Widening Organic Values & Sustainable Business Models
Organic Farming
Way of life!
The Green Path
an
Eco-Social Enterprise
Demonstrating Organic Farmer’s Entrepreneur Models

- Experience Eco Farming
- Eco Tourism
- Value addition /Food stores
- Farmer forum/federation
- Restaurant/Café
- Eco Hotel/Retreat
- Foundation to spread awareness
- Community Development by creating legacy
Jayaram H.R
Promoter of
The Green Path’s initiatives

- Humble roots in a village amidst the forest in the Taluk of Kanakapura, Karnataka.
- Brought up an agriculturist family, graduated with B.A. LLB pursued striving lawyer’s career.
- Believes and practices Oneness as Spirituality.
- Is at the forefront of the organic movement which he has been working on for the last two decades and is currently the Founder Secretary for Jaivik Krishik Society, Bangalore and Treasurer for ICCOA - International Competence Center for Organic Agriculture.
- Promoter of “The Green Path Foundation” which is a leading initiative in the Organic Movement in India.
- The Green Path Foundation today boasts of a 55 room unique Eco Hotel at New BEL Road, Organic Store, Sukrishi Farms at Nelamangala & an Eco Retreat at Coorg.
- The latest Green Path Foundation developed Organic State - Hasiru Thota in Malleshwaram which is India’s largest Organic Experience Center and sustainable practices and activism.

Let’s Celebrate Life with Nature!!
Let's Find Out

Working Models
Started in 1998
40 Acres of Barren Land transformed to a ‘Food Forest’
Self sustaining water body through Rain Water harvested to man made lake
University of Farming
Biodiversity in own itself
Farmers/farming enthusiasts guidance support
Eco-Tourism for urban community
Consecutive Revenue generation
Kids workshop at Sukrishi Farm

Self Help groups at Sukrishi Farm
International groups at Sukrishi Farm

City Dwellers at Sukrishi Farm
Rain Water Harvested Collection Well
Taking a share of the onus

NEW TREND We can bring happiness to the localites with a different kind of tourism. Ananda Teertha Pyati introduces an organic farm in the outskirts of Bengaluru, which is following the concept of ‘responsible tourism’ and is utilising the income to enhance the wellbeing of the host village.

Marsurballi, a hamlet in Narasangala taluk is not worried about irregular power cuts anymore. “We harvest our own electricity,“ resident, reflecting the views of all 38 families of the village.

While most of the residents of the village are engaged in farming, the young generation ride the roads to nearby city, in search of jobs. Like any other village, electricity was a recurrent problem in Marsurballi. With the solar power units installed a few months ago, all the families now achieved self-sufficiency in terms of electricity. A water tank constructed on the school grounds, is providing drinking water to children who otherwise had to run home during the lunch break, to fetch water.

Both initiatives have their roots in Sukrisu Organic Farm, situated a few kilometers away from the village. Lawyer Ajayram, who has been experimenting eco-friendly methods of farming has also constructed water harvesting structures in the farm.

With regular sessions on eco-friendly farming and the centre on Ayurveda, Sukrisu Organic Farm has grown to be the good place to learn sustainable ways of agriculture. Ajayram has introduced many degrees of organic farming techniques. The farm has adopted sustainable agricultural practices.

After the farm became a member of the Responsible Global Network of 2013, many tourists, students research from India and abroad are visiting ‘Sukrisu’ and staying here for a certain period.

The tourists are charged with a certain amount which is lesser compared to commercial accommodation charges. They pursue their work amidst serene nature away from the city.

Some research fellows and students got involved in farming, help in weeding, planting, watering and other activities. Guests are not encouraged to get outside food and are served local dishes including ractna, Aamra and motu. “It strikes, they develop a taste and start enjoying,” informs Ajayram.

Guests pay the bills, which is flexible, at the end of their stay. One third of the money earned is used for social causes. Impact of this innovative tourism activity is obvious in Marsurballi.

Ajayram explains, “When I learnt that students stay home, after having mid-day meal, because the school doesn’t have enough drinking water. I decided to install rain water harvesting unit in the school premises. The amount collected from tourists was utilised for this purpose.”

Next target was to provide hassle-free electricity to the village. Srinivas was on the verge of renewable energy, which is economical. In October 2014, all the 38 households of the village got solar power units.

To ensure responsible participation of the villagers, a nominal amount of Rs. 500 was collected from each family. The total cost of each unit is Rs. 8,500 and it consists of a solar panel, a charging unit, three LED bulbs, mobile charging pan and necessary cables. The unit is equipped with a German technology which enables it to absorb sunlight in cloudy atmosphere too.

The villagers are not worried about power-cuts anymore and are happy that the electricity bill is reduced by half. Most of the tourists are from foreign countries, particularly European. Increase in the number of visitors improves basic amenities in the village.

