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For a world without hunger



**Bhoomi Ka**  
CLEAN GREEN FAIR

# indian SUPERFOODS

Native | Natural | Nutritious

CALENDAR 2019





For a world without hunger



Bhoomi Ka is a platform that seeks to bridge the rural-urban divide and promote local food systems. It brings together ecopreneurs, consumers, smallholder farmers and their producer organizations, certification bodies (Participatory Guarantee Systems) and civil society networks. It provides services for promoting consumer awareness on ecological food, capacitating farmers on PGS certification, creating ecological food value chains and policy advocacy on sustainable food systems.

Bhoomi Ka offers a delectable treasure of India's local superfoods from smallholder farmers across the country. In the east are the farmers from Jharkhand, Odisha, West Bengal; Madhya Pradesh in Central India; and Rajasthan in the west.

Bhoomi Ka initiative is implemented by Welthungerhilfe and its partner organisations - Center for World Solidarity (CWS), Development Research Communication and Services Center (DRCSC), Indo Global Social Service Society (IGSSS), Keystone Foundation, Living Farms, and Voluntary Association of Agricultural General Development Health and Reconstruction Alliance (VAAGDHARA).

[www.bhoomika.com](http://www.bhoomika.com)



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# indian SUPERFOODS

Native | Natural | Nutritious



The bane of our fast-paced lifestyle and access to easily available processed food has not only led to serious lifestyle diseases but has led us away from our traditional food habits, which in turn has affected the way farmers decide what to grow for the market.

Welthungerhilfe in India works with a vision to ensure local, nutritious, safe and healthy food for all. In collaboration with our partners, we strongly promote consumption of local indigenous Indian food. We believe in the power of the consumer to influence the market. By creating a demand for ecological food, we incentivize the farmers to 'switch' to sustainable food production. Food that is free from chemicals does not travel several hundred miles and has a supply chain with the minimum carbon footprint.

The 2019 Calendar brings to its readers 12 such nutrient rich traditional Indian superfoods which need to make a comeback onto the plates. These highly nourishing local Indian foods which are rich in vitamins, antioxidants, minerals and are laden with various health-promoting properties are cultivated by the smallholder farmers located in our 'Bhoomi Ka' project locations. Besides ensuring dietary diversity, consumption of these indigenous and seasonal products also helps in maintaining a sustainable ecosystem.

By including them in your diet, you will not only take a step towards a healthy and wholesome lifestyle but will also contribute in strengthening local food systems and promoting sustainable smallholder agriculture in India.



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Illustration and design | Dr. Atanu Deb  
Illustrations are inspired by the Patachitras of rural Bengal and Jamini Ray.

# DESI GHEE

Yes, you read it right. The age-old practice of consuming desi ghee which we might have dropped lately needs to come back on our plates. This clarified butter laden with fat-soluble vitamins, is good for heart and is also great for the skin.

Short chain fatty acids

Vitamin A, D, E and K

Reduces stress and boosts energy level

Reduces cholesterol

Add 1tsp ghee with a pinch of *kalanamak* – a type of rock salt in warm water and feel fresh and healthy daily.

You can deep-fry your favourite homemade snacks in ghee. With its high smoking point, ghee doesn't allow the risk of polymerization

## HOW TO CONSUME?

or breakage of carbon bonds within the fatty acid chain, a common risk with other oils.

Strengthens immune system

Cures headache and sinus

Strengthens joints and improves swelling feet



## DID YOU KNOW?

Ghee is lactose free and by nature it breaks down fat.





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DESI GHEE



# JANUARY 2019

SUN	MON	TUE	WED	THU	FRI	SAT
		1 NEW YEAR	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26 REPUBLIC DAY
27	28	29	30	31		

Ecologically produced by Bhoomi Ka farmers of Madhya Pradesh, Rajasthan and West Bengal.



# TURMERIC

*Curcuma longa*

Iron, magnesium and zinc, dietary fibre, copper, calcium, protein, and potassium

Vitamins B6, C, E and K

Antioxidant, antiviral, antibacterial, antifungal, anticarcinogenic and anti-inflammatory properties



Heals wound and prevents cancer

Immunity booster

Prevents arthritis and Improves digestion

Make your super healthy magic drinks.

Mix 1/2-inch piece of raw turmeric with sugarcane jaggery early in the morning followed by honey lemon water.

Or eat a small piece of the turmeric tuber early morning.

HOW TO CONSUME?

