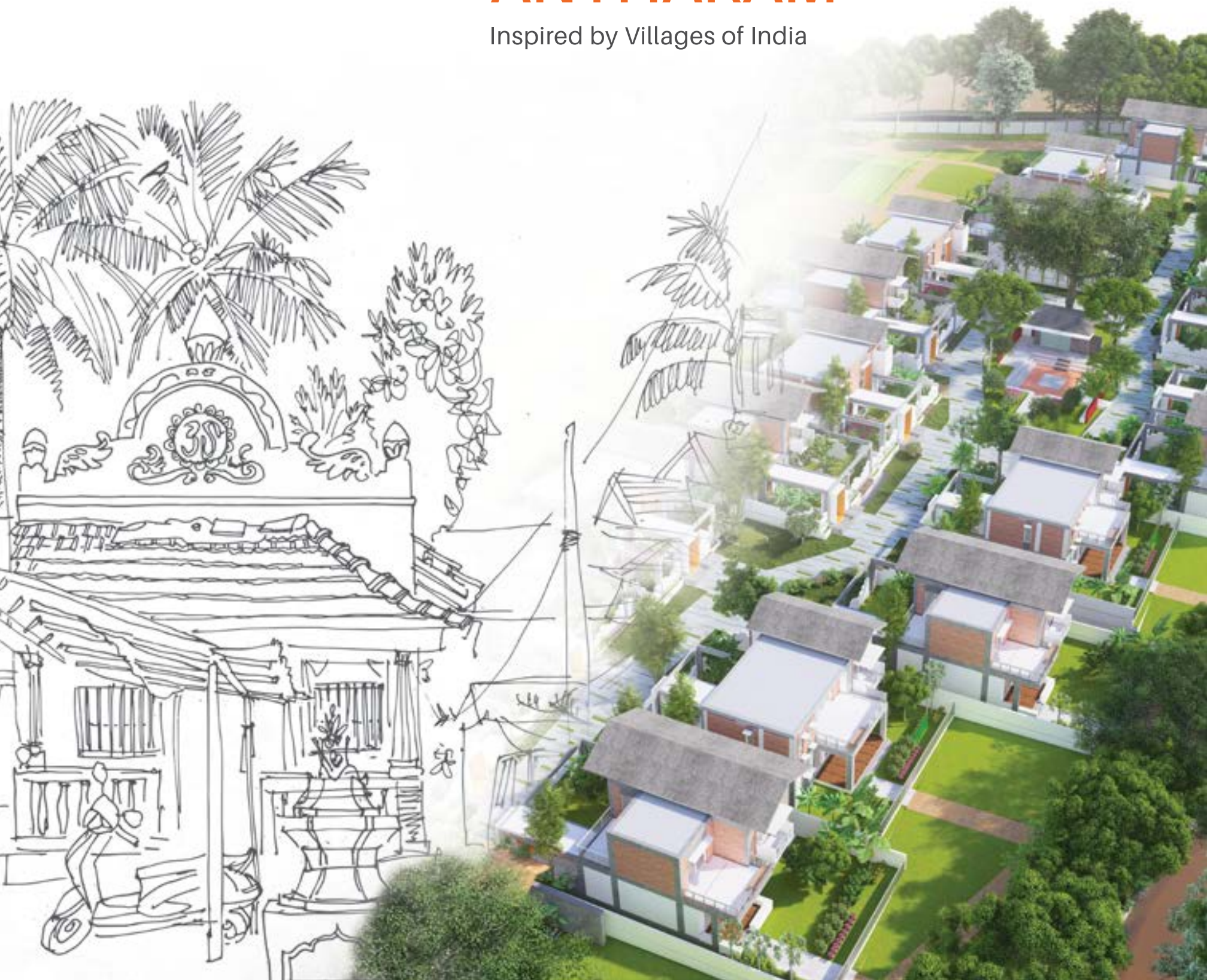


organo[®] ANTHARAM

Inspired by Villages of India



Shathamanam Bhavati

PG 8

Homes that are designed for a healthy long life.

Heaven on Earth

PG 18

An emerging group of environmentally conscious people are gravitating towards living in eco-habitats.



CONTENTS

4



Wellness by Design

8



Shatamanam Bhavati

12



Happy Money

18



Heaven on Earth

28



Rurban Life

44



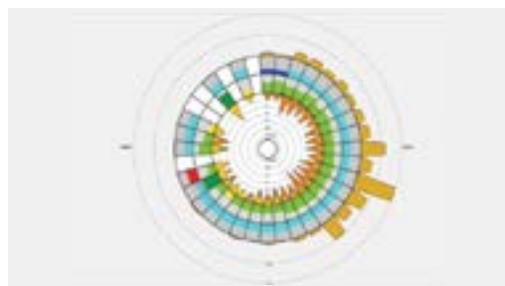
Social Impact

50



Master Plan

52



Air Flow Analysis

54



Unit Details

90

People behind
Organo

FROM OUR FOUNDER

FOREWORD



NAGESH BATTULA

Founder & Managing Director

The idea of cluster homes began with my nostalgia. When I looked back on my life, one aspect that has remained constant is my fascination for village life. I would keep getting this inner calling to return to that life. My heart would pine for that experience. Those memories would keep haunting me and I wondered why. Then I realized it's not just me, but many others echoed my sentiments. That's the primary reason, many of them attempt to go back to villages but that doesn't last long because of the lack of urban conveniences and comforts. So, they build farmhouses, but somehow the essence of the rural experience remains elusive.

That made me ponder over the possibility of coming up with a product that could recreate rural experience and add urban comforts to it. So to recreate the experience of village life, what would be the aspects that we need to include? Our team of architects researched and studied various components of indigenous Indian villages, for a considerable time. One striking rural feature is that nothing is organized, planned, predictable or forced. When you walk through villages, you will never see a straight road or even a pucca road. No two houses look the same. Neither the colours nor the structure. Every one of them represents the distinct personality

of its residents. Each has its nooks and corners. The nooks and corners where people meet, interact and socialize. The 'Rachabanda' under a tree has a specific function. The front yards are used in a distinct way. There are numerous activities – social, cultural – that happen in different spaces and streets.

The next step was to reimagine all these elements and synthesize them in the urban context, for urbanites. That's how the idea was conceived and the design of Organo Antharam's cluster homes fell in place.



WELLNESS BY DESIGN

We have come a long way from caves to sophisticated structures for our abodes, but the main purpose holds good even now. However, over a period of time, homes have evolved to provide us with not just shelter, but have also become expressions of our values & personalities. Above all, home is the haven we retreat into and if it is not the source of optimum health, then where do we go? And if that home is not sustainable in the long run, what sense does it make?

The majority of us these days are committed to maintaining a healthy lifestyle. We live mindfully, stay active, and surround ourselves with likeminded people. So why should our homes be any different? For people who live consciously, living spaces are at the heart of their existence and therefore, a major part of their investment goes into ensuring that it serves every purpose of their life and their future generations' as well.

We have long been aware of the positive correlation between maintaining good physical health and a longer, happier, existence. More recently, though, we have

started looking at how our surroundings impact the same – particularly in the places we spend most of our time, work and home.

The recent lockdown has had a cascading effect on the mental health of almost everyone. It has made us take notice of many new aspects of how we live that were often overlooked before. From becoming more conscious of where our food comes from, to the electricity we mindlessly consume, understanding safe disposal of garbage, we're relooking at and re-evaluating our priorities. Most of us are constantly striving to find solace amidst the chaos, and it has

taken a pandemic to make us realise the importance of living in open spaces and natural environs.

Over the years we have seen the world's biggest organisations transform their office spaces into environments more conducive to human wellbeing, and therefore productivity. Whether that has been by creating work spaces complete with cosy furnishings for employees to enjoy their downtime in, or by installing pool tables in the office for a bit of fun and team-building between shifts, the intended result has been the same – to fashion a workplace that makes people happy to be

there. Of course, big companies have both the capacity and necessity to research how to make their workforce more content. After all, employee wellness and productivity go hand in hand with profitability. But on an individual level, we are often guilty of overlooking the importance of promoting wellness in our private spaces. Habitats give us a sense of belonging both in life and to a particular place.

So, what about those other dimensions of life, aside from work? The whole concept of "wellness" has enjoyed quite the buzz around it, largely amongst the world over. Wellness in

what we eat; how often we eat, our sleeping pattern; social interactions; air quality; fitness; leisure time – we are thinking more and more about how all these aspects of life affect us and how they can be optimised. The fact is though, that where and how we live has the greatest impact on all of these facets of life. Home is where we eat, where we sleep, etc. It's where we would have open spaces to exercise and take in fresh air if we could. Most people prefer spaces that allow generous amounts of natural light in; we inherently look for these qualities when choosing a home, do we not? The problem has been, though, that with rapid urbanisation people have been forced to be less choosy about where/ how they live, as space has become an increasingly limited commodity in cities and convenience has been given priority. 'Is the home close to a supermarket?' – a question more important in recent times than, 'Does the home offer open green space outdoors to enjoy in my free time?'. By asking the

right questions in the right order, the Wellness Design movement attempts to reclaim the essence of what truly benefits us in our living spaces.

A 2016 study found that natural light helps improve the mental health and overall attitude of employees. Anyone who works sitting under fluorescent lights can attest to that. Specifically, spending extensive time in environments with artificial light with little to no natural light can increase stress, disrupt circadian rhythm and negatively impact mood. Conversely, exposure to natural light has been shown to increase serotonin levels, which can help to improve mood, create feelings of calm and also reduce depression and anxiety.

That's where Sustainable Building Design comes in, which is, in simple terms, architecting your living space to improve your mental and physical comfort. The five facets that need to be addressed while designing a living space are health and

fitness, safety and security, accessibility, functionality, and comfort and joy.

The Biophilia Hypothesis – an idea introduced by the Harvard naturalist Edward O. Wilson – talks about how, 'the urge to affiliate with other forms of life' (Kellert & Wilson, 1995) is innate to humans. Designing with this in mind does not mean solely looking for greener solutions – biophilic construction comprises a system of designing that not only reduces the environmental impact of building, but that also includes the added element of reconnecting people with the world around them with the belief that it is healing to the human condition. As wellness of the body and mind begins to consume more of our thinking space, it has naturally overflowed into more and more sectors like this. Now, more than ever, there feels an urgency to design homes with functions that encourage better physical and mental wellbeing.



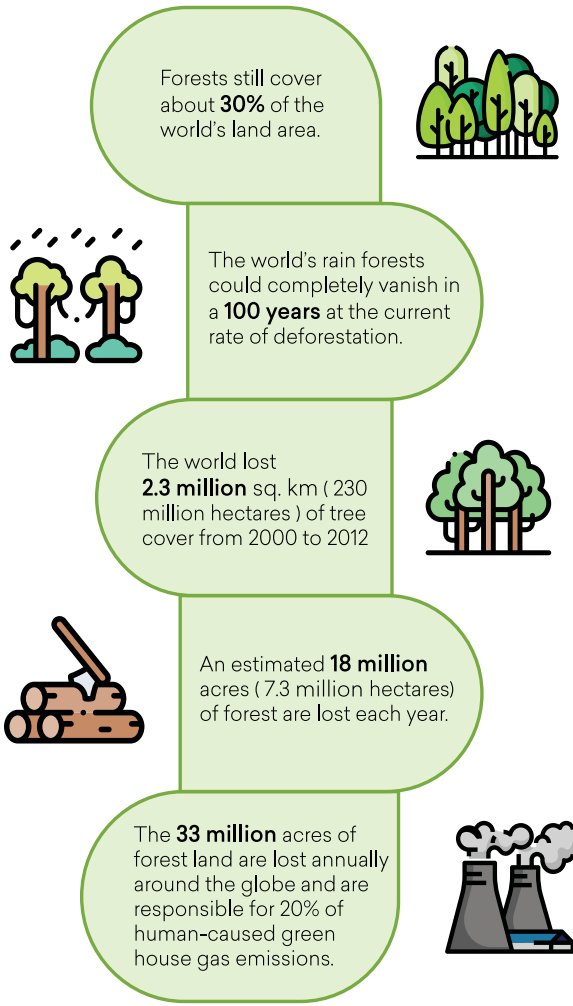
How well do you understand your health conditions?

Health is a state characterized by the synergy between physical, mental and emotional factors, that determine the ability to deal with physiological and psychological stress.

Take this quiz to check your health knowledge quotient...



DEFORESTATION FACTS





Trivia

The most impactful element of design on mental health is colour, which can alter your mood drastically. For example, being able to look at nature (green) from your home has been shown to slow down a person's lower heart rate and blood pressure, which will have a calming effect on your mind and body.

Rurban Hive

A place

To eat, meet and celebrate.

That provides farm-to-fork dining.

A venue for sustainable events.

That serves as a community kitchen.

That is a melting pot of authentic home recipes.

That has work-from-farm spaces.

In light of this, biophilic design talks about some key aspects that promote wellness within a home:



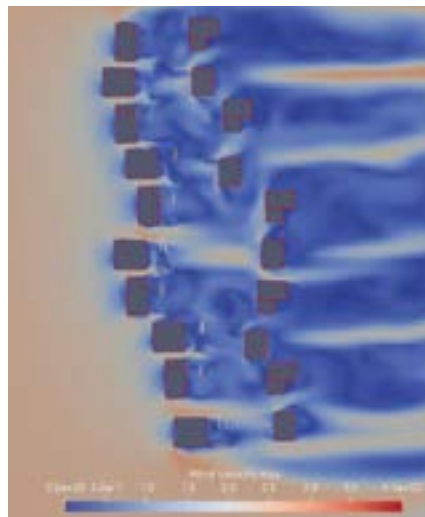
Sound

- Research shows that exposure to nature sounds, when compared to urban noise accelerates physiological and psychological restoration.



Light

- Designing in a way that allows the home to provide as much natural daylight as possible.
- Using colours and materials that reflect light.



Air

- Having good natural ventilation.
- Building in a location with low pollution.
- Using materials/paints that do not emit toxic fumes.
- Contributing to good air quality by having lot of greenery.



Water

- Having clean running water which negates many major health issues.
- Using filtration systems that are friendly to the body.



Comfort

- Create surroundings that will promote calm and positivity to the homeowner.
- Make purpose-specific areas, for example using colours that promote focus for a study area.



Nourishment

- Having space to grow one's own safe and witnessed food.
- Dining areas that are ergonomically designed for eating and sitting with family.

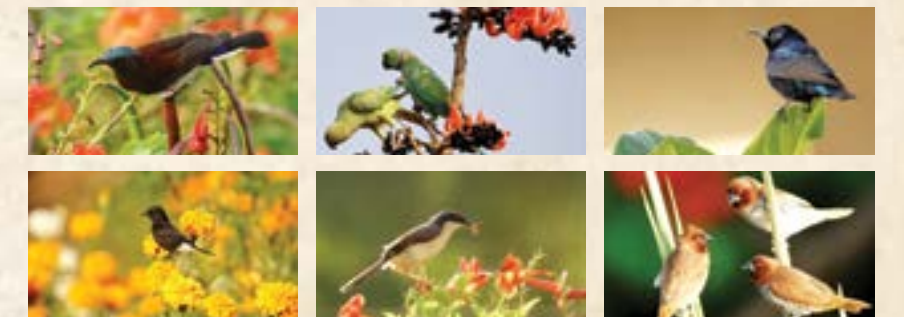


A pledge to bring the sparrow back in our homes. Let their chirps and tweets bring wellness and joy back in our lives.

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.

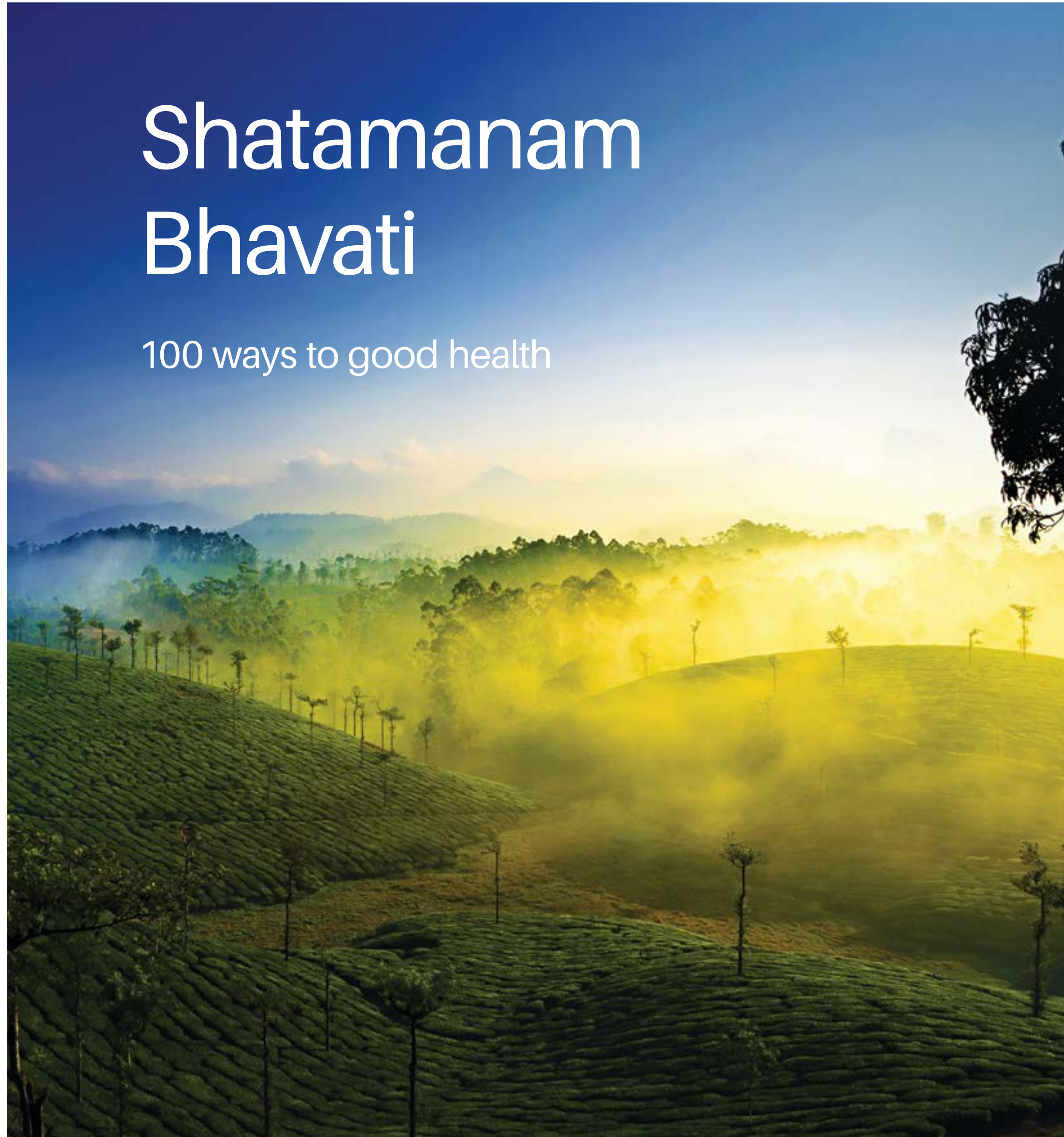
www.organo.co.in





Shatamanam Bhavati

100 ways to good health



It wasn't uncommon for people to live a healthy life till the age of 100 in ancient India and across the globe. Some yogis and rishis lived well over 100 years - maybe even close to 150 years - that too in the 16th century! More recently, the oldest verified person was French woman Jeanne Calment (1875-1997), who died at the age of 122 years and 164 days. The next oldest person ever was Sarah Knauss of America, who lived to 119. And no, they had no bedridden days or chronic illnesses that warranted prolonged medication.

According to a post published by <http://healthisportal.com>, the members of the Hunza Community, consisting of 87,000 people live in the mountains of northern Pakistan with an average life-span of about 120 years.

In another report published in Deccan Chronicle on March 30th, 2019, Mahashta Murasi (Indian) was born in

January 1835, which makes him the oldest man alive till date. Murasi, at 186 years, is the oldest man to have ever lived according to Guinness Book of World Records.

According to the officials, Murasi was born and brought up in Bangalore, and is recorded to have lived in Varanasi since 1903. For years, Japan has had the world's longest life expectancy (84.1 years in 2016), according to the Organization for Economic Cooperation and Development.

Scientists have known for decades that living environments influence health and longevity. Significant evidence suggests that living in communities with access to green space is better for the body and mind. The healthiest communities in the United States earned their status because of their equitable access to suitable nutrition, quality education, and good healthcare. And the common thread between areas across the world where people are most likely to live to be over 100 years old, called "Blue Zones," tend to be positive environmental factors, such as the cultural value of family ties and the quality of the regional diet.



So, what exactly do these social determinants of health consist of? Culling out from research and studies conducted by medical fraternity & esoteric health practitioners, we are happy to present 100 common denominators from them all:-



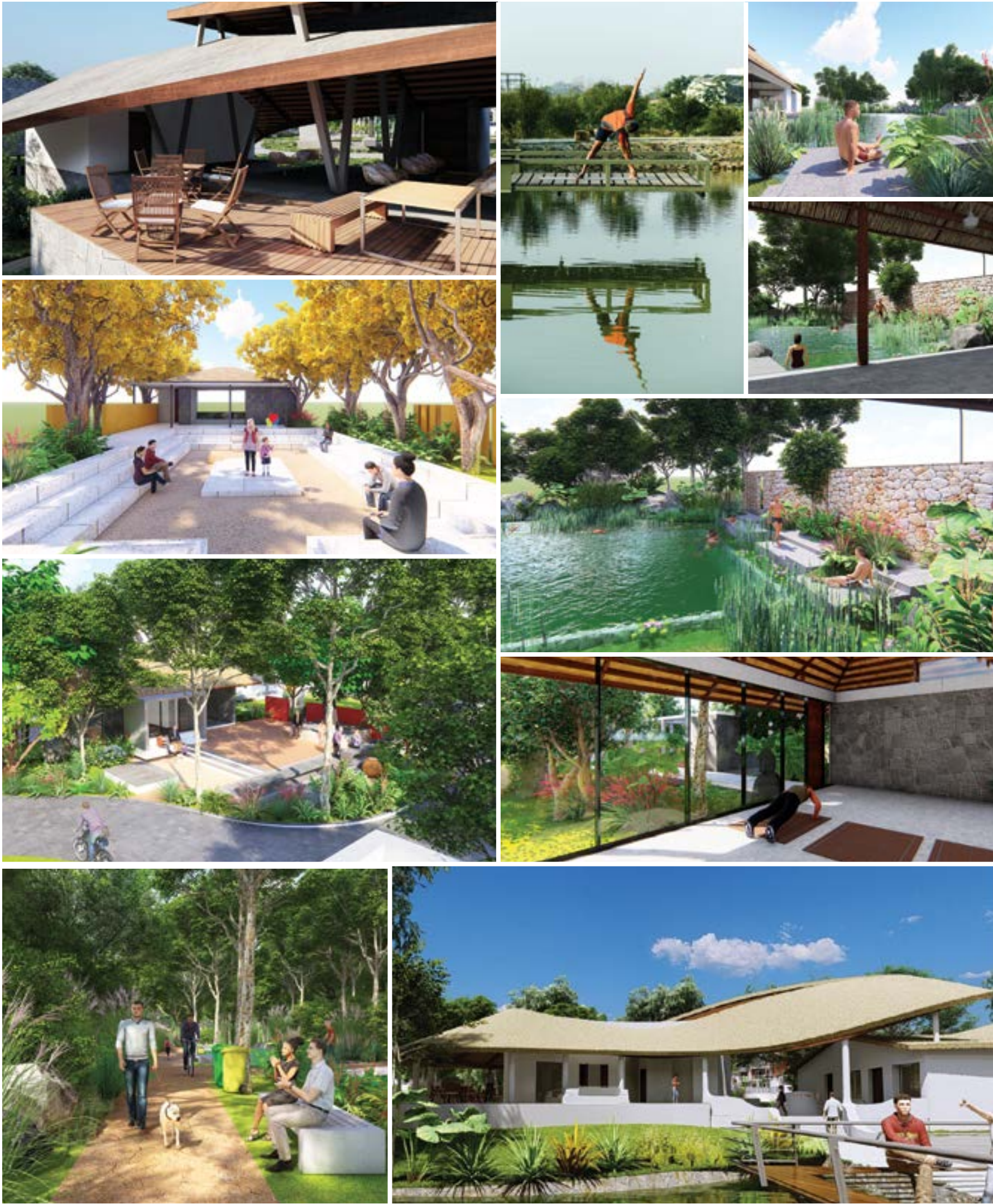
Where are you in your
Slow Living journey?

