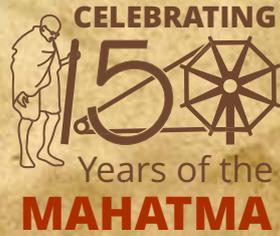




केन्द्रीय *kendriya*  
*bhandar* भण्डार



Centre for Strategy  
and Leadership

# MAHATMA GANDHI'S

## Experiments with Food - Key to Health

INAUGURATED BY



Dr. Jitendra Singh

Minister of State, Prime Minister's Office, and,  
Personnel, Public Grievances and Pensions



INFORMATION BOOKLET

# लाएं ताज़गी भरा बदलाव

- हरित ईंधन प्राकृतिक गैस अपनाएं
- सार्वजनिक वाहन का इस्तेमाल करें
- प्रदूषण-मुक्त वातावरण बनाएं



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हर काम देश के नाम

## Message



### **Mukesh Kumar**

Managing Director, Kendriya Bhandar

It gives me immense pleasure to note and convey that for the first time in 57 years of our existence, Kendriya Bhandar, a welfare project of the Government of India, while commemorating 150 years of the Mahatma, is organizing a series of events on the teachings of Mahatma Gandhi, the Father of the Nation.

The teachings of Mahatma Gandhi ji are ideally a complete package for any social or economic unit (humans or organizations) to imbibe. Kendriya Bhandar has the honour & privilege to say that it has been following & practicing these ideals for more than 5 decades in the service of our nation.

Be it healthcare, quality of products, services or objectives of the welfare state to serve the masses in the best possible manner, the role of Kendriya Bhandar has been reckonably constructive, supportive and unparallely exemplary. Kendriya Bhandar has extended its optimum support and has acted as per directions/need of Govt. of India to assist the Govt./humanity at the time of unprecedented crisis of essential commodities such as Bhagidari Atta, Pulses, Onion etc. The record of our services during floods in J&K & Kerala in itself carry an example of selfless service given by Kendriya Bhandar personnel who took enormous pain by working day and night to provide relief to affected fellow citizens.

Mahatma Gandhi ji's name itself brings to mind ideas of simplicity and truthfulness. He was a visionary and his ideas have greater significance today.

It is a unique privilege for Kendriya bhandar to play a small part in commemorating 150 years of Mahatma Gandhi ji, by conducting a series of 5 events each focused on a key topic that was not only important to Mahatma Gandhi ji but is also critical to the growth and development of the people of our nation, for which Kendriya Bhandar is committed.

Going by the philosophy of Mahatma Gandhi ji & Kendriya Bhandar's ongoing commitment to service, we have come up with relevant themes, namely:

#### **1. Mahatma Gandhi's Experiment with Food – Key to Health**

We have chosen this theme as our launch programme as Kendriya Bhandar, through our 150+ centres provides a wide variety of dietary products at best prices to the common man.

We are committed towards quality, food safety, food fortification and food security. Be it pulses and grains, oils, or grocery, with stringent in-house quality checks, we ensure our consumers are getting safe and high quality products.

## **2. Swachata (Water, Air, Sanitation, Hygiene – WASH)**

Swachata is central to Kendriya Bhandar's core and a key focus of the organization, as hygiene and cleanliness are as important to good health as a nutritious meal. We are already dealing in personal hygiene products as well as home and office sanitation items besides water and air purifiers to help our clients buy the best healthcare products at pocket friendly rates.

## **3. Swadesh (Domestic Production)**

Our commitment to promoting Make in India is highlighted from the fact that a majority of the products at Kendriya Bhandar are manufactured in India by Indians and are selected with the keen intent to promote domestic manufacturing and production.

## **4. Sarvodaya (Welfare)**

Kendriya Bhandar is first and foremost a welfare organization as it was conceived as a welfare project by the Government of India. Our stores provide products at economical rates to make basic necessities affordable to all.

We promote welfare through our food welfare programmes for the needy. We step into action whenever there is a food related crisis such as the recent onion price rise, during which Kendriya Bhandar did its bit to address the issue by retailing onions at Rs.20/- per kg (the lowest retail rate in the nation against Rs.120/- per kg in the open market). We also supply quality medicines to hospitals at reasonable rates and a plan to extend this facility to all through special counters.

## **5. Sustainability and Conservation**

We ensure proper disposal and recycling, wherever possible, of the product packaging and packing material of the supplies we receive. Saplings are also planted by Kendriya Bhandar from time to time.

I am positive that these 5 programmes on the above mentioned themes will not only further strengthen Kendriya Bhandar's work and commitment to Gandhi ji's ideologies but will also encourage our participants/partners to practice & disseminate his timeless teachings.