Though it is a small initiative, Marsurballi perceives tourism from a different angle.
Responsible Tourism

... the Green Path...
Started in 2007
- India’s first Certified Organic Store
- Caters to farm fresh food
- Alternative organic processed food products
- Marketplace for Organic farmers and Vendors following fair trade values
- Initiator of organic campaigns in B’lore (which boasts of 100+ organic stores)
- Started in 2008
- An Eco-Tourism model with 55 roomed apartment
- Rain water harvesting/Bio-Gas fuel/Waste Management are implemented
- Caters to customers across the world
- Eco-Tourism stay
Eco Hotel
⊙ Started in 2014
⊙ Eco-Tourism support amidst of 28 Acres coffee plantation
⊙ Stabilized mud block technology
⊙ Awarded for Responsible tourism and eco-conscious construction
⊙ Recycled or upcycled wood is used in the styling of the interiors
⊙ Hosted international volunteers who have taken with them our replicable models
Started in 2016
Vision of attracting mainstream population for Organic & Sustainable Living
India’s Biggest Organic multi-Experience space
Era Organic Store
Kudala Sangama– Banquet hall
Detox Café
Urban Farming – Terrace Garden
Forgotten Food – Restaurant
“The food you eat can be...
either the safest and most powerful form of medicine
or
the slowest form of poison.”

~Dr. Ann Wigmore
the GREEN PATH
ERA ORGANIC

the GREEN PATH
Eco Hotel
Bengaluru

the GREEN PATH
Eco Retreat
Coorg

the GREEN PATH
Sukrishi

the GREEN PATH
Organic State

the GREEN PATH

the GREEN PATH
Urban Organic Farming
The Green Path Foundation Orientation workshops
2016 was a Much Cherished Year with Memorable Milestones and these Recognitions. Thanks Universe for blessings and all of you for joining our Good Food Movement!

BEST RESTAURANT OF THE YEAR
BANGALORE

BEST HEALTH FOOD RESTAURANT

OUTSTANDING AMBIENCE AND INTERIORS
SOUTH INDIA
Good Food Movement
Treading the green path...

Sustainable Livelihoods

An organic farm in Bangalore's outskirts. That’s Sukrushi for you. Owned by organic farmer H R Jayaram, the farm makes use of rainwater-harvesting techniques, solar and biogas energy, eschews chemical fertilisers and pesticides using organic substitutes for the same, and practises social forestry, writes Aruna Chandaraju.

Born into a simple farmer’s family in a small Karnataka village, H.R. Jayaram spent much of his childhood helping his father on their little farm. Little he did know then that, decades later, the memories of this experience would trigger a major change in his life and ideals, and also influence many people around him.

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58-year-old green warrior takes battle to your backyard

H.R. Jayaram is a lawyer-turned agriculturist and the brain behind The Green Path Foundation.

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HR Jayaram hopes to bring organic products to the mainstream through ventures such as the Green Path Organic.

Bringing nature back to agriculture

H.R. Jayaram
Lawyer turned full-time farmer, hotel-owner
Farms at: Sukruhi Organic Farm, Marasankalli, 6 km from Nelamangala

I'm a farmer by birth, and by default, my farm is in my village, where my father at 86 still ploughs the land, that's the only way of life I have seen. I came to Bengaluru, became a lawyer, made my money, and decided to go back to being a farmer. I've almost quit my legal practice. Life in Bengaluru is not good - it's all artificial. I strongly believe organic is the only way forward. If only our farmers turned organic, they would not have to worry about farming costs, wouldn't be in debt, and wouldn't have to worry about the environment.

On my farm, Sukruhi, I grow fruits, vegetables, and plants. The farm is run entirely on rain water - we are a no fertiliser, no pesticide model and have been awarded for this initiative. One day's rain is enough for about 10 days of watering the farm. We save every drop. I also adopt the “food forest” model of growing, where we do terrace farming - it's also called multi-storey farming, it allows for maximum use of land. Everything gets generated on the farm - from manure to pesticides, naturally. I have trained the 15 people who work on my 40-acre farm. I opened Era Organics earlier in Delhi's colony. Now at Mallelwaranam I run The Green Path, which has an organic dairy, organic food, and organic farm. The sales are the only way to survive. I used to work for 15 years in agriculture.
The Green Path Foundation initiatives
Our Mission
To create replicable models of sustainable living through organic farming and good food movement in order to inspire more people to adopt an Eco-conscious lifestyle.

Our Vision
To celebrate the fullness of life by honoring and preserving the natural ecology of Mother Earth as well as mankind - as part of one universe.

Celebrate Life with Nature !!
Organic is not just Chemical Free. It's a way of life. PEACE & LOVE!
Thank You All!