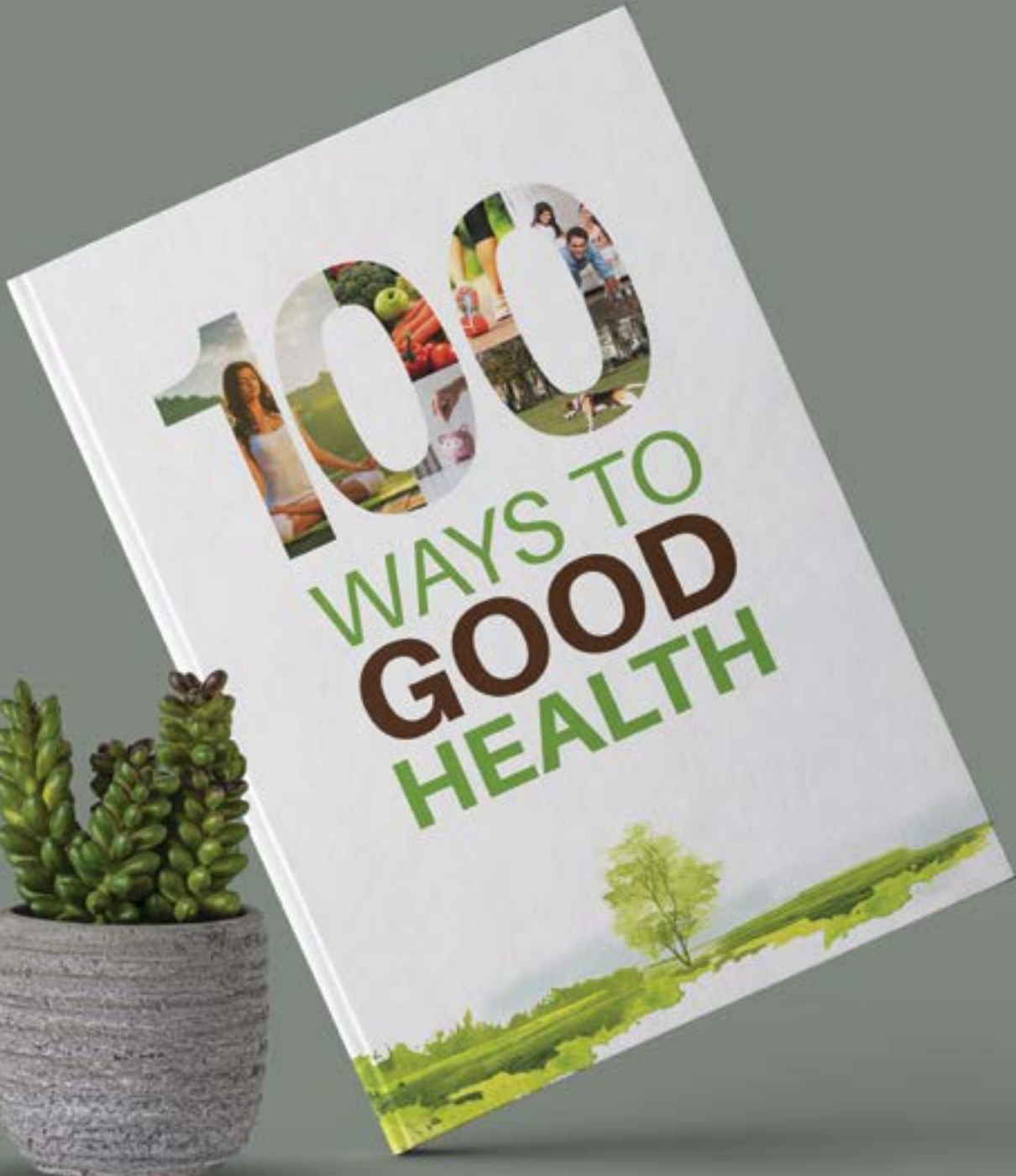
Living a slower life can be a challenge, but for many the benefits far outweigh the challenges. Slow living moves you out of the lightning speed expectations that society places on us and into a life that is lived with more intention. It's a life that focuses on the moment, not the next thing on the schedule.





100 ways to good health





DOWNLOAD THE E-BOOK





Happy Money

We've grown up hearing that "Money can't buy happiness", and yet the vast majority of humans are motivated by the very idea of amassing wealth. Whatever income background one hails from, the want seems to be the same - the fisherman is just as keen to make money as the software CEO - that desire is innate. Why would we be so concerned, as a species, with chasing something that supposedly cannot make you happy? The truth is that money can bring happiness, or of course anguish, depending upon how we decide to use it.

A Boston College study, which surveyed the philosophies of 165 high net worth households, concluded with some interesting findings. When asked about what aspirations parents had for their children in the future, very few responded with grandiose dreams of their kids in high positions, but rather were more concerned with how to teach their children to live, 'meaningful', and, 'impactful', lives in their communities. This was not about the cliché of making the world a better place. This was a specific hope that their children would make, 'their community, their neighbourhood, their family', better. Quite taken aback the researchers were by these

responses, since they did not fit in with the stereotypical view people have of wealthy people and what their aspirations are. It turned out that, across the board, those surveyed truly just wanted a better life for their children and the community around them. So, what's the takeaway? Robert Kenny - one of the heads of this research - said of these findings in an interview that: 'This research shows the rest of the world, who often think that if they just made one more bonus or sold one more item or got one more promotion, then their world and their family's world would be so much better, that this isn't necessarily true'.

The point he makes is that it is not really so much about how much wealth one collects, but more about how one chooses to spend it, and that spending on things that feed the soul and boosts society around us will be a more significant indicator of individual happiness than how much money you have in your bank account.

In the early 2000s, a couple of friends - Elizabeth Dunn and Michael Norton - wrote a book entitled, 'Happy Money: The Science of Happier Spending', in which they introduce five clear routes to making your money "happy":

1. Buying experiences over material items. The idea here is that, for example, going for that dream trek in a beautiful location will ultimately give someone more happiness (in the name of beautiful memories) than buying the latest BMW will.

2. Making things a treat instead of a habit, thereby promoting more appreciation for that thing. So, planning for a special feast once in a while will be more enjoyable than spending daily on lavish meals at top restaurants.
3. Buying "time", which talks about the notion of outsourcing tasks that you dislike, with the intention that more time will now be free to do things that bring joy.
4. Paying for things upfront, rather than buying things on credit. The essence of this is to be more organised with larger purchases so that they are paid for before you begin enjoying them, since having any form of debt is a stressor (even if affordable).
5. Investing in others, because spending on others will bring a bigger happiness-high than spending on oneself.

Not surprisingly, this new-age Western thinking is somewhat reminiscent of ideas that have been explored in the Subcontinent since the Vedic era, in particular with respect to the last point above - that of Samavriddhi, which is a concept that Organo considers central to living harmoniously and happily - prosperity for all by promoting growth and development through providing a fair share to all. In usual circumstances, what does your home do for you besides giving shelter? We all know the answer, don't we? Well, first go through the challenge of planning it, then building it and then looking after it. We spend the rest of our lives maintaining

it till such a time that we can't anymore. The bigger the home, the larger the concerns. Whereas when we choose to live in an eco-habitat like Organo, our homes demand less from us and give back a lot more than just a shelter - food, comforts, conveniences, plus the opportunity to be part of larger social & environmental impact willy nilly.

By just living in eco-habitats, you become a part of preserving, conserving & co-existing with Planet Earth's inhabitants in addition to contributing positively to the neighbouring villages & villagers.

Happiness Tip



An attitude of gratitude helps us to appreciate everything we have and stop comparing our lives to others. Make a list of 24 things you're grateful for every day before you go to sleep. Counting your blessings is almost certain to make you feel good about yourself, your relationships, the comforts you enjoy and appreciate every small and big achievement.



“

For me, a home has to house every being in and around it. As far as possible, I have ensured every aspect of our life, as a family, is completely in harmony with nature. Organo's commitment to every aspect of eco-habitats and their conviction in what they're doing is commendable. I am a die-hard environmentalist and for me, fair share to all beings is integral in everything I do. We need more and more communities like Organo Naandi & Antharam. Antharam speaks to me and resonates with who I am and what I do.

- Madhumathi Reddy, Permaculture Expert

”



So what are the ways in which we achieve this? When we chose Antharam for our next project, we made sure it was not on the highway. We picked the site that was closer to the village. In addition to Antharam, there are another four villages in the vicinity within a radius of 5 kms. We named the project Antharam to bring the focus to the village and its activities.

We began with a social survey of Antharam and the four villages to understand their ethos and arrive at what was required. We mapped the social profile including demographics, economics, health, education of all age groups and the livelihood opportunities people are seeking at this point in time. We assessed the outcomes and prioritized the essentials keeping mind the fact that urbanites will be moving into the eco-habitats and foreseeing their inter-personal dynamics with the villagers. We considered the short-term and long-term interventions that were necessary for symbiotic co-existence.

Our research revealed that many of the villagers were into farming cotton, fox tail millets, jowar and maize along with some vegetables. Antharam isn't a wealthy village and hasn't yet been affected by the real estate industry. We also arrived at ways and means to

connect the farmers directly to Antharam residents so that safe food is produced. The crops and vegetables that will not be grown within our community, the farmers fill the gap with a buy back arrangement with the community residents, so that it's a win-win situation for all.

We have collaborated with Sathya Raghu and his organization Kheyti & Cosmos Green, to equip the farmers with the know-how of better agricultural practices with organic methods to start with. However, we will not push them too hard till they understand and convert to natural methods willingly. To our surprise, we found that many of the farmers are aware of organic practices and are eager to implement them in their existing farms if there is a demand for the organic produce.

In the meantime, we have already connected them directly to Organo customers, their friends and families through Organo Farm Store, so that the farmers' trade flourishes and a relationship is built between the two.

Kheyti's netted farm patches reduce the evaporation thereby reducing the water consumption and curbing wastage while farming. It's a highly successful model which also results in pest

reduction. We're attempting to introduce all these methods in the villages for the benefit of the farmers to improve the quality and the quantity of their produce.

While this process is going on, we realized that some kind of intervention is required to improve the education of the villagers, especially children and young adults. We have arrived at a well laid out plan to sensitize Organo Antharam residents to help in educating the villagers during their free time. Some of them have already volunteered to supervise the quality of the education in the neighbouring government schools. We're also making the villagers self-sufficient. We've also identified agencies to upskill the villagers in farming and technical fields as well, to enable them to become a part of our maintenance teams.

Right now, these are our five focus areas - skill development, livelihood opportunities, education, converting the farmers to organic practices and connecting farmers directly to consumers. Once we set these in motion, we would also like to take up water shed management, water conservation, rain- water harvesting and such measures to reduce water & soil depletion. Waste management is another area in which we will be

sensitizing people and setting up local processing units with the help of government and our residents. Our end goal is to make them able, aware and to create market systems and eco-systems to help them flourish and make them independent.



Trivia

There are lots of studies that show volunteering and helping people boost physical and mental health, giving you a "helper's high". There is evidence that when we give, we secrete "feel good" chemicals in our brains, such as serotonin (a mood-mediating chemical), dopamine (a "happy hormone") and oxytocin (a compassion and bonding hormone).



Dirty your hands with some real-life education

We recognize that for any positive impact to be sustainable, it must be long-term and inter-generational. Organo Et School strives to create an apt learning environment that will support and empower families as well as individuals to embrace sustainable living mindsets and habits.

Organo Et School is a learning initiative set up by Organo in 2017 and has been facilitating field visits and workshops for Schools and Interest Groups. Organo Et School has had over 25+ schools, 6000+ students and 2500+ adults participate over the last 4 years.

We believe in connecting children & adults with nature. Connecting children with the natural world at a young age is the first step in creating responsible stewards for our collective future.

If you or your children are interested in Sustainability workshops & programs, please contact us at oes@organo.co.in and by phone +91 91541 00775 today!



Making farmers self-sufficient





VOICES

SURESH
GOPALAKRISHNAN
Founder, BeeHyv Software

NAREN & PRAGYA
Children



On growing up
with nature

“I was born and brought up in a very nice place. Actually, my father was a professor in the Birla Institute of Technology, Ranchi, which is a nice little village in Jharkhand. It’s full of forests, and the boundaries of that campus is on the confines of two rivers. I was fortunate to live in such a place for 18 years. Having spent my childhood there, it always feels good to be connected to nature. We used to sleep outside in the courtyard on beds and we could see the Milky Way. Those days the sky used to be so clear that you could actually see a lot of stars and satellites going by. Oh, and meteors! We had that privilege. These days when I want to show that to my kids in hazy skies of Hyderabad, it is such a challenge.

My dad always believed in simple living, and he used to stress on that. So that is the kind of upbringing I have had, and he has definitely had an influence, in the way I live. That is something that in a big city like Hyderabad

you don’t get to see, because everywhere there is so-called development and the idea of living well sometimes only reflects in luxury and overspending on oneself.

On Antharam &
Happy Money

“I wanted to make an investment, and there were a few choices. Either you go and buy a house, or a flat in an apartment complex. Or a villa in a community, where there are just buildings and for a namesake there might be a few trees and things. Or I had this choice with Organo, where I thought that basically my money would be well utilised to rejuvenate the environment. That’s why I felt that this would be a very good investment.

At Organo, they have thought of how to build a community using the most sustainable things possible; these kinds of concepts need to catch up in places like Hyderabad where there is enough money that people have to invest, and I think the main investment

that people need to make is in the future of our children. And what can we give to the children if they don’t have access to nature? So, this is the biggest priority, I feel, at this point – for people of our generation to actually contribute back to nature and let our children live a better life when they grow up.

Stand alone
Farmhouse vs
Organo

Instead trusting the design to someone, who has expertise in this and has this thought about and included everything in it, I thought was much better than actually owning your own farmland, where you will struggle to do all of these things yourself. People actually want to live with nature, but they don’t know how to do it or how to go about it. Very few builders are out there that would think of making such a thing. So, it’s become an example for surrounding communities to also develop and aspire to.

- Suresh

“One thing that makes me happy is that my investment will be utilised to train farmers and all those who come to work on these farmlands at Organo. They will pick up expertise in things like organic farming, what kind of manure to use, how not to destroy the environment, how to conserve water, etc., and then when they go back to their villages, they will follow these practices and also tell ten other people. Things will improve for everyone. So, I’m really happy that the money that I’m putting in will actually regenerate the environment, and I won’t be investing in concrete jungle.”

- Suresh

“The first time I went to Organo Naandi, it was on a field trip with my school. When we went there we saw a natural swimming pool, a large bamboo structure which was so breezy, and we also did some pottery.”

- Naren

Top reasons for choosing
Organo

“They were given a brochure about Organo as well, and that was the first time I came to

know about Organo Naandi. We never had the opportunity of visiting it later, but when I was trying to make an investment in real estate, our lawyer mentioned that there was a new project that Organo is coming out with. That name stuck in my mind because my children had spoken about it. It felt interesting, and so and I visited the community and I liked it. The reason I chose to go with Organo was having these forests and farmlands inside; having these organic fruits and vegetables available. Also, they are making a tank, which will rejuvenate water. There are so many novel

things that they are doing; even the whole place will be solar power driven. So, these are all concepts that anyone would be dreaming to have when you buy your own farm, and you want to do all these things but as an individual you can’t.

- Suresh

“When we move to Organo I really look forward to making new friends, playing the violin, going on walks, playing sports and enjoying the nature in the place.”

- Naren

“

We came back from our field trip and told our dad all about it. Now I’m very happy that we are a part of Organo Antharam, and I’m really looking forward to living there.

- Pragya

”





Heaven on Earth

is a home with a farm

An emerging group of environmentally conscious people are gravitating towards living in spaces that are designed with farming at the core of the community. If we closely examine the factors that have driven the way humans have lived over centuries, not much has changed. Yes, we did meander for a few generations with fast paced lives taking over our existence but thankfully, an increasing number of people are expressing a keen desire to go back to the roots and live in harmony with Mother Earth and all her inhabitants. Eco-habitats have become the most preferred choice of their dwellings. Home is where the farm is. And heaven on earth is a home with a farm.

Florence Nightingale, known as the Lady with the Lamp, had observed scores of patients she had nursed and arrived at the conclusion that, "The connection between health and dwelling is one of the most important factors that exist in the society." This was in the 19th century.

Two centuries later, Richard Louv, author of 'The Nature Principle' and 'The Last Child in the Woods', says there's no replacement for actual time spent in nature. Louv coined the term "nature-deficit disorder" to describe how a generation of kids has been deprived of time outside to explore and interact with nature.

In "The Nature Principle," he asserts that the more high-tech our lives become, the more we need to be in nature in order to achieve balance. The term nature-deficit disorder, Louv writes, "is by no means a medical diagnosis" but instead is a way to draw attention to and understand the problem. "Society is disconnected from nature," he believes. Seems like a million others are in agreement with Louv. Moreso, after one invisible virus brought the entire world to a stand-still and in doing so, taught us precious lessons to return to our roots. What's with our species that has a compulsive need to destroy what we have and crave to recreate it? Do we have to lose something to realise its value? Luckily for us, it may be late but we still have hope. We may not be able to retrieve all that we've lost but we do have the opportunity to live a meaningful life as a community if we make a concerted effort to get back to the basics. Yes, it's that time of our life. Before we get there, shall we take off on a brief journey of how it all began?

Humans, since the dawn of time, have organised themselves into communities and lived happily on the land around them. It was not until the Industrial Revolution began in Britain in the 1700s that people began moving away from their villages for work. Although slowly coming into effect in India by the mid

1800s, Asian countries had largely remained unaffected by industrialisation in the way the West had. Even today an incredible 66% of India lives rurally, versus 29%, 19% and 21% of Australians, North Americans and British people respectively.

Even China – whose move towards urbanisation began long after India – only have an estimated 40% of their population still living rurally. Indians have a persistent relationship with village life that is (il)logically disproportionate to its development, and that is something to recognise. That, considering the pace of modernisation here, and the speed at which development has occurred; with practically every multi-national corporation setting up shop to the vast and impressive expansion of all major metropolises – it really is quite the mean feat that Indians are still so in love with their countryside and prefer, en masse, living amongst it. It should not then surprise us to know that today, at the height of luxurious living, city-goers are slowly but surely showing interest in going back to their roots, and that spark of demand is what is making projects like Organo a reality. Living in cities gave people a taste for all things global – after all these had now become melting pots for communities from not only around the country but also of people from all ends of

the world. No doubt there have been benefits to making the world a smaller place. Learning from and about other cultures and communities has never been a bad thing, but somewhere in it we perhaps started to also lose a part of the essence of what it is to be truly 'Indian'. Restaurants sprung up dishing up delicious cuisines from all four corners of the world, and so with it our tastes expanded. Soon we would be easily able to buy produce flown in from countries all around the world at our local shops, all to meet our evolving tastes. How easy was it to forget about seasonality whilst we enjoyed succulent strawberries in December, surely not a crime?

The economy being liberalised in the onset of the 90s was when India began to see people moving in their droves from villages to work in the fast-emerging private sector. Naturally, that created the demand for new housing in the cities. As with all city stories; space is precious, and we have become accustomed to living in small quarters that increasingly sacrificed outdoor space. We no longer had the time, space, or capacity to grow our own vegetables, let alone raise our own animals. Mass agriculture soon boomed to keep up with the demand of the ever-swelling cities, and supermarkets sprung up to provide us with all the things

we couldn't produce for ourselves - at any time of day or night; season or weather. We wanted everything done like yesterday! We learnt how to make cows produce more milk, how to raise chickens that were meatier (injecting hormones), and vegetables (inorganic & sometimes genetically modified) that were uniform in shape and colour. It wasn't long before this ultimate convenience became habit. Why wouldn't it? Regardless, this was quite simply the route by which we brought prosperity into our homes. It was a well-placed intention; people of that generation were sent by their parents from the villages to earn money and send it back to their rural homes. It is human nature to succeed, and with the promise of increased wealth people naturally moved to the cities. At the time, environmental impact would not have been considered. It has only truly been by watching with our own eyes what decades of urbanisation has done to our planet and lifestyle, with the help of greater freedom of information, that the damage has become so apparent. As Indians rose up the prosperity graph through the economic boom, we travelled and soaked in the delights of the world. We studied abroad and fancied the cultures we visited much so that we opened businesses here to provide us with those same luxuries and conveniences at home. Fast food; fast fashion;

Is your health on track?

It's tempting to blame many health issues on genetic predisposition, but in most cases it's the way we live our day-to-day lives that ultimately determines what happens to our bodies.



After having lived in different cities across the globe, I found what I was looking for at Organo Antharam. From witnessing the origin of the food served on my plate every day to slowing down to savour life's myriad hues to preserving our planet and contributing to the overall wellbeing of the inhabitants, Antharam ticks all the boxes.

– Mukund Menon,
Founder, Liveware People



Cluster Club - an extended drawing room for your family, with an inviting nukkad/rachabanda built in.

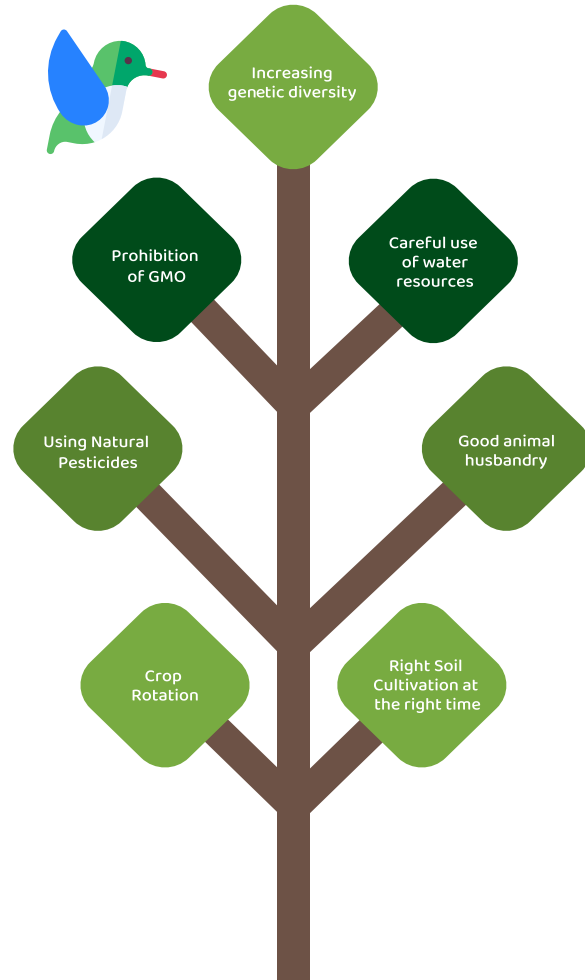


fast cars – all things we revelled in and stopped at nothing to provide for ourselves. Little thought had been given towards the environmental impact of such living. When we ordered a pizza on our phones, did we wonder about the welfare of the cows from which the cheese came? When we went to the malls to

buy branded t-shirts for our children, did we think whether the cotton was sustainably-sourced and whether the labourers stitching them were fairly paid? When we zoomed up the street in a shiny gas-guzzling German car, did we think of the environmental impact whilst stepping on the accelerator? We are

all guilty of it. We are seeing it now and are creating solutions to remedy the damage that we have done, whilst attempting to live in greater harmony with our surroundings and bodies.

Sustainable Earth



Health Benefits of Gardening

A seven-year research of 12,000 middle-aged men at high risk for coronary heart disease showed that those who kept up moderate, leisure-time physical activity for an average of about 50 minutes every day were healthier than those who did little or nothing. And one of the top choices of these active men was gardening. The key to good health, according to another study, is expending 2,000 calories a week in exercise, beyond the routines

of daily life. Your cardiovascular system will benefit most from running, brisk walking, cycling, and other activities that raise your heart rate sufficiently for at least 20 minutes. But you can still get many benefits from aerobic exercise such as gardening if you pursue it regularly.

Even the less strenuous forms of garden upkeep - weeding, trimming, raking - can burn off

about 300 calories an hour. Spading, lifting, tilling, and raking can improve muscle tone and strength. You can make an effort to garden energetically, rather than just puttering. Try to work at a constant pace. Use manual clippers and trimmers instead of power equipment. As with any kind of exercise, it is a good idea to warm up and stretch before you start.



An invitation to Organo Gardencersize

A fitness program that combines Gardening and Exercise

Great Workout

Routine garden upkeep activities, such as raking, weeding, digging, trimming, mowing or even moving around the garden engage multiple muscle groups at once, improving your overall fitness level. Exercise in the garden gives all major muscle groups a good workout including your legs, arms, buttocks, stomach, neck, and back.

