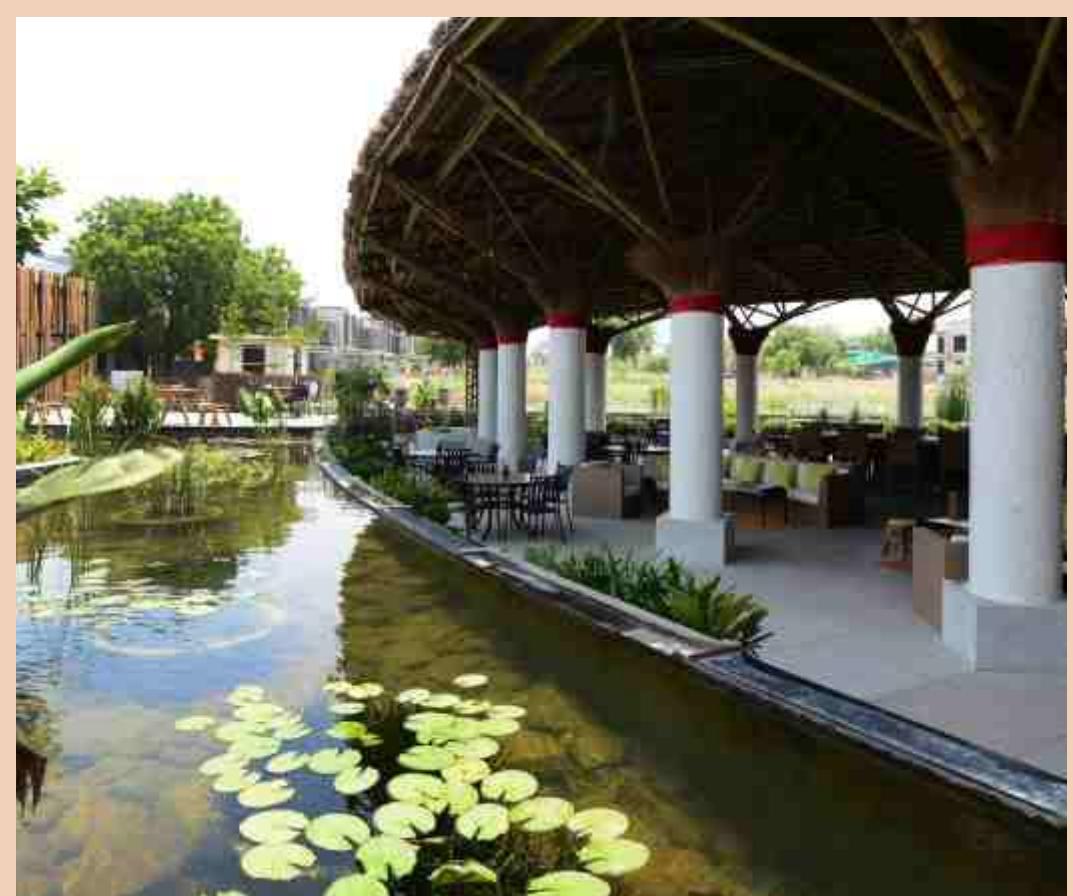
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## Bio Pool

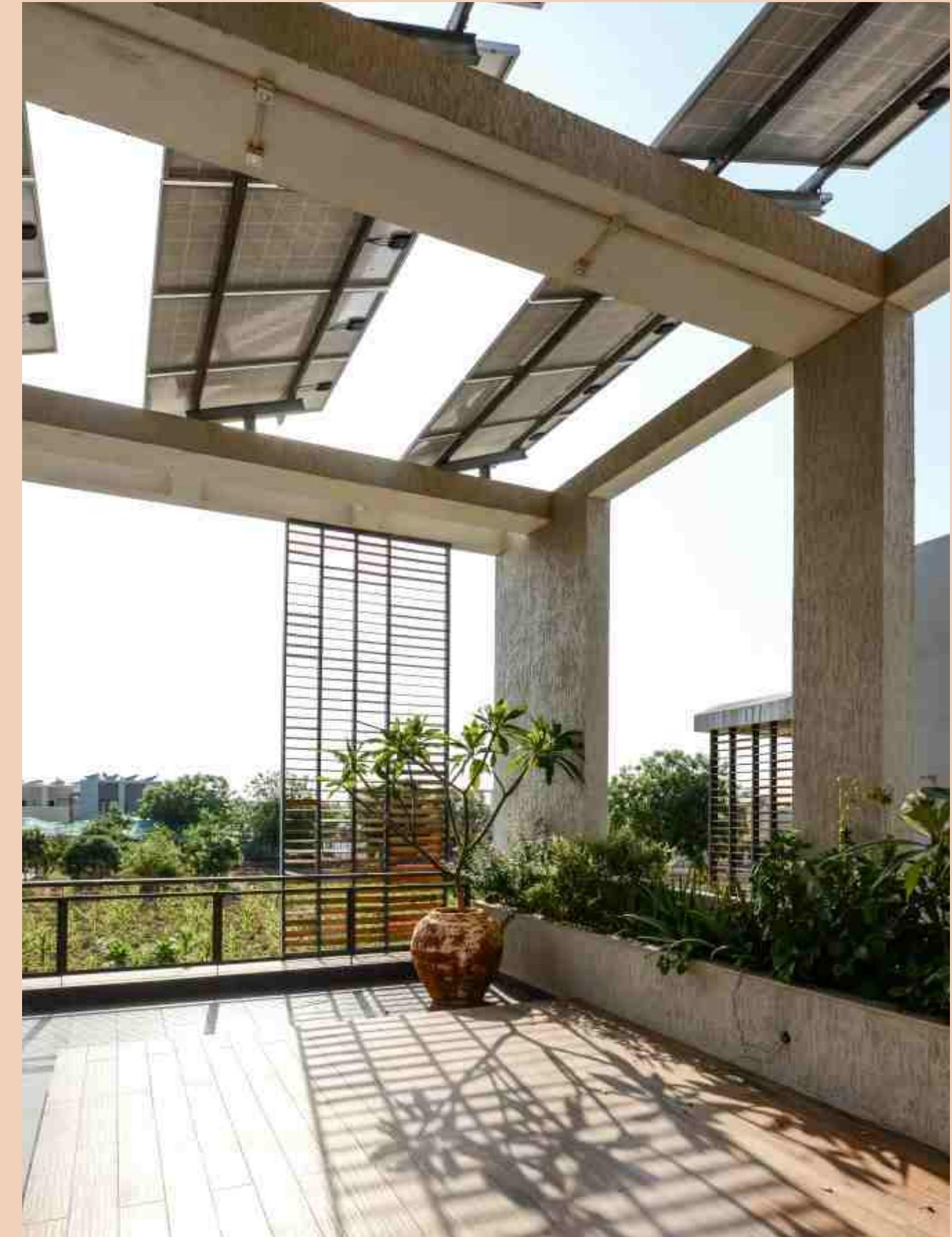
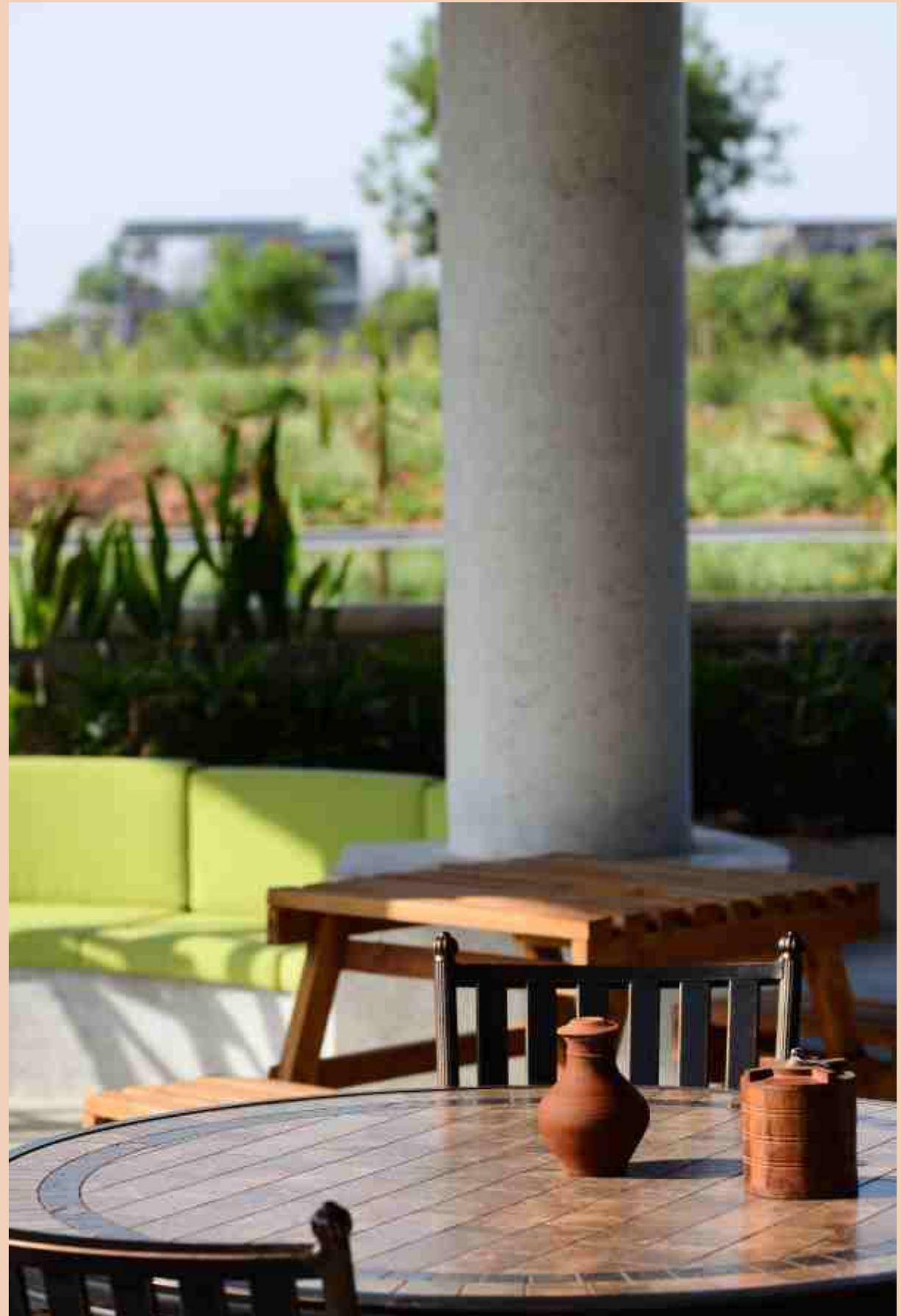


- The Bio Pool abuts and meanders around the iconic Bamboo Club House. With 4,00,000 liters of water, 2000 liters get refreshed every day. The use of indirect lighting away from the clubhouse does two things. It bathes the clubhouse with an ethereal glow in the night.

- The soft lighting near the waters brings in the flies away from the clubhouse to the shimmering waters and creates the feed for the fish. The excreta of the fish adds strength to the algae that cleans the pool. This cyclical use of nature's cleaning system makes the water fresh, sparkling and clear.



## Farm Living

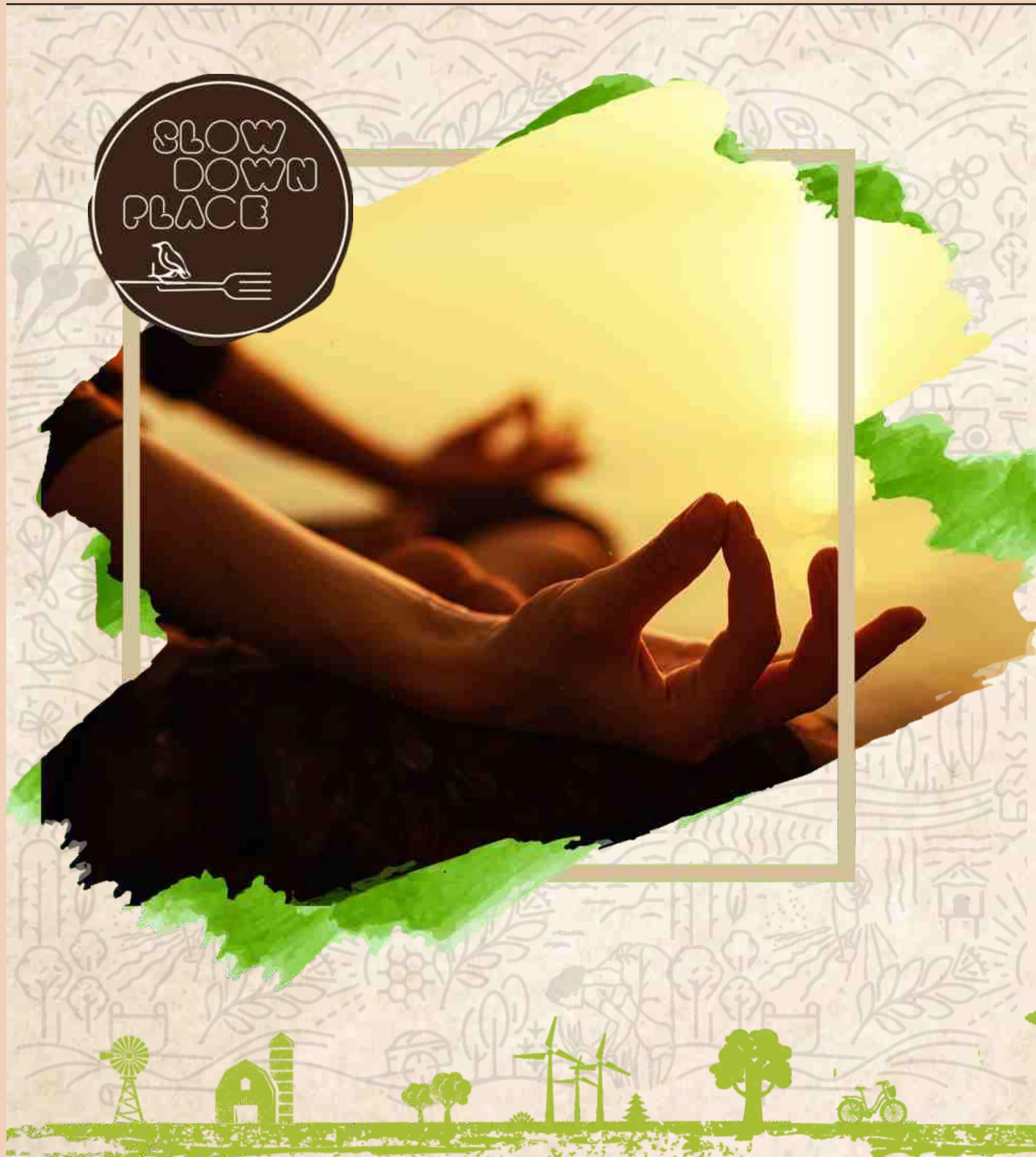


- 92% of Organo is Open Land. There is abundance of greenery all around.

- The focus is on absorbing the natural resources: the greens, the gentle breeze filled with pure oxygen. The natural light creating dappled patterns.

- The first of the lotuses appearing in the pond. In a few months time, the pond will be lush with lotuses swaying gently to the cool breeze.

- Well appointed tables and seating tucked into greens give you the opportunity to rest and marvel at the ocean of tranquility.



## Heavenly food for the Mind & Body Temple.

There's something magical that happens when you slow down your body. When stress disappears. Food tastes better. The nutrients get absorbed faster. You will be happier and there would be a healthy glow around you. Welcome to the opposite of Fast Food. At the Slow Down Place. Discover the secrets our ancestors knew a thousand years back. Welcome to Organic Buffet Breakfasts and Organic Lunches. The Slow Down Place is a wellness hub at Organo that makes your body slow down. Enjoy organic juices, freshly plucked fruits, salads and a 4 course healthy meal.

Strictly by appointment only.  
For details: log on to [organo.co.in/slowdownplace](http://organo.co.in/slowdownplace)

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## Partners in Progress



- Hari & Sumita Thalapally, Naandians - Farm Unit #A22

**S**umita is a Hyderabadi, born and brought up here, married for 30 years and the Managing Director of Deloitte! "The duration of my work life has been of 3 decades but it doesn't feel so. I think when we enjoy what we do, it doesn't feel like work. I am lucky to have got the opportunity to realise my potential," she says giving us a glimpse of her personality.

Hari is a Keralite, born and brought up in Chennai and has lived there for 27 years. "I am pretty much a Hyderabadi too having lived here for 27 years now. I have worked for 30 years in multiple roles. I started off in HR and moved on to different things. Now, I run Call Health as the CEO. We're essentially a new age Health Tech company with the aim of bringing together all aspects of health on to a single platform. We enable individuals and institutions to access healthcare services from their homes or wherever they are. From curative to cosmetic treatments, in bound or out bound, we're truly an integrated healthcare company. It is voice, web and app based," he says summing up his sense of belonging and work profile.

How they met is as interesting as where they met! "I gave my resume for a project where he was the HR

person and he recruited me for life," says Sumita beaming at the memory.

"We met within a few days of my starting work and we've been pretty much together at work and outside. Of the 30 years, 22 years we've worked in the same company. What works for us is while we are as different as chalk and cheese in many ways; we do have overlapping similarities in our personalities. Both of us are extroverts and love to socialize. We're party lovers, basically. We connect with the world around us very well. But I am a lazy couch potato whereas she can't sit in one place for more than 15 minutes. It's a task to keep her down. I don't have an eye for detail. I have ideas about how something should look like but that's where it ends. She has the ability to execute every single vision."

"We've been successful couple because of the right combination of being strategic and operational. I can't do anything without looking up to him for ideas. I am not a visionary. I am not as creative as he is," says Sumita but Hari begs to differ. "That's not true. She's being modest. But it is true that we complement each other. That's our strength as a couple. Let me give you an example. In terms of design, my tastes are classic, I don't

like contemporary style. Whether it's our house or the furniture, reflect that character. Sunita, by nature, isn't that way but over the years she has cultivated my taste. So I would say we influence each other."

"To the extent that, what I didn't care for initially and he did, now I do and he doesn't. I think I have become like him and he's become like me," analyses Sumita and continues moving on to a different aspect of their lives, "We live in Gachibowli at Rolling Hills now. It's relatively new. Prior to that we were in Lumbini

Hills for 7 years and Banjara hills before that. We moved because all of us work within 3 kilometres' radius. Our daughter works in Google, I work in Deloitte, Hari is at Call Health. It didn't make sense for us to live in our own house in Banjara Hills because we would spend 45 minutes travelling. So we moved to Lumbini first and Rolling Hills recently. The villa we live in now is fairly comfortable. We do have a garden."

"It's a typical city house," chips in Hari, "Small garden with a few flowering plants and a tiny kitchen garden as



*We're as different as chalk and cheese but when it came to Organo, our decision was unanimous and unequivocal. The clincher was our love for collective farming, like minded community and being close to nature.*

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well. We get a part of our vegetable supplies from there. Clearly, given a choice, I like the country side. My Kerala influence, I guess."