I am indebted to Dr. Jitendra Singh, Hon'ble MOS(PP) for accepting our solicitation for being Chief Guest and find invaluable moments out of his busiest schedule to Inaugurate the first programme on 2nd March, 2020. This will go down in the annals of Kendriya Bhandar & DOPT as a historic occasion.

I am also grateful to the partners of Kendriya Bhandar who made this event happen as without their support and participation this could not have happened. It is also to place on record our sincere gratitude to each one of the dignitaries from the Government, Heads of Missions and diplomats from embassies and high commissions, invaluable partners, delegate, Directors, dignitaries from the Industries, Media Personnel, Centre for Strategy & Leadership, authorities of Gandhi Samiti, Delhi Police, Kendriya Bhandar officers and staff and all those who supported this event directly or indirectly.

JAI HIND, JAI BHARAT

**MUKESH KUMAR**

## Message



### **Vikas Sharma**

Director & Chief Executive, Centre for Strategy and Leadership

To commemorate the 150th Birth anniversary of Mahatma Gandhi ji, Kendriya Bhandar together with Centre for Strategy and Leadership has started a sojourn to spread the life and teachings of the Mahatma.

Gandhi Ji believed that food is not merely a means to satisfy hunger, but rather an essential ingredient that shapes human consciousness. He said "There are people in the world so hungry, that God cannot appear to them except in the form of bread."

A healthy and well nourished populace is a pre-condition for sustainable national development. The nutritional well-being of a nation's population is a reflection of the performance of its social and economic sectors and, since independence, India has made great strides in this regard.

Mahatma Gandhi ji's Experiments with Food – Key to Health aims to celebrate and appreciate the visionary ideas of Mahatma Gandhi ji and to help us learn from his teachings on food and lifestyle for a better life.

I thank Kendriya Bhandar in taking a lead in commemorating 150 years of Mahatma Gandhi ji through this unique initiative.

I would also like to wholeheartedly thank Dr. Jitendra Singh, Hon'ble MOS(PP), our esteemed partners, distinguished speakers, honoured participants, and the team of Centre for Strategy and Leadership for their unparalleled support in making this first and one of its kind programme, with national and international participation, a reality.

I am sure this initiative will help us all embrace Gandhi ji's vision of Healthy People, Healthy Country!

**Vikas Sharma**

## About Kendriya Bhandar



Kendriya Bhandar (ISO 9001:2015 certified), a Multi State Cooperative Society, is a prestigious Welfare Project. Pursuant to Cabinet decision, the organization was established in 1963 and it functions under the aegis of the Government of India, Ministry of Personnel, Public Grievances & Pensions. The majority of shares in Society are held by the Govt. of India. It is a well-organized set up with a proven track record of working for the welfare of Government employees and public at large. The activities of Kendriya Bhandar fall within the precincts of 'Staff Welfare' and the same are assigned to be dealt with by the Department of Personnel & Training.

The organization has worked hand in hand with Govt. of India at all times and more particularly when the country faced crises. Be it the crisis of pulses, onion, atta etc. or any emergent situation like flood relief operations for J&K or in Kerala in the recent past or call of duty to meet the demands of public and the Govt. of India to cater for the needs of esteemed customers during the demonetization period, Kendriya Bhandar has proved its mettle. During the crisis of onions this year, Kendriya Bhandar played an important role and sold onions @ Rs.20/- per kg. In a report by Ministry of Consumer Affairs, Tur Dal marketed by Kendriya Bhandar was found most economical (@Rs.86/- per kg) in the country recently.

We provide quality grocery, consumer items, stationery and generic medicines at very reasonable rates, quite less than the MRP.

Annual turnover of Kendriya Bhandar for the financial year 2018-19 is over Rs.1500 Crores against Rs.750 crores in 2017-18.

Besides serving lacs of people on a daily basis we are serving more than 250 prestigious Institutions of country including the highest intuition i.e. the Rashtrapati Bhawan.

### NETWORK

The Society operates a network of 153 stores/branches in Delhi, Maharashtra, Tamil Nadu, Andhra Pradesh, Karnataka, Cochin, Daman, Goa, Gujarat, Uttar Pradesh, Uttaranchal, Rajasthan, Madhya Pradesh, West Bengal, Jharkhand, Assam, Haryana, Punjab and Chandigarh etc.

We have more than 110 outlets established at Delhi alone to meet the requirements of residents of Delhi. At our Grocery/Consumer stores, all items of consumer goods, grocery items and certain stationery items are being sold. In addition, we have an exclusive Counter at East Block and West Block, R.K. Puram, New Delhi for sale of stationery and other products. In other parts of the country, our valuable customers are being served through our extensive network of stores/branches.