Calorie-burner

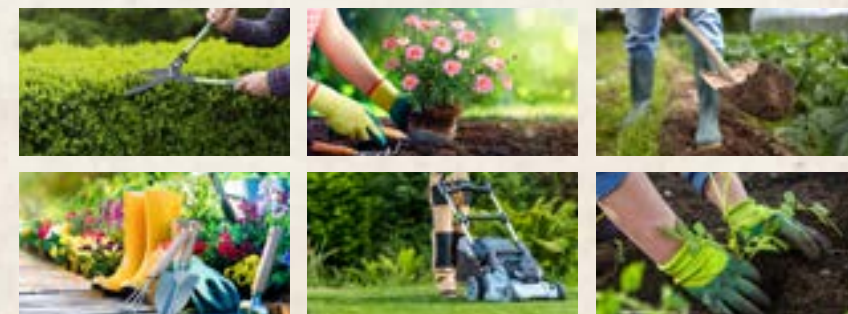
Just 30-45 minutes can burn up to 300 calories.

Superb Health Benefits

Gardening can help: Lower blood pressure | Cholesterol | Lower blood sugar through exercise | Prevent diabetes | Prevent heart disease | Overcome depression and osteoporosis when practiced on a regular basis.

At Organo the Gardencersize will be followed by a buffet of delicious health foods: fresh salads, organic smoothies, juices and more. Gardencersize is also great fun and is for all age groups. Gardencersize for Senior Citizens is a slow program that teaches you to how to get into a gentle exercise routine

For details Contact: +91 90711 23446 | mounika.puli@organo.co.in



organo
life.on.a.slow.track.

www.organo.co.in

VOICES

MADHUMATHI REDDY GADDAM

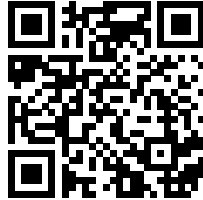
Permaculturist

HEMANTH REDDY GADDAM

Director

KOMALI

Architect



On his rural upbringing

"I am from an agricultural background. We had about 10-12 acres of land, where we grew vegetables and had paddy fields. Sometimes, we grew maize and cucumbers. I used to start my day at around five in the morning; go into the fields to shoo away the birds that would come and eat the maize. I don't think I will ever be able to recreate that experience. When I go back to wanting relive it, it's not possible as those areas have completely developed now."

Standalone farmhouse versus Organo Antharam

"We've had a farm for the past 15 years, which we wanted to set up in a completely sustainable way. That's been a dream that we didn't realise. One of the pieces of land that we have is just opposite Organo Naandi. When we saw that development, we felt that we'd like something like that. Then we saw

Organo Antharam and asked ourselves, "Why not?!". What I liked about Antharam is the water conservation, and future generations are going to be dependent on that. That's one thing that everyone will have to do, and Organo has done that. As far as the distance is concerned, we love to travel so it hardly matters. We also like to be away from the concrete jungle, so that's another reason that we chose somewhere a little far."

- Hemanth

On her Urban upbringing and Rural influences

"I am a totally urban born-and-brought-up type of girl. I have never been to a village until I was 13. As a total contrast, my husband is entirely from a rural background. I got married when I was 18. My mother-in-law would remove all the lawns on our second floor and do all her vegetable gardening there. I never understood. I used to think, 'You could give 10 bucks to the guy, and he would give you "palak", so why would

you need to grow your own?'

"When I look back now, my mother-in-law was totally into sustainability. I lived with her for 9-10 years and got greatly influenced by her and the simplicity of life. And then when I had children, I wanted them to experience rural life and nature connect. Over a period of time, I visited Auroville a number of times and was greatly inspired by their sustainable practices. I got into water recycling systems, and I am extremely passionate about it. So, when I built this house, I implemented water recycling systems and the water-reed bed. I also use recycled water for gardening. By then I was also into organic compost-making at home."

"The turning point for me was my Permaculture Design course. There was an international conference happening in India, which was conducted by my cousin. Just spending those 18-20 days with Permaculture researchers from all over the world - from Australia, to the US, to Japan - really gave me the context of why I do what I do."

- Madhu

On her love for gardening and cycling

"The experiences that I relate most to my childhood would probably be cycling around the colony; interacting with friends on a daily basis for a couple of hours, and then coming back and just playing with my dogs. Things like that. I think about 12 years ago, we planted trees in our farm. I think we planted close to around hundred trees, so that was a really awesome experience. It was also really crazy because my hands became very dirty, but it was fun. I really like going cycling in the areas around my house, but unless you

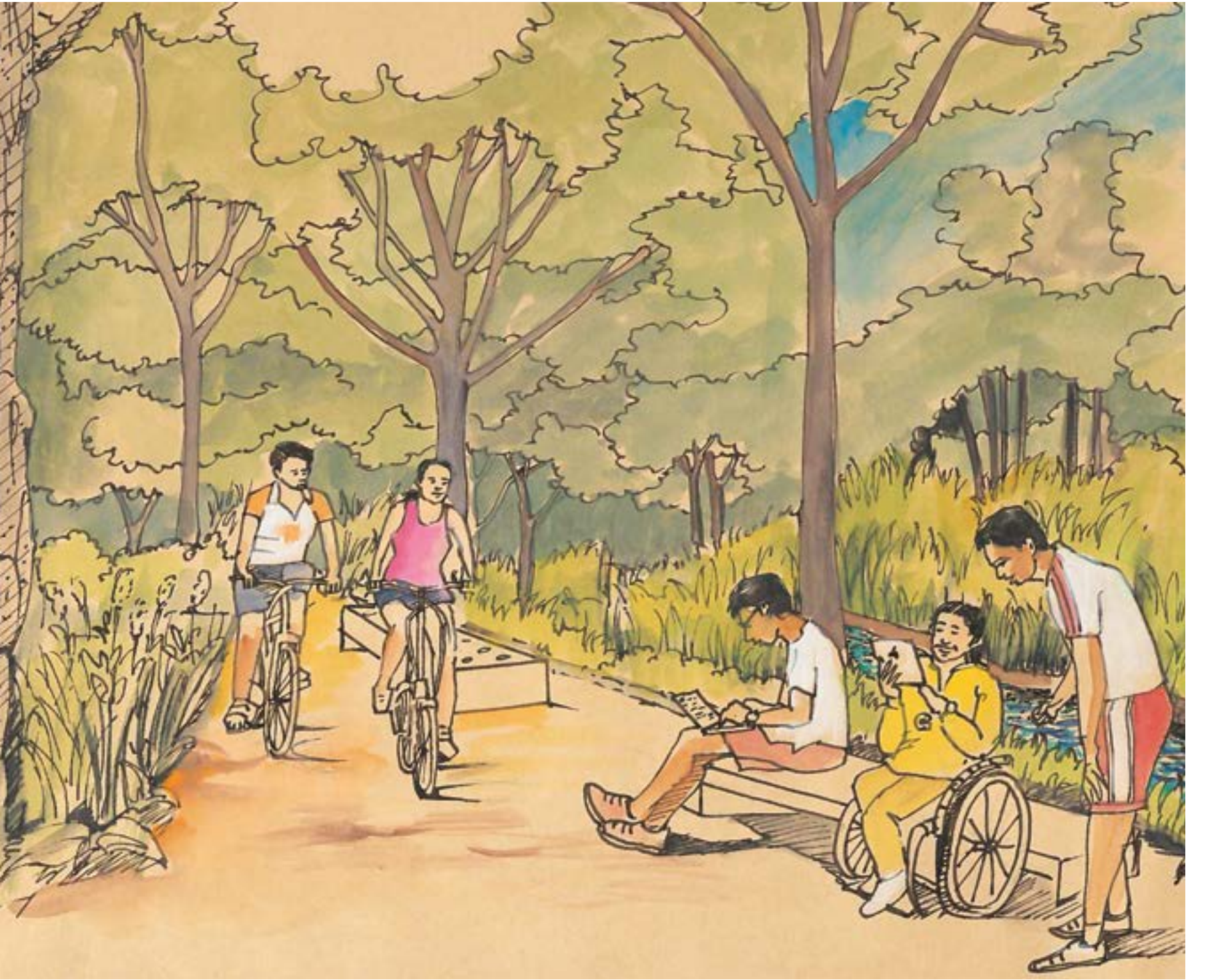
wake up at five in the morning it's very difficult with all of the cars and traffic."

On Cycling & Jogging tracks in Antharam

"There is literally no space on our roads anymore. I seriously miss cycling. So that is something that I really, really liked about Organo as well. They have these cycling and jogging tracks, which take you through the wooded areas and all the secluded residential places. I think I had heard of Organo before, but I had not seen Naandi."

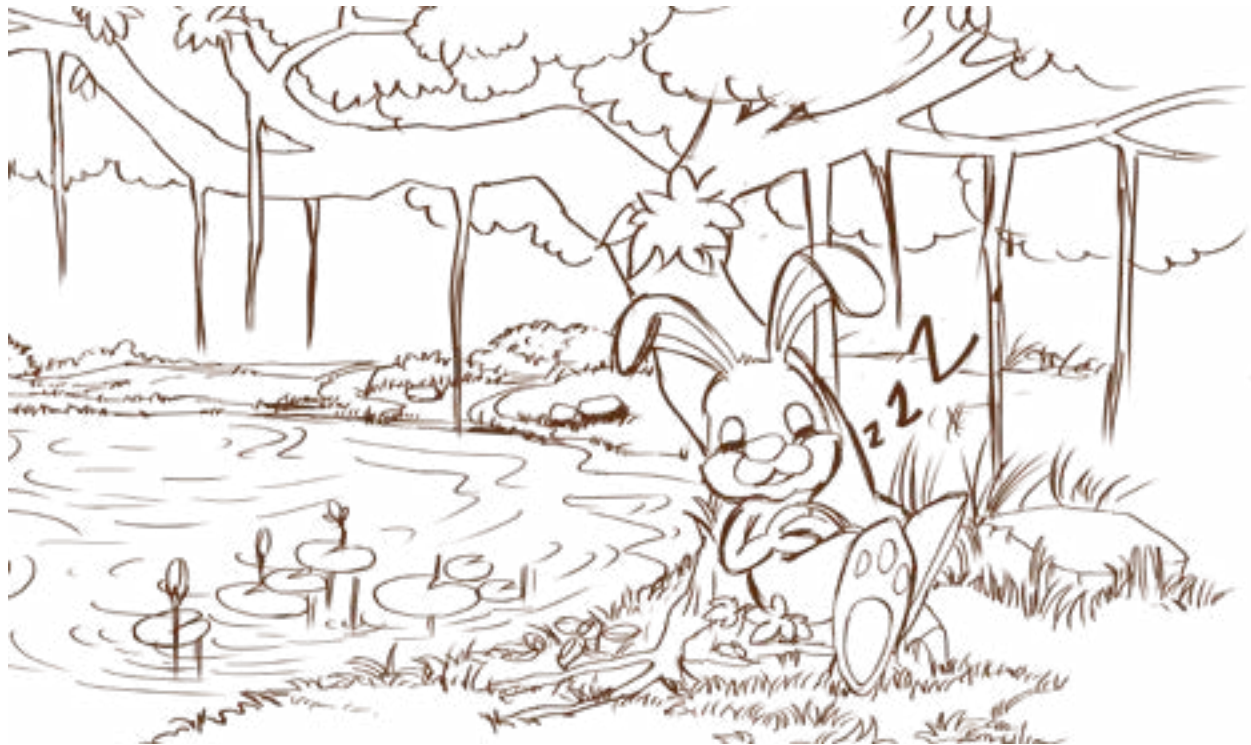
"During the presentation, when they were showing us that these were the changes that have happened in the environment since the first venture - like bringing back the sparrow and all that - I really liked all of that. At Antharam, what I love most about that entire idea is the fact that they are retaining all the farmland. It's a kind of guarantee that those parts will never be developed in the future; it is going to remain the same way. So, having that patch of greenery in between houses was something that I really liked in the entire presentation and designing."

- Komali, Architect





Life on a slow track



I was hopping over the meadows near the hills and looked back to realize that the tortoise was nowhere to be seen.

Assured of my healthy lead, I decided to take a short nap under the large banyan tree near the pond.

The anticipation of the race had kept me up all night.

For days, that old silly tortoise had boasted about his ability to plod for hundreds of miles without stopping.

Life is a marathon, he said, not a sprint. I wanted to show him that I could run both far and fast.

The shade of the tree was like an umbrella.

I found an almost oval rock, covered it with grass, and turned it into a makeshift pillow.

I could hear the leaves rustling and the bees buzzing – it felt they were collaborating and even conspiring to put me to sleep.

And it didn't take them long to succeed.

Actually, everyone throughout the world has kept giving the example of Tortoise... Saying that slow and steady wins the race and emphasizing the value of persistence and dedication.

Well! No one has ever bothered to ask the Hare his side of the

story, so let me tell you the story from a different point of view...

I met the Hare and sat down with him for a heart to heart talk.

This is what he had to say after we spent the better part of a balmy summer afternoon

getting to know one other.

It was a wonderful experience, believe me..

"Yes, I am the hare who lost.

No, I did not get lazy or complacent.

Let me explain.

that I am the fastest."

"Why do you want to prove that you are the fastest?"

"So that I get a medal which will give me status which will give me money which will get me food..."

"There is already so much food around." He pointed to the forest in the distance. "Look at all those trees laden with fruits and nuts, all those leafy branches"

"I also want respect. I want to be remembered as the



I saw myself drifting on a log in a beautiful stream of water.

As I came near the shore, I found an old man, with a flowing beard, sitting on a rock in a meditative pose.

He opened his eyes, gave me an all-knowing smile, and asked:

"Who are you?"

"I am a hare. I am running a race."

"Why?"

"To prove to all the creatures in the jungle

fastest hare who ever lived."

"Do you know the name of the fastest deer or the largest elephant or the strongest lion who lived a thousand years before you?"

"No."

"Today you have been challenged by a tortoise.

Tomorrow, it will be a snake.

Then it will be a zebra.

Will you keep racing all your life to prove that you are the fastest?"

"Hmm. I didn't think about it.

I don't want to race all my life."

"What do you want to do?"

"I want to sleep under a banyan tree on a makeshift pillow while the leaves rustle and the bees buzz.

I want to hop over the meadows near the hills and swim in the pond."



"You can do all these things this very moment.

Forget the race.

You are here today but you will be gone tomorrow."

I woke up from my sleep.

The ducks in the pond looked happy.

I jumped into the pond, startling them for a moment.

They looked at me quizzically.

"Weren't you supposed to be racing with the tortoise today?"

"It's pointless.

An exercise in futility.

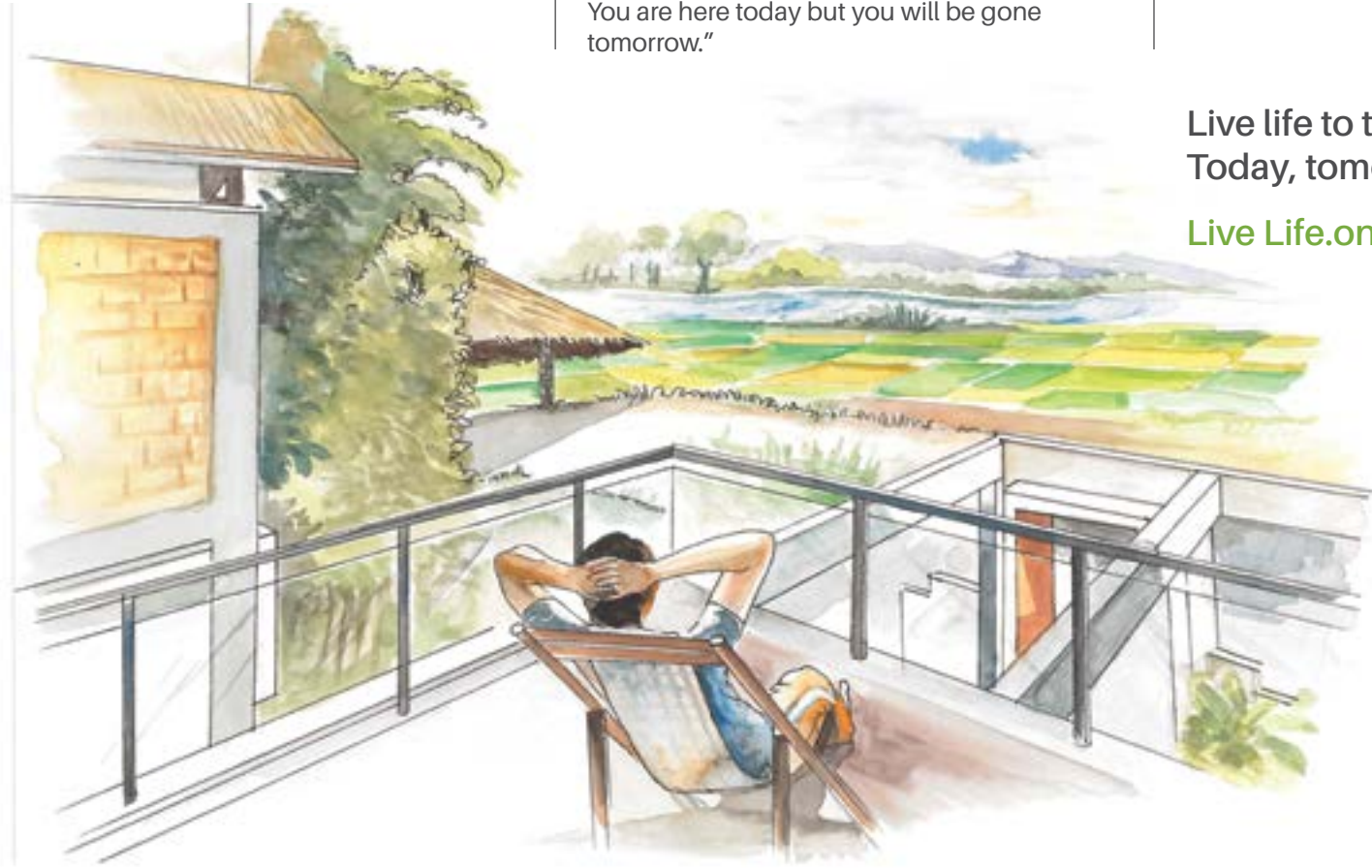
All I want is to be here.

Hopefully, someday, someone will tell the world my story ,

That I lost the race but got back my life !!

Live life to the fullest
Today, tomorrow and always

Live Life.on.a.slow.track



ANOTHER TWIST TO THE AGE OLD STORY

You've likely heard the classic tale. There is a race. A tortoise and a hare are the competitors. The hare gets off to a huge head start and decides to take a nap. In the meantime, the tortoise pulls ahead and wins the race.

Often when we hear this story, we relate to one character or the other. We see ourselves as either the tortoise or the hare. The "tortoises" among us feel justified in their slow-and-steady approach. The "hares" hear a reinforcement not to take a nap.

But here is what I've learned throughout my career when it comes to this story:

It's best to be both.

Sometimes, a hare is required. Maybe it's tax season and you're an accountant. Maybe you're a real estate agent and April to October is prime season. Maybe you own your own

business and you're in a super-growth spurt and you need to run on all cylinders, all the time. Whatever your role, there are seasons where it is full steam ahead and you need to go "all-hare" on the situation.



Sometimes, a tortoise is required. Someone who will methodically work their way through

all of the options. Someone who will press pause on all the other exciting chaos to focus on the one important thing. There are times in business and life where it's best to slow down, build a foundation, fix things that are broken so that you can move forward more quickly.

This story about these two animals is so powerful and yet, often misunderstood.

You are not one or the other.

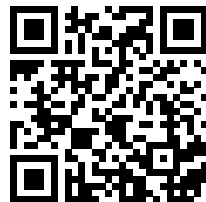
The key to "winning the race"... is to be both. Let your rabbit run as fast and as hard as possible. And then, when the rabbit is tired, let her rest and trust that the tortoise will carry you forward. The truth is, there is no finish line. These two creatures are going to switch off, back and forth, between each other many times. The most important thing you can do... is let them.



VOICES

ANUPAMA DUBEY
Retired Corporate Professional

SHREESH DUBEY
Product Leader, Google Cloud



On why Antharam makes sense

When I look back, the kind of things I did seem crazy. I never stayed in one place, and always tried different things whereas Anu has been more consistent. We have been a part of Organo Naandi since the early days. We’ve lived here and we just love this life. When the second opportunity of being a part of Antharam came up, we decided to jump in with both feet. We bought not one but two units there. It makes sense, because Antharam will be a notch up with all the learnings they’ve had with Organo Naandi.

On life in the US

“I decided to come back after about 20 years. We were in the US and we felt like this would be a good time to go back. Actually, we couldn’t do it any later than that. My older daughter was already a teenager, so I said let’s

try another adventure. Me and Anu agreed that everything was fine over here, but we thought let’s just go and do it! And that’s how we ended up in India. Hyderabad was again a choice. I’m not from Hyderabad but it’s a place with more infrastructure, which would’ve been a soft landing for my kids because we wanted them to have a good life. So that’s why we chose Hyderabad, even though I’m from Mumbai.”

On life in the Organo lane

“For me, the big change has been getting back to cooking. You know, picking the vegetables, bringing them in, cooking them; no pressure cookers or refrigerators, or things like that. We should just eat fresh. That’s where we want to get to. I would never imagine thinking about all those things back when we were living in the city, where everything is about time and efficiency. Here

it’s about taking more time to do things. So that change I don’t think would have happened if we didn’t move to a place like this, which sort of makes you stop and think about what you’re doing.”

– Shreesh

“Every Wednesday and every Sunday we get this whole boatload of vegetables, and we have to figure out what to do with it. Sometimes it’s just vegetables, and if you’re eating cereals then what do you do? “Okay”, I’ll think, “I’ll make some salad.” Or maybe I will make soup with bread. Once, we had such a big pumpkin. I told the guy I wanted the smallest pumpkin, and that was the smallest one! So, you have to figure out ways of using all of these vegetables. Whatever you can, you use in the raw form, or make soup out of it.”

– Anupama

On life at Organo

I think the path to coming back to a place like Organo happened by accident actually. We knew we wanted to live in a place with more focus on outdoors, with a little bit of land and things like that, but this whole notion of clean, organic living and having a goshala was something that came together by accident. We weren’t looking for it. I think we were one of the early buyers in the project. A funny story I’ll tell you about my friend in the US. I told him I live in a place that’s like a resort. He came to visit and said it’s not “like” a resort, it is a resort.

– Shreesh

On healthy food & looking good

“We had bought our bicycles from the US and didn’t get to use them, so we sold them. When we came to Organo we actually ended up buying new bicycles because of all the places we could now go around. So, we go cycling, that’s a change. Getting back to fitness; easy access to the gym. And it’s a very good Gym by the way. Our kids tell us that we have a glow on our faces. I think that’s all part of living in a place like this, where you can worry less about what’s

– Shreesh

“I have the habit of leaving the windows and doors open so that you always get this cross ventilation, which I love here in Organo Naandi. When we were away for a bit in Pune, there was so much traffic. I really missed the peace and

coming. Clean living, clean air – things that people tend to take for granted, but it’s actually true that they make a difference. I do believe that our health has improved staying here. You will live a lot longer if you live here. There definitely has been a difference in our lives.”

quiet of Organo Naandi. Here when you sleep you just see the beautiful sky and stars, sometimes the moon. When we moved back on the first day, Shreesh sat on the dining table here and asked me, “Did you notice something?”. I was thinking this was some deep question that he’s asking, you know? And then he said, “The quiet.” So, I think I definitely missed that before I came here.

– Anupama

“We love the concept of the clusters, and the cars not going around. Those are the things that we feel would be a better way of living. Maybe

three years down the line I wouldn’t be working, I will be retired. So, we plan to shuttle between Organo Naandi and Antharam.”

– Shreesh

“I went to Antharam and saw the creek, and I fell in love with it. That water body seemed like such a natural thing. I’m already visualising things, like how the backyard should be. I’m looking forward to the Antharam experience.”

– Anupama





Rurban Life



Collective Farming

Organano is a farmers' community that shares infrastructure while enjoying the fruits of collective living. We explore innovative natural farming methods by collaborating farming experts, to maximize efficiency and effectiveness, in addition to enhancing the health of our community and the soil.



Rurban

Offering the best blend of both worlds - rural benefits + urban comforts - Organano has transformed the barren suburban lands into fertile lush eco-habitats. The sole aim of creating Rurban Eco-habitats is to counter urbanisation and reduce carbon footprint.



Eco-Habitat

The Eco-Habitat mindset is about living in harmony with all of planet earth's inhabitants. It's for those who wish to live a fulfilled life, consciously and conscientiously. It's for those who believe that we have only one planet and one body and that there are no substitutes for either of the two.