"Also we are constantly balancing work and the need to socialise; sometimes we need a little solace and Organo provides that perfectly. It's a great blend of the luxury we're used to and the ethnic feel of a village," adds Sumita.

"One of my friends was talking about this budding organic community one and a half years ago at a party," says Hari speaking about his first brush with Organo, "He was totally blown with the concept and what the promoters were envisaging for the community. He also mentioned that it was just a kilometre away from my farmhouse. I just filed it away as a thought because I did not have the need for another house. One afternoon my

mom and I were at our farmhouse after dropping Sunita at the airport. We had nothing to do, so I suggested we go check out Organo and we drove down. They didn't let us in saying it was only by appointment. I spoke to Nagesh and he made an exception for us because we were already at the gate. We just hit it off from the moment we met. My mom and I were totally sold on the way they had thought through every minute detail. We were fascinated."

"He came to pick me up at the airport 2-3 days later," Sumita takes over, "And the first thing he spoke about on our drive back was about Organo. He wanted me to see it. The weather was perfect that day and when we stepped in here, everything looked green and serene. When I look back, what made me say yes

*"Also the housekeeping is not so daunting like it is in unused farm houses or even regular city homes where dust needs constant cleaning. Here they have come up with housekeeping services which is a boon for people like me."*

- Sumita

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was the ambience, the thought process behind it, the size of the model villa which is chic and compact at the same time."

"Sumita pretty much bought into it," recollects Hari, "The logical question for both of us was "Do we need two farm houses" and the answer was obviously not. We decided Organo is a far better option for us because coming to our farmhouse on weekends was a task. We had to pack so many things to carry with us. Whereas, Organo is the quintessential home away from home and yet easy to manage. I think Organo gave us that comfort and confidence that we could actually have a farm house which is not too complex; it will never become a white elephant which I believe farmhouses tend to become; on the contrary it gives more than it takes."

"Also the housekeeping is not so daunting like it is in unused farm houses or even regular city homes where dust needs constant clearing. Here they have come up with housekeeping services which is a boon for people like me. Thrice a week they clean and dust the house. Now, we walk into a clean home surrounded by nature on all sides whenever we want without the hassles of regular maintenance," adds Sumita.

"When we walked in, there was patchy greenery, it wasn't fully laid out, there was just the model villa but the way Nagesh spoke passionately about harnessing power and wind, reutilise resources, manage waste, collective farming, so on and so forth, we just knew we were on to something beautiful and sustainable. The model villa was really nice but I knew

that we would have to change it according to our taste because it was done up in a contemporary style. I checked with Nagesh if we could alter it and he was cool with it. That clinched it for us. And I must say it has turned out exactly, in some places better, than what Nagesh had described," expresses Hari.

"For the past one and a half years, from what we have seen of them, they are very flexible and empathetic to the needs of the residents. Additionally, they help you in execution. Not many developers think and dream for the residents. Whatever we had heard of a year and a half ago, we're seeing it come alive right in front of our eyes. It feels amazing. Their confidence and excitement haven't dropped even for a day. Their commitment to

quality, their energy levels and consistency are unwavering. That makes all the difference, right?" expresses Sumita.

"Sometimes my ideas are great in thought but when it comes to implementing them, several practical issues come in the way. Raj and Nagesh patiently indulge us and find a way to overcome those glitches and help us come as close as possible to our vision. It's almost like they are building their own home. They are as involved as we are. That, for me, is phenomenal. In addition to what we want, they offer more features. Building this house has been most pleasurable for us because of them and their approach. I have built a few houses so far and those experiences were stressful," elaborates Hari. "I love the sense of community

besides all the eco friendly elements. There are making a lot of effort to get the right kind of people to live here. They go one step ahead and catalyse friendships between the Naandians. Everybody invites everybody for celebrations. This morning we went to a griha pravesh, tonight is our daughter's engagement party and we have invited everybody. It's like living with a huge family. For people like us who are very social, it provides the perfect blend of having space and yet having people around," says Sumita. "A weekend here gives us the energy to work long hours for the whole week. We're blessed," the couple echo each other's sentiments. Coming from true blue professionals, that is one poignant statement.

## Global Citizens, Desi Hearts



*Sustainability, bio-diversity, collective farming, organic produce, herbal garden, water harvesting, were all our dreams and we're fortunate to be living that dream at Organo.*



- Anupama & Sreesh Dubey, Naandians - Farm Unit #A12

**A**nu is from Agra but has grown up all over the country. Sreesh's ancestors are from UP but his parents live in Mumbai where he grew up before relocating to the US. Quintessential Global Citizens, the couple have been married for more than two and a half decades. Their journey has led them to Hyderabad and their quest for a perfect destination led them to Organo. "We moved a lot when I was growing up as my dad was in the defence. I learnt a lot with the constant change of locations. That's probably the reason, I am open for change. In fact, I like change. I did my Masters in chemistry, moved to the US after marriage, worked in a university there for some time, did another Masters in Biochemistry in the US and worked for Intel for 11 years. Sreesh and I worked together. It was great. Best part was the car pool. We moved back to India in 2007."

"I did my Masters in computer engineering and worked in the US for Intel for two decades. Our daughters had grown up and we realised they had no Indian experience. So we thought it was a good idea to come back. It was a

little late to make that change but we did. We moved to India 10 years back. It's been a lifestyle change for us. Kids didn't take to it initially but then over a period of time they began appreciating the life here. After kids are of a certain age, we should do everything that is good for them. At the end of the day, we're happy if they are happy, right?" explains Sreesh.

After living for 20 years in the US, they moved back to Hyderabad, lived at Hill ridge for 7 years and moved to an apartment. They bought a land at Shankarpalli with an intention to build a farm house but destiny had other plans. "We came to Organo for breakfast on an invitation by a friend and realised that this is it. Both of us agreed instantly. The interesting part is they didn't market it. They still don't," narrates Sreesh, "We trade off one set of issues for another set of issues when we choose a place to live. When we're younger, we look for material growth, convenient lifestyle but as we grow older, we look for quality of life, of relationships. If we have clarity of what we need and adapt to our changing needs, life becomes beautiful."



**T**heirs is a classic arranged marriage, where parents hooked them up and life took over. "My dad was posted in Jammu & Kashmir at that time. My family had released a matrimonial ad in a newspaper to which Sreesh responded. He contacted my dad who asked me for my latest photograph. I wasn't sure how this alliance would work out considering Sreesh was in the US but things fell in place. My family went and met his in Mumbai. Sreesh visited a few months later. We met up a few times. He proposed and I accepted. Our marriage was a simple affair. He wanted to get married in his jeans but my mom said no. It was the first wedding in my family, so we had to do something. The good part was we went out shopping together," narrates Anu who fell for Sreesh even before she met him in person, "I saw his picture and I liked what I saw. In fact, my whole family loved him instantly."

"Well, my reaction wasn't as dramatic," says Sreesh narrating his side of the story, "I was looking at things more pragmatically. I had 29 days in India. I had to get my green card and it was necessary for me to get married before I went for that interview. So I had 3 weeks to find the girl I wanted to marry, get married and then go back with her to the US. But luckily, I met Anu. We liked each other. Our families liked one another. For me, that's very important. So,

here we are. 26 years down the line and happy."

They have a lot of similarities – both of them love outdoors, travelling and nature. "We're different in many ways too but we're compatible and that's what matters in the long run," they feel.

Providence brought them to Organo when a friend of theirs emailed them about a farm house he had just acquired and invited them for breakfast. They felt it was a good way to spend the weekend and landed up at Organo. "When we heard about the concept, we knew that this is what we were looking for," says Sreesh.

"When I heard Nagesh and his plans for Organo, I felt he was being too idealistic. Even if he achieved half of what had set out to, we would have been happy but then they have fulfilled all the dreams they showed us," marvels Anu, "The sustainability, bio-diversity, collective farming, herbal garden, water harvesting, were all our dreams and we're fortunate to

be living that dream. Every minute detail that Nagesh spoke of has been realised."

"When we came here, there was nothing much. It was difficult to visualize what they were describing but it's amazing how they have done so much so quickly. The best part about our villa is it's so manageable. We have seen these huge houses which become white elephants as time passes. We didn't want anything that would be difficult to handle. Also we were not looking for something that would become a party place," says Sreesh.

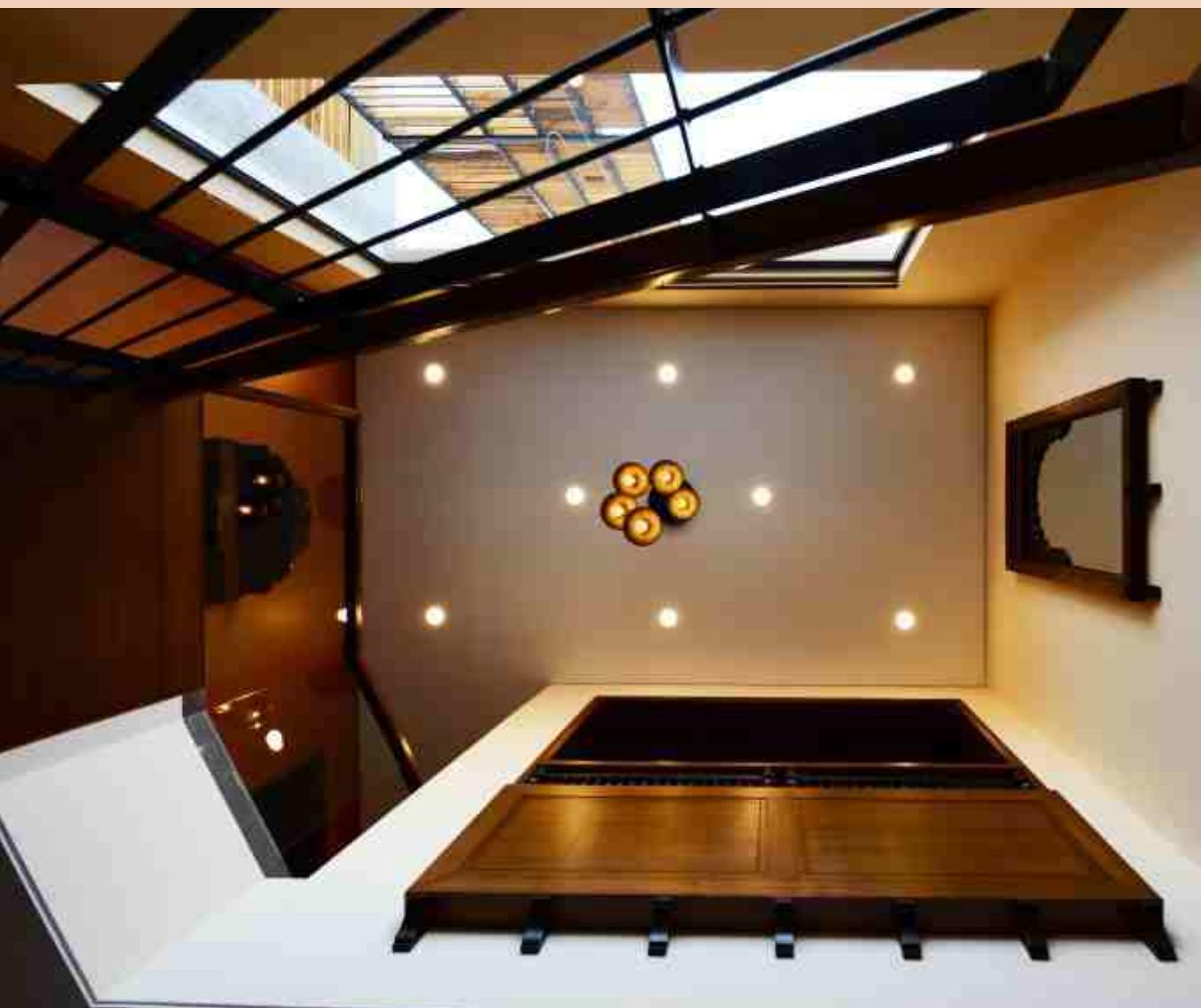
Their daughters love the place and are looking forward to living here. Anu and Sreesh spend weekends here and love every bit of it – from the scenic peaceful drive to living and spending time with the other Naandians, various spiritual & wellness programs, the sheer health benefits of breathing clean, pure air, drinking pure water, swimming in the bio pool, playing indoor and outdoor games, getting massages,

eating organic food and the works.

"The best part is that the promoters are picking the right kind of people for the community. They are not promoting it as a place you could invest in for appreciation but as a community that people would appreciate to live in," says Sreesh.

"There is a sense of comfort with the other Naandians. There is an eclectic set of people yet with similar outlook towards life. I love that about living here besides the fact that we're getting back to nature" says Anu, "Our parents think this is just perfect. Every single friend of ours who visited us complimented us for our choice. People pay money to go to a retreat but we live in one. Life can't get better than this, can it?" asks Anu.

"If you care about where your food comes from, this is where you should live," sums up Sreesh.



*The best part is that the promoters are picking the right kind of community. They are not promoting it as a place you could invest in for appreciation but as a community that people would appreciate to live in*

- Sreesh



## Two of a kind

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*Home is where the heart is and our hearts are at home in Organo. Nowhere can you find such a perfect blend of country side and urban advancement*

”



- Neelima & Venkat,  
Naandians - Farm Unit #A23

**V**enkat is an IT Professional and has been working with IBM in UK since 2001. He got married to Neelima in 2003 and they are proud parents of 1 year old Vennela. Their common profession, interests and passions led to a strong bond which eventually led to their marriage. Neelima moved back to India in 2016 when their daughter was born but Venkat continues to shuttle between the two countries. "I intend to move back as well because we want our child to grow up in Hyderabad surrounded by the love and support of our families," says Venkat.

Venkat's brush with Organo happened thanks to Rajender, a director on board, "I have known Raj for a long time and am a big fan of their architectural work. I followed him on the social media and was aware of all their projects. I was fascinated with the design and development of FHD and had decided that I will get my house designed by them whenever I decide to move back to India. When I started seeing the way Organo was shaping up, I thought why build a house when I can live in a community designed by them that too an eco-friendly one," narrates Venkat, "Life has a way of granting you what you deeply desire and that's how Organo happened to us. When we can have a farm house and home rolled into one, the decision to choose it is a no brainer.

That's what Neelima and I did."

In February 2016, Neelima and Venkat took their first step into Organo and were smitten at first sight. "It was exactly the way I had imagined my house to be. From the farming to the ambience, from the villa to the Naandians, everything was just so perfect. I always wanted my children to grow up in such an atmosphere whenever they would come into this world. And look at the way things turned out. Our daughter will now grow up in a house of my dreams," says an ecstatic Venkat.

"I just came along with Venkat with no specific expectations," describes Neelima, "Neither did we have any plans to acquire it at that

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*Buying a farm unit here has made my plans to move back to India more certain. I am in the process of winding up my work in UK. A lot of good things happened to us after we decided to move here.*

- Venkat

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point. We were just considering options. We had just heard about the organic produce but when we came here, it was a full blown community with all the factors embedded in it. Water harvesting, energy modelling, collective farming, community living, you name it. It was just brilliant. The very next day we made up our minds to be a part of Organo. Venkat loves the blend of rural and urban factors. Where else can we find that?"

"It's not like we didn't explore other options. A friend of mine had showed me a project which was a gated community of 1 acre land where the farm houses are built as per your specifications. They had the usual club house, gym etc but what didn't work for me was the maintenance part. Some people maintain well and some don't. At the end of the day, there are no guarantees of having like minded people around. Some might just use it for weekend partying. Some may not visit at all. There was no concept of community living either. I haven't found a single project that is all encompassing like Organo.

The difference is in the promoters' passion whose focus is in bringing together a health conscious community with all the aspects of rural goodness and modern facilities. The concept of collective living established in Organo is outstanding," says Venkat.

"Even if we build a farm house, it will be time consuming affair besides having to pump in huge amounts of money. Moreover, we won't live in it and the maintenance is a challenge," explains Venkat, "Whereas living at Organo is so hassle free. Even working from here is so blissful. It's calm, serene and magical. You can hear the birds chirping, sounds of water bodies, there is greenery all around, no disturbing traffic noises, beautiful like minded community around and yet so accessible and close to the city, what more can you ask for?"

"What we were told is exactly what we received. In fact, they have delivered a lot more than they promised including the time span. Usually, other builders build the walls first and then the rest but here everything else was put in place first and then the villas were built. Also the fact that three of the promoters plan to live here was very reassuring for us," elaborates Venkat.

"Some of our friends who came here earlier were not sure about how things would turn out but now their jaws drop when they see a perfect world that has unfolded," laughs a happy Neelima, "This has been our best decision so far other than our marriage."

"Buying a villa here has made my plans to move back to India more certain. I am in the process of winding up my work in UK. A lot of good



## In sync with each other



- Radhika & Prasad,  
Naandians - Farm Unit #A19

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*Naandians are in a diverse age group between mid 50s to mid 20s from different backgrounds but like minded. A lot of thought has gone into building the community.*

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things happened to us after we decided to move here. The most life defining of them all has been the arrival of our baby. Organo has been very lucky for us," says Venkat, "Initially, we had thought we will make this our weekend getaway but now I have realised that it is practical to live and work from here as I don't have to go to an office as such. There are reputed schools around for Vennela when she grows up."

"Our families believe that

Organo is the best place for us

to live and Vennela to grow up

in. In fact, they are looking

forward to come and stay

with us," says Neelima.

"My mom knew all the plants and trees here. She is also very happy that Vennela will grow up on organic food including vegetables, meats and dairy products. The vegetables, fruits and even milk are so tasty in addition to being nutritious," says Venkat. "Home is where the heart is and both our hearts are at home in Organo," conclude Neelima & Venkat.

Their personalities match and so do their interests and passions. Meet Radhika and Prasad, who like most Naandians are perfectly in sync with each other. Married for 26 years, the couple lead a fulfilling life with a daughter who's studying in the US and son in 10th grade. "We share similar interests," says Radhika, "Except in music and sports which he is more into but I don't mind sitting next to him while he's watching a game or listening to music." They have been living in Nandagiri hills for a really long time. "There were very few houses here. When we moved in there were 5, 6 houses on this street," recalls Prasad, "We chose to live here because it was quiet, serene with greenery all around. But all that has changed over the years. It is still a nice area but apartments have started coming up now."

"It's still like a community here too. There are just 50, 60 houses in our locality. We try to meet once a month," says Radhika.

Considering they seem to be pretty much happily settled here, why the need for another space? "Living in huge homes is becoming difficult nowadays. The idea of having

a smaller house in a gated community where we can have a farm, a community kitchen, enjoy our space and yet have company around was on my mind for some time," elaborates Prasad, "So when somebody told us that there is an organic community coming up, we were quite keen to check it out."