Furthermore, Kendriya Bhandar is supplying medicines and related items to CGHS Dispensaries and Hospitals in Delhi through its existing chemist shops. Kendriya Bhandar has also opened 06 medical stores, out of which 03 are Jan Aushadhi Generic Drug Shops operated from GTB Hospital, DDU Hospital and Shastri Bhawan as a part of Jan Aushadhi project of the Department of Pharmaceuticals, Govt. of India.

We have plans to expand our operations in the field of medicine (by opening retail chain of medical stores) and Grocery Consumer stores throughout the country. This will help Kendriya Bhandar carry out the intentions of the Government for controlling the prices of essential commodities & medicines across the country, besides creating fathomless job opportunities for our youths with no cost to the exchequer.

### **MAIN ACTIVITIES OF KENDRIYA BHANDAR**

- Institutional Supply and Retailing of best quality lab tested grocery, consumer and household items.
- Supply of office stationery & office equipment to Government Departments.
- Supply of branded medicines to CGHS Dispensaries, retail sales of branded and generic medicines.

### **LANDMARKS OF KENDRIYA BHANDAR**

- Launch of Fortified Atta in alliance with Government of NCT of Delhi
- Launch of Yellow Peas (pulses) in alliance with Ministry of Consumer Affairs
- Launch of pulses in Collaboration with Government of NCT of Delhi
- Launch of Generic Drugs in Collaboration with the Department of Pharmaceuticals, Central Government (Jan Aushadhi Project). Kendriya Bhandar in Collaboration with Department of Pharmaceuticals (Government of India) is selling Generic Drugs to PSUs as a welfare activity for the benefit of the patients visiting the government hospitals.

### **HONOURS & AWARDS**

- Kendriya Bhandar has the honour of receiving the Best Co-operative Award, almost every year, for more than two decades for its services in consumer sector in Delhi. Last Award was received on 22.11.2019.
- Kendriya Bhandar received "East Right" Award 2018-19 in organized category in the country from Hon'ble Union Health Minister/FSSAI on 07.06.2019.

*"Sahkaar se upkaar tak"*

Kendriya Bhandar is a humble journey of organised, dedicated and combined efforts...

**- By Mukesh Kumar**  
Managing Director  
Kendriya Bhandar

# About CSL



**Centre for Strategy  
and Leadership**

Centre for Strategy and Leadership (CSL) is a “not for profit” organisation with a special focus on Investor Engagement, Public Policy and Collaborative Sustainable Development.

CSL works closely with public and private enterprises, policymakers and officials of Central & State Governments to work towards enhancing trade, encouraging investments, improving outreach, building linkages, and exchanging innovative ideas.

CSL believes in developing synergies through close cooperation and collaboration of key stakeholder partners in Government, Public and Private Enterprises, and, Citizen Groups for encouraging Sustainable Social and Economic Development of the people of India.

## **INVESTOR ENGAGEMENT**

CSL plays a key role in enabling foreign and domestic investors confidently enter new markets in India and expand their businesses. We provide strong investment promotion platforms to introduce companies to new business and investment opportunities in Indian States, in partnership and with the support of the State Governments.

## **PUBLIC POLICY**

We work closely with the Central and State Governments, Policy-Makers, Industry, Foreign Missions, International Institutions, National and International experts and Media.

CSL is one of the main players in the public policy space in India providing top-level strategic input with on-the-ground granular support to companies across sectors for their engagements in the Central and at the State level.

## **COLLABORATIVE SUSTAINABLE DEVELOPMENT**

CSL has pioneered a collaborative sustainability model called SAJHEDARI which bridges the gap between the stakeholders – government, corporate, by bringing them together on a common platform.

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## About The Series & Programme

The Government of India is commemorating the 150th birth anniversary of Mahatma Gandhi ji from 2nd October 2018 till 2020. To spread the teachings of Gandhi ji, Government institutions both at the Central and State levels are conducting various activities at the nationally and internationally.

Kendriya Bhandar, together with Centre for Strategy and Leadership as its Strategic Partner, is organising a series of 5 events from March 2020 till October 2020, to celebrate 150 years of Mahatma. Each event is focused on a key topic that was not only important to Mahatma Gandhi but also is critical to the growth and development of the people of our nation, namely:

1. Mahatma Gandhi's Experiment with Food – Key to Health
2. Swachata (Water, Air, Sanitation, Hygiene – WASH)
3. Swadeshi (Domestic production)
4. Sarvodaya (Welfare)
5. Sustainability and Conservation

This first event of the series “Mahatma Gandhi's Experiments with Food - Key to Health” aims to create awareness about Gandhi ji's teachings on food and lifestyle for a better life.

Gandhi ji possessed significant knowledge about nutrition and the curative properties of food. In his book, Key to Health, he shares his timeless ideas on maintaining good health without having to resort to doctors.