Energy

An inclusive, welcoming place which harnesses the abundant energy that is present in nature.



Earth

Healthy soil is the first step to an abundant life. Ancient wisdom and technology help us in soil preservation through closed loop waste management practices.



People

The true essence of any place is in the people. From the residents to the caretakers, everyone has a role to play in making a positive impact on the people, planet and prosperity within the eco-habitat boundary of the community.



Shelter

More than just a farmhouse, the eco-habitat is designed to improve well-being of the residents by allowing optimal ventilation and daylight, while reducing the energy demand.

Saptapatha

The Seven Strands of Sustainable Living based on the principles implemented by Organano covers the entire gamut of Food, Water, Air, Earth, Energy, Shelter, and People.



Food

You are what you eat. Natural farming practices implemented in the community not only improve the health and well-being of residents, but also improve soil health.



Air

Clean and fresh air is our right. At Organano, native tree species are planted to improve air-quality, biodiversity and microclimate temperature.



Water

Water is our life-line. Using it diligently is our duty. Water conservation and rainwater storage strategies are implemented to minimise impact on environment.



Happy Money

Just by living in our eco-habitats, you end up contributing to the economic betterment of the neighboring villages by generating employment. From the farmers to the housekeeping staff, to facility and management, everyone gets a piece of the sustainable pie. Plus you get unadulterated food, water, and air and contribute to a healthy planet.



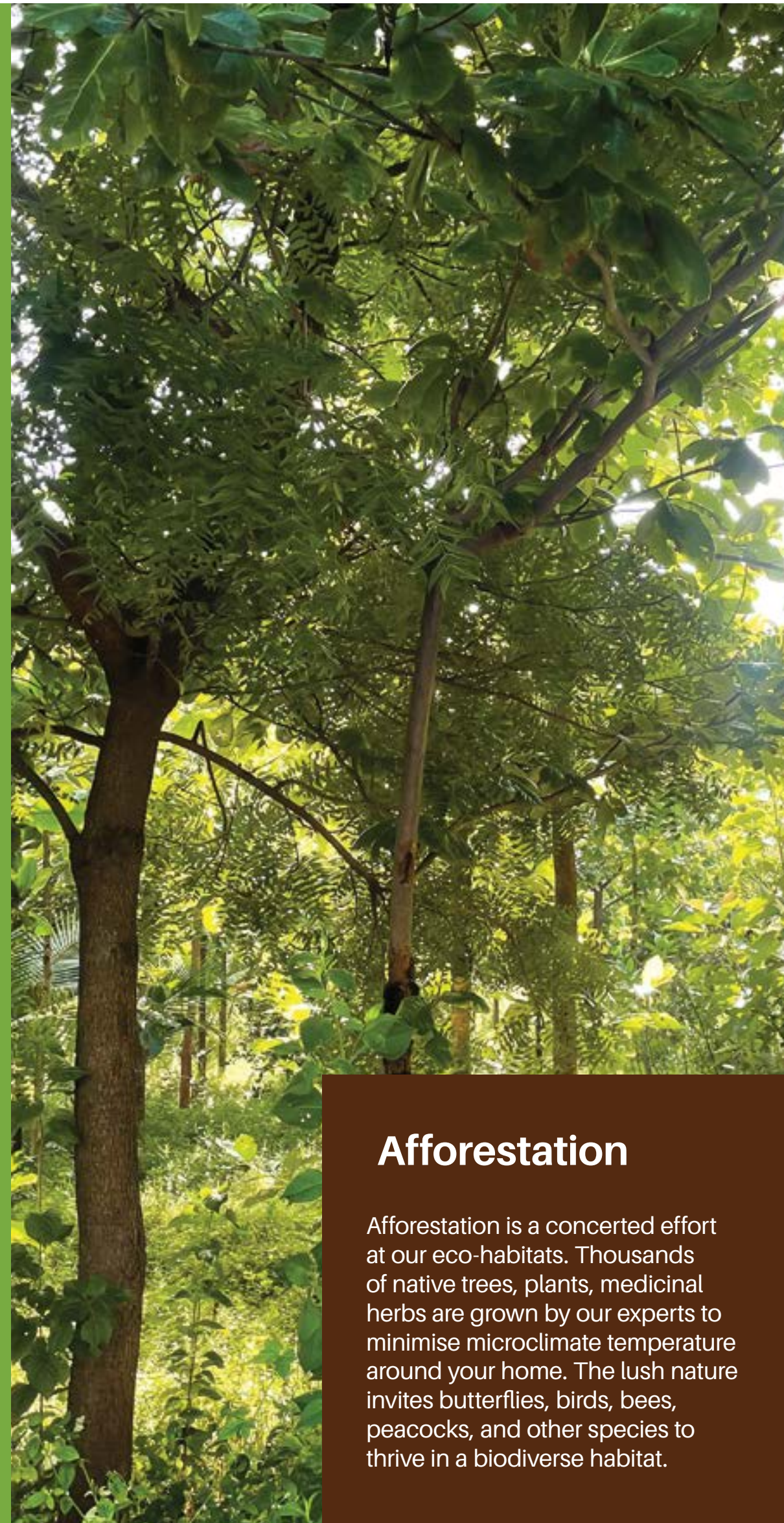
Safe and Witnessed Food

At Organo, we believe in becoming active producers of our own food rather than being passive consumers. If the produce is contaminated, there is no way of knowing. Becoming a PROSUMER (Producer + Consumer) ensures that the quality is not compromised and we consume safe & witnessed food.



Work from farm zones

Why rent a co-working space when you can live close to one? That too, one that you co-own with your neighbors! Quite a win-win situation for all those who don't prefer squandering their most precious commodity - TIME - just to commute to their workplace. Working amidst nature reduces stress levels and improves productivity.



Afforestation

Afforestation is a concerted effort at our eco-habitats. Thousands of native trees, plants, medicinal herbs are grown by our experts to minimise microclimate temperature around your home. The lush nature invites butterflies, birds, bees, peacocks, and other species to thrive in a biodiverse habitat.



Serviced Homes

Homes that offer Rurban living in a gated collective farming community with all the maintenance services, perfectly suited for all those who love living amidst nature and also those who intend to leave a legacy behind for their future generations.

VOICES

KOMAL KOSARAJU

Homemaker

KIRAN KOSARAJU

Former Banking Professional



On Rurban experience

"I grew up in a very small town called Coimbatore in Tamil Nadu, which is a mix of rural, semi-urban kind of space. If you step out in Coimbatore on any road, it leads you to villages, leads you to farmland, and there are endless spaces as you move around. Then as you go further down, you enter Kerala. That again is full of coconut fields, as you can see from an aerial view. I have lived in many cities from central India to Bangalore, and then overseas, but what stayed etched in my memory are lush green farms, animals, bullock carts, haystacks, cows and such rural landscapes. And I've been exploring options to recreate and revisit village life.

Fortunately for me, it's always been a trip back home that's near a small village where my grandparents lived, and for us that was an annual vacation. And this used to last about two months and all those two months we used to spend in my village home, travelling

between my father's house and my mother's house - both of which were in the thick of farmland. I was fortunate enough to have certain parts of my work experience linked to farm

"We've hopped about three countries in eight years' time; I think we've changed about ten houses in that course of time, and we both strongly felt the need to slow down. I think one of the biggest things for both of us is to be content. And moving to a place like Antharam will be just perfect for us. That is where our value system would be so matched.

- Komal

spaces. I used to sell farm equipment for some time, then I got into serious farm enablement through

another venture that I was partnering with some people.

I've been fairly lucky that I've not been stuck in a concrete jungle; fortunate to have

worked in Indore & predominantly around Bangalore so mostly it's been rural and greens that I've been exposed

to. We moved to Philippines for a brief while, and then for a number of years I used to work in Vietnam. All of these countries are fairly green and mixed with the rural settings around it. And a large part of these cities kind of evenly merge into those greens also. So that's predominantly stayed in my mind all along.

For me, home is not just about the rooms inside, but also open space, where you get clean air, lot of lung spaces, with birds around. So that's always been a dream for me, right? I've been involved with farmers, land, getting into efficient farming, and I've always looked around for spaces to do this. I'm married to a girl from the big city - Bombay - and that's predominantly a concrete jungle; there's nothing as a green zone. And my daughter has also grown up in a similar background, so the differentiation of what you call "rural" and what you call "city" has never been there in my home, and it's sometimes very funny that they cannot

distinguish between a buffalo and a cow - it's as simple as that, if I can put it. So, if in some shape or form I can show them what life and real living could be, I think it could make a lot of difference.

- Kiran

On living in Urban Communities

"My parents were born and brought up in Bombay. And I've not known of a life, other than what it is to be in a city. One of the best things about that place would have been the community. I had about forty kids who were almost my age or maybe a year older, and what it has taught me is simply amazing - the competitiveness and the memories it has given me, be it about playing badminton or even Cops and Robbers, I think forty kids running around making noise at the same time, irrespective of where they came from; that is something that I would really like my daughter to experience. Isn't that community life? I don't think that is something easy to get, and that is what I would want her to have.

In Vietnam, we lived in a community which had a four hundred houses. It was simply beautiful, our circle would extend to up to thirty or forty people, which was so much fun, and those houses were in lush green landscape: absolutely secure. And it was just so close to nature. Each and every street would have plantation names, for example, 'Tamarind Lane', 'Mango Grove' etc. We had three mango trees in my house and when we had a full blossom, every morning my only work was to collect the mangoes that had fallen in the pool and just clean the pool, and then of course make the mango pickle. That was so nice, and I wish we get that same feel in Organo.

Ho Chi Minh - as a city - has the river running all over the city, so if you look from a height it looks like a snake with streams running through. And waking up every morning to see the river was such an awesome sight. I am hoping that Antharam gives us just that."

- Komal

On discovering Organo

"It's pretty much been a rat race for me all through; back-to-back meetings, 9am-9pm kind of schedules, moving cities. And while I enjoyed it full time, I was looking forward to living at a pace that is more at ease. My wife and I wanted to get out of city life, not only for ourselves but also for our daughter.

Back in 2018, we got to know of Organo Naandi through some friends. We got to visit the place, and we loved it, but we were a bit late. In the last year since I've returned back to India, we have been on the lookout for farm space, where we could build a small home and live a mix of city as well as farm life. So, when we heard about Antharam, it seemed complete in terms of what we were looking for in a property. First, it makes sense because we still wanted to live in the city yet experience the rural life. So therefore, for us, though it may start as a weekend home, there will come a time when we will move full time."

- Kiran

On Antharam

"We've been living in large houses, and obviously taking care of them is becoming a lot more difficult. So the size of Antharam is..."

- Kiran

"...just perfect for us!"

- Komal

"It has space for us, and when we have visitors there is also place for them. And it's going to be easy for us to upkeep the house as well."

- Kiran

"So yes, it's more about us and how we want to live."

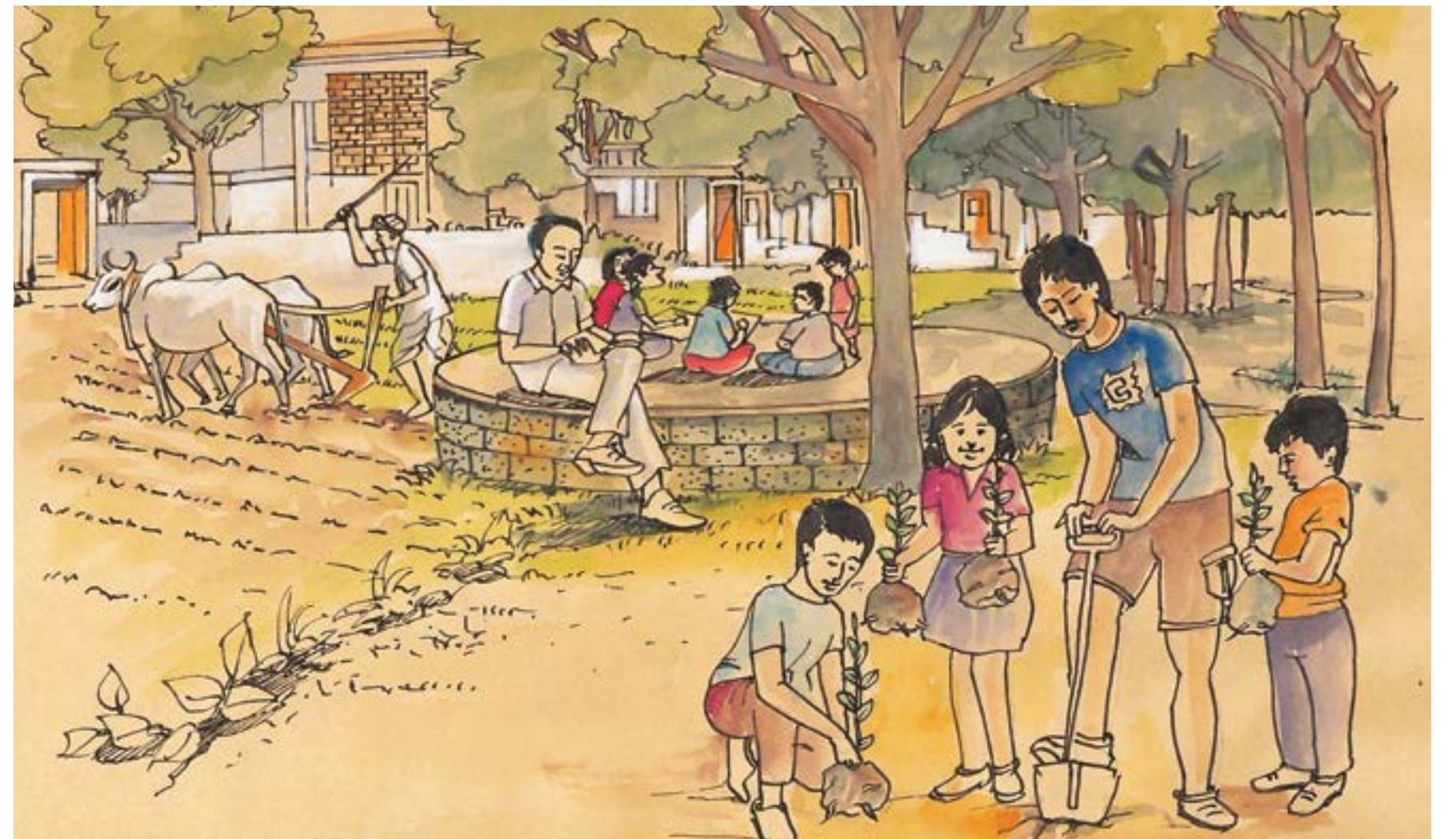
- Komal

"We are waiting for our home in Antharam to be handed over to us..."

- Kiran

"...I want to grow my mango tree there!!"

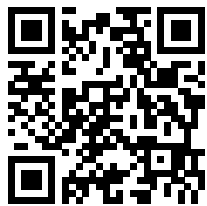
- Komal



VOICES

DR. SUBHA SOUJANYA
VANGALA
 Pulmonologist

HARSHA VASUDEV
VANGALA
 MD, Amaze Global Manufacturing



On early rural influences

My parents and grandparents hail from the rural Andhra belt, and during the 60s my grandparents moved to Hyderabad. That is when my entire family moved to the city. Predominantly our family is agriculture-based, like my great grandparents and their parents were all into agriculture. But during my grandfather's time they saw a huge potential in the city, so they moved here and started working in the service sector. That is one of the reasons why I never had any exposure to a village; from the moment I was born I was raised in Hyderabad whilst my entire family – both my mom and dad's siblings – settled outside India. We visited them every summer, so most of my summers were spent in either Singapore or in the US, visiting our family members. That's why I never had any exposure to any village or that culture.

During my engineering time, there were students from different parts of India, and I

managed to make friends with many people from outside of Hyderabad. During one of my visits to Rajahmundry, I had my first glimpse of how a village is; how the village lifestyle is. I was awestruck. It was amazing for me because I had never been exposed to the rural culture. Maybe that is where some of my great grandfathers and ancestors hailed from and that's where the connection was established, and it was instant love for me with rural life. And every year since then, I make it a point to visit Andhra three or four times to spend time in the coconut farms. I wake up early, like 5:30 AM, and go into the farms and paddy fields and see how the farmers grow vegetables and rice. It is the most divine experience. Something that I missed during my childhood.

– Harsha

On love for community living & Antharam

I grew up in Lower Tank Bund area and every evening we used to have twenty to

twenty-five kids playing gully cricket, and we didn't know how time just flew. From the time we would get back from school – from 4:30 -9:30 PM – we used to play all kinds of games but today when I look around there is none of that; everybody has moved out.

I feel that my son growing up in this atmosphere might be lonely and he may not have friends to play with, and I want him to be a more outdoor person. You know today, with technology, everyone is into their iPads, iPhones and all of that, but I want to reduce that and give him more of the outdoor exposure. When I was young, I was never into video games; I was more into cricket and all the outdoor games and I really like that. I want my son to have that kind of lifestyle growing up. So that is one of the other reasons I chose Antharam – because you have people from different backgrounds coming in and living as a community, and I'm sure there will be kids of his age. I just won't have to worry about him when he goes out because he will be in a safe

– Dr Sowjanya

and secure environment. I cannot have that at the place I am in right now; we have to have people monitoring; watching for traffic; too many people you don't know going around.

So, firstly it is about being close to nature and secondly, it is about this community feeling and kids growing up in this environment. I'd like my son to wake up to birds chirping and to clean air; to sunlight and to nature, because the one thing that I love about Antharam is that every home has a big forest behind and water bodies surrounding the area – I want my son to wake up to all of that. I want him to go to the goshala and see how the milk is collected; I want him to see how the produce is grown and distributed. I want him to have friends in the community and have a bond with them.

On family values & safe food

My childhood was beautiful. My mom and dad built a secure, safe, value driven childhood for me and my sister. Thanks to my dad's work, we travelled all over India. Our parents instilled the sense of social and environmental responsibilities in us at a very young age. My mom is an empath and has always been extremely compassionate towards others and the surroundings as well.

My parents always wanted me to go to the US because my father prefers the quality of education there. But I wanted to be in India with my parents. The best part about our upbringing was the fact that our opinions were highly respected. So, I qualified to be a Pulmonologist and started working.

“

As a doctor, I know how eating adulterated food and breathing polluted air is causing premature illnesses, especially heart disorders that result in death, sometimes even in young people. So, for me it's of utmost importance to know the source of our food, especially now that I am a mother of a one-year-old boy.

– Sowjanya

”

How to reduce Bad Cholesterol Ratio



- Eat less saturated fat and hydrogenated oils (giving rise to trans fats)
- Eat more soluble fibre (oats, barley and legumes) and good fats (from fish, nuts, and olive or canola oil)
- Do more brisk walking



On Rurban life at Organo Naandi & Antharam

The main reason why I chose Antharam, is that I didn't get any exposure to the village experience until I was nineteen. But I don't want that with my son. I have a one-year-old, and I want him to have rural exposure. I would want him to know what farming is; how we get milk, etc. I want him to learn that right from when he's three or four.

In 2017 when I first visited Organo Naandi, I fell in love with the community. The most amazing fact for me was the people living in the community, the produce that's grown there, and the goshala, from where they get fresh milk every day. The community as such felt very lively. You wake up to hear birds chirping, clean air, direct sunlight and that is

something that we miss in the city. I have spent a few days in Organo Naandi, and I have celebrated a few festivals there; I really loved the way everyone comes together as a family and how they all interact. That is something that I don't see right now in the busy cities.



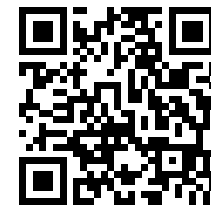
VOICES

RENU DALAVAI

HR Professional

RAMNATH DALAVAI

Corporate Facilities Professional



On discovering Antharam

Antharam is a very exciting opportunity for us to start with. As a young couple starting our journey together, we had an idea of how we aspire to lead our lives. We were looking for a farm house that would be a perfect weekend getaway. We felt the need to get away from the traffic, noise, monotony of the city life. We wanted to live close to nature, grow our own organic veggies, and have a like-minded community around us. We looked at a few places but nothing seemed exciting. Plus they seemed like a lot of effort. That's when my life coach, Mukund Menon, came to our rescue and told us about Organo Naandi and that Organo's new community Antharam was coming up.

When we looked at the presentation, which was very detailed, we knew that this is it. We had found our perfect weekend home. When you look at the backyard, you have

a farm. Also the feel about the community; the village type of living; being in touch with

our roots, live an organic lifestyle – and get to know how to grow our

“ I would like my son to experience an amazing childhood, where he can connect with the community and have a social life where he can interact with people and understand nature.

– Renu

others in the community. We are missing all this right now. I have a son who is seven years old and I would like to give him the best of all of this, where he can connect with the community, have a social life where he can interact with people and understand nature. I want him to understand

vegetables. We're all living a robotic life, chasing our dreams, we're so disconnected from nature. And now that the world is working from home, we felt that this is the right place for us to invest and look forward.

– Renu

I was born and brought up in Hyderabad. I have lived a complete city life. I have always craved to live with nature and was constantly on the look-out for my perfect family home, where we could spend our weekends doing things we love. I found that in the Organo Naandi project. When we visited, we found all the elements – the rural experience with urban comforts, the organic farming, goshala, everything is just the way I had imagined. So, obviously we grabbed the opportunity to be a part of Antharam. I mean which man in his right senses will miss such a once-in-a-lifetime offer?

– Ramnath



vana bhojanam

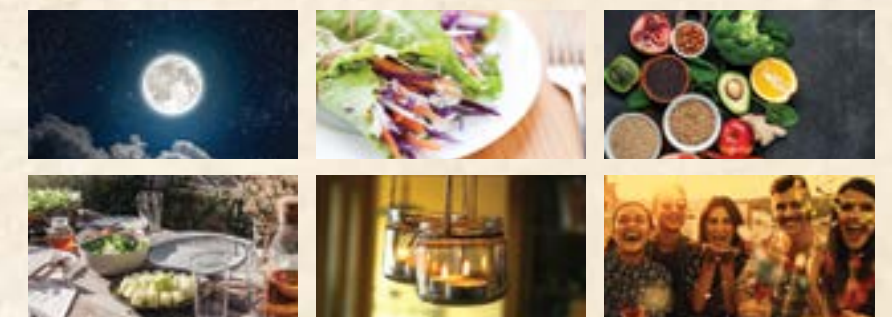
Every Full Moon Day, drive in for the most exotic Vana Bhojanam – dinner under the stars, to the light of aromatic lanterns. The lavish organic buffet spreads. Organic parties have never, ever been so healthy, so fun

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VOICES

ARUNA JAYARAM

Principle Program Manager,
Microsoft

SOMENDRA JAYARAM

Senior Vice President, Transition and
Transformation, Cognizant



“

Most important for me about Antharam would be living in nature; being able to see the greenery when I open my door. Second would be the food; knowing that the milk will be fresh and the produce would be organic. And third I think would be the social life within the community.

– Aruna

”

On finding Organo

“We are both from Hyderabad. I have been here pretty much all through my life, other than studying outside for some time. Work has taken me to other cities in India as well. But fundamentally, I identify with being a Hyderabadi.

Discovering Organo was the turning point for us. Like I said, we love greenery; we love the serenity of living in a place like that, but we did not know that it was possible. It was definitely the first but since then we have been exposed to quite a few sustainable projects. I would say that Organo Naandi was a big part of giving us the confidence that a place like this can happen in Hyderabad, but I think we would have still been very interested in the Antharam concept without seeing that.

What gave us confidence was the passion that the entire team have. I think a lot of people may come under the banner of being environmentally friendly and sustainable – I mean everyone likes to say it – but when we talk to anyone in this Organo family, it comes out with any interaction you have. Whether it’s Nagesh himself, or even just

the people who were serving us that day very much seem like part of the family; it didn’t seem like they were working there. It’s very inclusive. It’s very difficult to put a finger on all of these things, but I think it was that combined effect that made us feel like this was the way for us to go forward.

On the Organo experience

I think what really appeals to us is community living and that’s something that I’m really looking forward to in Antharam. You know, achieving this sense of community there. One of the things that we miss in the place that we live today, while it is a community, I think it is just a community in name but in spirit it is really not. Because, I mean, do we do things together? Do we have occasions where we meet up and celebrate each other’s successes? No. So I think we’re also looking at that aspect. That is missing in most city places, which are actually more transactional and material.

– Somendra

Originally, I am from Hyderabad as well. I was born in the West Indies because my dad was working there at that

time as a doctor, but I was only there for a year and obviously do not remember any of that. Otherwise, I am pretty much a Hyderabadi.