Treats liver problem, gall bladder infection and Alzheimer



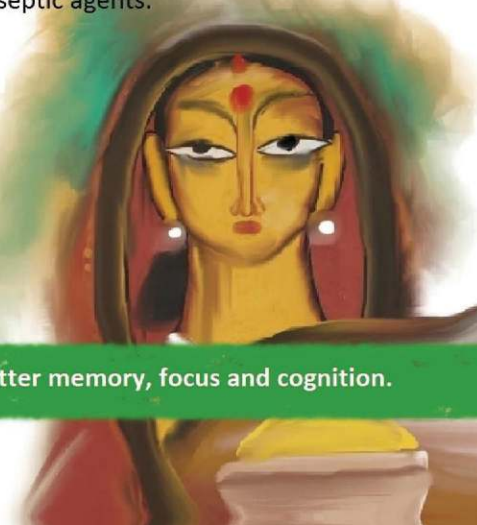
In the food, on the wound. Turmeric is an un-sung hero of every Indian household. Apart from being sprinkled over food for colour and flavour, it is a key ingredient in personal care products and antiseptic agents.



TURMERIC DRINK!!!

## DID YOU KNOW?

Turmeric has 10 neuro-protective actions that support better memory, focus and cognition.







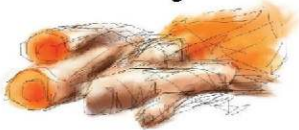
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# FEBRUARY 2019



**TURMERIC**

*Curcuma longa*



SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Ecologically produced by Bhoomi Ka farmers of Jharkhand, Madhya Pradesh, Odisha and Rajasthan.



Pumpkin seeds are one of the most common seeds which is generally thrown away. Little did we know that these seeds are packed with powerful antioxidants and nutrients. Pumpkin seeds are extremely essential for a healthy heart, liver and our immune system.

# PUMPKIN SEEDS

## Cucurbita

Reduces symptoms of benign prostate enlargement and an overactive bladder

Regulates blood sugar levels and promotes good digestive health

Natural food for men's health

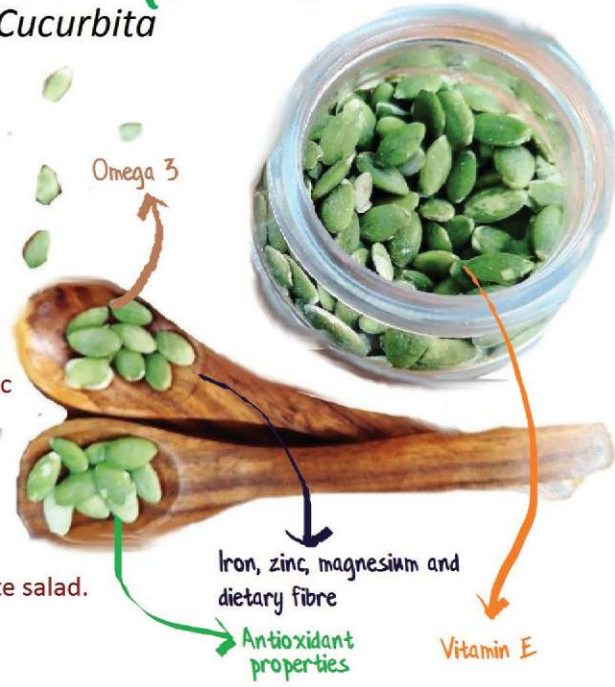
Controls blood pressure and reduces heart disease

De-skin the seed and inside you will find the nut which is your magic pill.

You can also roast the seeds and munch as a snack.

Add to your favourite salad.

### HOW TO CONSUME?



### DID YOU KNOW?

Pumpkin seed oil is rich in natural phytoestrogens and may lead to a significant increase in good 'DHL' cholesterol.





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# PUMPKIN SEEDS

Cucurbita



# MARCH 2019

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4 MAHA SHIVRATRI	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 HOLI	22	23
24	25	26	27	28	29	30
31						



Ecologically produced by Bhoomi Ka farmers of Jharkhand and West Bengal.



# BOMBAY DUCK

*Harpadon nehereus*



A fish named Bombay Duck. Very rich in calcium, Bombay Duck, also popularly known as 'bombil' contributes to strong bones and teeth. Sun dried bombil is a popular dish along the Indian coast.

Fish lipids are also considered to reduce the risk of coronary heart diseases and lowers blood pressure level

Builds and repairs body tissues

Reduces risks of strokes

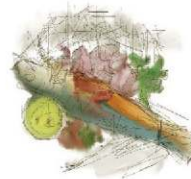
Extremely rich in calcium and protein

Cook like any of your favourite fish curries.

Wash the dried fish in warm water and fry them with onions, garlic, ginger and chillies.

You can make a fish chutney with this super healthy bombil.

HOW TO CONSUME?



## DID YOU KNOW?

Bombay Duck can help reduce symptoms of diabetics.