Gandhi ji wrote, “Whilst it is true that man cannot live without air and water, the thing that nourishes the body is food. Hence the saying, food is life.” Diet & Diet Reform, and Nature Cure are other books related to food and diet written by Gandhi ji.

Through this programme, “Mahatma Gandhi's Experiments with Food - Key to Health”, we will celebrate and appreciate the visionary ideas of Mahatma Gandhi and try to learn from his teachings on food and on living a healthy lifestyle.

We hope you will not only enjoy this one of its kind programme, but also learn from the talks, discussions and demonstrations on food, cooking techniques, yoga and nutrition as practiced and advocated by Mahatma Gandhi to live a healthy life.

*Khadi ke har dhage me hai, Bapu ki pehchan  
aao ise hum sab pahne, aur kare iska samman*

**By Shri Jyoti Kalash, IAS**

Addl Chief Secretary and Resident Commissioner, Government of Nagaland

## From Mohan To Mahatma

It has been more than seventy years since Mahatma Gandhi departed from our midst. But his life and soul continue to animate humanity transcending national and international boundaries.

His contribution to human development is far too great and varied to have been forgotten or to be overlooked. The world today recognizes him as a far more compelling social innovator than humanity ever realized.

The life of Mohandas Karamchand Gandhi is a story of heroic effort to establish the values of truth and non-violence in life. In pursuing this objective Gandhiji became a Mahatma from a mere 'Monya'. He became a messenger, for the people of the world surrounded by the fire of violence in the twentieth century.

He also became 'The Father of The Nation'. He saved India and Britain from mutual hate and revenge by resorting to the experiment of Truth and Non-violence in India's struggle for freedom. This created an atmosphere which made it possible for other countries of Asia and Africa to free themselves without bloodshed from the hold of the European countries which had subdued them in the nineteenth century.

Being born in a middle-class Vaishnava family and brought up in that atmosphere till he joined school and received instruction according to the system then prevailing, he lived, dressed and dined in the way all children of that class did.

Later, he went to England for studies and changed his dress to suit the conditions of that country. But in food and certain other matters, he remained true to the lessons he had learnt early in life.

On his return to India after being called to the Bar, he passed through difficult times as all beginners in the profession of the law have to do and it was as a lawyer that he went to South Africa to help a client. He had, however, to spend many years there as the condition of Indians and the treatment they received demanded that he should serve them rather than return to India.

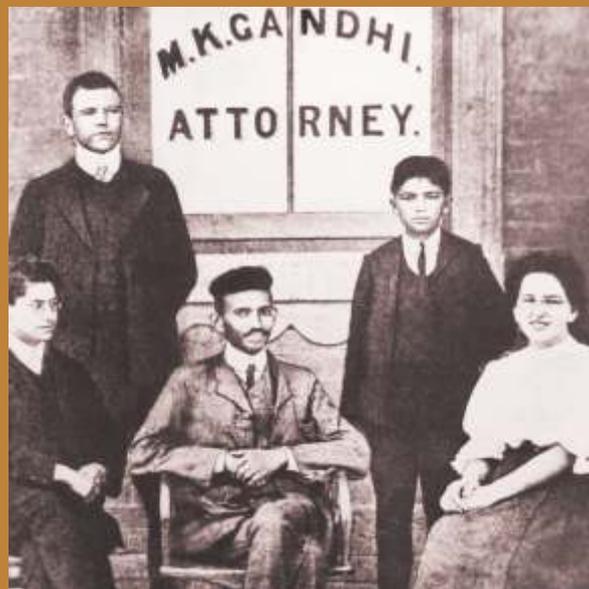
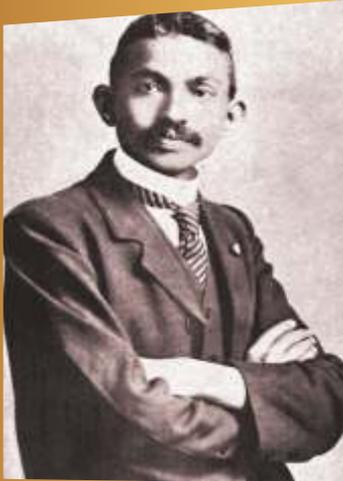
His struggle with the authorities brought about a considerable change in his life and by the time he returned to India, he had already become a Mahatma. His dress in India on his return was different from what he used to wear when he was practicing as a Barrister and conformed to the old Kathiawadi type.

If in South Africa it was the Railway Ticket Collector who paved the way for the birth of a Satyagrahi, in India it was a poor peasant from Champaran, Rajkumar Shukla, who provided him a platform to test the power of Satyagraha on the Indian soil. His campaign in favour of the non-co-operation movement brought about another change which identified his outward appearance with that of the humblest and lowliest of the land and he stuck to the loin cloth till he departed with the name of God on his lips.