In general, I am a nature lover, I love to travel to places that are green or to the beach; places like that. We got introduced to Organo because one of my managers at the time was living in Organo Naandi. He had organised a visit for us, where we spent a night there in tents beside that little pond and ate food.

You also feel of close to nature farm, and you still have all of the conveniences. Like there is a café that you can just go to if you don’t feel like cooking. There is housekeeping. There are vegetables and milk that are fresh and coming to your door. There is a spa and a yoga centre. So, you get all of that at your home without having to go anywhere else.

– Aruna

On cookie cutter gated communities

We also live in a gated community right now and the benefits that we have now are

mainly proximity and logistical. For example, my kid’s school is only a kilometre away, whilst mine and Aruna’s offices are just 5-10 minutes away. We came here about 12 years back and incidentally at that time, this whole area was rice paddy fields so it was very green when we came. Now it has become an urban jungle, and we have apartments all around us. Basically, we are the only community around here, and everything else is just skyscrapers. There are benefits, but recently we feel that it has become a lot more transactional and material with regards to kinship within the community. So that is one big compromise. The second big compromise is that I don’t have any outlets to get into any kind of physical sport or activity. Our particular community doesn’t have that much in the way of outdoor sports opportunities, or for that matter even specific indoor ones. I think these two things in my mind definitely cause an issue.

I think we will be way more productive in Antharam. Going by our experience in the pandemic, I really feel we will be more productive working from there to start with. And a lot happier.

– Somendra

I am definitely looking forward to being there. I am looking forward to the forest views on the water, you know, just seeing the birds there; just being there as close to nature as possible but still having all of the safety, infrastructure and facilities be available.

– Aruna

On healthier choice of food

The biggest thing has been that we are all healthy and okay – that’s the most important thing at this point in time. Earlier it would be something else that would give us satisfaction, but now we are happy with simple things and simple pleasures. Just nobody being majorly sick has been the most important thing. Also, during the pandemic, we didn’t want to go to the store and we also had no domestic help so there was this guy that would deliver organic produce and he was still continuing to do deliveries during the lockdown, so pretty much all of our supplies became organic, whereas earlier it would be something I would try to do but in reality, didn’t always manage to. So, in that way we shifted to a pretty much entirely organic lifestyle, and we also did all of the traditional and immune boosting remedies at this time,

such as the turmeric and ginger and black pepper.

– Aruna

Yes, Indians always did have home remedies but right now we are completely appreciating it. I grew up with my grandmother, and she used to have a lot of these remedies. My mother and father used to work at the bank, and it was always my grandmother who nursed us back from any illness. I was exposed to that when I was young, and we all had a very good and active childhood. We were always out playing, and those times were a lot safer I would say. Or maybe parents were more trusting. So at least my childhood has been one great fun experience, and I would not want to trade it for anything.

Aruna is very particular about the Tulsi plant in our house! She believes that if anything happens to that then the health of our family will also go down, so we always take extra care of that. Fifteen years back, we may not have been aware of a lot of these things that we are becoming exposed to now. Our children and their generation seem to be more conscious of these things like sustainability, recycling and reusing. At our age, in our 40s, there seems to be more

consciousness around health and what we eat. So, moving to a place where it’s a way of life is very exciting.

– Somendra

When Nagesh said to us that he is trying to recreate this whole Rurban thing, with social connections being emphasised even in the design of the homes and so on, that was something that really struck a chord because we are social. Man is a social being, and although we have created these gated communities the bonding isn’t there between people. Most of our fondest memories as children are in nature with friends, roughing it out or in camps. Those are the memories that stick, so being in nature with people that you identify with has a very positive note in my mind.

On why Rurban is the right choice of life

We thought about having a farmhouse many times before but as I said, it’s not about just sitting alone in one place in nature for me. It’s a little isolated. You can have 10 acres of farm and be there alone, but it does not appeal to me.

– Somendra

For me having a community around, like-minded people I must say, is the main thing. So, this community thing appeals to me a lot, rather than having your own farm. Yeah, you can have a farm – a lot of our friends think about pooling together and having a farm. But you have to worry about things like safety, staff and maintenance. It sounds exotic, but it is not practical I feel. That’s why Rurban is the perfect name for this. It is the answer for everything that we want, for now at least. They have thought of a lot of things. There is an office space they’re coming up with for us to use. There is common dining, which is again something that has come out of Organo Naandi. I think we need certain rituals there, like a Saturday night dinner together or a Sunday breakfast, so that people do not need cook in their houses and can meet each other.

I think they could include a telescope for us to do stargazing. A lot of times when we go travelling the telescopes don’t work, and all the rest of the family is too tired to go out at night to see stars. But in an environment like Antharam, I am sure that you can see stars quite clearly, so having a really nice telescope there would be lovely I think.

– Aruna



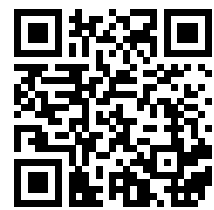
VOICES

VANI CHAMALA

Partner, Adept Overseas Education

VEERESH CHAMALA

Founder, Adept Overseas Education



On what was missing in his life

"I've been an entrepreneur for 20 years. Luckily for me, I did exceptionally well and created a thriving business. I worked extremely hard to be where I am. Everything fell in place. I have the perfect family life and yet, I kept feeling that something is missing. When I introspected for a while on what's making me feel this way, I realised that I was missing my rural connection.

Having grown up close to nature amidst a close-knit neighbourhood, I was missing that connection. But then, it isn't simple to move to a village because we all have become used to urban conveniences and comforts. So I started looking for places that offer the rural experience with urban luxuries.

That's when I came across a brand called Organo. I fell in love with that lifestyle. I was amazed to see how people live in that community, the greenery around; the rural environment that they have created there. The swimming pool that is similar to a village

pond, the farming activities on one hand - the modern gym and the eclectic community on the other, were all exactly how I had visualised. It was quite an

pick up a farm villa at that point.

So, when I heard about Antharam, we grabbed it. Now I am eagerly waiting for it to be ready so

vegetables from the backyard to cook, to have a like-minded community to socialise with. We are really going to enjoy that. I'm not looking at this as a weekend home, I'm actually looking at living there. The reason I feel very confident about Antharam is the passion of the founders of Organo. The fact that Vijaya and Nagesh live full time at Naandi is a clear indication of their involvement and commitment to the Rurban lifestyle.

- Veeresh

On what they want for their daughter

"Organo is not community living, it is more like resort living, as I see it. There is also an organic restaurant right within. You are living in a resort, which is your own house. Can it get better than that?"

- Veeresh

"This is going to be my retirement home. I never want to move out of it. I have already moved from the US to India; to Jubilee Hills to Kokapet. Now, I don't want to move out of Organo; this is where I want to settle down."

- Vani

I vividly remember climbing trees, playing in the open grounds, the lush green farms, when we were growing up. We had so much physical activity which I see the kids of today missing completely. One of my wishes for my daughter is for her to experience the purity of rural life, the farm life. Living on a farm has to be experienced by everyone. My daughter is 11 years old now and before she goes for her undergrad in 7 to 8 years, we want to move to Organo Antharam and live there.

- Vani

experience for me when I visited Organo Naandi. The more I saw, the more I wanted to live there. But for some reasons, we couldn't

that we can start living there. I love the fact that there will be absolutely no traffic or movement of vehicles. It will be sheer bliss for us as a family to just walk around, pluck fresh



A wellness centre for the Mind, Body, & Soul

Slow Down Place - is a beautiful naturopathy centre set in a sprawling 5 acre campus right next to Organo Antharam. A wellness centre that provides prevention and holistic cure for chronic diseases, detox therapies, stress-relieving massages and more.

A restaurant that serves health food and juices.

Yoga | Meditation | Therapeutic fitness zones | Lifestyle modification packages | Detoxification therapies | Accommodation | Herbal products | Health packs

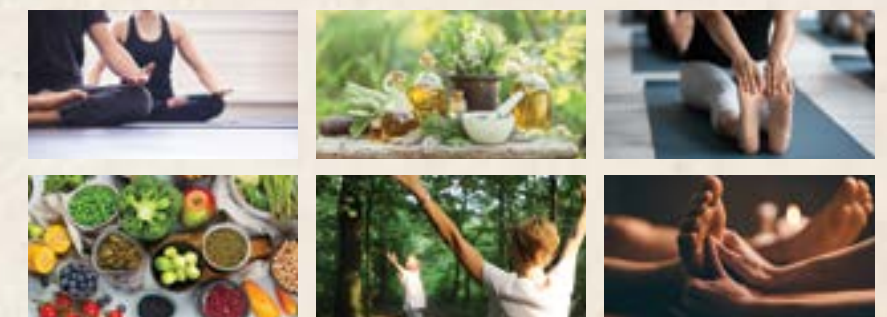


Slow Down Place

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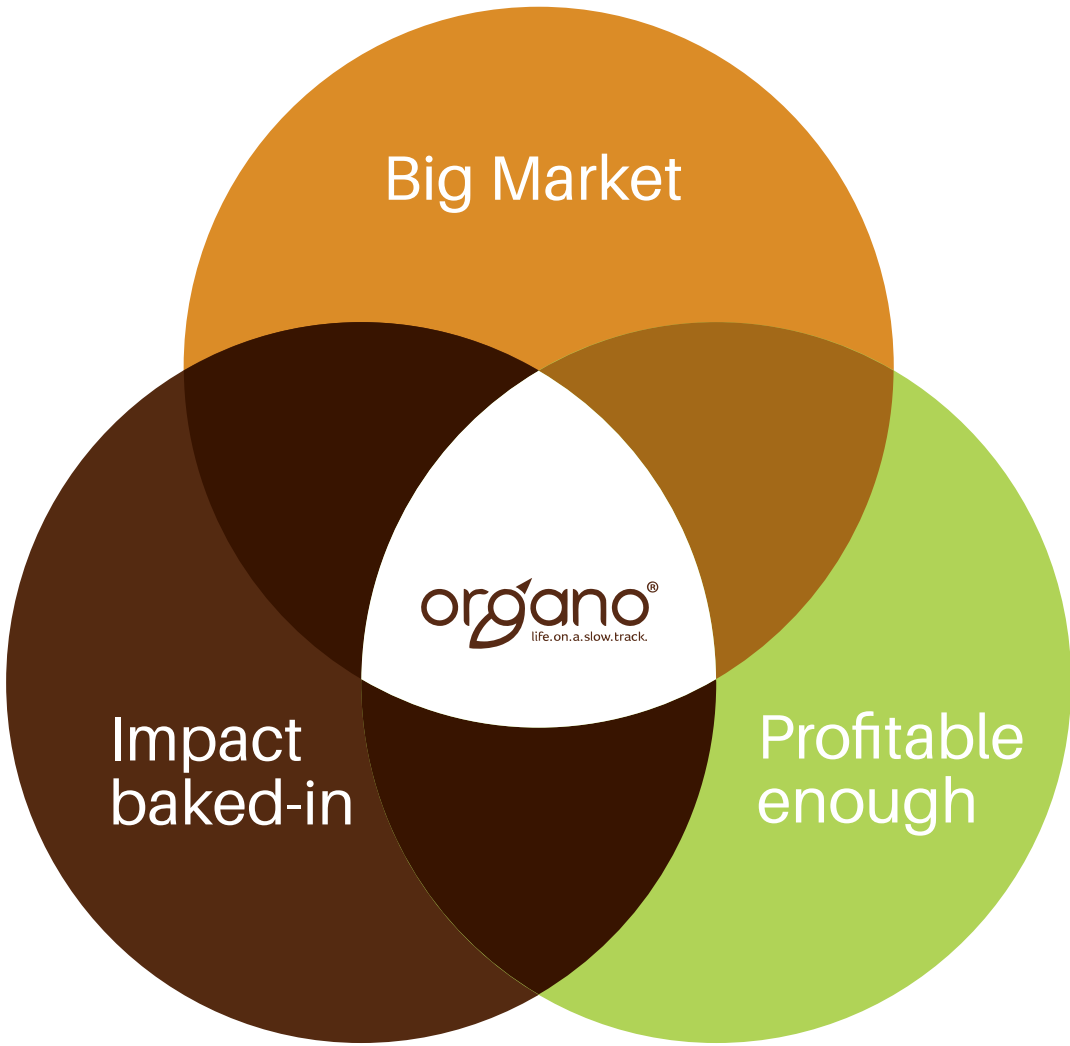
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Social Impact

“After success at Organo Naandi, we embarked on our journey to propagate the philosophy of rural living with our second project at Organo Antharam. Like any artist, we believe that our best piece of art is our next piece. We reimagined markets, impact and business. We reimagined our role in the context of our journey, the journey of our customers And that of the villagers. We were thrilled to arrive at radically innovative model of ‘baked-in impact’



Baked-in impact

For many businesses, profit is the core and Impact is an optional byproduct. Given our values which revolve around Saptapatha, we believe that Impact is an extreme priority to the core of our Eco-habitat. So, we baked impact into our model in such a way that every step of our growth as a collateral benefit on the society at large. Our decisions consider the intersection of market, reasonable profits and impact.

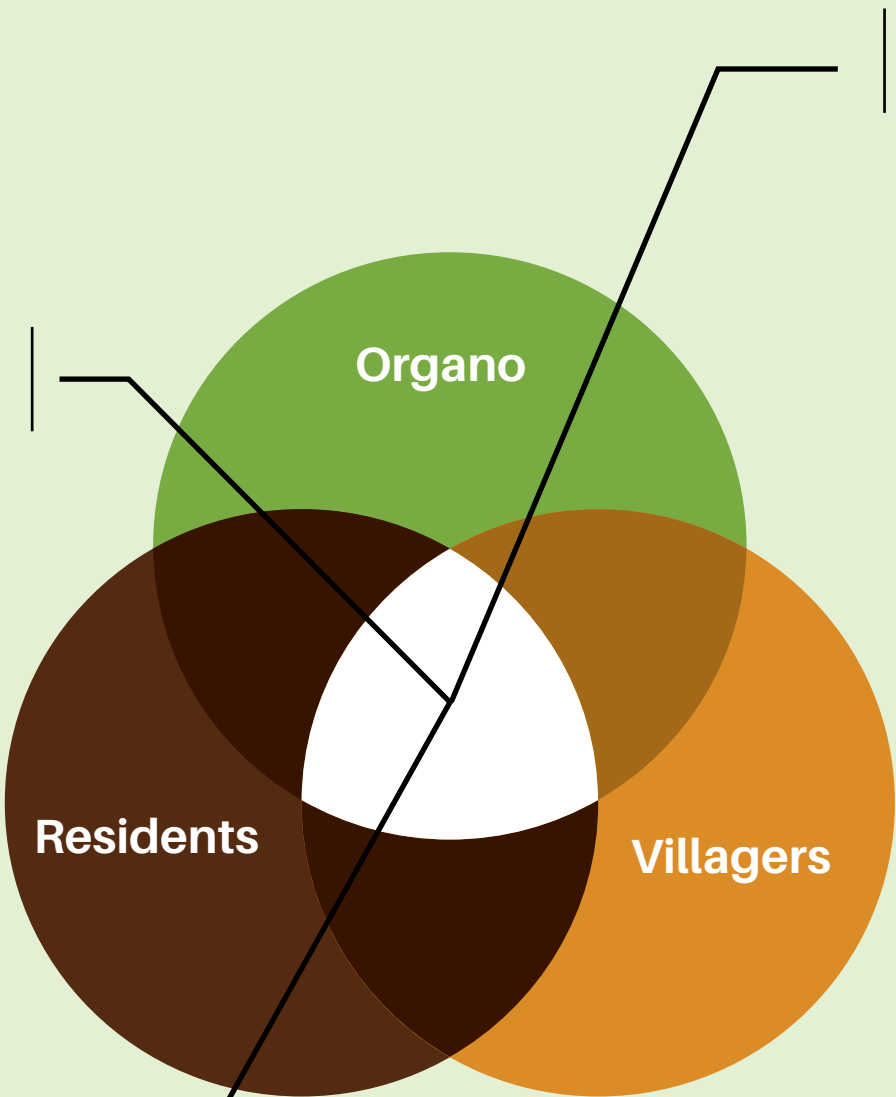
Let us make this more real and tangible. When we started Organo Antharam, as a part of the social impact mission, We mapped out the intersection of priorities for three actors:

The objective is win-win-win for all. This process gave us three prominent priorities out of more than 20 possibilities that we evaluated.

- Organo
- Residents
- Villagers

Employment for rural youth with upskilling

Families living in the Eco-habitat need skilled working staff to make their experience of living seamless. Rural youth have a dearth for jobs given their background and skill. Organo wants the community to be well maintained as a part of its upkeep. To achieve this, Organo identifies and trains rural youth to provide high-quality hospitality experience for the residents.



Safe and witnessed food

Residents want to eat safe food. Villagers grow such food but often fail to realise good markets.

Organo has access to quality food as a part of Saptapatha. By connecting the customer to the farmer, we are bridging the gap between India and Bharat. Once the bond gets created, transactions for safe food follow. This way, we are attempting to achieve a win-win-win.

Education for rural children

Education is the most powerful tool to remove poverty from the lives of the farmers. We are what we are because of the education that we had access to. It is one of the greatest and the noblest ways to give back to our Bharat. We identify about 150 children from the five villages surrounding the project and invest into their education. This creates lasting impact in the families and safety and sense of belonging for the residents of Organo Antharam.”



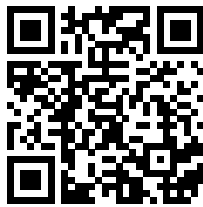
VOICES

ASHWINI MAISEKAR

Chartered Accountant, Artha Arbitrage

SATHYA RAGHU MOKKAPATI

Co-Founder, Kheyti & TED Fellow



On childhood influences

“I grew up largely in Hyderabad. One of the best times in my childhood was spent in my grandparents’ village. I used to go with my grandfather to the fields for farming and sometimes sleep in the farm to guard the harvested paddy. That was definitely one of the most memorable things that I experienced during my childhood. There is something that I really love about that village – where my mom came from. In that street, there were about six homes. I could have my breakfast at one home, snack at another place, lunch at a third place and dinner wherever I wanted. So basically, that entire street raised me; it’s not just my grandparents’ home. That memory is one of the dearest memories that I have. So, when I used to come to the city, which is in Hyderabad where I largely grew up, I realised that it’s very different. And I knew that [village life] was probably the life that I preferred more. We previously lived in an apartment complex that had eight flats, and we

didn’t even know some of our neighbour’s names. It’s such a disconnected life. I really felt that those were houses, but not homes. Because a home, for me, should actually invite me.”

– Sathya Raghu

“As a child, I grew up in a community that always stayed like a family

when there was a power cut, and all of us would just come out shouting. Then we would sit in one place and the elders would chat, whilst we as youngsters would play a lot. We started having that disconnect with neighbours because of the apartment

culture that we had in the city, and only after

back to community living. It has given us a lot of joy. The small things that we share with our friends in the community – they create a lot of happiness. And then I sort of connected them to my childhood memories, where I would also see our neighbours now looking after our children as if they were their own.”

– Ashwini

On life at Organo Naandi

“The first element which invites me into my home is my family, which is very happy. My kids get to run around in the farms; get to harvest some vegetables and eat them. They get to cycle all around the community without us ever having to worry about whether it’s safe or not. So, I think just the happiness that comes from that sense of safety is phenomenal.”

– Sathya Raghu

“We lived in an apartment previously for a good four years, until my son was three. But he never had this connect with anyone in the community over there, and they didn’t have open spaces as well.

“These are some privileges that we are lucky enough to enjoy – to get to wake up and breathe fresh air; wake up and see beautiful birds; to wake up and enjoy the sunrise.”

– Sathya Raghu

My daughter has always been a clingy person, who always used to stick to me, but after coming here, she started exploring the place. She can go to our neighbour and ask them to drop her home when she is not able to walk. So that definitely gives us immense joy that she has the freedom to go to people and talk to them. Just her being herself...”

– Ashwini

“I am a person who finds joy in small things like a sunrise, or just taking a cup of coffee to the pond and watching the ducks in the water; or catching a sunset, or a full moon night, or just picking up some flowers and putting them in a small vase. These are things that give me immense joy. When we shifted to Organo Naandi I started living all these moments, and every day would give me joy. Just opening the window and looking at the farm; my day is done. I just need this for the day.”

– Ashwini

“The beautiful sound of silence... I just find it very

meditative. I enjoy reading books, particularly, in the sound of silence. It’s difficult to get the sound of honking because the sound of honking is what literally takes over the world today, so I think that’s a delightful experience of enjoying nature to its entirety. I think that is what makes this place like no other place; it is so special. It is so unique. This is just one of those rare privileges that somebody should have – to get to wake up and breathe fresh air; wake up and see beautiful birds; to wake up and enjoy the sunrise.”

– Sathya Raghu

On Antharam

“After moving into Organo, we’ve experienced the best in our lives. The nature, the people and the experiences that we’ve had. And we definitely know that it will just multiply in the future. So, we didn’t have to think twice about investing in and moving into Antharam. It will be the best version of Organo.”

– Ashwini

“We believe that life is not about a zero-sum game. It is not ‘I win/you lose’ or ‘you win/I lose’. Life becomes more beautiful when we can think of win-win games. That actually makes an ecosystem more sustainable. So, we believe, as a family, that whatever we do should do good to a family; financially, as well as in terms of overall well-being; in terms of environment; in terms of the people around us. You know, you get to wake up and see a happy village around you; you get up to see happy neighbours next to you, right? So, I think that kind of win-win model is what true sustainability is about. And why I feel excited about Organo Antharam is that, directionally, it is about creating a win-win ecosystem for people who want to live there; people who want to work there; the villagers that are our neighbours, and the beautiful planet where we live. This is just phenomenal. How many people can say that they are part of a beautiful win-win ecosystem?”

– Ashwini



TREE OF LIFE



World Green
Building Council
APN-Advancing
Net-Zero Award
2018

World Green
Building Council
APN-Leadership in
Sustainability Award
2018



Architecture
Master Prize
2018



IGBC Green
Homes Platinum
Certificate 2016



NDTV Design
and Architecture
Award 2015



International
Architecture
Award 2015



Re-Thinking
the Future
Sustainability
Award 2014



Cluster Club



Social Bonding



Zig-Zag Layout



Inspired by the villages of India.



The design of our Indian villages inherently delivered natural ventilation & greenery and created social bonding amongst a host of other health benefits.

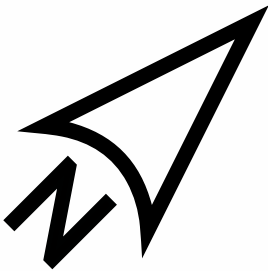
We, at Organo, brought the structure into cluster homes. Inspired by the Indian village, the zig zag pattern creates natural ventilation, and every home overlooks either the farm or the forest.

At the centre of a group of houses in the villages, there is a Rachabanda - a social gathering place under a tree. Our intent is to recreate that ethos through a Cluster Club, for every cluster.

Take a look at how we took this inspiration farther at Antharam Cluster Homes.



Master Plan



Air Flow Analysis

INTRODUCTION

Hyderabad is 88.6% comfortable throughout the year. However, the discomfort hours are spread across the whole year, mainly during the morning hours. Night time temperatures are comfortable through most of the year except Mid-March to Mid-June.

Natural ventilation analysis

Wind contributes significantly towards urban climate and creating a micro-climate in the community. Two natural forces can be used to drive air through a building: Wind and buoyancy, which lead, respectively, to two main natural ventilation strategies: Cross ventilation and stack ventilation.