"It wasn't like we wanted to buy a villa there. We just went there to see what the whole thing was," fills in Radhika, "But then when we stepped into Organo, it was something else. There was instant positive energy when we both walked in. Plus where do you see butterflies flitting by or greenery as far as your

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It's amazing how  
somebody can visualise  
exactly what you had  
in mind.  
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eyes can see or the feeling of living in a village nowadays in the crowd and din of city life? We immediately experienced that "wish we lived here" kind of feeling. The first time Suneetha and I went on a weekday. And the way they invited us to come for a sunrise visit or a sunset visit, I found it so cute. A week later we went along with Prasad for a sunrise visit. A week later we went for a sunset visit. Between the sunrise visit and the sunset visit, we had decided to buy a villa. To sit in the bamboo house eating simple rustic kitchen cooked food while listening to the sounds of water, feeling the soothing breeze on our faces, watching butterflies and birds felt heavenly! It felt like we walked into a village. There is no need to dress up or make an effort to show up. We can just be. That's one of the most striking parts of Organo."

"I didn't need any convincing. This is exactly what I had in mind. We were one of the first villa owners," describes Prasad, "The project was still coming up but we could see the potential. More importantly, we saw the passion of the promoters to bring the concept to life. It's been more than 2 years since

we made the decision to be a part of Naandi. They have delivered more than we expected. We're extremely happy because some of the elements they were talking about seemed incredulous at that time but they executed everything and more."

"It's amazing how somebody can visualise exactly what you had in mind. It was a big decision for us because we intend to live there. It was not a build, operate, transfer for us. Nagesh, Vijaya and Raj are such simple and sincere people. They are not your typical architects, builders and sellers. When you talk to them, you can spend hours and you forget that they are promoters. You feel an instant bond with them. To believe in something is one aspect, to get others to believe and invest in it is something else altogether. They have achieved that," elaborates Radhika.

"In this day and age when we're wondering all the time if the food we're eating is healthy and wholesome, it makes a huge difference to see it grow in front of our eyes," explains Prasad, "The fact that we can pick it right from the fields feels so good. The best part of living at Organo is the



fact that we don't have to give up the comforts we're used to and yet enjoy the nature, the benefits of organic produce, is just so amazing. The club house, the badminton courts, the swimming pool, the spa, every single aspect is top class. There was no cutting corners or compromising on quality anywhere."

Coming from a couple who lived there for six months at a stretch, it speaks volumes. "People who visited us when we lived there complimented us on our choice. Every single one of them. The spell bound and captivated when they came to spend time with us. For them this is an unimaginable luxury," says Prasad, "Our future is in such

communities. We're very proud to be a part of such a concept and co-exist with fellow Naandians. We're privileged, in fact."

"We always wanted the comfort of living in a community. When my daughter was growing up, the essence of sharing was still existent but by the time our son was born, things had changed. The society was getting fragmented. And he had no group activities around here. After getting home from his school, he never ventures out. That's the beauty of living in Organo. The feeling of having an extended family, the comfort of knowing that your child is safe and secure in the neighbourhood, means a lot for us," says Radhika, "Plus

anything you want from milk to vegetables, herbs to meats, everything is right around you. Fresh and organic! The kitchen is quite a boon, if you want to entertain friends or family. There is zero stress or strain. We were the only ones living there. We were the first to do the puja, the first to occupy a villa. There was not a soul around and yet it felt so good. We used to walk a lot, enjoy the nature, eat healthy food. No with most villas being occupied, it will be amazing to live there. We spend our weekends there now. It's a full house on weekends. We get to hang out with the others, most of them have become friends, play indoor, outdoor games, eat, swim, get a massage. We look

forward to our stays there. We don't have to step out for anything."

"There are also a lot of events and celebrations organised regularly. Every day one Naandian has to take charge of the kitchen and cook their signature dishes. Isn't that amazing? The Naandians are in a vast age group between mid 50s to mid 20s from different backgrounds but like minded. A lot of thought has gone into building the community," says Radhika.

"Life is beautiful at Organo. We're looking forward to the day when we can live there full time," they sum up.

Medak district for about 6 years and worked with the Harijan women. I felt I had done my bit and also reality kicked in when I got married and had a kid. I had to do something substantial. I joined UN and moved to Geneva. I switched jobs. I was part of the Think Tank and policy making group. This was in the late 90s. I was involved in the housing as well. I was offered a job in WWF International to head the water program. It was a challenging but very fulfilling phase. I was able to build an international program in Switzerland. However, there comes a time in your life when you want to do your own thing. So in 2010

I quit my job and started a small Farmers' initiative to use less water and produce more which took me to Maharashtra, Zaheerabad and Kenya. We impart certain techniques to farmers to maximise their produce by using less water. Our endeavour is to offer simple solutions to complex problems, basically. I was also involved with ICRISAT and we developed several techniques for 10 years to grow sugarcane and rice etc. I initiated and headed that project. Children, 26 years old son and 19 year old daughter grew up there and I can't expect them to uproot themselves from Switzerland

where they have grown up there. I do make an effort to keep them in touch with our culture."

"I don't have a property in Hyderabad and we still live in a rented house in Switzerland. I never felt the need earlier to own anything but this time when I wanted to get back to India, I felt it made sense to put my roots down in a space. I saw several projects, around 30, but I found them either too flashy or too cramped or statement oriented. I couldn't relate to any of those. I did contemplate developing a green project with some builders but somehow things didn't fall in place. To build or buy a farm house wasn't a

practical option for me. A year and a half ago, I had gone to see a trendy house in Rajendra nagar. On the way back, my driver Mallesh brought me to Organo. I was impressed with the terminology, the exposure of the promoters, their enthusiasm was contagious. And then they followed up. I don't think I would have invested in a villa here if the promoters were not proactive in getting me on board. The clincher for me was the fact that this is the closest to what I had in mind.

His stature in the country is as huge as it is outside, as an intellectual, environmentalist, professional scientist.

## A Man for All Seasons



- Bhiksham Gujja, Ecologist,  
Naandian - Farm Unit #A10



I was impressed with the terminology, the exposure of the promoters, and their enthusiasm was contagious. And then they followed up regularly. I don't think I would have invested in a villa here if the promoters were not proactive in getting me on board.



Bhiksham Gujja, a world renowned ecologist, was born and brought up in Suryapet, Nalgonda district. With his roots firmly entrenched in rural Telangana, his trajectory has taken him all over the world. "My mother still lives in the village," narrates Bhiksham who completed his post doctorate at McGill university, in Montreal Canada in environmental sciences when it was still in nascent stages, "Like every other Indian of my generation I moved to the west. I got bored and came back to India. I became involved in the Deccan Development Society, as a field director. I lived in a village in

## The Uniqueness of India's Largest Bamboo Club House



Organo is a game changer in the realm of sustainability. Organo is not a brand, it is a way of life. It is a movement, in a manner of speaking. The promoters' understanding of environmental sustainability is one of the highest I have ever seen in my career. Their success lies in being socially relevant and economically viable for all its stakeholders. Being a part of Organo seems like divine intervention to me. Nagesh and Raj were looking for an expert to pull off the Bamboo structure. They had considered teams from Bali but it was turning out frighteningly expensive. As things turned out, they got in touch with us. When I heard their concept, I realised it was brilliant but there were several practical aspects to consider. Firstly, it was the largest in terms of size in the country. Secondly, the raw material and resources required was a huge challenge in itself. We had to consider the durability, the sustenance and design aspects. It is different for big corporations that have huge resources at their disposal. I remember telling Nagesh that

while their resources may not be massive, their intention, content and concept were. I was struck by their commitment. We joined hands and decided to give it a shot. A structure such as this needs years of planning and execution but we managed to bring it to life in 3 months. I personally think it was possible because Nagesh, Vijaya and Raj provide the drive, they bring with them a certain energy which is contagious and makes things happen. Once the structure was ready, we needed to focus on the people part. We needed to define the experience. At the end of the day, unless you're clear about what you want the end users to experience and work towards making that happen, any exercise is futile. Today, when I look at the Naandians, I can comfortably say that they complete our picture. When they share their experiences at Organo, club house included, we know that we were able to conceive them in our minds; we were able to visualise them. It makes us feel good. It also reinforces our faith in environmental sustainability.

- Krunal Negandhi, Sustainability Consultant



A structure such as this needs years of planning and execution but we managed to bring it to life in 3 months. I personally think it was possible because Nagesh, Vijaya and Raj provide the drive, they bring with them a certain energy which is contagious and makes things happen.





**Dirty your hands with some real-life education**

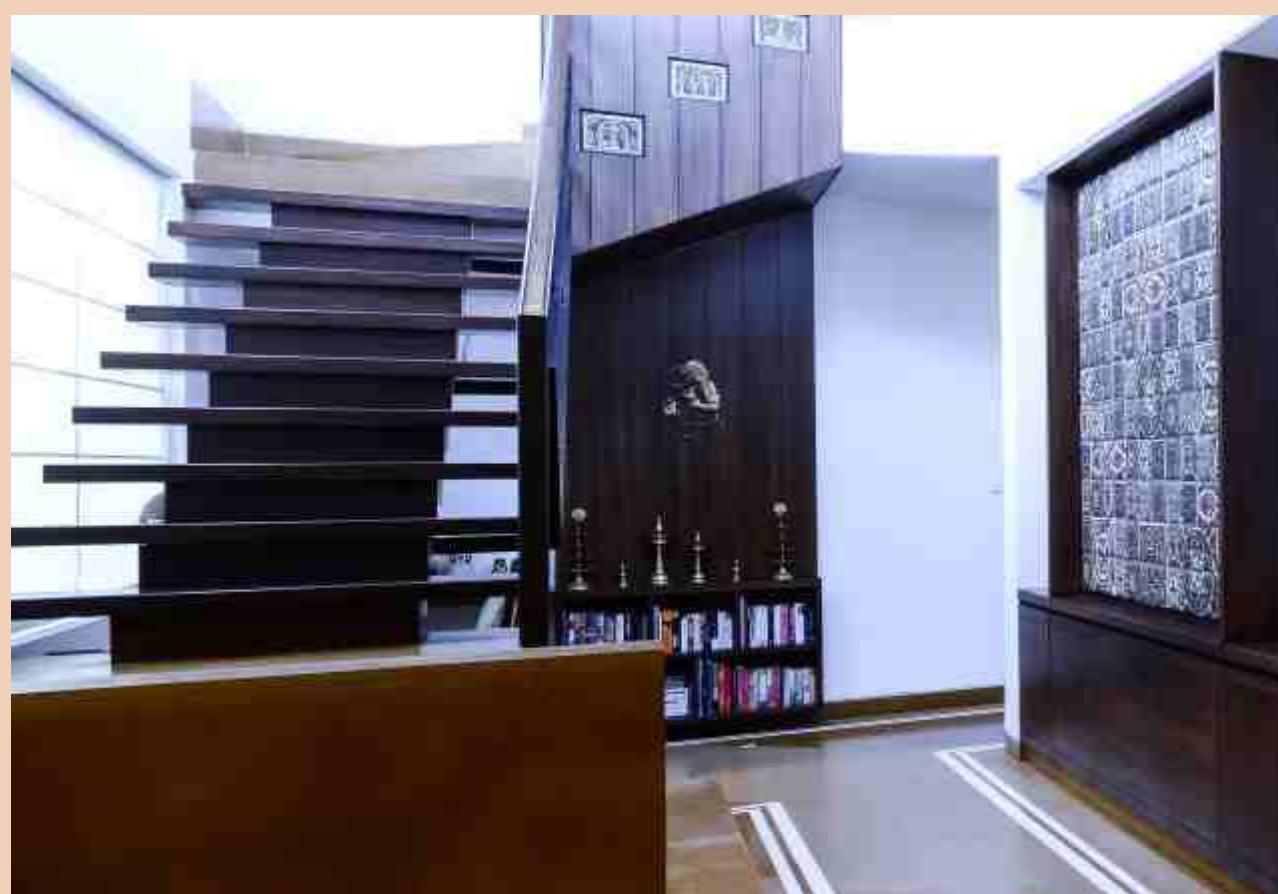
Organo-at-School is an innovative program that teaches school kids what is life outside Organo. The perils and dangers faced by the planet and how Organic Farms the world over are helping combat a war that is real. And then, takes the school kids inside Organo-to dirty their hands and discover first hand about bio-diversity, stress-free living and more. So that your children can become nature's brand ambassadors.



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## Interiors



- Personalization is the Key in the farm houses at Organo. The Living rooms of different farm houses have a distinct character epitomized by the people who live there.

- From Classical to contemporary. From rural to urban. The rough finishes and ethnic Indian fusion to the geometrically clean looks. Each farm house has its unique character. Each farm house is built to the tastes of the owner.



## Making a difference



- Rajendar, Community Co-ordinator for Organo Outreach Program



**“**  
When Organo project started, I was transferred here as the site supervisor. I learnt all about organic farming during that time. Now I mobilize the wayward villagers and get them employed as farm hands at Organo. Their lives have improved with regular income and they are able to provide education to their children.

**”**

**I**t is not just about creating innovative living and farming communities, Organo also touches the lives of people in many tangible and intangible ways. One such sterling example is Rajendar, mechanic-turned-driver-turned-site supervisor-turned-mobiliser-turned-community co-ordinator. At 17, he was introduced to Raj (Rajendra, Director, FHD) by his friend. "My parents are villagers with no exposure whatsoever. My father is a farmer and for my mother, home is her world. I have 3 brothers. I started earning my livelihood as an automobile mechanic because we lived in a drought prone area and the income from farming was erratic. Raj sir identified that I was interested in driving and taught me. Once I was perfect, he hired me as a driver. I worked for one year and went back to the village because I got bored of it. Back home, I would while away my time, loafing around on the streets with a bunch of jobless friends." But Raj did not give up on Rajendar as he believed that every human being has a potential to be productive. A few months later, Rajendar came back to work and was placed as a site supervisor at FHD. "It was just my luck that I got a second chance. I decided to make the best of it and worked hard under the able leadership. When Organo project started, I was transferred here as the

site supervisor. I learnt all about organic farming during that time. Now I mobilize the wayward villagers and get them employed as farm hands at Organo. Their lives have improved with regular income and they are able to provide education to their children. I work with 4 villages around and the entire culture of the villagers has changed because

of employment. I also propagate organic farming methods additionally. My bosses are committed to the cause of including all the villagers in the economic development. I feel privileged to be a part of it. I will continue to strive to get more people from the neighbouring villages involved in Organo's work and organic farming."

As far as his life is concerned, "My life has improved hugely. I have admitted my kids in a good private school. My family's standard of living has gone up. I also gifted my wife gold jewellery and she is very happy with my growth. In between, I had developed frozen shoulder and the condition became so chronic

that the doctors advised surgery. That's when Madhuri (Medical Massage Therapist) madam came to my rescue. Thanks to her therapeutic massages, I have been cured totally. I don't even remember that I used to suffer from such excruciating pain. Organo has made me a responsible and healthy man."

## The Role of Therapeutic Food



- Madhuri Challagolla,  
Medical Massage Therapist

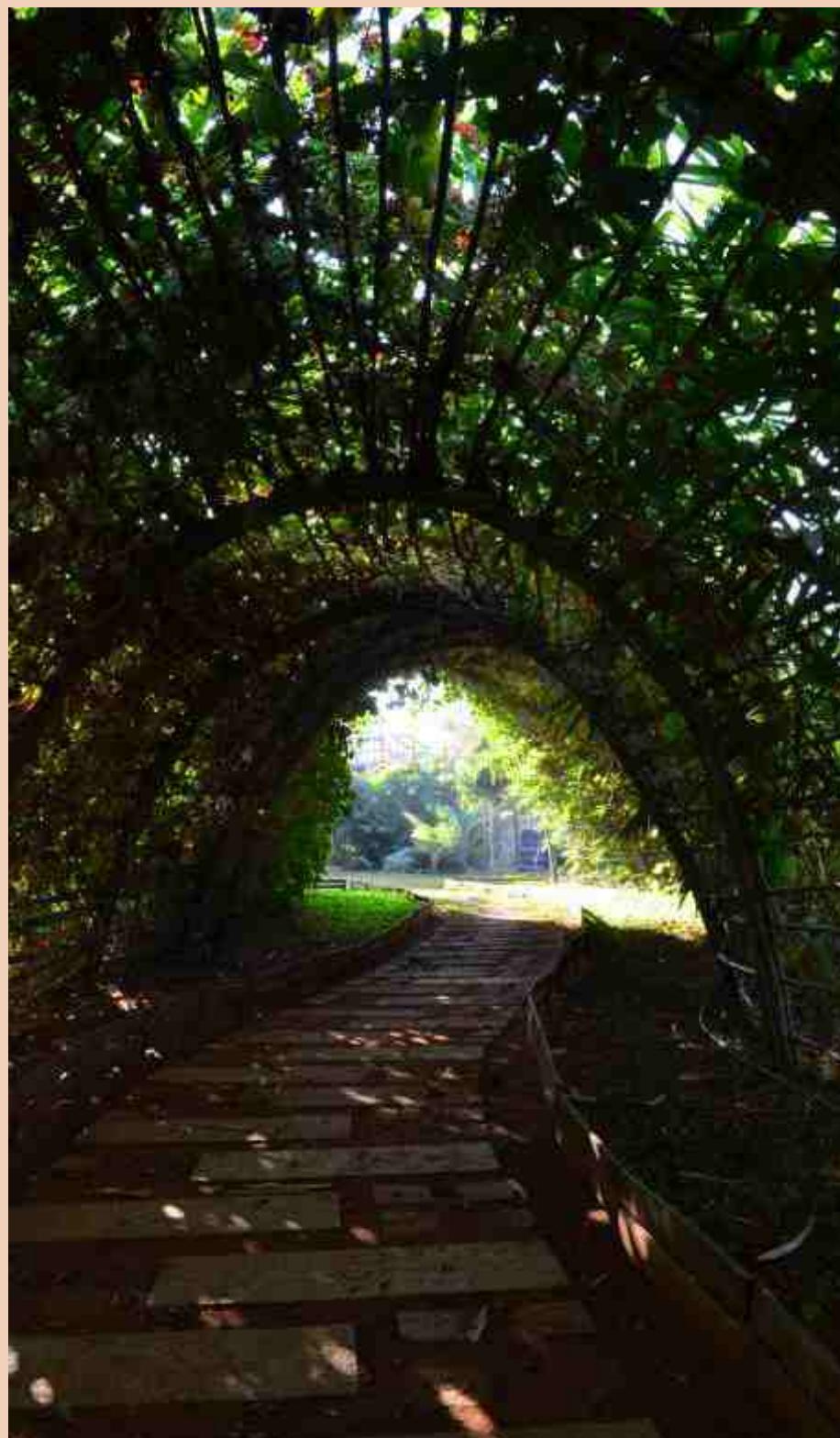
**“**  
At Organo, every element of nature – air, water, earth – is harnessed, preserved and nourished.

**”**

**A**ccording to ayurveda, human physiology is a reflection of the laws of the universe, and the more in tune our lives are with nature, the healthier we will be! Our bodies possess the natural intelligence to process foods that are closest to nature, such as fresh whole grains and organically-grown fruits and vegetables. This makes sense when we consider that we have evolved as a species over millions of years eating whole, natural foods. It is just in the last few hundred years that artificial ingredients and toxic pesticides have been introduced into the food chain. It is no wonder that the incidence of cancer has exploded in the last few centuries. When our bodies are thrown out of balance due to long-term exposure to toxins and from living an unhealthy lifestyle, the result is cancer. According to Ayurveda, cancer is one of the most extreme

expressions of imbalance in the body. The social and long-term cure for cancer is cleaning up our environment and food chain. The increasing incidences of Irritable Bowel Syndrome, Fatigue, Obesity are all the results of consuming compromised and adulterated food. As we sow, so we reap. When we toxify our mother earth, the result is that our bodies become toxic.