Mahatma Gandhi was imprisoned several times in his pursuit of non-cooperation and undertook many 'fasts' to protest against the oppression of the down trodden in India. He invented the techniques of mass- civil disobedience in South Africa which were later emulated in India and across the world.

On January 30th, 1948, the assassin's bullet ended the physical existence of Mahatma Gandhi and made him immortal who left an indelible legacy to mankind – 'My life is my Message'.

*~ Courtesy Gandhi Smriti and Darshan Samiti*





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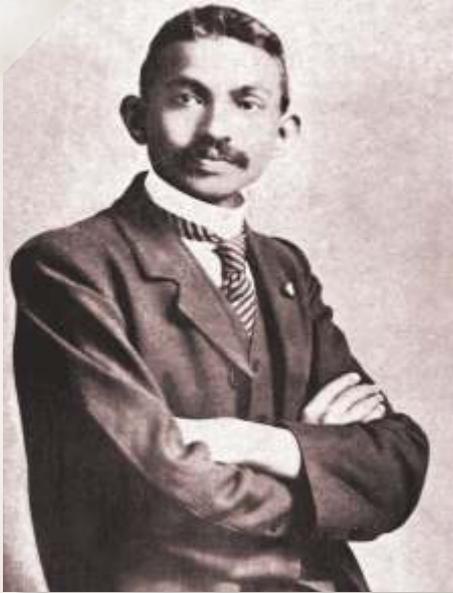
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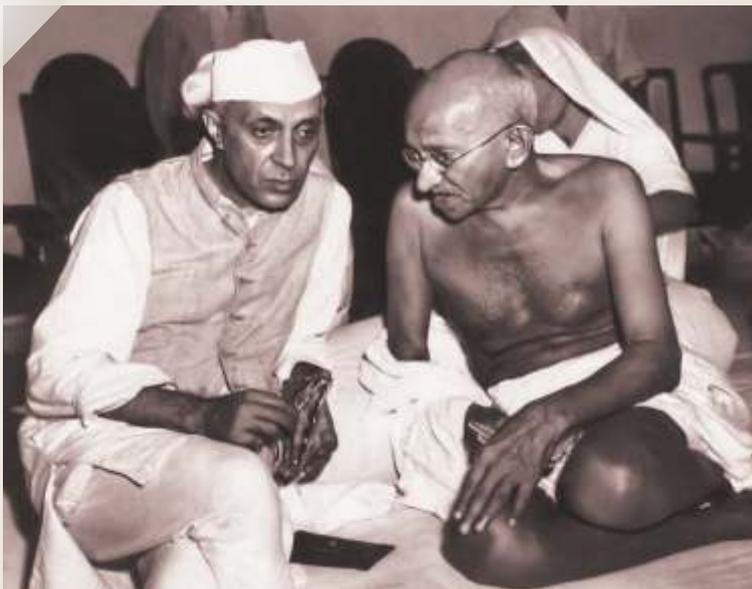
## Rare Photos of Mahatma Gandhi



*Barrister Gandhi on way to South Africa*



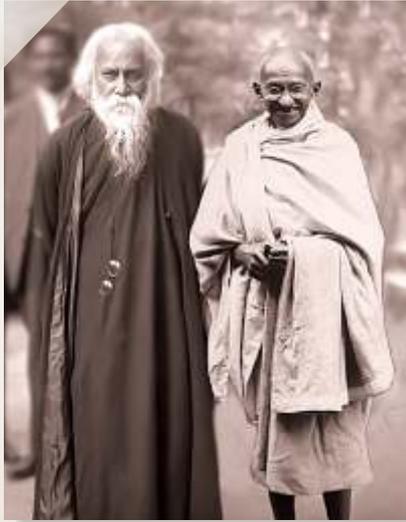
*Gandhiji with his office colleagues at Johannesburg, South Africa*



*Gandhiji with Jawaharlal Nehru at Bombay, July, 1946*



*Gandhiji at London, 1931*



Gandhi with Tagore, 1940



Gandhiji ceremoniously breaking the salt law by picking up a lump of natural salt, Dandi, 6 April, 1930



Prayer Meeting, Jan 1948,  
Gandhi, Pyare Lal, Abha & Manu



Gandhi ji and Kasturba ji on their  
return to India, 1915



Gandhiji with Sarojini Naidu walking towards  
the venue of the round table conference, 1931



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## Diet & Diet Reforms

Gandhi ji's interest in food arises partly from his concern for those around him. When he took to public life, he had a group of followers and their children living with him. He held himself responsible for their well-being. Naturally, therefore, when any of them fell ill he had to see what could be done to restore them to health.

He did not wish to use drugs if he could help it, as he believed they were injurious to the human system. He was convinced that diseases were caused due to some maladjustment in the system, and that all that was necessary to overcome it was to help nature to rectify the wrong. A fruitful way of aiding nature to do this and maintaining the body in health, he believed, was through proper diet. He therefore became involved in research on Diet.

