

## **Creating awareness on organic food certification**

World Trade Center Jaipur, in association with Morarka Organics, organized a seminar at the Organic Lawn, Morarka Organics, Sitapura Site, inviting participants to embrace and recognize the growing significance of organic food. The event aimed to highlight how organic farming reduces exposure to harmful chemicals on the farm, consequently improving the quality of our food.

Key members of the core team, including Mr. Ramji Lal Jangid, Head of HR & Administration, Mr. Ajay Pareek, General Manager, and Mr. Avinash Kumar, In-charge, Quality and Certification at Morarka Organics Jaipur, discussed the benefits of adopting an organic way of life.

Addressing the audience, Mr. Ajay Pareek empathized on adopting healthy dietary habits for a healthy and disease free life. He said “Today, many suffer from health issues such as stomach problems, indigestion, and fatigue, indicating a significant departure from the health and vitality of previous generations. Every mother complains and worries about the eating habits of their children and, consequently, the nutrients their child receives. We feel heavy even if we've consumed small portions of food. Obesity is emerging as one of the major health concerns, prominently affecting young professionals. The prevalence of diseases like diabetes and cancer has been increasingly linked to the food we consume. Organic food presents a genuine opportunity to enhance our quality of life by offering contamination-free and adulteration-free alternatives.”

Elaborating on the various quality checks and certification processes that organic food has to go through, Mr. Ramji Lal Jangid explained, “The certification process across the value chain requires that at each stage, such as cultivation, procurement, storage, processing, etc., third-party independent inspection cum certification agencies verify compliance. Additionally, the final product must be sold in a packed and sealed form displaying the certification marks' logos. Organic food undergoes rigorous monitoring, making it the most trusted choice for quality-conscious consumers. Organic food is devoid of the harmful chemicals found in conventional produce, including fertilizers, pesticides, insecticides, and synthetic preservatives. By prohibiting chemical preservation methods during storage, organic food ensures safety and enhances overall health. The widespread acceptance of organic foods stems from various factors. Many find that organic food tastes superior due to the use of traditional seed varieties and cultivation in areas naturally suited for organic farming. This results in products with authentic flavors, unlike the synthetic taste of conventionally grown crops. Despite being slightly more expensive, discerning consumers prefer organic foods for their superior quality. They recognize that quality often comes at a premium, making the investment worthwhile.”

Assuring the audience regarding the quality and nutritional benefits that organic food can offer, Mr. Avinash Kumar said “The kinds of demands and expectations consumers have for the quality of food products worldwide are met by Morarka. Organic is just one part of it. In addition, numerous other standards of quality and regulations are also applicable to meet consumer demands. Some of them may be desired quality parameters affecting buying decisions, while some are statutory and legally binding. While many food safety, hygiene, contamination, and adulteration standards are legally binding, parameters such as size, color, aroma, and taste (product specifications) also determine consumer preferences. At Morarka Organic, quality is managed like a religious ritual. Every effort is made to deliver the very best to consumers. Both statutory provisions governing the quality of the product and other parameters are monitored very closely through a very elaborate process. It involves both lab-based quality checks and process-based monitoring techniques.

Distinguished guests at the seminar included Dr. Manoj Gupta, Pro-President of Poornima University, Prof. N D Mathur, Dean of JECRC University, and Dr. Ravinder Kaur, Head of the Department at Jaipur School of Economics. Dr. Gupta highlighted the importance of consuming organic food to avoid genetically modified organisms (GMOs) and harmful chemicals present in conventional produce.

The seminar concluded with a vote of thanks from Mr. Navneet Agarwal, Assistant Director of World Trade Center Jaipur.

The Seminar was organised on February 27, 2024



Caption for Image: Seen in the picture Mr. Avinash Kumar, Quality and Certification incharge, Morarka Organics Jaipur addressing the audience