Organo understands fully well that the only route to good health is to choose organic, unprocessed foods. At Organo, every element of nature – air, water, earth – is harnessed, preserved and nourished. Methods like Tunnel Drafting and Energy Modelling are implemented in an endeavour to maintain ecological balance. Organic farming is a way of life here. The vegetables, fruits and herbs grown organically ensure good health of the Naandians.





## The Power of Agnihotra



- Jaya Prakash, Architect,  
Vaastu & Energy Expert - FHD Group

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*Tremendous amount of energy is gathered around the Agnihotra copper pyramid just at Agnihotra time. A magnetic-type field is created, which neutralizes negative energies and reinforces positive energies.*

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**H**uman beings have created problems for themselves with their irresponsible greed for more by looting natural resources and destroying the environment. Our living spaces have become sources of imbalance which then translate into physical, mental and spiritual ill being of its residents. At Organo, we practise Agnigotra, a simple healing fire (Homa) taken from the ancient Vedic sciences of bio energy, psychotherapy, medicine, agriculture, biogenetics, climate engineering and interplanetary communication.

The process involves the usage of a copper pyramid of fixed size to light a healing fire. Copper and gold are the only metals prescribed for the pyramid container used for Agnihotra fire which acts as an antidote for all the problems we have created for ourselves and for the whole of Nature. It is a process of purifying the atmosphere through a specially prepared fire with dried cow-dung cakes and putting some grains of rice and ghee into the fire exactly at sunrise and sunset to the accompaniment of two simple mantras. Agnihotra is tuned to the biorhythm corresponding to sunrise/sunset. Agnihotra is practised at Organo regular intervals.



Tremendous amounts of energy is gathered around the Agnihotra copper pyramid just at Agnihotra time. A magnetic-type field is created, which neutralizes negative energies and reinforces positive energies. Therefore, a positive pattern is created by one who does Agnihotra merely by his/her performance. Agnihotra purifies the atmosphere of pollutants and neutralizes harmful radiation. The resultant atmosphere gives nourishment to plant life.

Agnihotra and Plants: The ghee is thrust into the atmosphere and attaches itself to the molecular structure of the soil, allowing the soil to retain more moisture. Plants grown in Agnihotra atmosphere are better able to withstand droughts.

Agnihotra causes a change in the cellular structure of the plant which sends more nutrients to the fruit of the plant and less to the leaves, stem and roots. Many people have found that the size, taste, texture and yield of fruits and vegetables grown in Agnihotra atmosphere are superior. Performance of Agnihotra in the garden reduces pest problems and organic gardening and farming are made easier by using Homa (healing fire) techniques.

Medicinal properties of Agnihotra: Agnihotra renews the brain cells, revitalizes the skin and purifies the blood. It is the holistic approach to life. Many people who are normally allergic to smoke experience a healing effect by sitting in Agnihotra atmosphere. The healing effects of Agnihotra are locked in the resultant ash. Thousands of people in different parts of the world have experienced wonderful healings of all types of ailments by using Agnihotra ash.

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### God's own office

Imagine working in the middle of an organic forest. To the real tweets of birds. The sound of falling leaves. The tons of pure oxygen. The gentle breeze with the scent of fresh flowers. Organo has a superfast Gepon optical fibre which means you are connected to work whenever you want, without ever being disconnected from nature and stress-free living. Our business centre gives you access to printers, scanners, secretarial assistance and everything you need to keep the business on..24x7. While you take work.on.a.slow.track.



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## Interiors



- The Bedrooms all have a balcony facing the farm. Large windows offer a cinema-scope views of farms and the greens. But the interiors are all dramatically different. From minimalist to rustic to modern.

- The team FHD lives the dreams of the owners by asking questions, probing and creating unique design solutions for the residents. A place to dream and live the dreams.



- Vaishali & Anubhav,  
Naandian - Farm Unit #A29

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*There was no need to convince us, we were sold from the word go. Organo has all the elements we envisaged for our home.*

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College sweethearts-turned-life partners Vaishali and Anubhav are the quintessential career oriented couple whose top priority is the health & well being of their kith and kin. While Vasihali is a bureaucrat, Anubhav works for Microsoft. Parents of 5 year old Vinya and 3 year old Aanya, their decision to become an integral part of Naandi was unanimous. "Two people make the decisions in our family," smiles Anubhav as he narrates, "Vaishali and her sister. One is north and the other is south but strangely both of them loved Organo. I came here for a team outing for the first time and it felt like I had come home. All of us in the team loved the place. There was no need to convince me, I was sold at first sight."

"Three of us – my sister, Anubhav and I – sit down and take all the major decisions together. I would always tell Anubhav that I wanted us to

live in a like minded, safe and sustainable community with the advantages of rural and urban lives but he wasn't that forthcoming. As luck would have it, he was the one who was super impressed with Organo!"

"What clinched it for me was the solar energy bit. Both Vaishali and I are huge proponents of renewable energy and sustainability. We had seen many places earlier but none can come close to this. Organo has the right blend of rustic charm and open spaces and modern amenities we're so used to," explains Anubhav.

"Right now our girls are swimming in the pool and we're here talking to you without worrying about their safety. We know that they are under able supervision, the pool is safe and that they have other kids for company. That, for me, is the biggest blessing any parent can look for," says Vaishali.

"For Vaishali and Anubhav, Organo has been the visual transformation of what they always had in mind for their home. "We never believed all the elements we wanted in our

"They never used to enjoy eating vegetables before," Anubhav says referring to their daughters, "Can't blame them, honestly. All the vegetables we pick up from supermarkets taste the same. But after they started eating vegetables grown at Organo, they ask for second helping! Can you imagine?"

"We come here for weekends and our daughters don't want to go home. We have to literally carry them out with the promise of next weekend visit," says Anubhav summing up their experience.

home were practical to implement. But then the developers of Organo have made it possible. We're very fortunate. Also, the Naandians are all similar in their outlook towards life. That makes living here a pleasant experience," says Vaishali.

"We come here for weekends and our daughters don't want to go home. We have to literally carry them out with the promise of next weekend visit," says Anubhav summing up their experience.

"The first time we came here, we sat by the pond in



## Best of both the worlds

“

*We can sense divine energies in the air at Organo. God resides in places where nature is harmonious and respected by human beings.*

”

S hobha Raju is a world renowned Indian musician, devotional singer, writer and composer, known as an exponent of Annamacharya Kirtanas. She founded Annamacharya Bhavana Vahini (ABV) in 1983 with the motto: "Eradication of Thought-Pollution through Divine Music". ABV has trained over fifteen thousand students, most into professional singers, and is quickly growing towards her vision of a Music University where her students of music are also trained with Yoga, Meditation, Naturopathy and Philosophy to grow within. With land contribution from the Government of Andhra Pradesh, this project now continues to take shape into an extended auditorium and a temple for Sri Annamacharya.

From composing her own songs at the age of four, to cutting her first gramophone record and becoming an All India Radio Artiste at the age of 16, to being awarded the prize at national level competitions at the age of 17, she has been constantly guided by a divine hand to chart the course of her life. She believes that she found Organo through Rajendra Kumar (Director) due to sheer synchronicity.

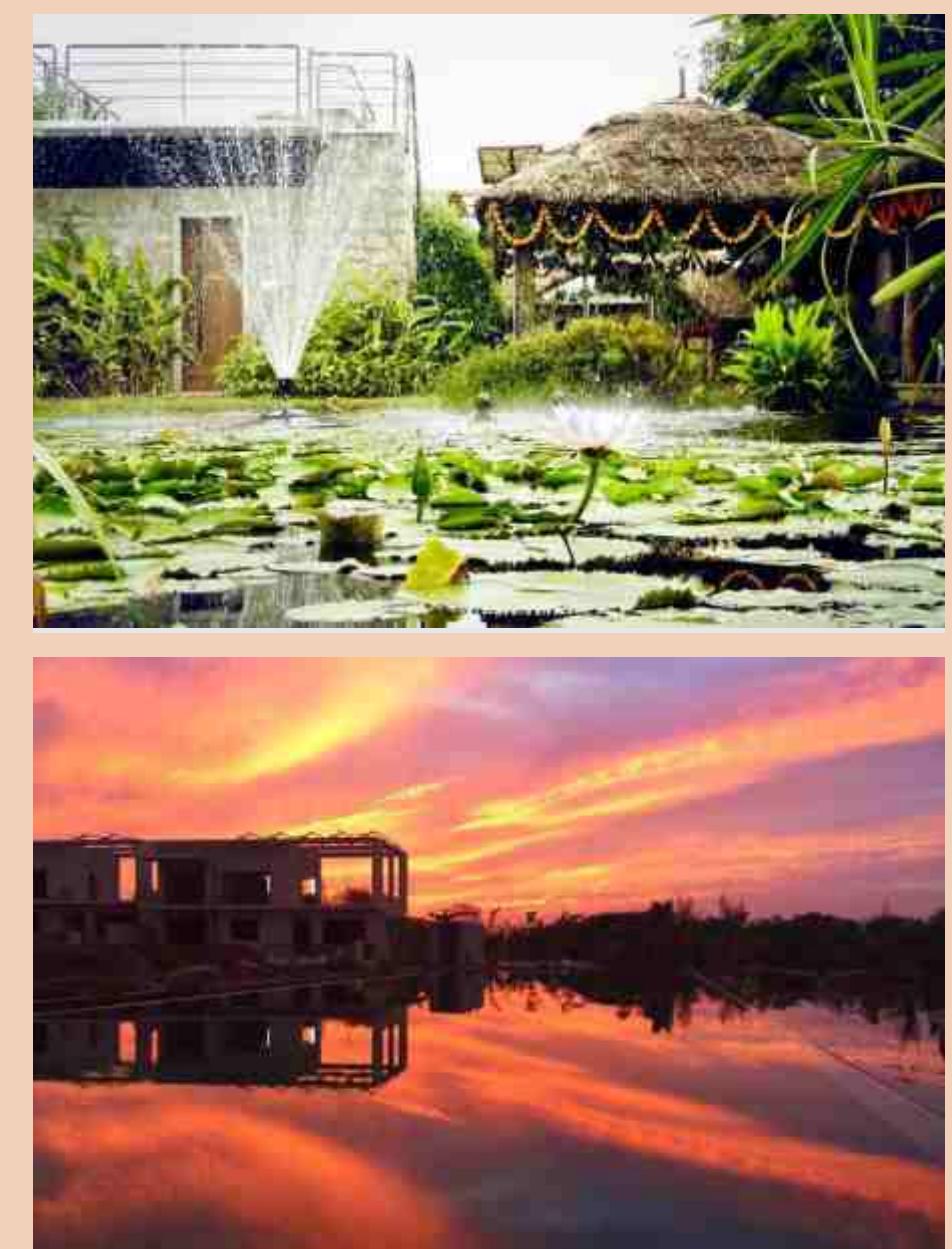
"The first time we came here, we sat by the pond in



## Divine Intervention



- Padmashri Dr. Shobha Raju & Dr. S.Nanda Kumar  
Naandians - Farm Unit #B7



## "Rurban" - The word coined by Organo!

### Organo's Alternate Living

The word rurban (rural+urban) refers to a geographic territory or a landscape which possesses the economic characteristics and lifestyles of an Urban area while retaining its essential Rural area features. Simply put – Rurban denotes best of both the worlds. The advantages of urban life combined with the goodness of rural living. The benefits of technological advancements and the virtues of belonging to a community. Goodbye isolation. Welcome collective living. Organo's essence lies in its community. Everything, just about every asset and every responsibility is shared. That's the beauty of it. While the farm units belong to the individuals where the space is private and personal, the rest of the property belongs to the community as a whole.

Nobody is ever lonely even if they are alone at times. Life is full of natural wonders.

Naandians believe that emancipation lies in reversing this cycle of 'taking' to 'giving back' to create a balance. 'Naandi' is a beginning to achieve this balance. The Naandi paradigm of building communities is also sustainable as it moves from a consumer mindset to a producer's.

In the middle of intense urban development, corporatization and fast-paced lifestyle, comes a new way of life. A life we've long forgotten. A life that connects past with the present. A life that is vital not just for our future but for the future of the Earth and humanity in general. Presenting Organo – for the passionate and for the conscious.



## Lost and Found

### Mission Sparrow at Organo



**R**emember them? Our gentle little guests! Every morning they would wake us up with a familiar tune. Perched on ledges and lofts, they would hop right inside our houses and in the balconies the whole day, full of life, taking occasional tiny bites from our leftover supper. Nesting on low branches, in our homes and in sheds, they would put a smile on our faces no matter what. Sparrows have been an integral part of our growing up years. Knowingly or unknowingly, they've been

our guests who greet us every day, our family, who share our home and food, our friends who never leave us alone. Their cute and chirpy presence, once a regularity is now a rarity. Once aplenty, now it is hard to find even one in today's urban environment. All this happened in a span of just a few years.

Sparrows were mostly seen around human habitats. Earlier constructions allowed sparrows to nest in nooks and corners, but modern-day constructions don't have space for birds. Also, with

agricultural land moving away from the city, finding food in the concrete jungle is not easy for them. Also evidence suggests that heavy vehicular pollution and cell phone tower radiation have impacted their existence. But, the fact that these birds are still seen in the outskirts where there is less pollution and radiation, gives us hope.

Organo aims to bring back the days of the sparrow. It actively supports the concepts of miniforest and little ponds to collect rain water and divert them to small wetlands, where

indigenous aquatic plants can shelter and sustain species like the sparrows. For all we know, the little fella may be back for good. The International Union for Conservation of Nature (IUCN) – the world's leading authority on biodiversity – estimates that in 2012 – 41% of all amphibians, 33% of all reef-building corals, 25% of all mammals and 13% of all birds are at imminent risk of extinction. Organo pledges to energize biodiversity. The sparrow is back at Organo. Come greet it, today!





## Every Naandian is a Farmer!

**T**hey are professionals by the weekday and community farmers by the weekend. They grow their own vegetables and fruits, breed their own chicken and raise their own cattle for fresh milk. Apart from this, they engage in nature's bounty with serene pockets of mini forests, landscaping and water bodies that are habitats for birds, animals, insects and aqua life.

A new-age urban community driven passionately by the ethos of "agro-culture and sustainable organic farming", Organo has developed India's Largest collective Organic Farming Community. Thriving on the concept of 'farm-to-table', Organo offers its residents the best of both worlds – an urban lifestyle entrenched with the finer nuances of a rural life. The community uses the best of technology and nature for effective and productive organic farming.

Organo is for those who are looking for an alternative urban, self-sustainable and healthy lifestyle, which respects nature and its resources without compromising on their comforts and conveniences. In other words, it is a community where residents live a life connected to the nature.

Spread across 35-acres in the lush green bio-conservation zone of Hyderabad – 9 kms. from APPA Junction on the Himayath Sagar – Chevella Road, it is for those who respect nature's ways and

want to lead a life of self-reliance through a completely sustainable organic way of living.

It has been designed as an holistic farm, where farming It features community farming, personal farming, nursery, animal husbandry, forest plantation, medicinal plantation, aqua farming, api culture etc. Apart from a 16.5-acres community farm dedicated to various fruits and vegetables, every resident will have open spaces in their own farm plot to indulge in their choice of vegetables and fruits. Together, all these greatly benefit the residents in leading a sustainable and healthy lifestyle.

A lot of research and detailing has gone into the design of the project to ensure that it is viable and appropriate for the residents in every which way. A group of passionate architects, organic farming professionals, organic product makers and other experts from diverse and related fields have come together to make Organo a pioneering model that will inspire a whole generation to shift to the organic way of life. It is an earnest attempt to re-establish connection with the lost thread of value systems, indigenous knowledge and technologies native to our land and harmonizing it to today's necessities. This should be the start of a change that will help in conservation and enhancement of ecology in the surroundings and may be even further, in days to come.



- Lalitha & Vijay Kumar,  
Naandian - Farm Unit #A3



It's all about Pooling! It is a farmer's community that shares farming related infrastructure while enjoying the fruits of collective living. The profits of the farms are divided among its members. Collective farming has been successful where it is adopted as a choice in several countries.

At Organo, we explore innovative organic farming methods by employing farming experts, to maximize the efficiency and effectiveness, in addition to enhancing the health of our community and the soil.

**Knowledge systems:**  
We have all gone through those phases when we wanted to become farmers or meddle with our home technologies to just run appliances with solar power. But, the maintenance, upkeep, the research time required for being able to do it is not our everyday luxury. Organo solves this with expert care for every indulgence to become self-sustainable.

**Grid-free power:** To be self-reliant for energy needs is a far off aspiration even for major corporations as the sheer scale involved to be able to do that makes it impractical. This can be solved when more than 50 families come together – a micro grid, sharing power with a backup as the grid power can be established.

**Water security:** Water is a commodity that is a regional resource. Water management techniques like Rain Water Conservation work efficiently only when applied to a large parcel of land.

**Labour management:**  
One of the missions of Organo is to create a secondary income source for farmers and create employment plus skill development in surrounding villages, which give an opportunity to have ample work force to maintain Naandi.

**Security:** No amount of high-tech security measures can render the same peace of mind that a group of families living together can provide. A sense of belonging to a group provides reassurance to all.