Gandhi ji has some wise things to say, not from mere theory or second-hand knowledge, for his ashramas were always places where he incessantly carried on experiments on Diet. He started his dietetic experiments, as a matter of fact, very early, even when he was an eighteen-year old student.

We find his experiments on uncooked food, recorded in Young India, interesting not only from the dietetic point of view but also as revealing the eager scientific mind which he brought to bear on the subject. Ever since, he has been carrying on experiments on Diet.

He has experimented with ovens, vessels for cooking, quantity of water to be used for steaming, boiling, baking, determining what ingredients are to be used or avoided in cooking, various ways of making bread, manufacture of jams and murabbas out of fruits and orange- skins which might otherwise be wasted or thrown away, use of green leaves as salads, preparing dishes out of oilcake and Soya Beans, combining various articles to constitute a balanced diet, and making up of suitable diets for invalids and convalescents.

He had the weights of his ashram residents recorded regularly and observed carefully to gauge the effects on them of changes introduced in their diet. He took nothing for granted. His experiments were conducted with a view to finding out the most wholesome food and the wisest way of preparing it, all the time keeping in mind the poverty of our people and their slender resources.

**Ref: BHARAT KUMARAPPA  
Bombay, November 20,1948, Diet And Diet Reform**

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Phulo Phalo. Pure Khao Piyo.

## Letter For Bose From Gandhi

Subhash Chandra Bose was under house arrest in 1936. He was shifted from prison to his brother's house near Darjeeling because of his failing health. Although Bose was not allowed to correspond freely with the outside world, Gandhi ji, upon learning about his ill health, wrote a letter to Bose prescribing a diet to help cure Bose naturally.

His recommendations are reproduced below.

1. Tea or coffee I do not consider to be essential to health. They often do harm. They may remain harmless, if tea is weak and straw colour and coffee drunk with plenty of milk with only a spoonful or two of coffee.
2. If received fresh from the udder well cleaned and from a healthy cow, milk drunk fresh unboiled unwarmed is the best food.
3. Leafy vegetables must always be taken, better if taken as salads. All leaves are not edible in the raw state. Onion, Pumpkin with the skin, pandora, brinjal, lady's finger, turnips, carrots, parsnips, cabbage, cauliflower are good, additions to leaves. Potatoes and starchy tubers should be taken sparingly.
4. Dates are a fine food for a healthy stomach. Raisins are more digestible.
5. Garlic and onion in a raw state are strongly recommended in the West. I take raw garlic regularly for blood pressure. It is the best antitoxin for internal use. It is also recommended for tubercular patients.

I think the prejudice against these two harmless vegetables is due to the odour which is the essence of them and it arose with the rise of Vaishnavism. Ayurveda Signs the praise of both unstintingly. Garlic is called poor man's musk so it is. I do not know what villagers would do without garlic and onion.

6. Yes, lemons and gur [jaggery] or honey are a good substitute for sweet oranges.

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## Did You Know



Mahatma Gandhi suggested that an ounce or two of raw salad vegetables is worth eight ounces of cooked vegetables.

Gandhi ji considered sugar to be a harmful sweetener and advocated the use of Gur or jaggery.



Bottle Gourd is one of the favourite vegetables of Gandhi ji as it is full of water (about 92%) and minerals and keeps the body hydrated.

A lawyer by academic background, the Mahatma wrote a number of books on food and nutrition such as 'Diet and Diet Reforms', 'The Moral Basis of Vegetarianism' and 'Key to Health'.



President Obama was once asked in a school, which historical figure he would have liked to dine with. He said that he would have loved to dine with Gandhi.

Mahatma Gandhi was a great believer of the fact that one should consume seasonal produce and eat raw fruits and vegetables to maximize their nutritional benefits.



Despite his frail build and recurrent fasting, Gandhi ji never gave up walking and this gradually started a movement, the impact of which on our freedom struggle is historic.



The Mahatma's frequent fasts are well known, but sometimes they extended up to an astonishing 21 days!

Gandhi ji is said to have walked 79,000 KMs in his lifetime, which is equivalent to nearly 18 km per day!



Gandhi ji was completely against any form of polished grain and believed that white and dehusked grains lost all their nutrition.

Gandhi ji was a label-checker who loved raw, unprocessed foods. He avoided foods with ingredients he couldn't pronounce.



For the most part, Gandhi ji kept sugar out of his diet, but he had one major exception, fruit, which he loved to eat, particularly mangoes.

Although the Mahatma regularly fasted, swore off salt (then later accepted it), shunned meat and experimented extensively with food and cooking techniques, he never pushed his diet agendas on anyone but himself.