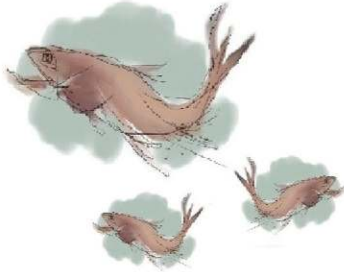




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## BOMBAY DUCK *Harpadon nehereus*

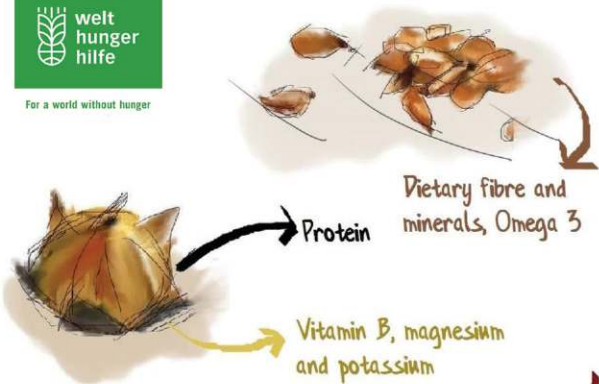


# APRIL 2019

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13 RAM NAVAMI
14	15	16	17 MAHAVIR JAYANTI	18	19 GOOD FRIDAY	20
21	22	23	24	25	26	27
28	29	30				

Harvested from coastal areas of Odisha and West Bengal.





Its high fibre content improves digestion

Lowers high cholesterol  
Controls blood sugar

Lowers blood pressure

Can be consumed on their own, crushed or cold-pressed to make flaxseed oil.

Flax, also known as common flax or linseed, is an ancient crop packed with nutrients. And if you follow a vegetarian diet or aren't a fish eater, then flaxseeds will be your best source of Omega 3 fats.

Add them with water and take as a daily fluid.

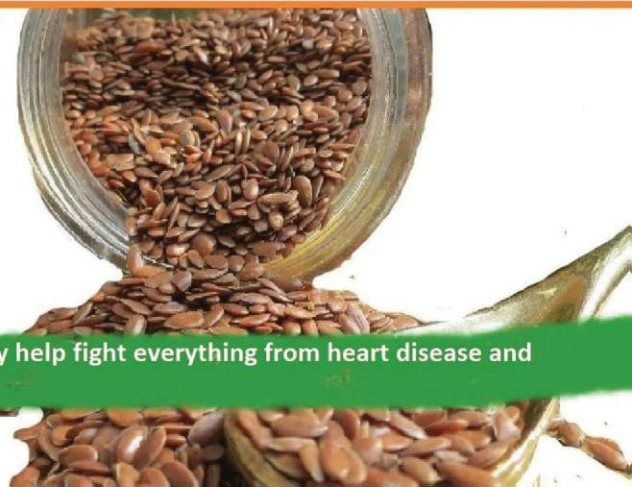
Mix them with your favourite yogurt or smoothies.

Roast it and mix it with any of your snacks.

## ALSI/TISI (FLAXSEED)

*Linum usitatissimum*

### HOW TO CONSUME?



### DID YOU KNOW?

Preliminary studies show that flaxseed may help fight everything from heart disease and diabetes to breast cancer.







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# MAY 2019

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 BUDH PURNIMA
19	20	21	22	23	24	25
26	27	28	29	30	31	

## ALSI/ TISI (FLAXSEED)

*Linum usitatissimum*



Ecologically produced by Bhoomi Ka farmers of Madhya Pradesh and Rajasthan.



Oil, fruit, milk, water and flour - coconut has always been an integral part of the Indian diet and stands strong with negligible side effects. Consumed in different forms, coconut is a great substitute especially for potassium and sodium.



# COCONUT

*Cocos nucifera*



Coconut water replenishes salt loss in the body

Improves skin, hair and dental health

Vitamin C and B-6, Carbohydrates and proteins

Potassium, sodium and dietary fibre

Green coconut meat - Minerals and Vitamins



Drink fresh coconut water everyday or add it to your smoothie recipes.

