

This Kolhapur Man Runs An Organic Store Which Doesn't Create Any Waste

Author - Sumanti Sen, Published on - 20.9.2019



Across Indian cities, spotting piles of garbage on street sides is an

everyday experience. A huge amount of waste comprises plastic, the harmfulness of which is known by all. Yet, we do very little on our part to conserve nature and take care of our surroundings. We hardly give back to the environment anything that we take from it. The durability of plastic is the main reason why it is used in shops and supermarkets across and beyond the country. However, its excellent durability and strength also mean that it does not break down in the environment. While many of us resort to complaining, 26-year-old Akshay Agarwal from Kolhapur, Maharashtra grew up wanting to save the environment for the greater good. A chartered accountant, Akshay grew up doing small things on his part to keep nature clean. Unlike many kids, he would be conscious not to throw chocolate wrappers on the streets.

What Is Adrish? To spread awareness about conserving the environment, he co-founded Adrish – a zero waste organic lifestyle store chain, along with Gajendra Choudhary. The first Adrish outlet was opened in Pune. The word 'Adrish' means 'Lord of the mountains', and symbolizes nature and the serenity that comes with it. "Adrish is the outcome of thought to develop and nurture a sense of purpose which is larger, greener and more sustainable. Hence, we are in the process of developing a system which leads our stakeholders to think over and above themselves and thus helps create an attachment to the roots," Akshay says in a conversation with *The Logical Indian*. "We help our farmers follow natural and organic farming practices using the heirloom variety of crops. Our producers are motivated to follow slow process production practices which retain the essential nutrition in the products manufactured. The result is the creation of an organic supply system with the hope of a greener future."

Zero-Waste Organic Buying Experience However, besides all of this, Adrish has come up with a new concept called the zero-waste organic buying experience. As a part of this idea, consumers who come to the store have to bring their own bag or container and buy products like cereals, pulses and grains not in packets, but loose. This way, Adrish produces absolutely no waste. "Consumers can take any amount of the desired product, get it weighed and checkout. This way, we want to reduce the amount of plastic that goes into the packaging of these products," Akshay says. "For the products, we are in touch with about 8,000 organic farmers across the country. We believe that good health and a green environment go hand in hand." Hence, the products we offer and the processes we use to produce or manufacture them are always healthy. For instance, the oils are wood-pressed, flours and powders are stone-ground, and seeds are of the heirloom variety." A large amount of plastic that pollutes the roads and rivers, kills marine life and harms animals, come from the packets used to pack products in shops and markets. "When I look into the larger picture, it scares me. How are we going to survive in an environment that does not cooperate with us? Through the zero-waste organic buying experience, we want to give consumers the feeling that they are contributing to the conservation of the environment," Akshay says. Adrish's effort to ensure that the future generations live in clean, green earth is worthy of appreciation. First published by *The Logical Indian* on 30 May 2019