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## Chef Sabyasachi Gorai



### **The Chef with the Midas touch!**

Chef Saby is the only recipient of the most coveted National Tourism Award, for “Best Chef of India”, awarded by the President of India.

Chef Saby quit his high flying job as Culinary Director of Olive Bar and Kitchen, in 2012 and started his culinary academy to nurture and mentor young Chefs.

His biggest international achievement came when he won the “Best Chef of India” at Varli Awards, New York. He was also honoured with the prestigious “Silver Hat Award” by the Indian Culinary Forum and consistently received “Golden Hat Award” in the year 2018.

He was also awarded the best International Chef of India by the “Food & Nightlife Magazine”, and was also featured in the Gourmet Gurus list amongst numerous other awards he has received. Every restaurant that he has headed, launched and set up has been awarded at all the food awards in this country.

He has also been trusted with the responsibility of being the President of the Young Chefs Forum, under WACS (Worlds Association of Chefs Societies), to groom the budding chefs.

**Chef Saby will perform live during the programme, “Mahatma Gandhi's Experiments with Food - Key to Health”, and create some exciting dishes from recipes inspired by Mahatma Gandhi.**

## Recipes Inspired by Gandhi Ji's Ideas

### Gur Aur Atte Ka Halwa



### Ingredients

- 1/2 Cup Desi ghee
- 4-5 Cloves (laung)
- 200 Gms Wheat flour (atta)
- 1/2 Cup Semolina
- 200 Gms Jaggery (gur)
- 1 Cup Milk
- Few strands Saffron
- 30 Gms Raisins

### Procedure

- Heat ghee in a pan and add cloves for tempering.
- Stir fry the flour and semolina together until golden brown.
- Add jaggery and saute.
- Boil equal quantities of milk and water with saffron in another pan.
- Once the flour and semolina start releasing fragrance, add the milk and water blend.
- Cook till done, then cool to room temperature and mix the raisins.

### Pomegranate Drink



### Ingredients

- 1 Fresh aloe vera leaf
- 1/2 cup Beetroot, chopped
- 2 cups Pomegranate juice
- 1/4 tsp Black pepper powder
- Salt to taste

### Procedure

- Use a sharp knife and carefully peel the rind from the aloe vera leaf and discard the rind.
- Peel the yellow layer just beneath the rind with a sharp knife and you should be left with approximately 2 Tbsp (30 ml) of clear aloe vera gel. (Clean the gel before adding to the juice.)
- In a blender add pomegranate juice, chopped beetroot and blend.
- Now add aloe vera gel. Give it a stir.
- Lastly, add some black pepper and salt, and serve

## Panchratna Dal



## Ingredients

- 1/4 cup whole urad dal
- 1/4 cup chana dal
- 1/4 cup moong dal
- 1/4 cup masoor dal
- 1/4 cup tuar dal
- 2 small onions, finely chopped
- 1 tbsp ginger garlic paste
- 2-3 green chillies
- 2 large tomatoes
- Salt as per taste
- 1/2 tsp turmeric powder
- 1 tsp coriander powder
- 1 1/2 tbsp ghee/oil
- 1 tsp cumin seeds
- A pinch of asafoetida powder (Hing)
- Coriander leaves for garnishing

## Procedure

- Mix and rinse the lentils several times, then soak them in water for 1-2 hours.
- Put the lentils into a pressure cooker and add water till the water level reaches above the level of lentils. Add salt and turmeric and pressure cook till 3-4 whistles.
- If cooking in a pan, let the water reach the boiling point and then simmer on low heat for 30-40 minutes. Keep the pan covered and stir the dal occasionally. Add more water if needed.
- Meanwhile in a frying pan or kadahi, pour 1 1/2-2 tbsp of ghee or oil and let it heat up. Now carefully add a pinch of hing and some cumin seeds.
- When the cumin is brown, add ginger garlic paste and saute well, then add onions and continue to saute till the mixture turns slight brown in colour.
- Add tomatoes, green chillies, coriander powder and cook well till oil separates or till tomatoes are cooked well.
- Now whisk the dal slightly and pour in onion-tomato mixture.
- Mix well, add some water if needed and cook on low flame for atleast 15 minutes or pressure cook till 3 whistles. Let simmer for 5 more minutes.
- Continue to cook on low flame till the dal is of creamy consistency
- Garnish with coriander leaves.