**Give your parents the gift of healthy living for a lifetime at Organo**

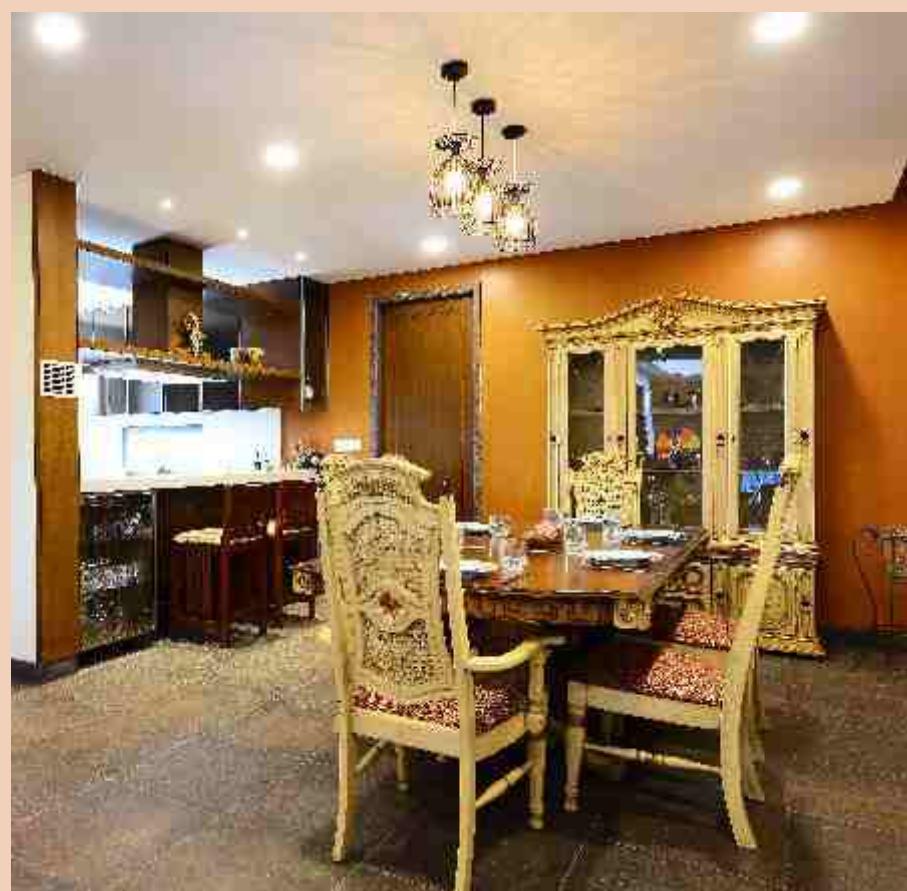
Last month, our son - the Vice President of an IT company in New Jersey and our daughter - a doctor at San Antonio took us both to Organo and gave us a gift. Their little note, brought tears into our eyes:

*"For those ride on your aching shoulders  
For teaching us to balance the bicycle  
Getting us to piggyback for hours  
For teaching us to fish  
And play the guitar  
For teaching me and sis the value of savings  
For telling us all the right stories  
For enabling us to read  
Here's a gift of a healthy organic farm living at Organo"*

**organo**  
life.on.a.slow.track.  
[www.organo.co.in](http://www.organo.co.in)



## Interiors



- These rooms use the natural ventilation accentuated by indirect lighting to create dramatic shades and shadows.

- The biggest plus of the farm houses are the use of natural light and breeze to make interiors look intrinsically connected to the nature. English, Western, or Indian Ethnic, the various dining spaces reflect the ethos and the subtle sensibilities of the owners and each of these spaces is distinctly unique.



## The Organo Impact



Sustainability, Bio Diversity, Harnessing Natural Resources and Organic Living are the driving principles of Organo. However, it's not just within the community, but Organo has made an impact on the neighbouring villages – Azinagar, Yenkepally and Bakaram – as well. "Ecological balance cannot be achieved in isolation," says Lakshmi Battula, who is in charge of the farming and animal husbandry at Organo. "It is important to spread the science of organic farming to the surrounding areas as well. Otherwise, the soil, air and water contamination cannot be undone. Simply because, the chemically polluted air and water have an adverse impact on Organo and may reverse the positive changes brought in the environment by Organic farming. That is why we have taken up the responsibility of creating awareness and sensitizing the farming communities followed by training them in organic farming as well as providing

the necessary manure, pesticides and insecticides to the farmers." That the impact has been tremendous and near perfect is reflected in the mindsets of farmers who have switched to nature's ways.

"The reason I considered Organic farming is the fact that our soil had become depleted," explains Tirupati Reddy, "The yield was reducing every year. It worried us because farming is our livelihood and everything will take a beating if our crops get affected. When we heard from one of Organo experts that this happens with prolonged use of chemicals, it was a wake-up call for us. The health benefits of organic yield was secondary at that time because we just wanted to feed our families first. After we started adopting techniques and organic products imparted to us by Organo, our crops have become abundant. The best part is, we don't have to go looking for a buyer, everything we produce is bought by Organo. For us, it is a win-win situation. In the

process, we're also contributing to nature, and that makes us double happy."

The Organo farming team visits villages, mobilises the farmers, imparts training in Organo's fields first to ensure thorough transfer of practices and knowledge which then get implemented by the farmers in their own farms.

"Jeevamrutham, Ghanajeevamrutham, neem cakes and organic pesticides which we have learnt to produce on our own after training at Organo have become our lifelines now," says Tirupati Reddy, "Our lives have improved and our outlook towards environment has undergone a total transformation. But for Organo, we would never have known the damage we were creating with conventional farming. We would blindly use urea and spray chemical pesticides earlier. Our ignorance and greed for increased yield albeit temporary made us adopt harmful processes. No more, now. We will be eternally

grateful to Organo for opening our eyes, holding our hands and helping us to walk on the path of nature."

Tirupati Reddy has in turn spread awareness to others in his community. Most of them turned to Organic farming mainly because of better crops and guaranteed sale. The products needed for organic farming are available at Organo. The ripple effect Organo has created has been increasing each passing day and is there for all to see.

"It is not just farming that benefits from Organic methods," elaborates Lakshmi, "It also works in favour of cows and goats which feed on organic crops. The meats are also far more healthier and tastier."

"I never really liked cluster beans," says Shashibhusan, one of the early Naandians whose favourite hobby is farming, "But now it's one of my favourite vegetables. Organic vegetables are definitely lot more tastier than the ones we pick up from the supermarket."

"If you eat the papayas from our kitchen garden, you'll come back asking for more," Says Madhu Reddy, an avid photographer and the first resident Naandian,

"Tomatoes, bottle gourd, karela, taste like heaven. Juicier and tastier. However, the benefits of Organic farming go way beyond great taste. It's our way of enriching our own lives by returning to nature. The flowers are much more vibrant and richer. The birds thrive in such environs and that's why you'll see a vast variety of them. For every Naandian, especially for a photographer like me, it's absolute paradise."

The impact of Organo extends from empowering farming communities by imparting organic farming techniques practices, producing organic vegetables, poultry, meat and milk, bee keeping, solar power generation to bio diversity. Organo derives its strength from the assistance of its conglomerate of highly qualified and experienced technical experts & associates from diverse fields.



## Ayurveda- A way of life

**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.

## The Man who saw Tomorrow



Narasimha Reddy

For Narasimha Reddy, a farmer and the land owner of Organo, it was indeed a leap of faith. When a project of this scale was explained to him, his only question was will the farmers in the neighborhood benefit from it. As he began to soak more information, and he understood the positive effects of organic, he started becoming inclined. But the inflection point was when he heard the concept of Rurban. Where urban initiatives create a positive rural impact. At that point, he put on his visionary cap on and his decision was emphatic.

In his own village land, he wanted the concept of life on a slow track to germinate and take shape.

And as Organo progressed he became a proponent and played the role of advising farmers on the benefits of embracing the organic culture. Simple. Committed to farming. And to his village, Narsimha Reddy is a great example of simple people living in villages who have the will to go beyond and embrace positive change.



## Bee Keeping - Ravindra Kumar Pydi

“

If the honey bee disappeared from the surface of the globe the man would only have four years of life left. No more bees, no more pollination, no more plants, no more animals, no more man.

- Albert Einstein

”

“

I am very impressed with Organo's farming methods which is self sustaining and the gated community living facilities," says Ravindra, "Everything needed for natural and healthy living is well thought out and provided. High standards are established and maintained in all areas of sanitation, conservation and sustainability. I'm meant to be here and it's my good fortune to be associated with such a community which is so distinct and unique. Given a choice, I would choose Organo to settle down with my family. I wish more such communities come up in the country.

- Ravindra Kumar Pydi,  
VP, AP Bee Keepers Association

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For Ravindra Kumar Pydi, Bee Keeping is not just his passion but profession as well. He has served as Senior Faculty at API Culture Technology Cetner, Ministry of Rural Development, Vice President of AP Bee Keepers Association and a Member of National Bee Board, Ministry of Rural Development, Govt. of India. "For better environment, Bio Diversity, Ecological balance and for the pollination purpose we have to save the bees and grow them. Organo is probably one of the few projects that has all the elements in equal measure," says Ravindra. His association with Organo began in 2013. He has been involved in the areas of agriculture, development of bee keeping and pollination of crops to increasing the yield by natural farming methods on various Horticulture based crops.



## Smart devices & BMS Implementation - Salil Saran

**A** Senior ICT Consultant with over 20 years of experience Information Technology, Telecom, ISP, Retail, Education & Recruitment sector, Salil Saran has worked with various business houses and leading circles & regions across country. An IT professional with expertise in business development, planning, designing, sourcing & executing technology solutions & services & proven skills in swiftly ramping up Infrastructure Solution, Security & Surveillance, Safety & Emergency Response Solutions, IT Automation, Smart Community, Smart Township & Smart City Solution & Services.

His passion is "Innovation and Transformation," I have always had a passion for new & innovative technology and really enjoy conceptualizing an idea to design solutions to meet requirement of our day to day life and transform for future requirement. I never tire of trying new things and seize the opportunity to learn and expanding what I know about technology. I strongly believe that information



technology can accomplish anything. As much as we've grown to love smart devices in our lives, new technologies enable us to do much more than systematize and simplify everyday tasks. Today around the world, revolutionary technological ideas are helping individuals live, jam-packed lives, engage with their communities and, most

importantly, help others," elaborates Salil. For Salil, his association with Organo goes way beyond mere professional arrangements. "The first time I visited Organo was on a Sunday. I had a fantastic experience of indulging in nature, a lunch made of organic farm produce and pure environment, all

ingredients required for a healthy long life. It took me back in time. I was transported to the golden era when we used to have agro farms in our backyards, kitchen gardens where we cultivated organic vegetables & fruits, when we lived a healthy life that was full of joy. It made me fall in love with Organo Naandi."

As an Information & Communication Technology (ICT) consultant and a vision to integrate (ICT), Salil designed an ICT Solution to make living more comfortable, convenient, secure, entertaining and sustainable at Organo Naandi. The solutions include:-

- bandwidth for multiple communication services.
- A Safe & Secure Home: Wireless Home Security & Safety System with Emergency Response Alarm & Motion Base Lighting and Digital Door Lock/ Smart Lock.
- Automated Meter Reading (AMR) :- A smart meter reading solution helps to collect meter readings automatically for Electricity & Water and generating bills on monthly basis. An intelligent system analyses the electricity consumption from three different sources electricity board, solar power & generator power for each user.
- Triple Play (Voice ,Video & Data) Infrastructure : A Gigabit Passive Optical Network (GPON) Fiber to The Home (FTTH) , a technology that implements a point to multipoint architecture. A technology which helps to manage day to day operations, community assets, deliver efficient services, minimize cost of operation & resource consumption and also connecting each home to access up 100Mbps
- CCTV Surveillance system for a secured community.
- IP Video Intercom for Visitor Management & Inter community

- communication.
- RFID-Based Automatic Vehicle Entry
- Bio metric Time & Attendance + Access Control for workers & associates of the community.
- Guard Tour Monitoring System for efficient administration.

"Today, wide changes have occurred in the lives of people in general. Malnutrition, unhealthy diet, stress and so on, are the presentations of unhealthy life style that threaten the physical and mental health of individuals. Therefore, there is a need to transform our lives to quality and healthy life. Organo Naandi is one of the first residential projects of its kind that offers Eco friendly Homes, with agriculture &

sustainable living. A home which is naturally cool in summer, a home surrounded by a fresh air because of the vast plantations and farmland that maintains pleasant environment and temperature in the whole community and also offers organic vegetables & fruits. I strongly believe that Organo Naandi is built on a concept which revives cultures and brings people together," says Salil passionately, "I would love to live here; it will also be great learning place for our children who have not experienced agro culture." Salil feels that many more such communities are needed to build a healthy yet smart lifestyle that make a lasting impact.



## Events at Organo



- The Events at Organo are focused on our connect with the nature and the beauty of natural living. From Mud Baths to pottery contests to full moon parties. Or playing with the Lanterns.

- The concept of SLOW is celebrated. Just 50-80 years back, the community bonding was a big thing in India. Organo brings back the bonding by creating a series of events that bring people together. Like the Snakes Lecture-Demo or the Sufi Nights to celebrate monsoons. Life is a celebration at Organo ...in wonderful slow motion!



## Rurban – where urban moulds the lives of the rural

A concept that is inclusive in nature. Thanks to Organo's outreach program, more and more farmers in the neighborhood are becoming organic and Organo's buy back program gives them healthy returns. Organo is generating employment opportunities at the neighborhood and are equipping the rural with sustainable skills. Rurban now focuses on creating micro-entrepreneurship that creates greater opportunities for the rural while enabling the urban to do good.



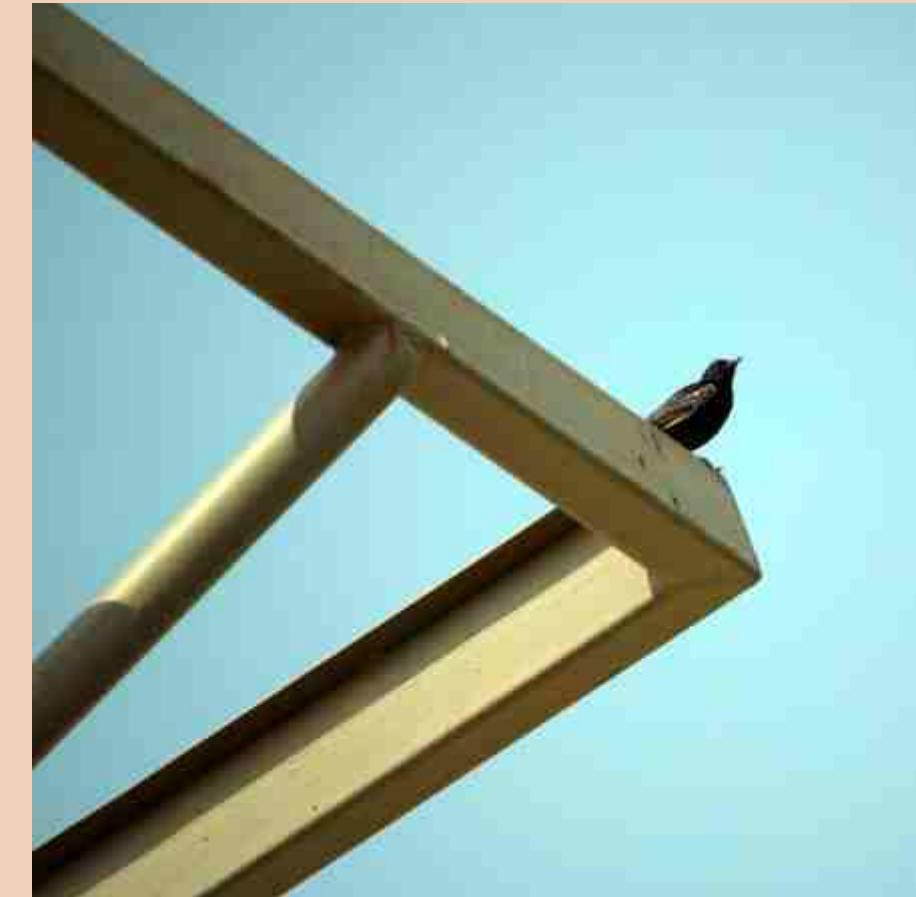
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[www.organo.co.in](http://www.organo.co.in)





## Birds at Organo



- Back in the good old days, when iPads and smartphones did not exist, even before Televisions invaded our homes, the kids used to play for hours outside in the fields, in the mud and used their fingers to create crafts with sheer dexterity.

- Organo brings the golden childhood back. Where children can sow seeds and watch with wonderment as the plant grows. Playing with the clay or swimming in the bio pools or learning arts and crafts. The glorious bygone era is back at Organo. Live it up. These are pictures shot by' **Madhu Reddy and Sriram Kapilavai**. To view more pictures scan this page.



- Deepa & Sanjay Gulabani,  
Naandian - Farm Unit #A25

**H**e is a quintessential Naandian in his attitude towards all things organic and natural. His philosophy of life is to contribute in whatever we can to make the planet a better place to live in. Meet Sanjay Gulabani, a jeweler by profession and an immensely fulfilled resident of Organo.

According to him, "Organo is one-of-its-kind. It's unique. The first time we set foot on this, we were very impressed. I feel more excited to stay here than in our massive home in Jubilee Hills." One of the most cherishing experiences for Sanjay has been the celebrations with the community at Organo.

"We celebrated last Diwali here. After coming here we have met so many people. So it looks like now my family has become bigger. It was an amazing experience; tasting different cuisines specially prepared by each Naandian. It was wonderful," says Sanjay who is keen to get into regular yoga and hit the gym at Organo. "Because the food is not only healthy but also so delicious that there is the risk of overeating. We better make use of the bio-pool, yoga sessions and the gym to burn off those extra calories. That is the charm of Organo. We don't have to give up on the

good things in life and yet we can balance with exercise. Just walking through the entire stretch of Organo every morning or evening is more than sufficient for us to stay fit and healthy. And the air is so pure; we breathe in clean oxygen, eat naturally grown organic vegetables & fruits, and interact with a diverse range of people here. At an individual level as well as community level, life is very fulfilling here. It can't get better than this."

For Sanjay, it means a lot to be a conscientious person as far as the environment and ecology are concerned.



### True farm to pot experience

1. At Organo, you have the luxury of plucking the vegetables from the farm.

2. Just as much as you need.

3. And cooking it.

The taste of eyewitnessed organic vegetables, fruits and more- eaten fresh is simply a healthy, incredible experience.

## Naandians by choice

**S**rinivas Aluri's life as a private equity professional was always hectic. His quest for meaning led him to take a sabbatical. When he discovered Organo, it seemed providential because, "I was working for 29 years in the corporate world. I worked for Morgan Stanley and ICICI ventures. I used to travel for 20 days a month. At some point, all of us need a break. So, I decided to take time off from work for one year. I wanted to slow down. Towards the end of the year, we happened to meet the promoters of Organo. I had no idea that there were people out there making an earnest attempt to create exactly what I was in pursuit of." Married to Brunda in 1993, the couple is close to celebrating their silver anniversary.

"We were going to Chilkur," reminisces his wife Brunda, co-founder of an NGO called Move the Wheel Foundation which works with government schools to make learning a fun experience for the students. "One of our friends had bought a house at Organo. He had suggested we check out the place, so we decided to drop by. We met Raj and everything fell in place."

Talking about her Foundation, Brunda says the results have been amazing. The Government schools grapple with the problem of low attendance. But thanks to our initiative, attendance went

up to 80%! Brunda intends to partner with Organo thru the Rurban initiative. "We are looking at working with schools in Azeeznagar. Organo looks at the community beyond, not just the community within. The intention is to adopt some more of those and see what we can do. We believe in community partnerships."

What appealed most to Srinivas Aluri and Brunda is the collective farming concept at Organo. Elaborates Srinivas Aluri, "We have been a part of Naandi for only 3 months now. 2 months prior to that, we had bought a couple of acres of land thinking that I'm going to do some farming. We realised how difficult it was. There were many challenges, especially finding labour. The security was also a huge concern. And then there was the sustainability factor. Luckily, we discovered Organo which was exactly what we were looking for. We're not big farmers, it's more of a hobby. Brunda is a big fan of organic foods, so this is perfect for us."

"We see a community shaping up well. Lot of like-minded people here," adds Brunda. "It's the way of living that appealed most to us when we signed up. Initially, we intended it as our weekend home but now, we're thinking of moving in and live here full time. Let's see," says Aluri. "Yes, maybe in a couple of years," adds Brunda.



