



Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Report on Guest Lecture On

Building a Global Brand with Local Roots: The Organic India Story 28/09/2021

The Department of Agriculture organized an Expert Lecture on the topic “**Building a Global Brand with Local Roots: The Organic India Story**” on 28/09/2021 in Seminar Hall, Agricultural Block, IIAST. The Guest Speaker was Mr. Ritesh Sethi, General Manager (Operation), Organic India, Barabanki, a seasoned professional with a wealth of experience and expertise in leadership and management. The Guest Lecture commenced with the Welcome Address of Dr. Saba Siddiqui, Department of Agriculture who welcomed the Guest followed by a short speech. Mr. Sethi began by tracing the origins of Organic India, a company founded in 1997 with the vision of promoting sustainable and ethical agriculture in India. Despite facing numerous challenges in its early years, the company persevered, driven by its commitment to organic farming practices and its respect for traditional Indian wisdom.

The lecture highlighted Organic India's journey from a modest start-up to a globally recognized brand, with its products now available in over 40 countries worldwide. Mr. Sethi emphasized the importance of staying true to one's roots and values, even as a company expands its reach.

Mr. Sethi shared several case studies and examples that demonstrated how Organic India has successfully blended traditional Indian knowledge with modern business practices. He discussed the company's efforts in promoting sustainable agriculture, providing training and support to farmers, and ensuring fair wages and ethical labor practices throughout its supply chain.

The lecture also touched upon the challenges faced by the organic food industry, including misconceptions about organic products, regulatory hurdles, and the need for consumer education. Mr. Sethi stressed the importance of transparency, credibility, and consistent quality control measures to build consumer trust and loyalty.

The lecture concluded with a lively question-and-answer session, where students had the opportunity to seek clarification and gain further insights from Mr. Sethi's wealth of experience.

Overall, the guest lecture by Mr. Ritesh Sethi provided a valuable learning experience for the students and faculty of IIAST, Integral University. It not only highlighted the success story of Organic India but also inspired the audience to consider the role of businesses in promoting sustainable practices and preserving traditional wisdom.



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Glimpse