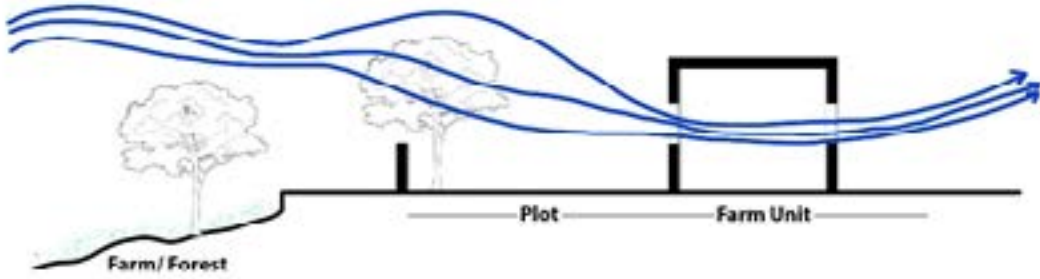
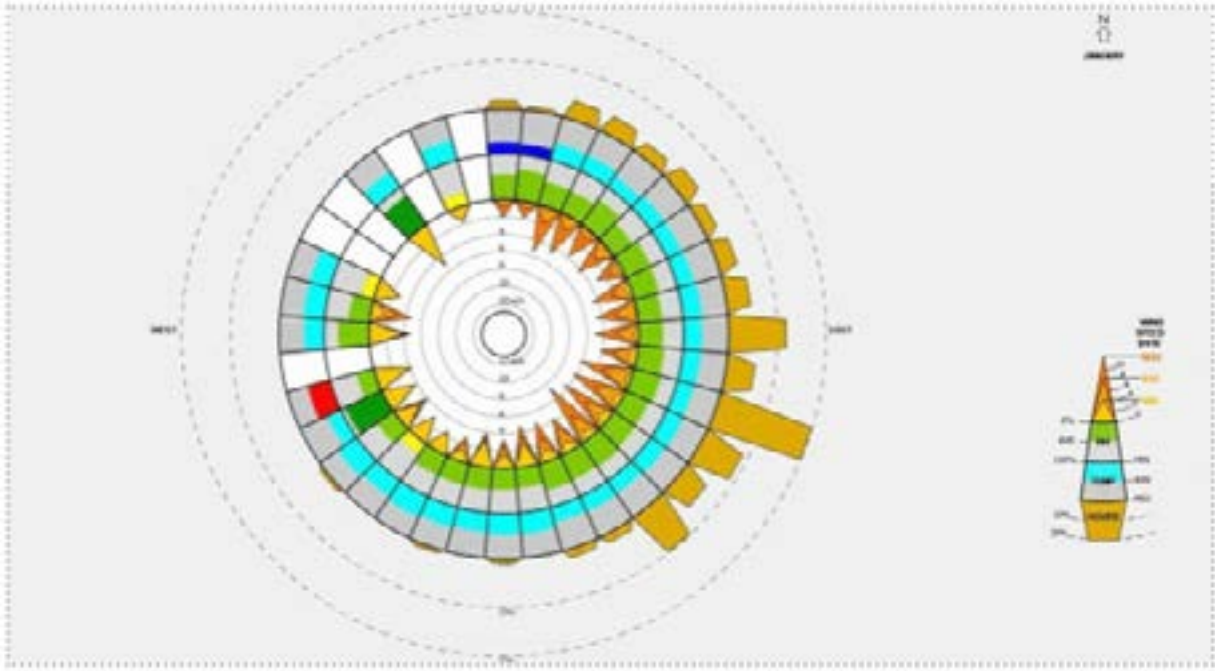


Figure: Typical layout of air movement



Typical Wind direction of Hyderabad (source: climate consultant)

Wind flow analysis was performed by simulation of the scenarios to optimize the space planning. The strategy adopted was a combination of the following:

(A). Staggering the farm units front and back to avoid single alignment. The design follows the bottom down approach of a village formation prototype.

(B). 3m pathways through the clusters working as jogging tracks and acting as a space to let more wind flow by creating wind tunnels.

As seen in the typical cluster designed before, the farm units were close to each other. The alignment was blocking most of the airflow movement without creating a pressure

difference. Hence the farm units were moved to generate spaces between creating convective heat transfer (natural ventilation) in the farm unit outdoor and indoors.

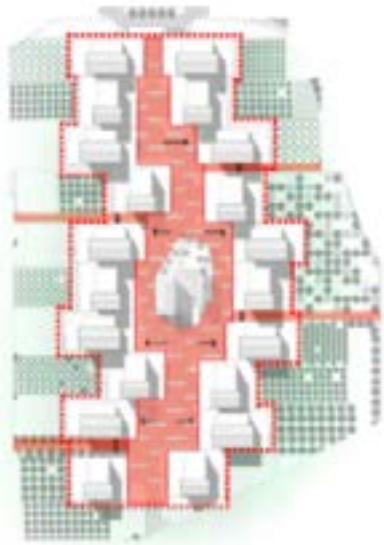


Figure: Showcasing the staggering of the farm units

Climate - Irradiation

Due to rapid urbanization and growth in infrastructure, the zone absorbs more heat. This results in keeping the area warmer. This phenomenon is referred to as Urban Heat Island. At Organo Antharam adaptive measures for Urban Heat Islands adopted are-

(A). **Pavement:** The design has targets to reduce the road

spaces. The 12m wide BT road runs only to connect the clusters in two parts (a) North-south road (b) East-west road. The roads in the clusters are stone cladding with landscape on either side of the road. The road is 3.5m wide, lined with tall trees providing shading throughout.



Figure: Highlighting the cluster road



Figure: Highlighting the Amenities and cluster club



Figure: Highlighting the 12m wide road

(B). **Passive systems to improve air quality and reduce heat retention in the microenvironment .**

Roof areas account for about 21-25% of the total coverage in the urban area (Heat Island group, Berkeley National Laboratory). At Organo Antharam, there are 7-8 acres of forest cover; this creates a microclimate that is cooler comparative to any urban space. Maximizing shaded pathways, enhancing wind flow at pedestrian levels, and maximizing tree cover will ensure PET conditions are within the comfortable range through most of the year.

(B). **Work Environment and health care.** UHI and heatwave cause damage to healthcare. According to WHO, it has become a

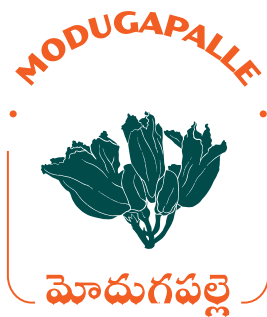
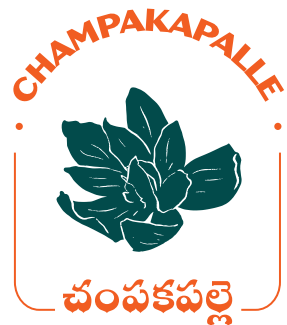
source of environmental risk and is considered morbidity and mortality. With these global concerns about how climate change and weather variability affect human health, the following adaptive measures are considered in the Organo Antharam:

(C). All the common amenities are placed along the Nala, surrounded by dense forest area. The cluster club also plays a crucial role in each cluster, making it easy access to all. The areas create a microclimate keeping the spaces cooler and creates a perfect environment for one to spend time with family or work from home.

It is important to note that wind is one of the most complex systems to model and simulate as it's very dynamic and varies based on temperature, pressure, humidity, surrounding landscape, any breaks such as trees. Therefore, what this modelling tells us is whether on an overall design level, we are going in the right direction or not.



Unit Details

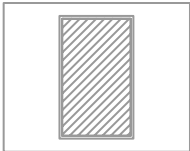




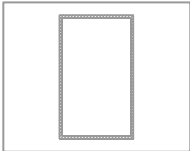
East Facing - Rectangle



Ground Floor



Carpet Area
996.75 Sq. ft



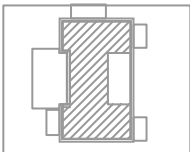
External Wall &
Shaft Area
132.72 Sq. ft



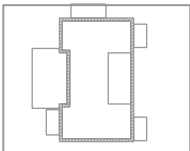
Sitout Area
2314.26 Sq. ft



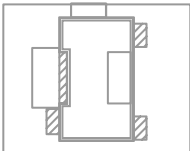
First Floor



Carpet Area
802.67 Sq. ft



External Wall &
Shaft Area
137.89 Sq. ft



Balcony/Deck Area
157.80 Sq. ft



East Facing - Rectangle, **Front View**



East Facing - Rectangle, **Back View**



East Facing - Square



East Facing - Square, Front View



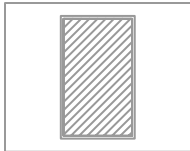
East Facing - Square, Back View



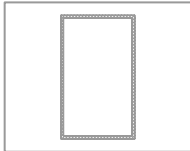
West Facing - Rectangle



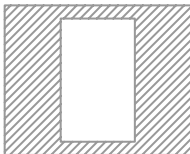
Ground Floor



Carpet Area
996.75 Sq. ft



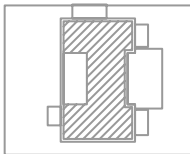
External Wall &
Shaft Area
132.72 Sq. ft



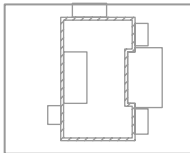
Sitout Area
2314.26 Sq. ft



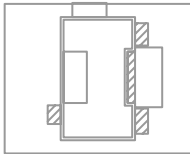
First Floor



Carpet Area
798.80 Sq. ft



External Wall &
Shaft Area
137.89 Sq. ft



Balcony/Deck Area
151.66 Sq. ft



West Facing - Rectangle, Front View



West Facing - Rectangle, Back View



West Facing - Square



West Facing - Square, Front View



West Facing - Square, Back View



North Facing - Rectangle



Ground Floor



First Floor

Notes:

North Facing - Square



Ground Floor



First Floor

Notes:



South Facing - Rectangle



Ground Floor



First Floor

Notes:

South Facing - Square



Ground Floor



First Floor

Notes:

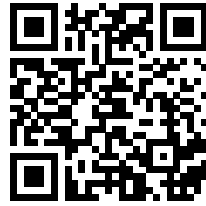
VOICES

ASMITHA REDDY

Partner, Autumn Leaf Cafe & Autumn Leaf Home Studio

VISHNU REDDY KICHUGARI

Partner, Autumn Leaf Cafe & Autumn Leaf Home Studio



On his Rural Connection

"My dad belongs to Vikarabad and my mom hails from Nagaram, which is near to the airport. I spent most of my growing up years in both the villages. I studied in Hyderabad but used to spend three months' summer vacation in the villages, and even at other times I would go and participate in some activities there. I have a very close connection to the villages. We had some amazing times doing all kinds of things - you name it, we did it. Swimming in natural ponds, climbing trees, farming, playing endlessly in the open air, to name a few. All my city born & bred friends used to come and stay with us for months and we used to have a blast. In our village we used to have black sand and we used to grow sugar cane, and we used to have all kinds of trees like mango, anaar, you name it. I really want something like that for my son but it's just so organised everywhere so it's very difficult to get that feel. But to whatever extent possible, I would love for my son to experience everything I did as a kid."

- Vishnu Reddy

How his Rural roots influenced his business choice

"Vikarabad no longer feels far away like it used to when we were kids. Distances are melting and it is very accessible now. I was a contractor initially but as time passed, I felt a strong urge to start my entrepreneurial journey with something uniquely ethnic. My wife and I started Autumn Leaf, which is a café within a store that offers a range of artefacts, furniture, sustainable wear, and more such stuff. We started off travelling to villages and sourcing stuff from artisans, as an effort to preserve dying arts and in some way, make it profitable for them."

The name, Autumn Leaf, came about with a bunch of people sitting around sharing ideas back and forth. First we came up with the season, Autumn, and then added to it. In the end we came up with Autumn Leaf, and Asmitha approved of it so we went ahead. We love being here. We have a great team - a team of four. There are two other partners, Aishwarya and Kavya. They are corporate lawyers but got so interested

in what we were doing that they came and joined us. Now we are really enjoying working together and are even planning to expand. Next, we are planning to open in Goa and perhaps other cities after that."

On her entry into the Organo way of life

"In the last 5 to 6 years of me doing my own personal research, I gained a good understanding of our food. In that process, I came to know about Permaculture through a friend. He told me that he bought 3 acres of land and that he was doing farming using Permaculture. That was the first time I had heard the word. Then he told me that he had a training going on in Organo Naandi the following weekend, and that if I was interested I could just go along. I thought that would be lovely to do and so I enrolled for the course and went to Organo Naandi the following week. There were many different types of people there from farmers to people who just wanted to have a terrace garden, it was very interesting. I met Nagesh Garu there, and was fascinated with how the owner of Organo was so involved and passionate

about these methods of farming. **I was pretty much fascinated by the concept of Organo from the outset; the idea that you have a small space - which is what everyone needs, you don't need a huge space - and the fact that you see what is being grown right in front of you;** you can pluck what you want to eat, such as the vegetables and fruits. That was the perfect place that I would see myself growing old, and also to see my son grow. Unfortunately, at that time they did not have any resales. A couple of years later is when I got to know that they were coming up with this new community in Antharam. My husband and I discussed it, and he was also equally interested."

- Ashmitha Reddy

On becoming a part of Organo Antharam

"I knew Nagesh and Vijaya from before and always appreciated their work. When Organo Naandi was being developed, I went to see the

place, and I really liked it and wanted to buy it. I shared the idea with Asmitha when she was living in the US, but she didn't really get what I was talking about and she thought it was very far away. She wasn't very sure because we already had a farmhouse near the airport. So, we lost the opportunity, and then when they came with the idea of Antharam, we jumped at it. We shared it with a couple of our cousins in the US and here also, and they have also bought and are very happy with it."

I love Hyderabad, New York; all big cities. I worked in Delhi, and it's great. But if you ask me what my ideal life is, it would be to be with the nature. A lot of people say that, but I really want that. If we had got into Organo Naandi, I would've lived there and commuted to the city. But now we have Antharam, and that will also eventually become like that. It is very relatable because they have the modern living, but it is in nature. I'm quite looking forward to swimming in the natural pond, cycling around; I also love the idea of vehicles not being allowed."

On the Turning Point

"When I lived in the USA, I wasn't very eco-conscious, but I was mindful of the products I was using. I wasn't even recycling; I would just put all the trash together. I started gaining awareness by watching things like Facebook videos, and becoming conscious about what I was using."

"I would give mangoes only when I knew the source that it was coming from. I tried to get as

organic as possible when it came to his food. A one-year-old would hardly eat anything from outside, so it wasn't a big deal at the time. But yes, that's where it all started with me being more eco-conscious and thinking about the food or milk that we were getting. The more and more I started digging into it is when I learnt about how food is adulterated and being chemically treated."

- Ashmitha Reddy





On Antharam

"I would really love living there, I feel so much at peace when I go to Organo Naandi. I can hear the birds singing – I'm not trying to make it very cliched here, but that's exactly how I feel. Of late, I have also been into composting and stuff like that, so the minute I see earthworms I get very excited too. I would definitely love to be in a place like that where I can see more of the same. Plus, I have a five-year-old son and he would completely enjoy being there. And the best part about it is that I can leave my son outdoors and not have to worry about cars coming or anything like that. There are a bunch of other factors that made it very easy for us to make this choice on why we should pick a house in

Antharam. I liked that it was away from the city so we would not have to think about the hustle and bustle again, and it would be a nice getaway for us. At the moment we are looking at it as just a weekend home, but in 15 years we would like to live there permanently."

- Asmitha Reddy

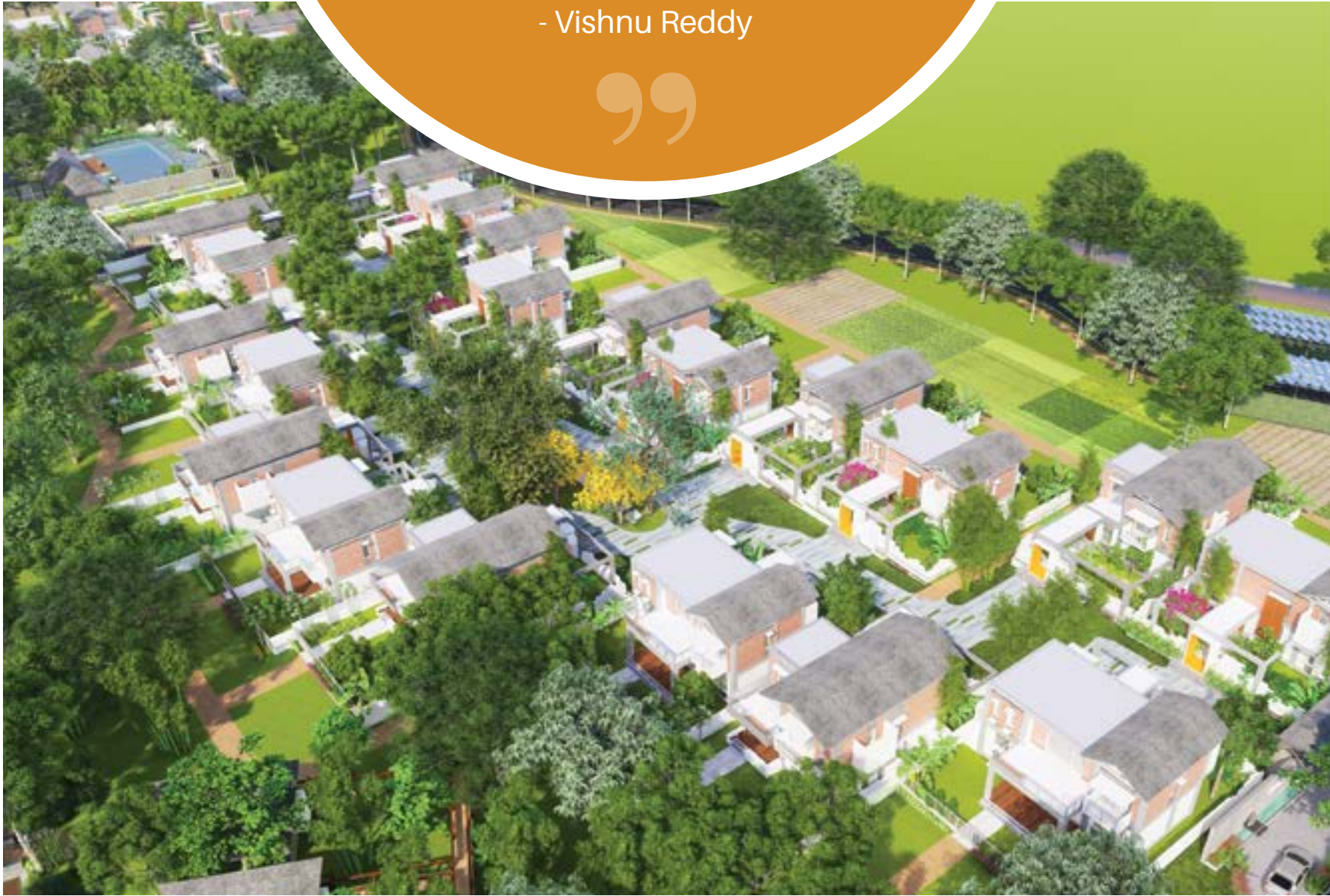
On Rurban Life at Antharam

We have a nice farmhouse near Hyderabad airport, and we go and spend weekends there. In this pandemic we literally spent two months there. We've had that farmhouse all our lives, but we never spent two

months there until the pandemic. That helped us because we got to see the lifestyle. But there, there is a disconnect from the community and that's where Organo is better – you get all the facilities of a farmhouse, but with the community aspect. It's also safer. And with the farmhouse, the maintenance is not easy; it takes a lot. In Antharam, those things are sorted. The agencies are taking care of all that stuff, and at the same time you have all the greenery and farm at your doorstep. So I think it works for us.

“It’s not like it’s a yoga retreat or something; they have these clusters which gives you that city feeling. I like the rural-urban combination, it’s very inspiring. Between us we bought a bunch of units so it will be nice to be surrounded by our friends and family when we get older. All my life I have lived in the village with my grandparents, and now I have also lived in the city; so I have seen both worlds. This place is the perfect combination and will be the future for everyone. Asmitha & I would love our son to experience the best of both worlds.

- Vishnu Reddy



VOICES

AMULYA TIPIRNENI

Founder,
The Earth Love



On Urban Ethos

"There was a point in my life when I felt really disconnected from the city; I felt that there was not much that it was giving me back, and in fact I had a conversation with my children as well regarding whether we should move to some farm. There was, of course, huge resistance from them but somewhere deep inside I really felt like something had to be done about it. That was the time Organo was introduced to me, and I think it is a perfect marriage between living in the urban set up as well as getting the best of rural living. I don't see myself creating and establishing a farm, and then looking after everything. I think that when a team of experts is doing it for you, that's the best option to go for."

On living with Nature

"This whole concept of being close to nature was not new to me. Every time we would go to my grandmother's village, it was a daily conversation about whether the milk was coming from the farm, or about eating the food that was grown there – these kinds of things were, from a very early stage, embedded in everyday conversation. My grandmother grew all these plants right in the middle of the home – if you know those village homes, they have a courtyard. She would grow all her flowers here to offer to God. These are the kind of things I grew up with, so it's not like I suddenly realised that I want to be close to nature; stay where I can smell the earth and hear the birds singing. It is a very innate thing."

On Gardening, Rural Connection & Future for her Children

"My mom was hugely into gardening and it was something that gave her a lot of pleasure. I still get my rice from my village; my uncle who still lives there sends it to us, so yes, I think it is very innate for me to want to be near nature. As I said, for me to want to live around nature is not just a concept, it is something that came to me from my parents; from my grandparents; from holidays; memories. And I think that the memories are the ones that give me the desire to move back to that in some way. I would really like to create that for my children as well. For example, when we used to go on holidays during childhood there would be unlimited time to play. All we had to do

is come home on time to eat. There were no restrictions; no curfew to come back home or anything like that. Everything felt safe; everybody felt safe to talk to and connect with. Yes, I would really like for my children to get at least one quarter of what I had in my childhood."



Sustainable design

Is not complete without natural ventilation, which reduces the building's total energy use and has an overall impact on the return on investment besides lessening the carbon footprint and energy emissions.

- The Environmental Protection Agency (EPA)



On Antharam Advantage

"When I introduced this concept of moving away somewhere and just being in a farm, both my daughters were almost in tears and full of tantrums and resistance. But I think that Antharam will be a good fit for them in terms of giving them the best of both worlds, and when they need it they can just come back to the city. But while we are there, I think being close to nature is going to

be really good for them in terms of connecting with themselves. I think they will have a very good sense of themselves while they are living in nature, in the midst of noiselessness, where they can hear themselves and connect with themselves better. I think that these are sights that I would never be able to provide for them because I cannot recreate the village scene that I grew up in for them today. This is the closest I can get to that."

On her Work, Motivation & Living on the Slow Track

"I graduated in Journalism and Mass Communication. I dabbled in Fashion Design, taught Yoga & Chanting Therapy before I found my niche and founded The Earth Love. I feel that one of my main purposes in life is to teach people how to make better choices and I felt I could do that through The Earth Love. For me it is a platform where I can reach a larger audience, teaching more people how to make better choices. The Earth Love is an online retail platform with all consciously made products, and currently we are moving towards having only essentials because I do not want to promote over-consumption or over-hoarding. It is a significant step for my self-expression and where I see myself going. What I see ahead is moving towards slow living; towards feeling more engaged and connected, and it is exactly a reflection of where I am in terms of thoughts, beliefs and my vision for myself and everybody around me."

“
Antharam is just so perfectly fitted for us because we would not have to leave anything behind and yet take a whole 360° turn.
”

- Amulya

On Conscious Lifestyle

"When we want to move towards a conscious lifestyle, I don't think it can happen overnight. For it to move in a smooth way, it has to start from where we are today and then we make choice after choice to get to where we want to be. For me, life is all about better choices and I don't think the best choice can be made without making these smaller choices. I think a hundred choices can take you to that one place where you want to be and that, for me is Antharam. I don't think it's about quickly snapping out of something you are today and getting into something new, I think it's gradual and that every choice that you make leads you to that place where you want to be ultimately, and for me currently Antharam is exactly where I want to be. It absolutely feels like home."



Buy direct from the farmers And get a view of their lives

At Organo, we give you access to the farmers and their produce directly. Facilitated by the Organo Farm Store, this delivers a critical Win: Win.

You get the price advantage and the pleasure of helping farmers and the farmers get better pricing too.

The Organo Farm Connect helps create farmer bonding, beyond transactions. Enabling you to understand farmers' lifestyles and the way they thrive.

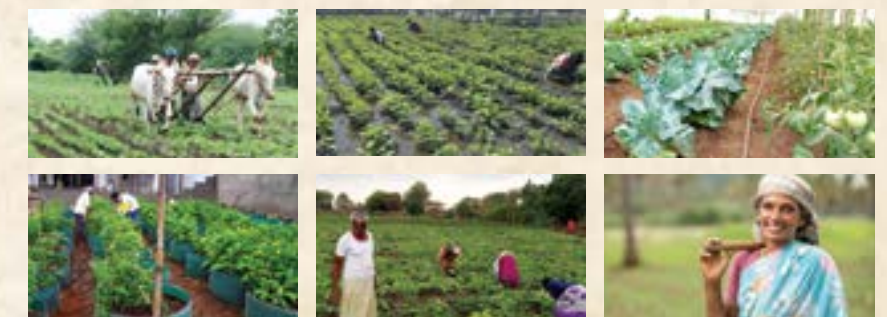
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VOICES

MUKUND MENON

Founder,
Liveware People

On his way of life

"I am an only child to my parents who still live with me; that's the way I like it. I had a great schooling, studying in one of the best management schools in Tamil Nadu. I was a star in sports and received a Chief Minister's award from MGR; I was the All-India University Champion. I got selected for the Asia Camp but could not go because I tore my hamstring muscle. Instead, the guy who was running and training with me went for the games. I had a fantastic career in sports, whereas in studies I was good – perhaps in the top 15 or 20 of the class – but not in the top quadrant. I was at the time focusing more on sports and extracurricular activities. I got involved in music a bit, I think largely because I had the look with the height and the long hair. Singing Deep Purple is no big deal; you just have to scream."