Brunda & Srinivas Aluri,  
Naandian - Farm Unit #A13

**“**In India, Organo is a unique concept. We love the rurban way of life and the vibrant community.

**”**

some unbelievable photographs of the flora and fauna."

"Madhu Reddy's photography is outstanding," says Brunda, "It's unbelievable. I've seen birds but the varieties here are just so amazing. (See Page 94 for the pics). Organo stands for everything natural and sustainable. That's what makes it what it is."

"My mom says this reminds her of the home in her village where she grew up. She loved it," says Srinivas Aluri, "There are lots of places I visited. There's lot of concepts I have seen outside the country. But in India, I think this is unique. Also, we love the vibrant community. It's probably the most happening WhatsApp group I've ever seen. The residents are constantly putting up



- Sriram Kapilavai,  
Naandian - Farm Unit #A3

**An amazing photography aficionado.**  
Has a wonderful collection of photographs of Organo in its pristine, scenic beauty. Take a look at the Augmented Presentation of some of his latest pictures here.

## Environment & Sustainability - Rahul Bakare



One of the keys to Organo's overall success is in its choice of experts who are involved in several aspects of environmental sciences. One such highly accomplished and regarded consultant is Rahul Bakare. Armed with several qualifications from IIM Calcutta, Michigan State University and University of Pune, Rahul Bakare, CEO & Founder of Urdhvam is the Environmental Sustainability Consultant at Organo.

Urdhvam which when translated means 'Reaching Higher' is a Pune based organization that aims to develop Sustainable Environmental Solutions for modern age problems arising out of urbanization, land use pattern changes, consumptive

economy, lack of awareness and overutilization of natural resources.

"When we heard about the project, we were very excited as our vision and mission align with what Organo stood for. At Organo, the biggest missing piece was the understanding of sustainable groundwater based "Water Supply". We came in to map the aquifers, analyse the aquifer behaviour, quantification of groundwater resources, storm water generation mapping, recharge of groundwater resources. We not only worked on the groundwater supply augmentation through storm water harvesting strategies but also on the demand reduction/management side. We used our understanding of

farming, water efficient techniques, etc. and helped Organo reduce water consumption," explains Rahul.

In Rahul's rich experience and exposure, Organo happens to stand apart from the rest. Some of the reasons, according to Rahul, are, "Organo as a layout has taken into consideration water and nutrient cycles and have tried to close both these loops locally. Most of the Architects and Developers do not look at these cycles seriously and are only money minded. The team at Organo was completely opposite and their design and implementation is value based. I have not seen such layout which thinks things through from environment perspective and makes it a "closed loop system" including energy,

water, nutrients, solid-liquid waste, organic, bio-mass, culture, etc."

In spite of having seen several projects on the same lines, for Rahul "Organo would be a dream home if I could afford it." He feels very strongly for the need of more such endeavours in the world. "Most of the modern western education based real estate developments are "Linear Systems" which are exploit-use-pollute but Organo has made it a "Closed Loop" system which is having smaller Carbon, Energy & Water footprint and hence less polluting than other layouts. This sort of value based development of land should be made mandatory in the real estate industry for long term sustainability."



## Food Production

**H**uman beings were once so mindless that we accepted eating anything! It only needed to taste good, and everything was justified. We were so disconnected that companies started to practically poison our food, and we didn't say anything!

But then some people started waking up, enabling and strengthening the demand for healthy and organic eating. A group of such environmentally conscious people came together at Organo to spread the movement. They are enabling and empowering the small farmers and making them relevant once again to the whole chain of food production.

Organo is catalysing change in the methodologies of food production, prevalent mindsets, a family's eating habits and the way of consuming, in general and reshaping the whole economy, in specific.



### Catch them young



**“**I had no idea how vegetables were grown until I visited Organo

- says a 10 year old student of Srinidhi



Organo believes in shaping young minds. Special school tours are organised periodically for the students to create awareness and sensitize the future leaders of the country. The schools that participate regularly in Organo tours are Srinidhi International School and Oakridge International School to name a few.

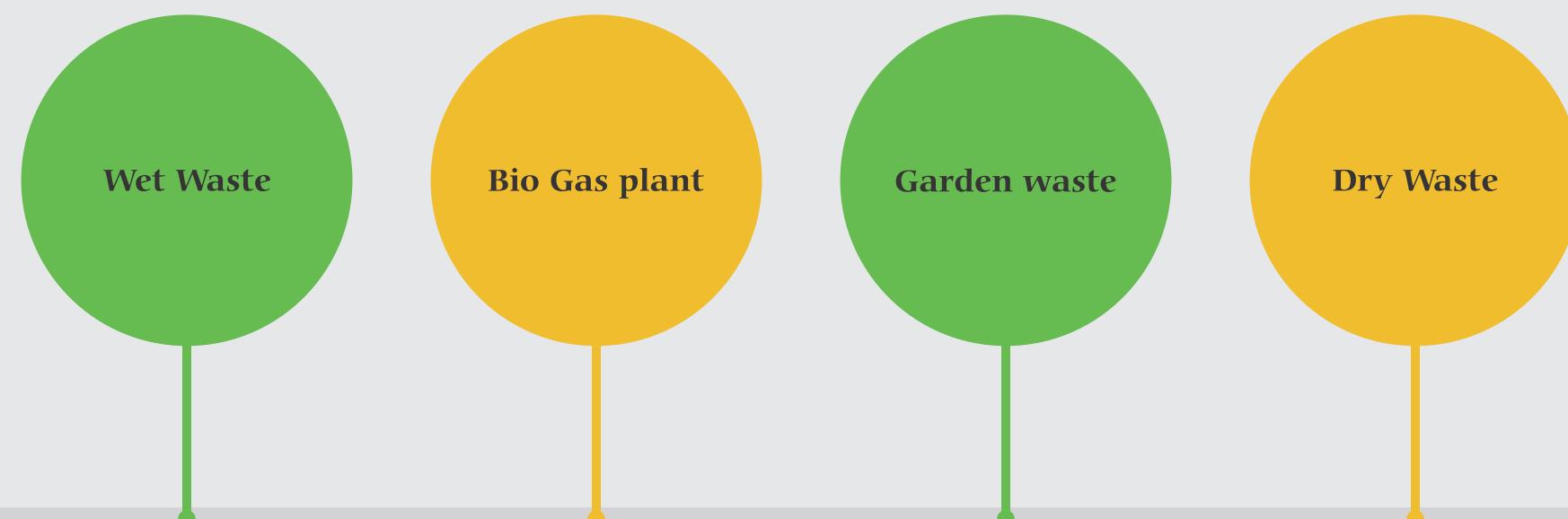
"I had no idea how vegetables were grown until I visited Organo," says a 10 year old student of Srinidhi, "It was a lot of fun to see the plants, trees and herbs and learn how

they are cultivated. We had a great time plucking tomatoes, beans, bottle gourd etc straight from the plants." "I didn't know what transpired in a chemically treated farm before," says an eight year old student of Oakridge, "We learnt a lot during our tour to Organo. My parents were pleasantly surprised when I went home and shared my experience with them with a strong recommendation for us to switch to organically grown food."



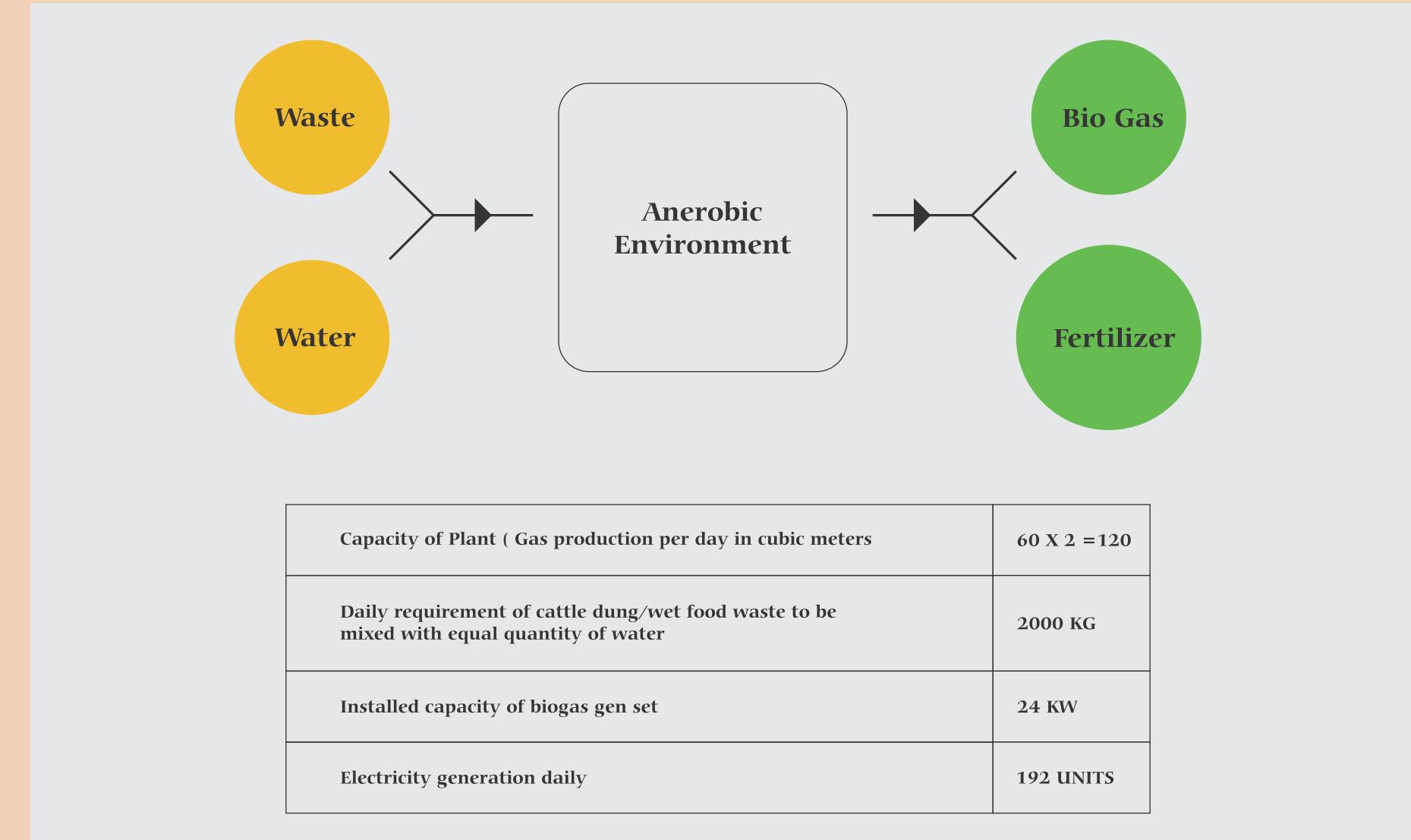
## Waste Management

At Organo, nothing goes waste. Not even the left-over food or animal waste. Waste management is a specialised area that is handled with utmost planning, care and responsibility by every individual in Naandi. Here's what goes into the process-



One of the important products generated from the waste products is Bio Gas, a fuel gas made from biomass such as Human waste, animal waste, food waste, grass and straw etc. during the anaerobic fermentation process. Biogas contains about 55% - 65% Methane(CH<sub>4</sub>), and 40-30% of carbon dioxide (CO<sub>2</sub>), some water vapour (H<sub>2</sub>O), hydrogen, carbon monoxide CO and some Hydrogen sulfide (5%)(H<sub>2</sub>S) approximately. The heat value (calorific value) of biogas is 4713 kcal / m<sup>3</sup>.

## Conceptual Details of Bio Gas



Generation of Gas: After the completion of biogas plant and accessories approximately 30 tons of cattle dung has to be put initially in to the digester. A retention period of thirty days is required initially for generation of gas. After the cycle is complete every day around two tons of organic waste is to be put in to the digester for regular production of gas.

This gas is used to produce electricity with the help of Generator and/or can be used for cooking.

Fertilizer: When any organic material undergoes anaerobic digestion in the Organic gas system the ORGANIC MATERIAL, is converted to N:P:K Enriched fertiliser that comes out from the digester on a daily basis.

Plant Nutrient	Digested Slurry
Nitrogen N	1.5% to 2.00%
Phosphorus P (P <sub>2</sub> O <sub>5</sub> )	1.00 to 1.50%
Potash K (K <sub>2</sub> O)	1.00%

The separated liquid can be used as N:P:K enriched water slurry in your farm/campus. After stabilisation of the process cycle, an anticipated 2000 Ltrs of Liquid fertiliser will be available for farming purpose on a daily basis, and around 500 Kgs of Dried organic fertiliser can be made available on a daily basis.

Design & technical specifications:  
The size of the proposed biogas plant is a floating drum model, of 60 M<sup>3</sup>/day capacity. It is a very simple model and its operation is very easy. The main advantage of this model is that, it helps in maintaining a constant gas pressure all the time.

Digester: This is the fermentation tank and is built mainly 10 feet under the ground 2 feet above the ground. It is generally cylindrical in shape and made up of bricks and cement mortar.



## Net Zero – Vishvas Ghawate



"While developing Rurban lifestyle to the people, main motto is Net Zero," elaborates Vishvas, "Which essentially means whatever elements like water, energy we receive from nature, we need to return by different ways to the nature. This is not an easy task as the logistics and economics are to be taken into consideration."

But then where there is a strong will, there has to be a way. With the support of the conscientious promoters, Vishvas has succeeded in translating their vision into reality.

Vishvas deals with Water, so his challenge was in reducing the requirement of water to the minimum and to ensure that every drop used is reused and recycled. "In short whoever is the end user needs to have awareness and be sensitive about water usage and its importance," describes Vishvas, "To achieve this, we collected all hydraulic baseline data of this project which involves extensive detailing of all the water requirement of this project, existing cropping patterns, farming practices, rainfall data, existing and upcoming water uses. All this was done by maintaining the Net Zero Concept of the

development, Farm development, Nature trail and Development, Ravine beatification, green belt development, Slope protection, Organic farming, Soil Bio Engineering and Automated Irrigation.

"I was deeply influenced by Chanakya's quote - A man is great by deeds, not by birth - when I was 20. As I grew up, I become more passionate about our society, surroundings and nature. While earning money and gaining knowledge in professional life, one should be always in touch with nature and should always give back in whatever way we can even if it is small," expresses Vishvas who is currently a partner with AVG Sustainable Green Solutions LLP, a company that is committed to clear sustainable development with Plants and Water. Vishvas is an expert consultant engaged with Horticulture and Irrigation activities such as Planning, Consultancy, development, Project management and aftercare, watershed management, green belt

*While developing Rurban lifestyle to the people, main motto is Net Zero, Which essentially means whatever elements like water, energy we receive from nature, we need to return by different ways to the nature. This is not an easy task as the logistics and economics are to be taken into consideration.*

### Project:

The promoters initiated ground water table survey under detailed hydro geological survey to understand the specific figures of ground water table. In short, engineering figures in terms of availability, yield uses, reuse, and recycle- Net Demand vs. Net Supply had to be handled efficiently.

Keeping in line with the Net Zero concept, Vishvas introduced measures like water shade management and rain water harvesting activities in and around Organo. "Natural Ponds, CCT, rain water harvesting, water recharge bore well are all part of the plan, designed and executed to increase existing ground water table. We worked out specific irrigation water requirement, tried different drip irrigation options with different materials for practical maintenance. Plantation patterns were changed whenever needed, native plantation was adopted. Lawn area is almost zero % in this project. This is normally not seen in such large residential projects all over India," he adds.

Drip Irrigation System is designed to ensure optimum use of water to the green areas. All the recycled water is supplied to the green areas. Also automation has been incorporated for effective Irrigation System.

Usually, in such large scale projects, Irrigation systems get installed in later stages, but in Organo, every required water drop is calculated, supplied, measured and recorded for long term efficacy.

In short every person engaged with the project, be it staff, labour, promoters, service providers or residents, every single person is well aware of the exact quantity of available water.

This makes them conscious and aware of the need to conserve water preventing wastage. The Gen Next at Organo are also well aware and have been sensitized to water conservation and net zero concept. That in itself is a feat that has been accomplished by Team Organo!

## Organo Collective Farming



**I**t is a farmer's community that shares farming related infrastructure while enjoying the fruits of collective living. The profits of the farms are divided among its members. Collective farming has been successful where it is adopted as a choice in several countries.

At Organo, we explore innovative organic farming methods by employing farming experts, to maximize the efficiency and effectiveness, in addition to enhancing the health of our community and the soil.

**Pooling Of Knowledge Systems:**  
We have all had those spurts of phases when we wanted to become farmers or meddle with our home technologies to just run appliances with solar power. But, the maintenance, upkeep, the research time required for being able to do it is not our everyday luxury. Organo solves this with expert care for every indulgence to become self-sustainable.

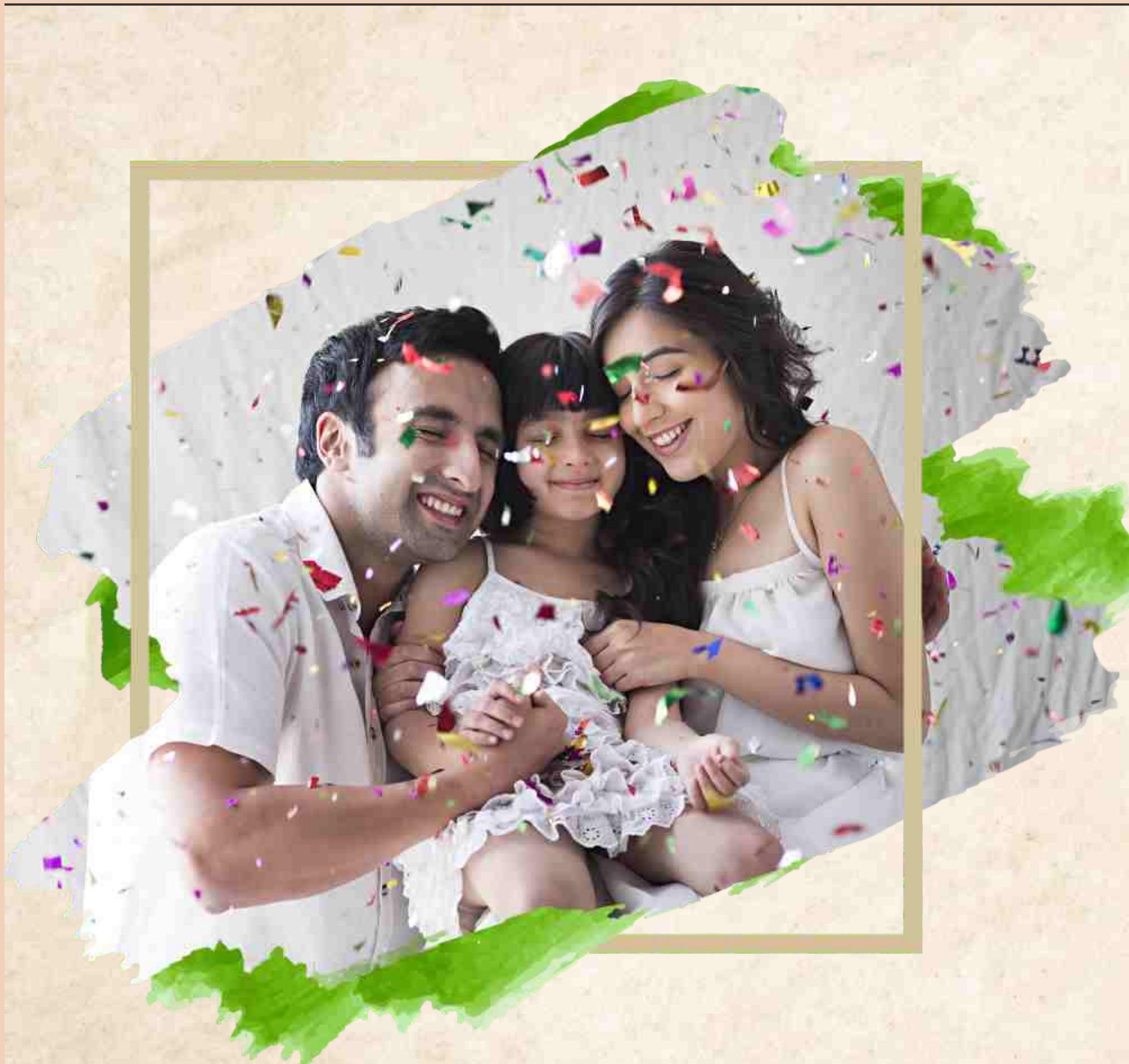


**Grid-free power:** To be self-reliable for energy needs is a far off aspiration even for major corporations as the sheer scale involved to be able to do that makes it impractical. This can be solved when more than 50 families come together a micro grid, sharing power with a backup as the grid power can be established.

