



On the 3d of December, DDS farmers and representatives facilitated an awareness cum network event, '***BeyondOrganic- Connecting ecological farmers with enlightened consumers***', at Paaka, an Organic Cafe and Culture Space at Tellapur in Hyderabad. Disha Women Society, a collective of urban consumers, homemakers and working women envisioning a healthy future for their children, organised the event.

Disha women started their journey as informed consumers by practicing healthy lifestyle and by using eco-friendly products that don't damage the environment and human health. To fulfill this, Disha Women Society came into a friendly association with DDS Sangham Organics, India's first women farmer led market to avail the organic agriculture produce directly from the farmers. The event brought together food activists, farmers, environmentalists and consumers seeking healthy food, and became a platform for a rich exchange of views on health and healthy ways of consumerism.

"One becomes 'Enlightened Consumer' only when she/he understands the ecological, political and sociological nature of a product they consume" said PV Satheesh, Director of DDS.

The event was an opportunity for DDS farmers and Disha consumers to interact with each other and understand the underlying challenges in escaping the corporate led organic market, a market which exploits the urban consumers and those small farmers who are genuinely into organic production. While listening to the challenges of small-scale farmers, consumers expressed their interest to support farmers to help themselves.