On his family

"I grew up in a community and we are still friends with the ones we grew up. It was a lovely community where my dad built our house, and everybody was known to each other. It was nice. I have a daughter and a son. I got married when I was 24 and by 25, I was a dad. I am one of those young dads. Everything happened fast in my life; I became the youngest vice president at 34/35 years old; I became a HR Head in my very early 30s and had 50 to 60-year-olds reporting to me. Everything happened fast for me. Now my daughter is married, and she works for Accenture based out of Mumbai. My son has just finished his Masters in Detroit. Next month he will be picking up a job with a company called Venmo, which is the Google arm that works on driverless cars, a \$3 billion dollar project – that's the future. For my personal reasons, when working in the US, I had to come back since my wife is also an only child and her father went through a bypass, so we decided that we should move back to India."

“

I am a cosmopolitan person. I am a Malayalee, born and brought up in Chennai. I left Chennai in 1998 to go to the United States, where I lived for around 14 years. Although I have only lived in The States and India, I have travelled extensively and lived out of a suitcase with my work. I am at a stage where I want to invest my time mindfully on things that add value to my life, which in turn will have an impact on my clients' too. So, for me the concept of not having to commute to work; to have co-working spaces in the vicinity of my home, that I can walk to, is just what God ordered. I quite like the name – God's Own Office. Incidentally, my roots are in God's Own Country. Interesting, huh?

”

On Organo & melting distances

"Organo presented itself to me a long time back, but I did not make any moves on it. That time I was not thinking about investing in any real estate, and I didn't know if it would ever truly be the way it was being planned to be. I had never seen anything like that in Hyderabad before; to be honest, I thought somebody was making a tall claim and it wouldn't turn out that way. So, it just passed me by as an opportunity that I didn't take. Then when I finally visited it, I realised it made a lot of sense. I made an effort to go and see for myself, but it was outside of my budget, so I took a step back. Then I found out another similar project was being started and I thought that though it was a little far, I realised that in the beginning we always think things are far, and they seem close. Before you know it, something seemingly far becomes part of

the city – like the airport. We used to think the airport was far, and now the city has extended towards it and we can get there in 30 to 40 minutes."

On his preferences in a community

"Some of the reasons why I like this project are that it's well maintained, yet very spaced out and has an earthy feel. Even my current house is made from wood and stone, I've never wanted anything fancy. The other thing is, except for my friend who has taken the next-door building an office, I don't know anyone in my area. All around me are offices, and you can't live like this for a long time where the only people you know are the guy that comes to clean your car, or the cook that comes and goes, or the lady that comes to look after my mother. This seems to be the only community that I deal with. We are not in any real community, other than occasionally calling

my friends around there are no real people to interact with on a day-to-day basis. This is not the kind of community you want to be in as time goes on, so eventually I would have to move into some kind of community. Next, I like the place and that is most important; I liked what I saw when I visited. And finally, I believe it is a good investment."

On living with nature

"Another reason why I was keen on this project is that I love nature, but not the type of nature you get in Singapore – that is too synthetic. I like the natural nature. Even to this day we have a home in Kerala amongst 300 acres of land that is largely wild. I do not like very cosmetic nature, and that's why I thought Organo was good. Sometimes you do not need all the bells and whistles going on in your house, it's nice to be somewhat wild. Being from Kerala, I am a very nature-oriented person

although it sounds cliched. The plan here was that I would get a nice farmhouse and move into it; have cows, goats, hens and all that. I want to live that life, but I am not from Hyderabad so I didn't know if I would be able to pull it off. I really didn't know if it would work out for me. I was worried to commit and then realised it wasn't for me – in particular from a maintenance perspective. These guys who have farmhouses spend a lot of money on maintenance. With Organo, it is something in between; you don't own the livestock and therefore don't need to get your hands dirty. I wouldn't be good at cleaning cow dung or washing the cows. So, although the farmhouse life seems like a good idea, the reality is quite different. That's why I decided against it; I wasn't ready for the maintenance."



God's Own Office



On inclusive neighbourhoods

“In another 10 years, India is going to be the third largest economy in the world and it will be like any other foreign country. They could work and live anywhere. Commuting will become shorter; you won’t have to sit in a train for 24 hours to get anywhere. So the country will become smaller, and after COVID with everybody working from home, you could potentially live and work from anywhere. So predicting who will be where is tough. People would have predicted that I’d still be in the United States. But I would never become a citizen of the United States, I am an Indian. Like they say, “You can take me out of India, but you can’t take the Indian out of me”. The Western countries only have two things that we do not: money and infrastructure. Other than that life is much, much better here. I lived in the US for 14 years, but still never wanted to live the rest of my life there. The US will never ask you to be part of the community; the more you live there the more you will want to live alone. So, people come back for the community and quality of life, particularly for their children. You could be living in the US or Europe in a so-called community and not know anyone. It works when you are young but later, I realised it doesn’t make any sense. I have been to a lot of places. I am not a tourist, but a traveller, so I like to go to ordinary restaurants, use public transport, etc. Most of the time I don’t even take pictures. Travelling and living in other countries teaches you a lot and has made me appreciate India more. See, the US doesn’t have any history.”

On the Indian value system

‘Solitary confinement is a punishment, it’s not good. I got stuck in Mumbai for two months before I got back to Hyderabad, due to COVID. And what I learnt was that your hell will come from unexpected quarters. I was alone in the house, a swanky

house, and if you indeed live in a nice house, nobody will help you. God help you. You should actually live in a basti, it is better. I couldn’t go out to get groceries, but my cook sent me meals for two months. I didn’t even ask her to do it. But she insisted. She didn’t even ask me for money, it came natural to her that if she was cooking and she also knew I was alone, she would want to send food. For two whole months; breakfast, lunch and dinner. She would pack it in the morning and then her son would walk and drop it to me outside the community gates, since nobody was allowed in and out at the time. She didn’t have to do that, and then I also found out that her community was also completely locked off, so her son actually had to come on the sly to drop my meals. This is so much, how people rise to the occasion. They are the true leaders, after all they are also in crisis but look at the value system. The only thing that was in her mind was where would I eat during this crisis, and so it seemed natural to her to take action. So that is the biggest thing that I learnt. I learnt purpose.

On finding the purpose

“It’s not about how great you are. We should go after the purpose, and not go after the outcome. An outcome will come automatically if you have purpose. So, in this case, for example, I started buying so many groceries for my cook’s family. She didn’t ask for them, but it was an outcome that she got through the purpose she had. I went on to give her stuff from my home; beanbags, a guitar to her son, I gave her cash, and she was in tears wondering why I was giving her so much stuff. But I told her I was very overwhelmed by what she did for me and that I knew no other way then to keep giving until as long as I feel I have given what I owe back to her. if your purpose is strong, your outcome is automatic. That’s what I learnt during the pandemic, and I will stick to it.

- Mukund Menon



God’s Own Office



Conference Room

A dedicated conference room to have uninterrupted meetings with a serene view of the water pond and greenery.



Cafeteria

Have a cup of coffee and a light snack at the cafeteria and unwind with beautiful views of the organic greens.



Spa

A place for your mind and body to relax after an early morning workout or a long day at work.

VOICES

ANJANA KUMAR
Homemaker

SATYENDRA SINHA
Site Leader, People Technologies
at Amazon Development Centre



"I come from agricultural background. Born and brought up I Bihar, we lived in the outland area closer to UP where the land is very fertile. I am the only one in our family so far to have opted to pursue computer science and take up a salaried job. Everyone else is into farming. My wife Anjana comes from the same place but all her family have taken up government jobs. Our affinity to rural lifestyle is what drew us to Organo."

"When I was working for Microsoft, we had gone to Naandi for a team outing. I felt an instant connection and wanted to pick up a unit but I was a little late. I loved every aspect of Naandi - design, farming, rural ambience, goshala, solar power, fish pond, I can go on. It isn't very far from the city either. Later, when I visited along with my wife and our daughters, all of them loved it as much as I did. So, for us to be a part of Antharam is hardly a surprise."

- Satyendra

"What struck me as soon as we walked into Naandi is the serenity, the quiet and peace and the resort feel. It was simply beautiful."

- Anjana

"Nature is what I loved the most, and then the perfect blend of rural and urban; not too far from the city. No traffic, no noise pollution etc. When Nagesh explained Sapthapatha, it was a definite clincher. There were no more discussions needed when Antharam came into the picture."

"The concept of bringing back sparrows, the organic community farming there; the food quality, the concern about the ecosystem of the local area and the well-being of locals and farmers. The idea of prosperity for all was immensely appealing. There was a stage in my life, when I had considered doing something like that as my gesture of giving back. Currently we live in the Kondapur area. It was really nice when we moved here in 2007, after getting back from US, but now it's overcrowded. It has turned into a bit of a concrete jungle

recently. When we purchased this place, it was still in the outskirts. It was actually agricultural land that was converted to residences with a proper layout. This place really met our requirements for the time when we had just moved back from the US. It is a quite close-knit community although I wouldn't say there are many activities as such. We have seen this area change from rural to urban in front of our eyes.

We love the cluster concept in Antharam and the natural swimming pond. It gives us the village feel we're looking for.

When considering Antharam, it is not just the lifestyle but also I thought of it as an investment. In six or seven years we will definitely think about living there permanently."

- Satyendra

"I think it will be lovely to live there, to slow down and to be more selective about our activities and above all, for the health benefits which is everybody's top priority now, after the pandemic shook us all up."

- Anjana

“

I remember visiting our village regularly for family functions and festivals; I vividly remember collecting crops, cultural events... The community living at Organo reminds me of the village experience where all of us lived like one family. Everybody knew everybody and there was genuine concern for one another.

”

- Anjana

Rurban Hive



Rurban Hive is an important social node within the community. Here, residents can come together and create an environment where thoughts and ideas are shared, where moments and memories are made and where everyday interactions are natural easy and mutually beneficial.



Lounge/Boardroom

A boardroom of your own to host colleagues on work retreats, or work in whilst looking at the greenery around with chirpy birds for company.



Guest Cottages

Extend the best hospitality to your guests by hosting them in the guest cottages surrounded by lush greenery, where they can sleep soundly and wake up to look at the rising sun and to hear the birds sing.



Rurban Hive Dining Area

A place that serves healthy farm-to-fork cuisine and a place for the community to get-together for potluck meals.



Banquet hall

A party place where the community celebrates festivals, birthdays, anniversaries and special occasions.



Home Theatre

Invite your family, friends and neighbours to watch the latest release or anything you fancy, in this Gold-class mini-theatre with recliner seats and Dolby surround sound.

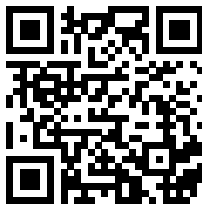
VOICES

DR. NIKITHA REDDY

Radiologist

VINOD REDDY BOPPIDI

Director, Sikhara Projects Pvt. Ltd.



On their choice of life

“My wife and I always wanted to grow our own vegetables in our backyard, but maintaining it is tough for us. During this pandemic, we happened to visit Organo Naandi. We found it exactly the way we envisaged farm life. We were totally impressed with their techniques, like how they grow vegetables, generate solar power, have a natural swimming pool with no added chlorine, and many more things. We should all start moving towards sustainable living. We strongly feel that it is the need of the hour.”

– Vinod

“My parents and grandparents come from an agricultural background, and I remember being told to respect soil; to respect Mother Earth. So, those basics are really strong in me. I have seen rapid urbanisation happening in my village (which has now become an extension of the city and has destroyed the ecosystem of the place completely.

Everything has happened rapidly, in the span of 10-15 years. I’m not against urbanisation, but I feel that it should have happened in a more proper and planned way. My village, which is now a part of Hyderabad, used to have beautiful ponds and lakes. The ecosystem has been completely destroyed.

My husband and I always had this long-term plan to buy farmland and to start farming. These were all thoughts that were never put into action. We used to think that maybe three years or ten years down the line we will start farming, that we’ll start growing our own vegetables and we will adapt to a better lifestyle.

When we visited Organo Naandi, we realised that we can’t do it alone. It’s very tough to do it alone. When we visited the Organo Antharam site, Rakesh showed me around as to how they were improving the soil health before they start the plantation. As a child I was always told that we need to respect soil. This was repeatedly told to me by my father, and he really believes

in that. I really believe in that. And I really appreciate them for believing in that and doing what they believed.

Vinod and I are very different in our tastes and personalities. I am a very emotional person, and he is a very practical person. But when it came to the decision of investing in Organo Antharam, it was instant. I guess it appealed to my emotions and his pragmatic thinking. We both loved it. It’s sustainable but not boring.”

– Nikitha

“With any financial decision I would usually take around three months to close it, because I’m into the construction business. It hardly took five minutes for me to close this deal. Because I love this concept and I wanted this kind of atmosphere, it hardly took me any time.”

– Vinod

On their choices for their children

“As parents, we definitely want

to give pesticide and chemical-free milk to the kids; that is the most important thing. This way also they will learn, because we don’t know how to do organic food. I mean, genuinely, I don’t know how to do organic farming. So, we and our kids will together start learning.

3 in 10 women suffer from PCOD. This condition didn’t exist 20 to 25 years back. This is a new disease that we have created, a lifestyle disease. Everything has been adulterated, and we have had a very good lifestyle. For example, we used to brush with a neem stem, which was sustainable and didn’t have any added sugars like our toothpastes now. We were influenced and we shifted to plastics for brushes, which is not sustainable and is not doing us good in any way. But shifting back needs to be done. We can do it, but it’s difficult. It requires a lot of commitment. So yes, we need to go back to our roots, although it’s not easy.

– Nikitha



“Any promoter could have done this but having the guts of specifically doing sustainable living is amazing. I think with Antharam we will try to learn a lot about sustainable living, and I’m looking forward to enjoying my results over there.”

– Vinod

“For our kids and for us to watch stars and birds, we hardly find any such spots right now. That happens only on vacations for us. I don’t want to do that only on vacations, I want them to have a proper rural-cum-urban upbringing. With so many like-minded people around, we hope it’s going to be a great influence on them, and they will understand sustainability in a proper way. It’s really important for us to change for the future generations. We were part of the problem, now we want to be part of the solution.”

– Nikitha

VOICES

SASI BHARGAVI

Accounting Manager,
Stone Pine Accounting Services

PAVAN DENDULURI

Sr. Software Developer,
Charles Schwab



On Childhood Influences

Growing up, I never felt that environment made a difference to me. My grandparents used to live in a village and the fondest memory I have is just eating in the backyard, where all the family used to get together for dinner around the Tulasi kota. I still carry that memory with me and remember it often. I also reminisce about sleeping under the sky, gazing at the stars. Those are my two fondest memories. If we live with nature at some point, it will resurface and bring you back again. I did have a lot of exposure to living in a village during summer holidays. My maternal grandfather and uncles are all into agriculture. Every time we would go there for summer holidays, to Eluru, we would have all those delicious things like fresh tender coconut water. It just brings a lot of memories. I think about it so much more at this age than ever before. It makes me want to just go back. I want

to experience that freedom of being able to go to any house and feeling the freedom to eat anywhere; doing whatever you want.

– Sasi Bhargavi

There are a lot of reasons why we want to come back from the US. I think it all started in the last 2-3 years, I guess. Not just due to becoming parents, but realising that we have hit our 30s now.

I was completely brought up in Hyderabad. So, for me, farming was very far from my world. I was born in Vidya Nagar. I was brought up in DD Colony. Completely city environment – no connection with farming; no connection with any village. But the real connection happened for me after I moved to the US. Denver, which is completely close to nature, has mountains, trails, and parks all around. You live so close to nature that you get to experience it in a bigger way, and I think that’s when it started for me. I understood the importance of having a home

close to nature and being able to reap all of those benefits.

– Pavan

On Home and Nature

For me, home was one thing and nature was different – you could never integrate these things. Nature was something you would go and enjoy. But having something inclusive, where you would be part of the nature, is a huge thing. It basically gives you everything; your health, your wealth – everything depends on that. After coming to the US, I became more health conscious. I began running; I’d go on my bike; I’d hike, so all these things really matter.

Everybody works so hard, so if you’re craving for those little things in life – like being part of a community where you have trees, walking trails, goshala, farming; you’re eating vegetables from your backyard; you’re able to grow and work with

plants – all these things give you a lot. Personally, it gives me a lot of happiness now. So, my transition from being completely a city guy to being part of nature has been a fantastic journey. Now I have realised the potential and I am expecting my life to be in that horizon.

– Pavan

I am a gardening enthusiast, but the summer months are very limited here in Denver. I do what I can in the summer, but then in the winter everything is shutdown. If I could just to go back home to India, it’s what I’d want to do. And I would like to be as self-sufficient as I can.

– Sasi Bhargavi



On Work from Home & Antharam

I am a software developer, a software engineer. We are now working completely remotely. That has changed a lot of things about how I think. Not just COVID. The climate here is a little tough, because in winters we get a lot of snow. The only thing that we would want is to just go out and see the Sun for some time. So now we realise that nature is so important. The way that we have blood flowing, we need to have nature flowing in our body. We need to be integrated with nature. Without seeing the Sun for 2 or 3 days in lockdown, it took a toll on our health and well-being. I'd never have realised that before. That is the most primitive thing you want as a human; Sunlight. Humans are social animals and we move around a lot, but we don't realise how much we are a part of things around us. That's something I realised of late. The primary reason for choosing Organo, is wanting to have that kind of lifestyle which is inclusive with my home. Like I said earlier, I always thought of home and nature as separate. I would go out and travel miles away to go and see nature, but that's not a reality for me now. In India, having such an environment is a huge privilege and I am so happy for the Organo Group to have made it a reality because I don't know if they're any other people who are doing it so passionately and with so much commitment. Such projects don't come to a reality if you don't have that passion and commitment. You have to be really into it, otherwise it's really hard. And having that mindset is important. Having similar-mindset people around you; your children grow in that mindset, and they will have a bright future also. In a nutshell, that is what I'm expecting from that kind of living. Being in the US for 12 years and then moving back to India is a big thing. And then when Antharam gets ready - by 2024 I think - we want to make it our primary residence.

- Pavan

When we heard about Antharam, and we thought let's do this. I was so happy that I could find that kind of living.

The best part is having people around. I have a brother that works for TATA Electrical. I will be living with my siblings and in-laws. My kids would grow up in a great community. Education should not be a big problem for us; there are a lot of great schools coming up. There is a school 45 minutes away from Antharam that I would like my son to be a part of. I think it's more comparable to how in the US you have this suburban and downtown living; it's like that. If Gachibowli was downtown, then the suburbs would be Chevella. It will be closer to how I am living right now.

- Pavan

On Living in Antharam

I also enjoy travelling and being outdoors. For me I just want it to be an active lifestyle as I grow older, and Organo Antharam pretty much facilitates that lifestyle for us. I can't do that sitting in the 25th floor of a tower in Gachibowli. As you're growing old you want options to be active, and you can't ask for anything else.

- Pavan

I'll share a little story with you here. I guess 4 years back, when we were actively looking for houses in India, my brother was looking out for places for us and he couldn't fit any house into the

parameters I was giving him; especially within the budget I was giving him. He looked at a lot of places and came up with great recommendations in terms of commercial viability, geographic location and feasibility; how proximate they are to office spaces and all of that, but nothing really struck me. At one point I realised that what I was visualising is not a reality. We hadn't heard



I would say we would want to be physically and mentally independent, active, and close to nature. That's what we are commonly looking for.

- Pavan



of Organo Naandi until my brother moved there. They were looking for places and they happened to go and visit Organo Naandi. Then he told me that he thought this is the kind of place I was looking for and said I should definitely come to live here if I am considering transitioning back to India, because this will be that place where you will just settle in. By then, we had had a long journey of not being able to figure out what I want. But after my brother told me about Antharam, I really jumped at it and said that this was bringing up the visual of what I couldn't entirely conceive in my mind.

We always planned to move back to India for family reasons but the timing of the transition, and the exact planning of it, we couldn't figure out very well. And Pavan is not a person that wants to move back to India. But now, Antharam is a big reason why he's looking forward to returning home.

- Sasi Bhargavi

On Conscious Parenting

When I had my child, I began to wonder how air filters affect the quality of indoor air that we breathe. I used to get air-purifying plants and all of that. I was so crazy with all that. My brother saw the transition in me, and he was really taken aback, since I was never this person. I was really a pani-puri eater that would just feel free to be on the roads, and then I changed after becoming a parent. The reasons that I like Antharam - it is a self-sufficient community, which is something that we want for ourselves. The goshala is one more thing that I really like. More than the farm aspect I was fascinated by that goshala.

- Pavan

On why Antharam eco-habitats are the perfect fit

It's about that right balance. I'm looking for that balance. I don't know if I should say this but I also like the square footage of the unit. I'll tell you why also. 2300 to 2900 is the right square footage. I did some research around why that is the perfect

range. If you go above that, it seems it adds more stress to a person because you need to maintain it. You cannot leave that space empty; you need to add décor to it. And that adds more stress to a person. Whereas if it is in the perfect range you have adequate space for your whole family, with less stress. Also, I like the ventilation units. Like I said I was looking at other home options before and a lot of those houses face each other, so they don't have much ventilation around. These really appealed to me. As soon as I saw that, I knew that the architect here had done the research. They have made it such that you have plenty of sunlight in the backyard during the day. In the first half of the day the east-facing houses get it, and in the second half of the day the west-facing houses get it. It's a beautiful concept that they thought of, and I really appreciate that. Those kinds of things really struck me. A lot of houses even have small farms, and landscaping and gardens around them; walking trails around them. But most of them still think and talk about the commercial viability as well as the construction. They include all of that. But here they didn't do any of that, and I really liked that aspect.

We want to minimise stress, not add to it. That's something that I like about it. I don't know if anybody else would mention this, but if there are any more people, I would be interested in talking to them.

- Pavan

Another thing we discussed was about the house not being too big. I don't like very big houses. There is a front and backyard which is abundant and fills up the square footage of the plot. So that's one more thing we liked about it.

And because we already have to do so many things in the day, like work, take care of family, cooking, maintenance, and all of that, it just makes sense to have a house of the right fit.

- Sasi Bhargavi



VOICES

SATYA SHREE

Home maker

CHANDRA SRIPADA

Master Principal Cloud Architect,
Oracle



On the rural experience

“I was born and brought up in a typical village near Kakinada, where there are only two buses a day. I was there until my school finals and went to a nearby town to do my +2. I’m not new to this village living, and in fact that was the main motivation for us to stay somewhere close to the village environment in Antharam or Organo Naandi when we heard about it.

We have seen farming pretty closely. I still have friends in the village who are still into farming, and who have cows on their farms. As a child, I was always in one of the farms playing with the cows. I used to love to sit on top of the cows when they were being washed. Our village is next to the Godavari River, so we were always on the banks of it. Especially in the summer we would be in the river or in the boats of friends who went fishing. Not many of my friends are there in the village now; most of them have moved out. Those are really good memories, especially of the river and activities with friends. The bonding was so deep because we were there until we were in 10th, so we were 16

years old. So I am not talking about something when I was 5 years old; these were all teenage experiences. I would like my children to enjoy nature in the way that I did. I would love them to be able to sit on the riverbank and have a chitchat.

and came here to the US. So since then, I have always been out of the village. My parents and grandparents were still there while I was studying and I used to go and visit them, but even now they have all moved out to a nearby town to have better facilities.

When we heard about Organo Naandi, we felt like that was pretty close to how we were living here on the outskirts of Denver and we thought the transition would be easier.

– Satya Shree

When I joined engineering, I had to leave my town and I went to Nizamabad. That was the first time that I was out of my village, and from that time onwards it was all about education; completing my Bachelor’s and then going for a job. I got a job in Hyderabad, and then I moved from there

They are growing old and wanted to be closer to hospitals, and so on. Now nobody is there in our village and we have sold all of our homes. But still I like to visit sometimes and when I go, I meet my friends.”