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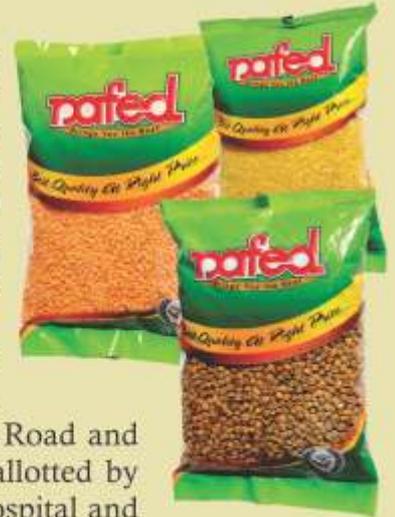
## CONSUMER MARKETING

### RETAIL BUSINESS

**Nafed** has ventured into consumer marketing as a step towards diversification of its activities to make available essential items of daily need to the consumers at affordable rates.



- ◆ In the sixty years of its existence, **Nafed** has become a brand name amongst the farmers and consumers. The **Nafed** brand of pulses, spices, tea and other products are quite popular amongst the consumers owing to superior quality. **Nafed** deals in all kinds of pulses and spices produced in India. The blending and packaging of tea is done at its own unit located in tea producing region in Guwahati.



- ◆ In order to provide grocery items in retail to the consumers in competitive rates, **Nafed** is running three outlets at Ashram, Lawrence Road and Krishi Bhawan, franchisee shops in Delhi allotted by DDA at Rohini, Dwarka, Narela & GTB Hospital and two in Shimla in the name of **Nafed Bazaar**. **Nafed** is also supplying grocery and other items to prestigious institutions in the country including reputed Hospitals, Public Sector Undertakings, Schools, Hostels, Ministries, IIT's etc.

- ◆ One of the most important consumer products is **Nafed** Brand Tea available in three variant namely "**Nafed** CTC", "**Nafed** PREMIUMs" and "**Nafed** AROMA GOLD" and also added **Nafed** Brand Tea bags in ten flavors – Assam CTC, Green Tea, Green Tea (Tulsi), Green Tea (Lemon), Earl Grey, English Breakfast Tea, Masala Tea, Slimming Tea, Jasmine Green Tea and Rose Tea. **Nafed** Tea is one of the tastiest flavored tea of India.



- ◆ Besides direct retailing, **Nafed** has also entered into Online Retail Marketing.
- ◆ **Nafed** has planned to expand retail marketing on Pan-India basis by appointing distributor/State level stockiest.



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# National Book Trust

The **National Book Trust, India**, an autonomous organization under the Ministry of Human Resource Development, Government of India, was established in the year 1957. The National Book Trust, India is mandated by the Government of India to produce and encourage the publication of good books as well as to promote books and reading in the country.

The National Book Trust, India has published more than 20 titles on **Mahatma Gandhi and his writings** – in English, Hindi and in more than 22 Indian languages.

S. No.	Name of Books	Languages Published in
1.	The Mind of Mahatma	Bangla, Gujarati, Hindi, Kannada, Odia, Punjabi, Tamil, Telugu
2.	Bal Pothi	Hindi
3.	Ba-Bapu 150	Hindi
4.	Bapu Ne Kaha Tha	Hindi
5.	Gandhi: A Life	Asamiya, Hindi, English, Marathi, Odia, Punjabi
6.	Pen Portraits and Tributes by Gandhi	Hindi, Marathi, Odia
7.	Gandhi Patel: Letters and Speeches	Asamiya, English, Hindi, Punjabi
8.	Voluntary Action & Gandhian Approach	English, Gujarati, Hindi, Odia, Punjabi
9.	Gandhi Aur Hindi	Hindi
10.	Gandhi Bhasha Lipi Vichaar Kosh	Hindi
11.	Mahatma Gandhi ka Shiksha Chintan	Hindi
12.	San-Gandhi-Tattva-Shatakam	Sanskrit
13.	Bapu ki Baten	Asamiya, Bangla, Gujarati, Hindi, Kannada, Odia, Malayalam, Marathi, Punjabi, Tamil, Telugu, Urdu
14.	Stories from Bapu's Life	Asamiya, Bangla, Bhili, Bhojpuri, English, Garhwali, Gujarati, Hindi, Kannada, Khasi, Konkoni, Magahi, Manipuri, Marathi, Meiti, Mizo, Nepali, Odia, Punjabi, Santhali, Sindhi, Tamil, Telugu, Urdu
15.	Gandhiji and His Disciples	English, Hindi, Tamil
16.	Bapu-I	Asamiya, Bangla, Gujarati, Hindi, Kannada, Malayalam, Odia, Punjabi, Tamil, Telugu
17.	Bapu-II	Asamiya, Bangla, Gujarati, Hindi, Kannada, Malayalam, Odia, Punjabi, Tamil, Telugu
18.	Gandhi-Nehru Correspondence	English, Kannada, Odia, Punjabi
19.	Gandhi's India: Unity in Diversity	English, Gujarati, Hindi
20.	Gandhi: The Writer	English
21.	Back to the Sources: A Study of Gandhi	English
22.	Gandhi: Warrior of Non Violence	English, Hindi

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