**Water security:** Water is a commodity that is a regional resource. Water management techniques like rain water conservation work efficiently only when applied to a large parcel of land.

**Labor management:** Indulgences like farm living need a workforce to maintain continuity in farming. With a structured workforce that has an organized pay structure Organo manages to have a work force that is reliable.

**Security:** No amount of high tech security measures can render the same peace of mind that a group of families living together can provide. A sense of belonging to a group provides reassurance to all.



If you have a reason to celebrate, we have the team (to make it stress-free )

Organo gives you many, many ways to celebrate. We have an exclusive Events Team to plan theme parties, get your guest list ready, send invitations, handle the decor and anything. We are so good at organizing the perfect celebrations, you don't need a reason, just go ahead and do it.



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## Where kids and adults become children...once again



- Back in the good old days, when iPads and smartphones did not exist, even before Televisions invaded our homes, the kids used to play for hours outside in the fields, in the mud and used their fingers to create crafts with sheer dexterity.

- Organico brings the golden childhood back. Where children can sow seeds and watch with wonderment as the plant grows. Playing with the clay or swimming in the bio pools or learning arts and crafts. The glorious bygone era is back at Organico. Live it up.



### Wanted -

**Social Entrepreneurs to partner with Organo  
for projects and business initiatives.**

If you have an idea that can impact the rural - be it in terms of generating jobs, teaching them crafts or bringing them into the revenue mainstream, you can partner with us. We will give you the holistic infrastructure, the rural access and also invest time, money and effort to make the projects successful.

Together, Let's do good.



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## Maestros' Choice



- Prasad Menon,  
Naandian - Farm Unit #A9



*We had read about, been told about communities which profess to be pro sustainability but Organo was the first one which practised all the principles in the space, design and every other aspect. Also, they have made concerted efforts to attract people of varied backgrounds who have a common interest in the earth and her future. That's what attracted us in a big way to Organo. We were also touched by the passion of the promoters.*



**P**rasad Menon has etched his footprints in the corporate world after having helmed several top notch companies and steering their growth under his able leadership. His contribution to sustainability has been commendable and his opinions are highly respected in India and the globe. So his choice to live at Organo after having explored several options, is a huge statement in itself. His life partner Lakshmi Menon, an animal rights proponent and environmentalist, was a die-hard Mumbaikar most of her life. For her, to relocate to Hyderabad post retirement was "traumatising" in her own words. Yet, here she is today vouching for the virtues of

organic living and reiterating that this is the way forward. Together, they stand as a powerful testimony for the fact that Organo is a community of ecologically conscientious individuals. Here is their story reproduced verbatim:-

Prasad Menon - "I am now retired after a long and enriching career. I am a chemical engineer from IIT, Kharagpur. In 1969 I joined a multinational company called ICI, one of the largest chemical companies in the world back then. I spent around 20 years there and moved on to Nagarjuna Fertilisers in Hyderabad. Spent 11 years in Kakinada and Hyderabad and then moved to the Tata group



as the Managing Director of Tata Chemicals for about 6 years and Tata Power for 5 years. I stayed on for another 5 years in non-executive positions including being the first Chairman of Vista. When I turned 70, I stepped down from all the Tata Boards and today, I am a member of boards outside Tata's including Axis Bank, Singapore Tourism board and a few companies in Chennai. I am also involved with 4 NGOs. One of them is an environmental organisation called Centre for Environmental Education. Another one is Wildlife Trust of India. 3rd one is a skill building & poverty redressal organisation called Head Held High from Bangalore and the 4th one is a well known yoga institute from Mumbai. These have come about purely because of my long abiding interest in sustainability. For a fairly long time in the Tata group, I was deeply involved with all the efforts in that area. I also chaired the Tata sustainability group for about 5 years bringing about new policies and helping companies tackle the enormous challenge

of climate change, the seriousness of which people don't realise for the simple reason that the effects of planet change are slow. It takes place over decades and therefore creeps up on you. Suddenly, you'll be faced with the reality of a completely changed environment. So that has been my passion and I enjoyed working in that field. That's what drew my wife Lakshmi and me to Organo. It was a pleasant surprise for both of us when we went there the first time. We had read about, been told about communities which profess to be pro sustainability but Organo was the first one which practised all the principles in the space, design and every other aspect. Also, they have made concerted efforts to attract people of varied backgrounds who have a common interest in the earth and her future. That's what attracted us in a big way to Organo. We were also touched by the passion of the promoters. All of them are very evidently very passionate about the environment. They were also hands on in building

a community who would enhance this concept. And we thought let's be a part of this community. So, here we are... I would definitely like add value in whatever way I can. We're looking forward to living at Organo."

Lakshmi Menon - "We've been to Organo a few times. We stayed for one night as well. Personally, I'm not the kind who is open to new experiences. I don't accept things easily. For me, it was very important to get a feel of the place and the environment before we considered making it our home. I must say I experienced a feel good factor the very first time and every single time we visited Organo. I always look forward to going there. I feel a sense of calm there. I feel peaceful. You see every possible solution to the modern day challenges all around you. The community is like minded. We all think alike. Now, we live at Lotus Pond and every morning I come back from my walk feeling utterly frustrated.

When we built this house 18

years ago, this area was like heaven. Serene, calm and peaceful. Our architect

designed our house in such a

way that we had a lovely view

of the lake from our windows.

Hyderabad was a land of rocks

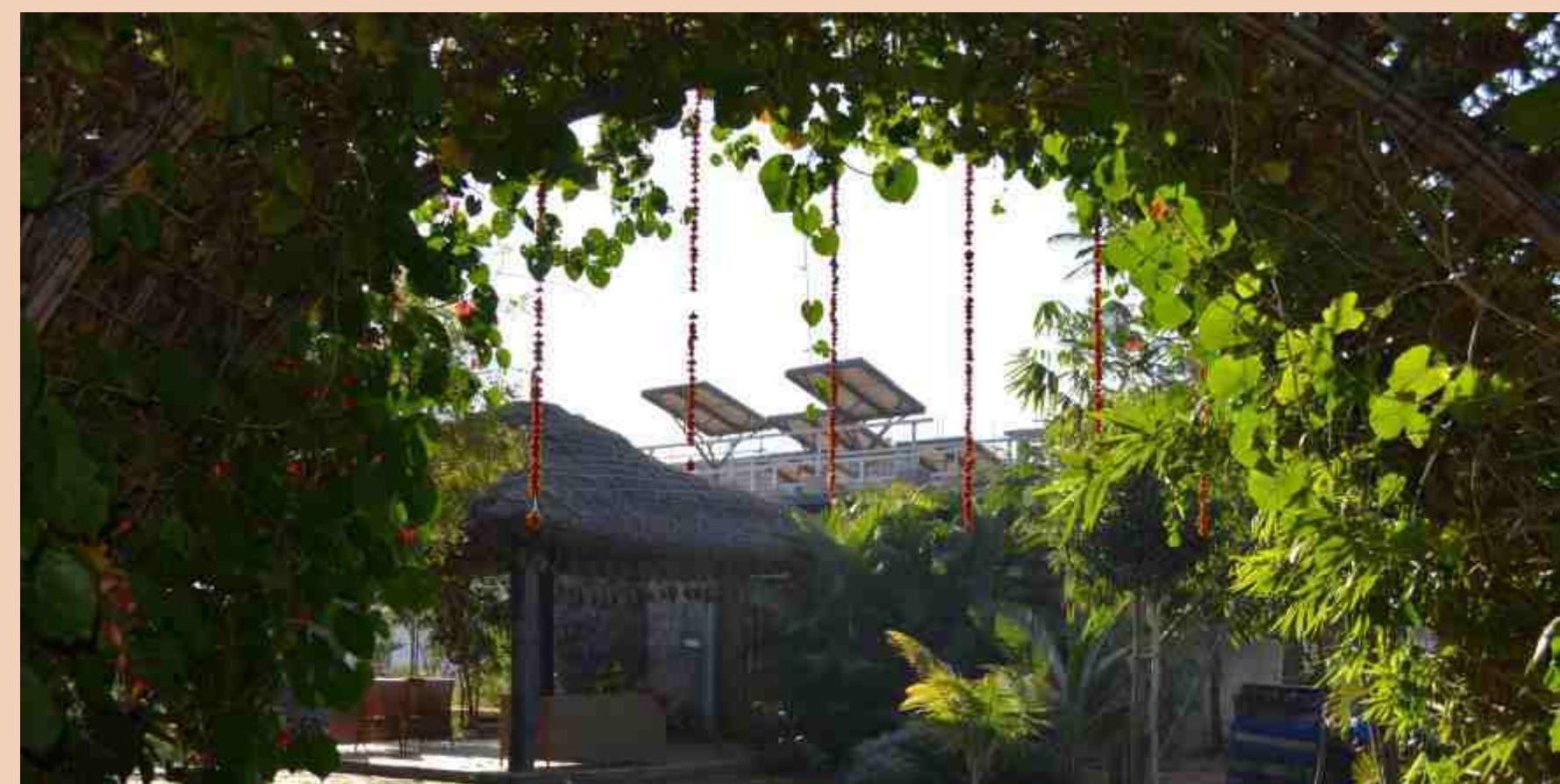
and lakes those days. One lake

would flow into another and

we could see the paddy fields as well. This was a private road and there was no traffic, blaring horns etc. We lived in this house for a year and a half and that was the Hyderabad we left behind. Look at the scenario today! All our lakes are cess pools. Our street has become a thoroughfare, noisy and polluted. It's changed for the worse and beyond recognition. I constantly try to tell the young people what they shouldn't do but I don't get anywhere. I try my best to tell them not to honk so much, to curb that annoying reverse gear music, not to litter the place, be kind to animals but nobody cares. It's a nightmare with all kinds of awful sounds, noises, crowds and pollution all around us. We wanted to get away from all of this to a more peaceful, unpolluted, clean sustainable environment and we saw that in Organo. Both of us opted for it unanimously. The promoters' passion and the residents' involvement added further impetus to our decision. We went up and down to Organo for 3 to 4 months and were completely convinced that this is what we were looking for. Even though we had no plans as such when we visited the first time to invest in Organo, we started thinking about it instantly.

Mumbai was our home for 16 years. The city has a way of getting under your skin and becoming a part of your system. For both my daughters and I, Mumbai was our oyster. That is where we felt a sense of belonging. The ethos of Mumbai lets you be who you are. It is a magical city. When you go there, nobody wants to be there because of the overwhelming crowds but when you get used to living there, you don't want to live anywhere else! That's the magic. It's a convenient city, people are work oriented, you can dress the way you want, many people think like you. If they find something going wrong, they raise their voices. They form forums, they are proactive. You don't get that anywhere else. The energy of the city grows on you and lets you be who you are. You can travel by bus, go in a local train, have `moong phali' on the sidewalks, nobody bothers you... You don't have to be conscious of where you come from; you can just be the way you want to be. It's the mindset of the people which is very, very different from the rest. There is so much to do there. It may sound clichéd when I say Mumbai is a happening city but that's what it truly is. Also, we were very fortunate to be associated with the Tatas

which made the city all the more pleasant because they looked after us very well. We lived in a beautiful old art-deco kind of house in a cul-de-sac. It had so much character and I consider myself privileged for having lived there. It's a live and let live city not just for human beings but also the animals. I am a hard core animal person. And I loved working with them. So, for me it was unimaginable to live anywhere. Even the thought was terrifying. I was traumatised when we had to move to Hyderabad. It took me a long time to get used to the idea. But now I am comfortable with not just the idea but also resettling here all thanks to Organo. If we didn't find Organo, I am not sure what my response would have been. Now I am looking forward to our life here. I intend to get involved with the community in general and animals in specific. I can never stay away from working with animals. Even during my earlier stay in Hyderabad, I was involved with Blue Cross. So, I'm quite looking forward to living at Organo. I have a feeling that it's going to be very fulfilling. More often than not, my gut is always right."





## The Villas: Living space meets life space

06:00 AM: The early morning sunlight weaves its way through colorful rows of vegetable & fruit farms and greenscape. Freshly awakened faces sit calmly for a morning meditation session or get ready for a brisk walk through the pathways of nature or relax in their sit-outs to enjoy their refreshing cup of coffee listening to the chirpy sounds and subtle breeze or even go fishing at the aqua pond. At Organo's Naandi, life is all about expanding every moment.

Living at Organo, you will agree, there's more to life than just coming home in between breaks from work. It is about trying to model a more holistic idea where it's not just about working hard and being with our families, but taking care of the world we live in, which includes everything from the resources to human beings, and even other species, with equal respect and responsibility. In fact, it is an attempt to bring in the contemporary international concept, where highly successful and environmentally conscious people are becoming organic farmers and experiencing the sheer bliss of life on a slow track.

Picture this! Owning an organic farm that gives you 50 kgs of fruits and vegetables every month. Also, organic milk, organic honey and many more. Fishing in natural, aqua pond. Everything 100% natural and healthy, and you are a part of this without having to sacrifice on your profession or urban lifestyle comforts. Underneath all the natural overtones and organic farming goings-on, Organo's Naandi is a plush living commune of 70 chic urban villas built to offer all the contemporary living conveniences. These fully air-conditioned signature spaces are embedded with what we call 'urban' nomenclature, which is a heady mix of urban refinement and rural ethnicity.

Envisioned to invite families to live fully and generously, these homes have an ingenious arrangement of interior spaces and a unique combination of openness and privacy that makes a relaxed way of life possible. The community is embellished with a plethora of bio water bodies, wide tree-lined avenues and enchanting relaxation areas to transport you to a pristine world away from the daily chaos.

These individual, eco-friendly homes are designed around you, your needs and wellbeing. Superior design, advanced construction, sustainable materials free from hazardous substances and use of renewable energy sources make these homes extremely relevant for today's times and for future conservation.

Incorporating the latest in high-performance building science and home technology, every home gathers around a space that skillfully combines outdoor and indoor living. Dramatic sliding glass doors open up to enable the home's interiors embrace the natural world surrounding it. Abundant windows, full-wall glass panels let in plenty of natural light and add to the feeling of openness and spaciousness. A spacious floor plan, high ceilings, large bedrooms, luxurious bathrooms, utility rooms, ample storage, servant quarters and other options...all make the home perfect for you and your family.

Living at Organo's Naandi has its own share of perks. You have the privacy of your own villa, the lifestyle of a plush natural resort, the security of a gated community, the advantage of like-minded individuals and above all, the unmatched joy of healthy and sustainable living. Organo's Naandi works splendidly as your primary residence as well as a swanky weekend farm house.

### It's time to listen...

*Do we have the time to listen to the songs of birds? The song of a bird has forever been connected with unending rapture and unfettered freedom. The song of a bird is figurative of the power of nature to soothe and enrich lives, otherwise trapped in the endless whirlwind of activity, in a maze of noise and exploding urban development. At Organ, the song of birds, call out to you. It's time to listen...*





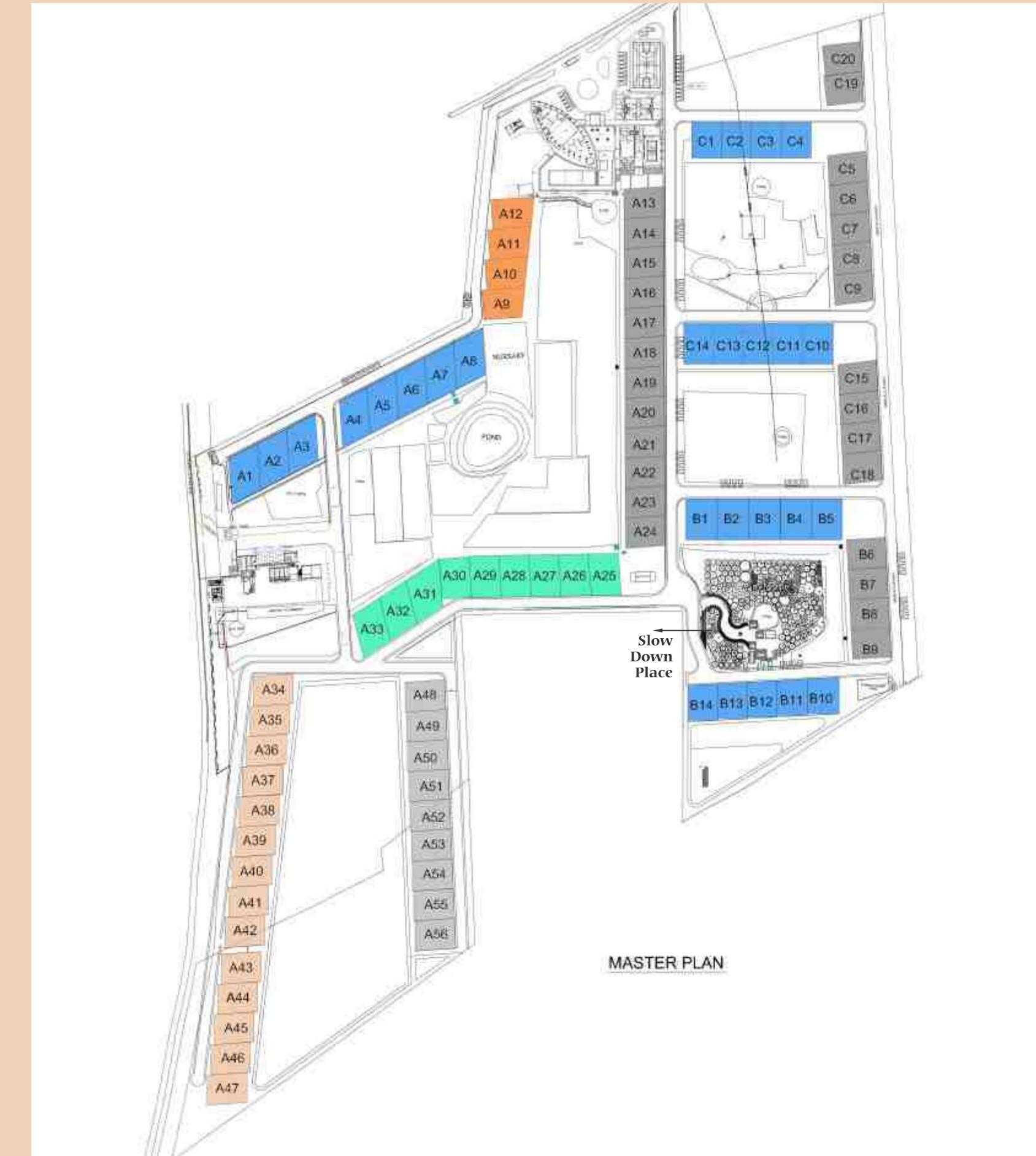
## The Community

### Master Plan



## The Community

### Master Plan

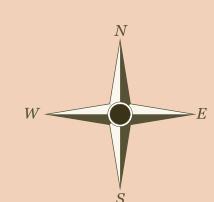
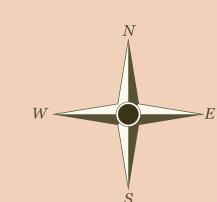




## East Facing Farm Unit - FF

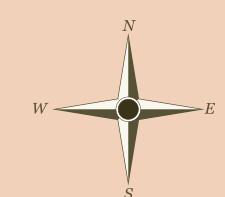


## East Facing Farm Unit - GF

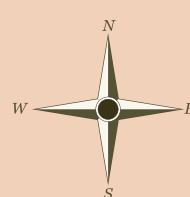




## North Facing Farm Unit - FF



## North Facing Farm Unit - GF

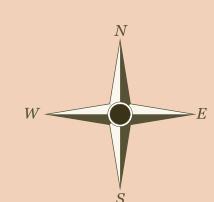
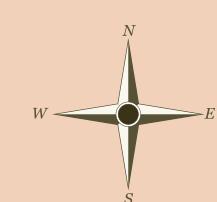




## West Facing Farm Unit - FF



## West Facing Farm Unit - GF





**Organo Farmstore door delivers baskets of organic goodness, good health and freshness**

Select from a choice of pre-planned baskets put together by a team of nutritionists and organic experts. Organo brings the finest of eyewitnessed organic produce to you.

