

## Promotional Materials on Negleted & Underutilized Crops

### To Know Your Farming Community:

In our village, we believe in the power of nature and eco-friendly agriculture. We are passionate about providing you with the freshest, delicious &nutritious organic produce straight from the farmer's fields to your plate.Our story begins with Sundarban this crop is grown with large diversity and following agroecological practices. Dry lablab bean seeds are good source of minerals like iron, calcium, magnesium, manganese etc. The diversity of Lablab bean grown in Sundarban gives option to you to make different recipes for consumption.

deep-rooted commitment to the environment and well-being of our community and consumers. We have adoptedecological farming practices that prioritize the use of natural fertilizers, crop rotation, and biological pest control methods. By working in harmony with nature, we strive to preserve soil's fertility, protect biodiversity, and promote a balanced ecosystem.

Every day our dedicated farmers manage crops with love and care. From planting the seeds to harvesting of fruits and vegetables, we ensure that each step of the process is carried out with utmost attention to ensure quality. We believe that the time and effort invested in cultivating our produce shines through in its exceptional taste and nutritional value. When you choose our organic produce, you are not only making a healthy choice

### Lablab bean

Lablab bean is protein rich vegetable under legume family. The green pods are consumed as vegetables whereas, dried seeds are equally nutritious and delicious. In Sundarban this crop is grown with large diversity and following agroecological practices. Dry lablab bean seeds are good source of minerals like iron, calcium, magnesium, manganese etc. The diversity of Lablab bean grown in Sundarban gives option to you to make different recipes for consumption.



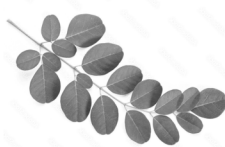
### Honey

Sundarbans honey is a gift of nature full of natural goodness and medicinal benefits. The physical property of honey such as colour, texture, viscosity depends on the flower from which nectar is collected by honey bees. The flowering period of mangrove differs and thus in different period different honey is procured from the wild part of Sundarbans which varies in colour and texture. Pure honey is bottled and marketed to consumers regularly.



### Spices

Spices cultivated under agroecological condition posses more nutritional and medicinal benefits. The farmers of Sundarbans are cultivating ginger and turmeric using climate adaptive technologies such as sack cultivation, multi-tier cropping. The indigenous variety of this spices having medicinal benefits as well. The women farmers through group formation processing the spices and making dust by pounding the dried rhizomes. The whole spices are also available which are fresh and with good cooking quality.



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We are proud to be part of a trusted food network of farmers and retail chains that help us in selling our products and providing nutritious food to consumers.

What do we grow?

Whole Green Gram

The greengram, alternatively known as mung bean, is a plant species in the legume family grown largely in Sundarbans. It is a rich source of Protein along with fibre and iron. Green gram is consumed as a sprout, whole grain, and dal. Mung beans are easy to digest, and, in Ayurveda, they are considered to be, Sattvic food meaning wholesome food.



Green Gram Dal

Green split moong dal is dehulled moong dal. The splittedmoong bean is yellow in colour and having mild aroma. The variety widely grown in Sundarban area is slightly salt tolerant variety and seeds are smaller in size having detectable good taste. This dal is easy to cook having high nutritional value.



Drumstick

Drumstick commonly known as moringa, is a fast growing tree cultivated in Sundarbans areas for its tender seed, pod and leaves used as vegetables which is aded heaped with vital nutrients. Drumstick is highly prized as every single part of the tree is valued and used as a superfood that beat chronic diseases or as a vital component in traditional medicine.



Dudheshwar Rice

Dudheshwar Rice is one of the traditional varieties of rice cultivated in the South 24 Parganas district of West Bengal. This rice is one of the most beloved rice variants consumed by the urban class population in India and mainly in West Bengal. The rice is naturallyproduced without any form of inorganic fertilizers or pesticides. Dudheshwar Rice iskknown for itsdistinct flavour.



Roselle

Roselle is a species of genus Hibiscus and lesser known having multifarious health and nutritional benefits. Its antioxidant rich fleshy calyces are used as tea, or preparation of sauce, jam, jelly and chutney (pickle). It inhibits excess carbohydrate absorption and thus helps in reducing blood sugar and body weight control.



It is most often used for cardiovascular health and effective in detoxification of body. It is widely grown in Sundarban in marginal lands.

Lesser yam

Lesser Yam is a tuber crop widely grown in Sundarban region and farmers depend on them on lean period when vegetables are scarce. Also this crop can easily be integrated into farmers existing cropping system as a tier crop. This wonder crop is packed with many nutritional benefits and medicinal values. It can supply good amount of Vitamin A, C and iron. This nutrition rich crop is consumed as vegetable or snacks can be prepared too. Lesser yam dumpling is one innovative product prepared by Women farmers of Sundarbans and has gained market popularity.



Amaranthus

Amaranthus is a leafy vegetable grown widely in Sundarbans. The variety of Amaranthus grown in Sundarban region throughout the year is a good source of essential amino acids and other nutrients such as calcium, magnesium, zinc, dietary fibre etc. Agroecologically produced amaranthus is having good taste and healthy too.



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