– Chandra Sripada

Life in the US

“Moving to the US just happened. It was an opportunity that came through my job. It’s just like anywhere else; you come here and you do your job, and get money. My plan is to make whatever I can during this prime time of my career, and then be able to move back and settle down. I am in the Cloud Space, working for Oracle right now. Where we live here we are on the outskirts of the city, Denver. It’s like the suburbs. Here in the US, if you have some decent family home you will at least have a decent backyard and it will be of a good size compared to how we typically see in India. So, there is some breathing space compared to community apartments. Back in our village we had a very big yard and we used to grow so many things; from coconut trees to banana trees, to guava and pomegranate, and so many vegetables. There were so many trees, and most of the things we ate were from the backyard. And there are so many things coming from other people’s backyards also. Whenever I would purchase curry leaves when I first came to the US, I used to feel so strange initially. I used to wonder why people had to buy curry leaves.

– Chandra Sripada

On Organo Naandi and Antharam

“We had been hearing about Organo Naandi and its concept for a few years now here. I knew about Antharam about a year ago, but at that time we were not sure. Conceptually it was somewhere that I wanted to be, especially in terms of being close to nature. I never had a problem breathing when I was in my village but I was suffocating, whether in Hyderabad or other cities, and I ended up having these dust allergies and sinus problems. Where we are now in the suburbs we don’t get that because it is not so polluted or close to the city. When we heard about Organo Naandi, we felt like that was pretty close to how we were living here on the outskirts of Denver and we thought the transition would be easier. From the environment standpoint, it will be less of a shock to the kids as well as to us. What I also liked about Organo Naandi and Antharam is that at the heart of the concept is a village, and then they built the remaining things around it. So even without so many details of

the project, we were instantly connected to it for this reason. We are also looking into the schooling of the kids and things like that, and hopefully that will work out fine.”

The place where I grew up in Orissa; we used to have a front and backyard and we used to grow vegetables. We used to have all these guava and mango trees, so organic was normal for me. My childhood was full of that. There used to be a gardener to water the plants, pick fresh vegetables and deliver at our home. Whenever we used to come for summer vacations at my grandfather’s place, those 2-3 months was never enough. My favourite thing about the village was the Godavari river...”

– Satya Shree

On what they love in Antharam

“The first thing that I like about living at Antharam is being close to nature, which really resonates with my childhood memories of our village. Secondly, would be the

vegetable farming; it’s really close to my heart and I would like my children to experience it. Third would be the goshala. For me, Antharam brings back all the childhood memories of my grandparents place, which I miss even now.”

– Satya Shree

“We wanted to have this environment, away from the city, but it would still be accessible. I wanted to give the kids a place where they can be close to nature. The experience may not be as pristine as our village’s but at least close to it; at least to see cows, where milk comes and what the process is. These are very basic things that kids don’t know, which is so saddening to see nowadays.

They don’t even know how a plant grows. Everything is packed in boxes for them. If I ask my youngest son where I’d get a particular fruit from, he’d tell me at the grocery store. Although it might sound very cute to hear, it’s such a pity that they don’t know where things come from.

– Chandra Sripada





Cluster homes & rural life

"If Organo Antharam will be a dream come true with respect to where I want to live when I come back to India. Also, the way that "If Organo Antharam will be a dream come true with respect to where I want to live when I come back to India. Also, the way that it is set up in clusters so that there is nothing behind you - even in my village that's how it was. I had a big backyard, and there would be another big backyard right behind us and their house would face the other direction. You literally cannot see anybody. So, I feel like Antharam is very close to how we used to live in our childhood, and if we can replicate the same thing here that would be great. It's a no brainer for us, especially given our backgrounds and how we've lived, and choose to live going forward.

I was actually in the process of finding a good plot in my

ancestral village, and I asked my friends to look out for one preferably on the banks of the river. But the practical problems there are, for example: what about the kids? What about their education? And how do we manage that? I can't take that chance with the kids' education. But with Antharam, they dealt with all the issues we had and filled in all the gaps. So I feel this will fit even better than I thought, and definitely better than going back to my village. But once the kids' educational stuff is done, I still long to go back to my village and sit on the banks of our river and probably settle down there for the rest of my life. And of course I have friends here in the same city in the US, who are from my village. One friend still goes back to visit. Because I still have those guys there, I am so positive that I can go back one day. His father always says that if I live in this village without going either to the US or Hyderabad, I will probably live 10 years longer! See, if you live in a natural way it

will naturally take you to a better way of life. Currently we are not living like that. Especially if I go to places like Gachibowli where my sister lives, I often wonder how people are even living there, where they cannot feel life. So, although our village doesn't have many facilities and all, it's very rich in the arts. There is a school called Harikatha Patsala, where they teach harikathas and music. There is a Ved Pathshala as well, where they teach all the vedas for free. I am so fortunate to be born next to that school, because we would always hear the chanting of the vedas from that school every morning and music. Having a village is the easy part but having this flavour is another part, which is very difficult to get.

My father was a school teacher in the village and my grandfather was a Vedic scholar and Pujari. In this day and age that doesn't seem very amazing, but I think it is. My grandfather is 95 years old now, he is still doing priest activities in temples; performing

marriages and everything. Even after I got a job and came here and told my grandfather that he could stop doing that, he refused and said that as long as he can, he will do it.

A lot of values have diminished and not been passed through the generations. The latest generation always thinks that breaking the rules is the new norm and feel proud about it. And there is no parent these days who is brave enough to say no to their children, or at least explain the problem or values. Often the parents don't even know the values, so they can't even justify it to the children in an argument. Our culture has become something to share on Facebook for likes, but it's not cool anymore to teach our children. There are people from Western countries who are reciting our vedas and getting tens of thousands of likes online, but what are these people liking doing to learn about these things?"

- Chandra Sripada



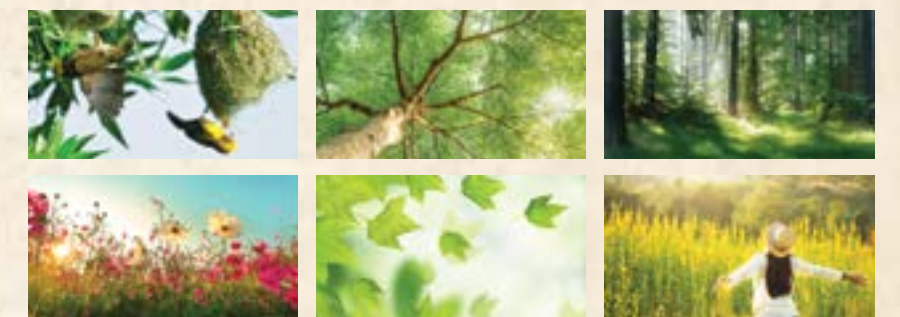
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VOICES

APARNA KAUSHIK
Director, Private Banking

KAUSHIK RAGHURAM
Partner, Goodseeds



On his upbringing

“My initial childhood was spent in cantonment areas, away from the city and close to nature, as my dad was in the armed forces. Fast forward to my corporate life in Mumbai, where I lived for 10 years before I met Aparna. But somewhere at the back of my mind was to have an open space for myself that in no way could happen in Mumbai. After we came back to Hyderabad, we kind of slowed down and realized the importance of the people around us. Whenever we got the chance to spend time with folks, relatives, we went to farms.”

– Kaushik Raghuram

On her upbringing

Hyderabad is my birthplace and I grew up here for some time. As my father is a mechanical engineer, he decided to set up a plant in Kakinada, where we lived

close to nature.

– Aparna

On love for community living & Antharam

“One of the best parts of Antharam is that it’s a great blend of rural and urban life. The best part is the like-minded community more than anything else.

As an alternative to the rural environment, we call it the rural way of life, which is a mix of the advantages of the rural environment with those of the urban environment.

In my opinion, Antharam is right in the middle and not too far away and not too close by.”

– Kaushik Raghuram

On his enterprise

“My company’s name is Goodseeds, which basically means good thoughts. It’s

all about the earth.

We are into online shopping, farmers markets, home care, and groceries. Every Sunday, we have a farmers market and we have partnered with around 40 different partners like weavers, farmers and even chefs. Everything will be local.”

– Kaushik Raghuram

On what they want for their kids

“I think we are all on the same page when it comes to raising kids. What are we going to expose them to or what will we teach them? In fact, the name of my daughter Avani means earth and the name of my son is Mihir, which means sun. We would love to give our children a holistic upbringing. We would encourage them to experience nature in all its glory.”

– Aparna

“

On life after COVID-19

The pandemic has taught us that we cannot overdo things and take nature for granted. Now, whatever time we spend together also is that much more memorable, The focus for the majority of us is to lead a healthy life.

Overall, I could see people choosing healthier, more sustainable choices. For example, using honey or jaggery instead of sugar; we are doing our best to improvise on everything.

– Aparna

”

House of Activity





VOICES

SUSHNI TUMU

Vice President of Product,
Athletic Greens

KARTHIK GADDAM

Architect, Google

“We were 3-4 grandchildren who would spend our summers like that. So, for me, just being around a lot of green space was the norm. And then we would come back to the city during the week for school. It was such a huge part of my life and I feel that it shapes you as a person.”

- Sushni

Life in the US

It was very important for me, even when moving here to the US, that I would live somewhere that would not be cookie-cutter living. It needed to be a nice treat with lots of trees and be spacious. It needed to have a nice blend of surroundings and also allowing you to have an active life. Where you live plays a huge role in what you end up doing with your day-to-day life. You should live so that having an active life is made effortless; it shouldn't be hard work. I live 10 minutes away from the greenbelt, which has hundreds of acres of green space with lots of trails. I am also only 10 minutes from downtown. It's a space where all is possible.

- Sushni

I think food has seen the biggest impact. We were not ordering food from outside for the first six months, and with me travelling so much I was used to eating out a lot. All of that was stopped, and so I felt that we ate a lot healthier. I know physically we couldn't go to the gym, but our eating habits definitely improved at that time.

- Karthik

Lockdown Lessons

Initially the lockdown was very difficult; to be confined to a space, but because we have been able to walk around the community, we have managed to have our pockets of time outdoors. Mostly though, we have been indoors. We created a bubble of a few people who are safe in terms of knowing what contact points they have, and we have stayed in that circle so that we can at least have some social interaction.

I travel a lot for work, and that ended during the lockdown. So now I have been at home the entire time. I used to travel every other week at least. I think it was great initially because I'm quite used to working remotely so I was able to figure it out quite quickly, so nothing has slowed down at work. It's been nice in the summer to be able to play outdoors during the day and things like that. That was more in the beginning, now we have become a lot busier at work so there is less free time.

- Karthik

On childhood influences

“My dad has always been a big proponent of using sustainable energy. On our farm, he designed his own a solar panel set up. We also have a windmill. Growing up, for me, there was always huge emphasis on staying close to nature and dad would always – at least once a month – take us to our village. where my grandparents used to run a school close to Mahboobnagar.

We also had ancestral farming lands, where agriculture was always happening. My father used to take us to the village, and since we never had many amenities there, we would have fun with the camping style set up – boiling eggs on a campfire and such. I had a lot of exposure to all that. We used to spend most of our summer breaks with our grandparents, and the house was surrounded by trees – mango trees, Mosambi; we were surrounded by at least 10-15 acres of different types of fruit trees. Our routine used to be that we would have breakfast, and then spend the day out. We would be playing with ants or looking for other bugs. We used to just sit under

the tree. I don't even know how we used to pass time, but those were some great memories I have.

We were 3-4 grandchildren who would spend our summers like that. So, for me, just being around a lot of green space was the norm. And then we would come back to the city during the week for school. It was such a huge part of my life and I feel that it shapes you as a person, and who you are, I feel, is different when you have so much access to being close to nature in some shape or form. It could be in so many ways. So, for me, I drew a lot of energy from having a lot of green space around me.

In the city we stayed in Himayatnagar, and we used to be very close to Indira Park. It was an independent house, and back then there wasn't traffic or too many people. In my area it was all family homes, and we had a bunch of kids around the same age; after school we used to meet and play cricket in the streets. My neighbour used to have two mango trees, and we used to climb trees and pluck the fruits. So, thankfully, I have always had the opportunity to be in a lot of space. We knew a few of

our neighbours, and my parents still live in the same house. The area has changed a lot since then and there are so many apartments that have sprung up, but my parents are very sentimental about the area. I have one younger sister, who lives in Scotland.

I work for a company called Athletic Greens, and I lead the product team. It is a New Zealand-based company that provides nutritional drinks made from 75 natural ingredients, which aims to keep people healthy by completing what we are missing from our daily diet. The ingredients are all responsibly sourced from all around the world, and it's made from all-natural ingredients. It is a powder that you mix with water and drink, or you can mix it with your shake. You drink it first thing in the morning and get all of your vitamins and minerals for the day. The goal for the company is to help people live a healthy life.

I feel that since we work for 8-10 hours a day, your work should also be something that resonates with you. I am basically a product manager and I am very passionate about solving problems. It needs to be problems that I am excited about though.

- Sushni

On gardening, natural living & Organo

My mom always loved gardening and she has hundreds of plants, so I was very much exposed to that growing up. She has so many plants at all times and really takes care of them; that's her passion. My uncle is the same; they take really good care of their garden. My mother's parents still live in the village with a farm. I would spend a lot of my summers over there, in Mahboobnagar. I remember walking with my grandmother in the morning and getting eggs from the chicken coop, and then spending the whole afternoon playing in the sandpit, climbing trees, running around, and playing cricket with my uncles.

- Karthik

I would really like my son to experience being able to go and climb any fruit trees and having access to flowing water streams. I have such a strong memory of having my feet in the water and just sitting in the fruit orchards hanging out, it was so cool. I would love to have a setting like that for my son to be surrounded by.

I learnt about Organo through one of my cousins. That was Organo Naandi. When she shared it, I instantly clicked with it and wanted to find out more because it sounded great.

- Sushni





One of my friends had spoken to me about it a couple of years ago over a bottle. I really liked the farmhouse concept and thought I would do it at some point in life. But especially when all of our cousins started buying, we started thinking we're not only getting the fully maintained farmhouse concept but also getting a community here. I have seen my friends and family who have farms and it drives them crazy to maintain them, especially at this time.

One of the things that sold it to me is that it's only an hour away from where I live, and so it is so accessible for me to get

away to there. So, we will be there more often. If it is more than two hours away you have to make a plan to go there, but here we can go spontaneously.

It works for us as an investment for the future; even if we are living in between both countries it may enable us to spend more time in India.

- Karthik

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For me, Organo represents positive energy.

- Sushni

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“

For me it is the quiet, peace, community, and hanging out with people that I want to hang out with.

- Karthik

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Top reasons to choose Antharam

“The reasons I like Organo are firstly because of the greenery and having access to anything from that green space from the agriculture to that environment. But the second thing that is important for me is having like-minded people and having a community full of them I think is a big thing for me. I would say these are the top two reasons.

It's very important to know where your food and all is coming from. I was just talking about this with my dad; I don't think people are quite there yet, where they understand the significance of having a zero-waste community. I feel like our food chain and water is all polluted in some way, shape or form. So, if you can control and get access to knowing where your food is coming from, it will only become more important with time. Health is more important than anything, and I feel like we still don't give it the kind of importance, attention and time that it needs. If you can be in a setting where getting access to that becomes frictionless, where it is already naturally and organically available, then there is nothing better than that. Organo, for me at least, will potentially not be out of the city. Now it is one hour away, but I think eventually we will end up living there quite easily; the speed at which the city is being developed. This is an investment that we are making now to enable that life for ourselves once we come back.”

- Sushni

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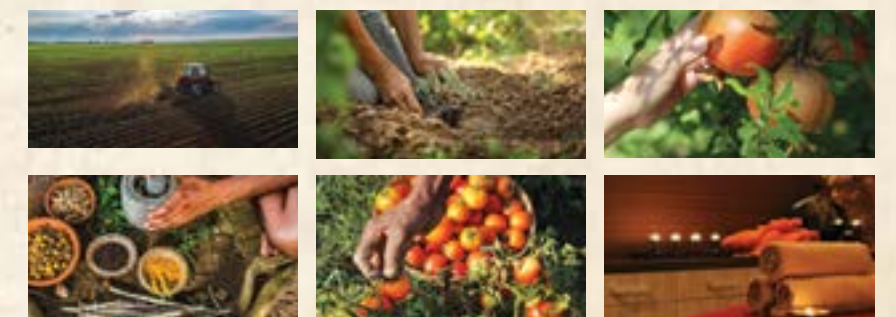
Drop in early morning at the designated farms to start the day with a farm breakfast. And then your farm day begins...from soil preparation, sowing to harvesting, you can indulge in the act of farming while being guided by farmer's experience and knowledge. And during flowering seasons, you can help harvest banthipuvulus to chamanthis. Break for a therapeutic lunch...followed by an afternoon spent among the crops and farm activities.

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People behind Organo



Nagesh Battula

Nagesh embarked on and spearheaded the Fountainhead Design Group (FHD). He is an adept architect with over 26 years of experience in residential, commercial, hospitality, retail, and luxury interior projects. Nagesh envisioned a project that would be sustainable and net-zero in its resource consumption. In his stint at an age, as early as 21, he worked in 3 offices a year each, growing FHD to a name to reckon with in the world of design and architecture. He is a passionate self-taught leader, with an attribute to learn and unlearn quickly, which helped him cross the boundaries of confined architecture. Nagesh with an unstoppable ambition is still a down-to-earth person, who does not shy away from accepting and learning from mistakes while erring on the side of caution. He is the creator of Organo eco-habitats based on Sapthapatha (Seven Strands of Sustainable Living) driven by his belief in the Triple Bottom Line (People, Planet, Profits). His favourite caption “Architecturing the future of humanity” befits him perfectly.

Vijaya Durga

With over 30 years of experience in interior design, Vijaya also has the rare distinction of being one of the few women in the construction industry. In what can be described as a predominantly male-dominated industry, she broke the glass ceiling in more ways than one. An unbeatable combination of the right and left brain, she is as good in number crunching as she is in her aesthetic sensibilities. She has an eye for detail and a great sense of color, fixtures and finish, enabling her to take impeccable decisions on the spot. She is the co-founder of Organo eco-habitats.



Harinath Rao

A civil engineer by profession, he is a well-known name in Hyderabad, with 70+ residential projects in and around the city. In the field of construction since 1990, he has built companies with sustained experience and steady growth. He is a leader of great repute and caliber in construction and project management. His impeccable track record and work ethic have become his hallmarks. He focuses on multi-family residential projects, including real-estate market analysis. He strongly believes that Organo eco-habitats is the way forward for India and the world.



Meena Murugappan

With 21 years of international and local experience in architectural design, real estate development and business design & operations across Middle East and South Asia, Meena is passionate about collaborating with co-dreamers, designing & building with co-creators, and working towards mainstreaming unique first-to-market sustainable solutions. Her sphere of interest is in designing living solutions where people are placed in the center, with real estate, professional services and lifestyle solutions are organized around their specific needs and aspirations.

She is the Director of Product Strategy & Innovation at Organo Eco-Habitats Pvt Ltd, with special focus on user research, product research, first-to-market product ideation, and innovation strategies for Organo's product portfolio of eco-habitats. She is also the Director for Organo Et School (OES), an Education Initiative by Organo, with a mandate to scale up this initiative across schools, communities and corporate companies.

Rakesh Koti

Armed with a Masters degree in Engineering in Energy Systems Rakesh's primary areas of study include Building energy analysis, Solar Photovoltaics, bioenergy, and automation systems. Beginning his association with Organo as the Energy Engineer/Analyst responsible for Energy balance analysis, energy audits, energy documentation and compliance in accordance with Indian Green Building Council, building energy simulation using eQUEST and head of Research and Innovation team, Rakesh is currently the Head of Sustainability. His ability to implement Organo's vision at every step of the way and his capability to get people to be a part of the cause, are his inherent strengths.



Vaishnavi Paturu

Vaishnavi worked as an Associate Counsellor for over 5 years at Indian Green Building Council (IGBC), which is part of Confederation of Indian Industry (CII). Vaishnavi has facilitated more than 100 green building projects (both commercial buildings and large campus developments) across the country to achieve the desired rating level. She also worked very closely with Green Building Councils across Asia Pacific region and represented IGBC at various meetings in India and Philippines. Vaishnavi has a Masters in Advanced Construction Management and holds a Bachelor's degree in Civil Engineering.





Gautham Chandra

A qualified architect, Gautam Chandra is a strong believer in Rurban living. As the Project Manager, he is passionate about ensuring that all the parameters are adhered to, at Organo eco-habitats. Gautam plays the lead role in planning, executing, and monitoring projects that are a part and parcel of Organo. He believes that sustainable buildings are the way of the future.

Ranga Rao

With a background in M.Com from Nagarjuna University and with over 35 years of experience, Mr Ranga Rao is the Head of Finance & Accounts. He is focussed on financial management, structuring, accounting, taxes, liaising with banks, facilitating property registrations and ensuring legal due diligence & compliance.



Conceptualised and Designed by



Dhamotharan

Dhamu, heads the operations and the architectural division at FHD. He has been proficient in getting the right critical design solutions, without having compromised on the logistic efficiencies. With an experience of over 11 years in the field of architecture, he has several Master planning and large-scale architecture projects to his credit. Dhamu firmly believes that “Design is a constant evolution process with respect to time.” As an architect, he has designed various challenging master plans and implemented them successfully without compromising its indent. Having said that, Dhamu has the panoramic experience of various large-scale project right from the inception to the delivery.



Mathan Ramaiah

Mathan is a graduate from the Columbia University, New York. He has a working experience of over 12 years in Indian firms as well as over 14 years in the International market. He is the Design Director at the FHD Group and is passionately involved in the master plan and public space design of Organo. Mathan has designed over 100 Million sq.ft of projects, ranging from 400 hectare Award-Winning Sustainable Convention Center, to a 50-storey Twin Towers in the Middle East, in addition to the projects in India.



Dhurgai Kumaran

Dhurgai, is the Design Manager at the FHD group. He is a Bachelor of Architecture from SAP, Anna University, Chennai and has a masters in Advanced Architectural Design from SAC, Städelschule, Germany under prof. Ben Van Berkel. Having 15 years of experience in India and Germany, he has worked as a design Architect with Bangalore based firms like ‘Inform architects’ and ‘Ocher Architects’. Enthusiastic in contemporary design methods and methodologies, he has implemented the parametric design method for the project “Skyline Plaza” for Jourdan Muller PAS, Frankfurt, Germany. He has also run the architectural studio for the M Arch programme in Anna University.



Indrasen Bollampally

Indrasen Bollampally has over 22 years of experience as an Entrepreneur, Investor, Business Consultant and Application Developer. He holds a Master’s degree in Computer Information Systems from Nova Southeastern University, Florida, USA, and B.Sc. in Computer Science, Osmania University, Hyderabad, India.



Dr. Syamasundar Reddy

Dr. Syamasundar Reddy is the CEO of Samhita Crop Care Clinics and Senior Scientist & Head of Indian Council of Agricultural Research (ICAR), Ekalavya KVK, Tuniki. He specializes in agriculture cycles, crop production, plant rotation and agricultural marketing related agro-advisories. He has been instrumental in helping the Organo with natural farming in our Eco-habitats through his advisory services. Having worked with IIIT Hyderabad as Adjunct Faculty, he brings in plethora of experience based on his theoretical knowledge and practical field exposure help in localised problem solving.



Swati Puchalapalli

Swati is the founding partner and director of Terra Viridis, an environmental design consultancy that she started ten years ago. During the past decade, Terra Viridis has worked across several sectors ranging from policy research to environmental consultancy for corporates, institutions and government agencies. Swati is a strong proponent of passive design as the first step towards sustainable design, constantly applying learning from local vernacular to new buildings. She works extensively with computer based building analysis to help architects make design decisions.



Niharika Kosanam

Niharika Kosanam is the Founder of Continuum Studio, a firm that strives to achieve sustainability in every aspect of living. Niharika is a LEED Accredited Professional and IGBC Accredited professional who carries end-to-end practical knowledge in Building Design, Construction Management, Business Development and Sustainable Design. Her aim is to make energy-efficient, green buildings that go beyond the certification norms of modern construction industry through Sustainable Design, Value Engineering and Green Principles.



Sathya Raghu

Sathya Raghu is the Co-founder and President of Kheyti and CosmosGreen, startups working to help small and marginal farmers rise out of poverty. He is a CA-turned-farmer and agri-entrepreneur. Sathya is a 2014 Acumen Fellow, a 2016 Aspen New Voices Fellow, 2018 Rainer Arnhold Fellow and 2021 TED Fellow. His valuable advise and mentorship on Organo’s farmer outreach initiatives to help adopt natural farming practices, skill development of local youth and educating children of neighbouring villages that contributes to the social impact around eco-habitats.

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