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## Activity for Toddlers



### Play Area

- Swings
- Merry-go-round
- Sand Pit
- Slider
- Trampolin
- See- saw
- Pet Zoo
- Kid's pool
- Nursery Garden

### Spa Treatment

- Medical massage for healthier children
- Toddlerhood through childhood (2-13yrs)
- Health-Balance-Wellness for infants and babies (0-2yrs)
- Medical massage for Geriatrics (elderly people)
- Drugless healthcare for mothers- pre/postnatal massage

### Rides

- Bullock cart



## Activity for Kids



### Play Area

- Indian Games- Gilli danda, Seven stones, Top, chess, Tyre Swing
- Tennis
- Badminton
- Basket Ball
- Volley Ball
- Skating
- Cricket
- Kabbadi
- Kho kho
- Dangal
- Horse Riding
- T.T
- Swimming Pool
- Cycling
- Trampolin
- Camping

### Hobbies

- Pottery
- Basket Weaving
- Cooking
- Cow Milking
- Village Tour's
- Trekking
- Bird Watching
- Martial Arts



## Activity for Teens





## Activity for Women



### Play Area

- Tenni koit
- Indian Games
- Yoga
- Meditation

### Hobbies

- Therapy
- Gardening
- Pottery
- Cooking
- Skill Development (Women Empowerment)
- Coaching



## Bringing back the infinite joys of a family reunion

The biggest fun is when there are large family reunions. 30-50 people. New clothes. Festivities. Gifts. Greetings. The colors of happiness, the music, the bonding, togetherness. Organo brings the excitement of the full family reunion. 30 - 50 people. 3 Nights and 4 days. Stay in beautiful farm-houses. Organic Food. The open air. The fresh oxygen. Treks in farms. And delicious, delectable food.

We will make your family reunion incredibly memorable.



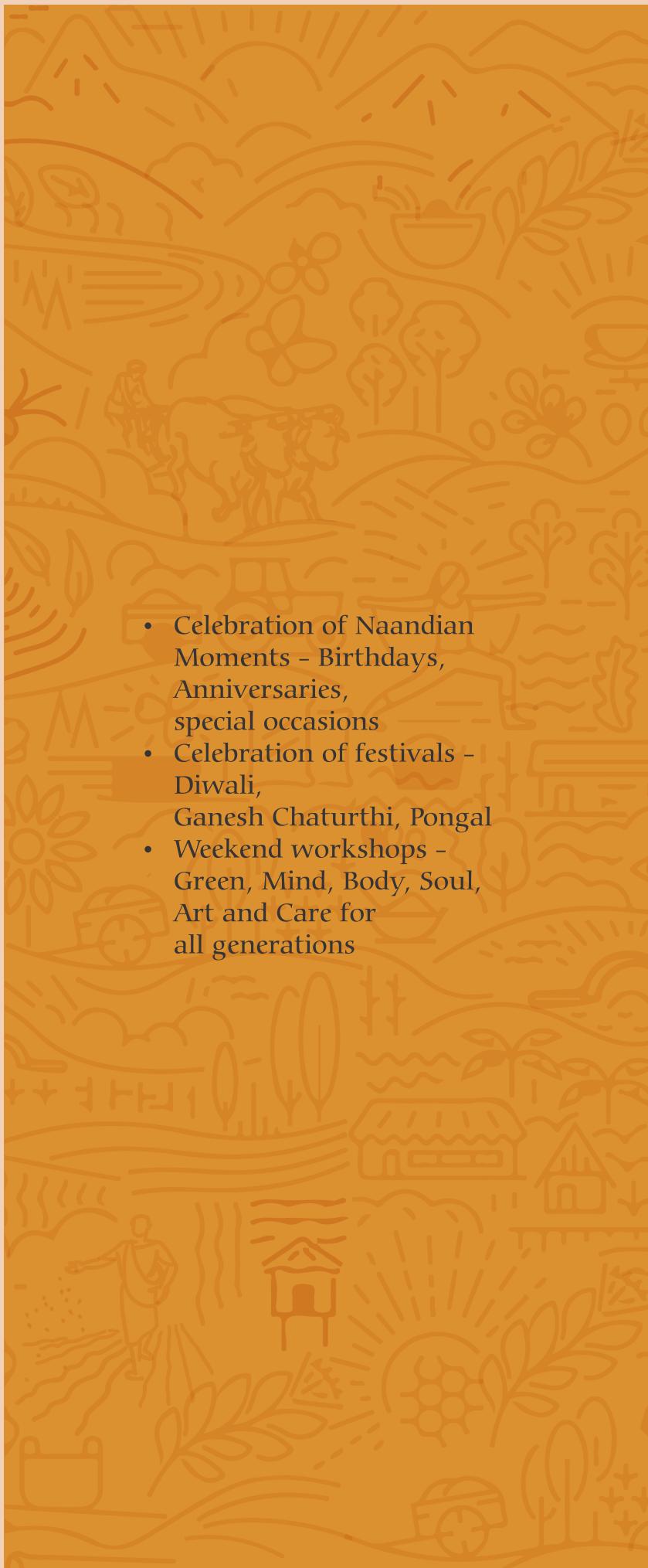
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## Regular Activities



- Celebration of Naandian Moments – Birthdays, Anniversaries, special occasions
- Celebration of festivals – Diwali, Ganesh Chaturthi, Pongal
- Weekend workshops – Green, Mind, Body, Soul, Art and Care for all generations



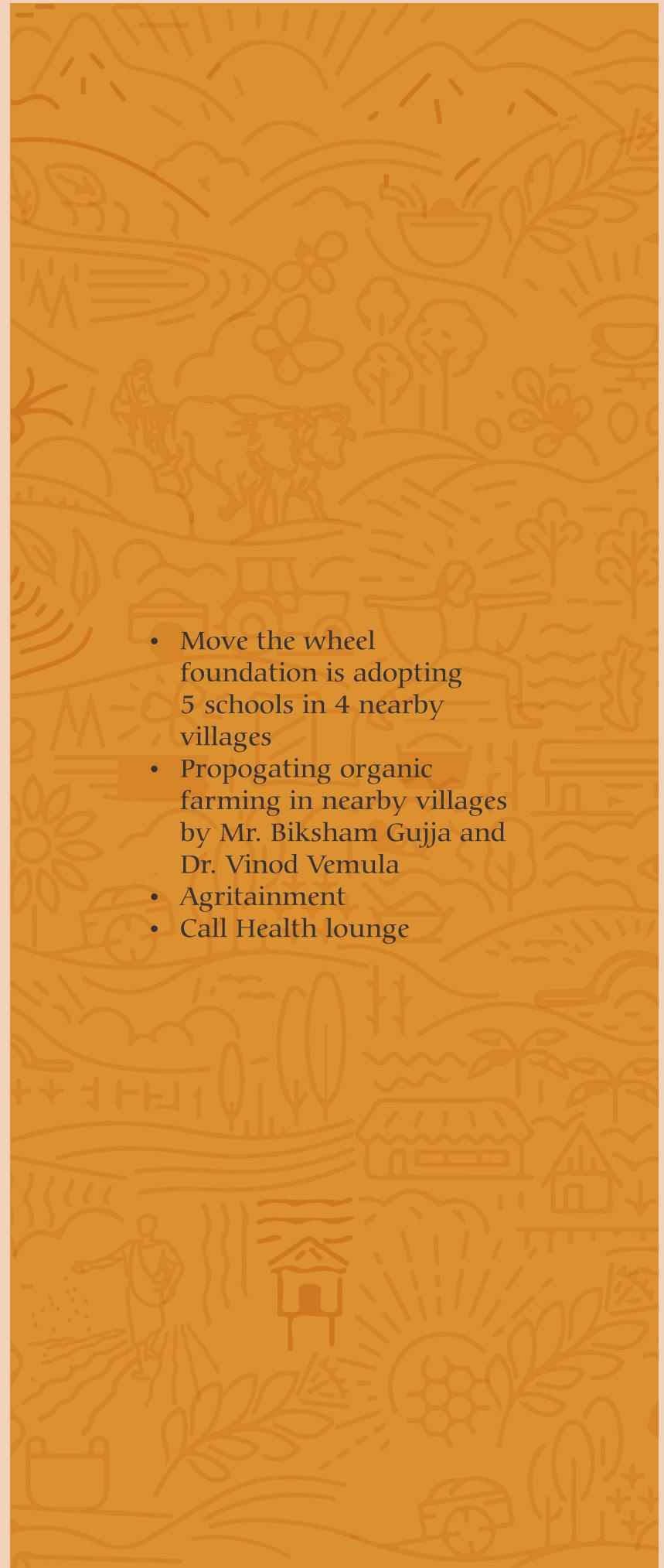
## Senior Citizen Activities



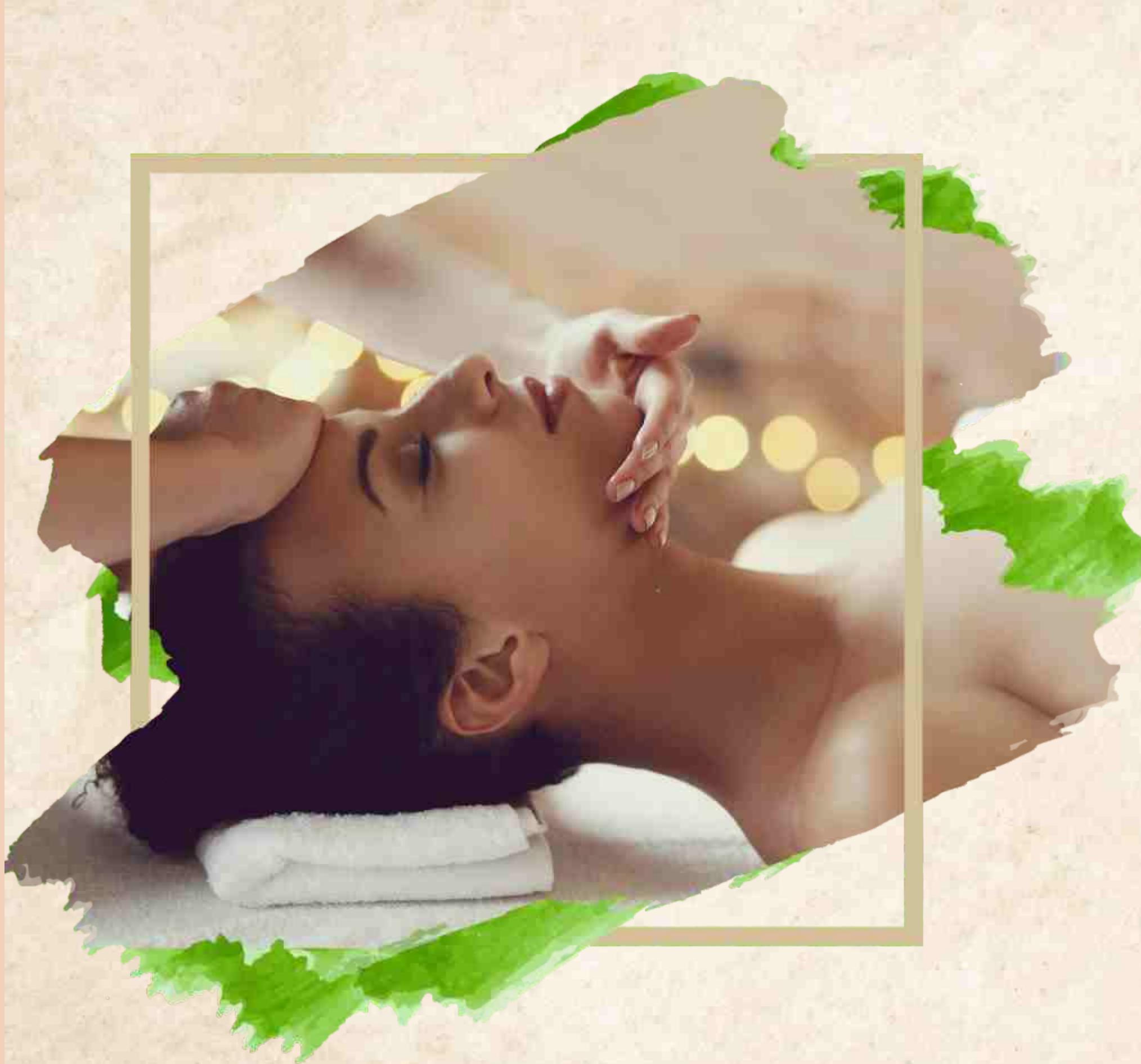
- Carroms
- Chess
- Croquette
- Gym
- Meditation
- Yoga
- Spa therapy
- Nature walks (trails)
- Tai Chi/ Falun Dafa
- Photography
- Coaching/ skill development.



## Rurban Activities



- Move the wheel foundation is adopting 5 schools in 4 nearby villages
- Propogating organic farming in nearby villages by Mr. Biksham Gujja and Dr. Vinod Vemula
- Agritainment
- Call Health lounge



## The Wellness spa that combines the best of both worlds

Organo Spa is a hub of wellness and therapy that combines the wisdom of the East and blends it with the knowledge and the West to create unique therapeutic journeys. Whether you drop in for recommended medical massages or just for relaxation, the spa offers a choice of therapies and treatments that are tailored to your needs. And as you saunter out after a relaxing massage, the chirp of the birds, the soft breeze and the sounds of silence will add to your overall sense of calm. Get rid of all the pains and dull aches. Come pamper yourself.



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## The Curators of Organic Change



**Nagesh Battula**

Nagesh who started and spearheaded the Fountainhead Design Group (FHD), is a natural learner and a self-taught leader. He has over 20 years of extensive experience in residential, commercial, hospitality, retail and luxury interiors projects. It was Nagesh's vision to develop a project that would be sustainable and net-zero in its resource consumption.



**Vijaya Durga**

With over 20 years of experience in the field of interior designing and as the head of the Interior design team at FHD, Vijaya has an eye for detail and a sensitivity towards color, fixtures and finishes, that let her take impeccable decisions on the spot. She shares the vigor to develop Organo as a highly productive yet aesthetically pleasing farming community.



**Rajendra Kumar**

Fondly addressed as Raj, he is driven by the pursuit for excellence. Passionate, soft spoken and committed to the cause of sustainability, Raj is unconventional in his approach towards marketing. His ability to envisage the bigger picture is the strength his team members draw from to push the envelope. If Organo is the path breaker in sustainability, Raj is the man who makes it happen. His belief that 'God is in the details' makes him the go-to man at Organo.



**Dr Vinod Vemula**

Dr. Vemula heads the Farmer outreach program at Organo. Has more than 27 years of experience in agriculture, forestry, natural resources development & management projects, on farm research & extension. His grassroots level work directly with farmers to middle support s and his extensive international experience gives him the bird's eye view to help convert neighboring villages and farmers to turn into Organic with the focus on sustainability.



**Dhamotharan**

Dhamu, Director of Operations and head of the Architectural division for FHD has helped get critical design solutions right, without compromising on logistical efficiencies. Dhamu has over 11 years of experience in the field of architecture with several Master planning and large-scale architecture projects to his credit.



**Mathan Ramaiah**

Mathan graduated from the Columbia University, New York. He has over 12 years of experience working in Indian and International firms, leading several award-winning Masterplans with special emphasis on passive and active sustainable strategies. He is passionately involved in the masterplan and public space design of Organo.



**Niharika**

An IGBC Accredited Professional LEED Green Associate, Niharika handles the Project Management for Organo. Using her Civil Engineering education and her 10 years of experience in Construction to her advantage, she handles Technical Support, Sustainability and Customer Relations effectively.



**Harinatha Rao**

Harinath Rao - Associate Director, Organo brings in decades of rich functional construction and real estate expertise. As a structural engineer turned businessman, he combines the best of both worlds in melding business expertise with thorough understanding of the technicalities of the business and is focused on creating seamless buyer journeys. He brings in his multi-faceted expertise to add deep value with the accent on delivering superior customer experience.



**Sainath**

Mr. Sainath Bathina is a graduate in Bachelor of Law from Andhra University in the year 1979. His Father Mr. Ramchandra Rao (late) retired as Judicial Officer, Legal Advisor for AP Police and served as Director of Prosecution in CBI, has been his greatest inspiration to pursue law. His passion towards his profession made him choose to remain in India and practice law. Apart from being the legal council for Organo, he is one of the well respected practicing advocate in Hyderabad known for his in-depth knowledge in legal affairs of real-estate apart from civil and criminal law.

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