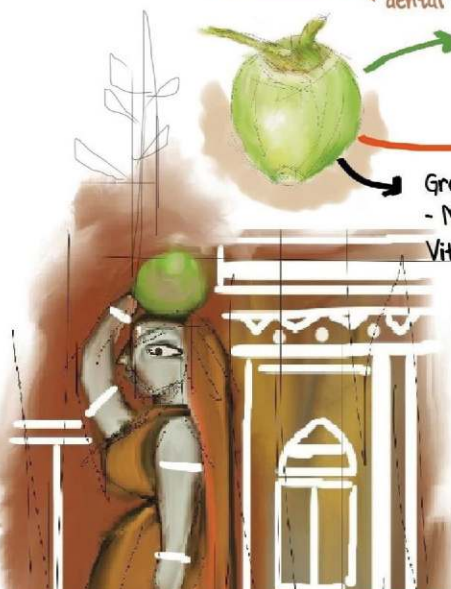
Mix it with alsi – another Indian superfood, peanuts

and sesame to make a super scrumptious healthy chutney

## HOW TO CONSUME?



Coconut flesh cut into small pieces and fried can be a taste maker for your curries, khichri or pulse soup.



## DID YOU KNOW?

Tender coconut meat boosts intestine health and is useful for chronic constipation.





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## COCONUT

*Cocos nucifera*



  
**Bhoomi Ka**  
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# JUNE 2019

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5 EID-UL-FITAR*	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

\*Holiday depends on moon's position

Ecologically produced by Bhoomi Ka farmers of Odisha and West Bengal.



Beneficial for the liver, kidney and stomach

Lowers high cholesterol, prevents heart diseases

Lowers blood glucose and prevents obesity, Good for bone health and prevents asthma

### HOW TO CONSUME?

This russet-colored wholegrain has a nutty flavor and soft texture and goes well with most meats and vegetables or served as a pilaf or salad.

# UNPOLISHED RICE



Unpolished rice is usually unhulled or partially hulled rice. It is a wholegrain rice which generally has a nutty and chewy flavor. Thanks to the fact that its unhulled, the nutritional value of unpolished rice stays intact.

Vitamin E, B6, Calcium, magnesium and potassium

Dietary fibre and protein, Antioxidants, phytonutrients

## DID YOU KNOW?

Presence of selenium in unpolished rice reduces the risk for developing common illnesses such as cancer, heart disease and arthritis.



# JULY 2019

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



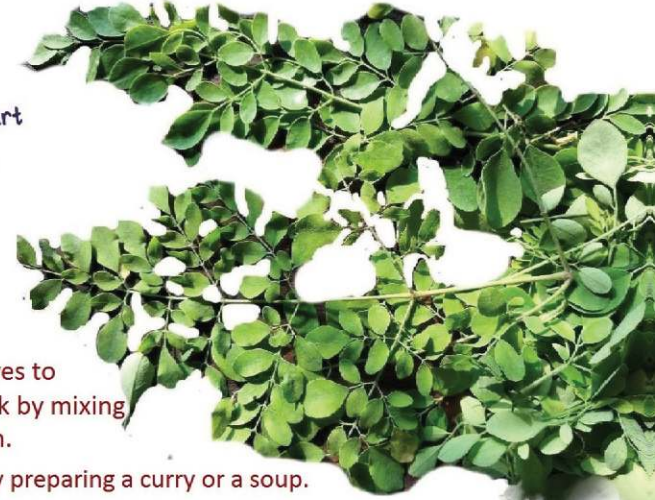
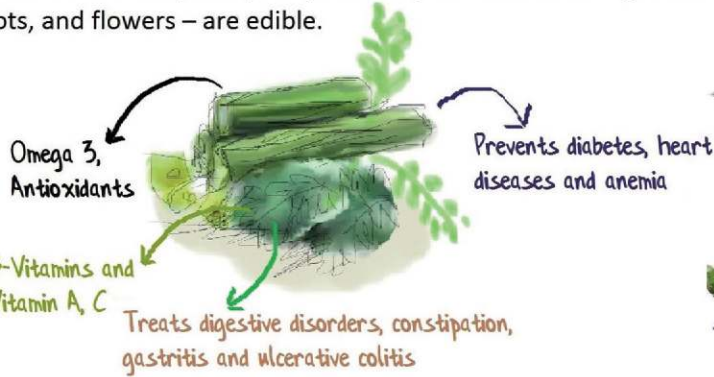
## UNPOLISHED RICE



Ecologically produced by Bhoomi Ka farmers of Jharkhand, Rajasthan and West Bengal.



Also, known as the 'miracle tree', Moringa is native to India and is believed to have been used in ancient Indian medicine since the past 5,000 years. All parts of the moringa tree – bark, pods, leaves, nuts, seeds, tubers, roots, and flowers – are edible.



Add the tender green moringa leaves to your lentils. Make your power drink by mixing moringa powder, honey and lemon.

Consume drumsticks as a vegetable by preparing a curry or a soup.

Fry the young leaves and flowers and eat with unpolished rice.

### HOW TO CONSUME?

**DRUMSTICK**  
*Moringa oleifera*

## DID YOU KNOW?

Moringa has twice the protein of spinach and three times as much iron.





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## DRUMSTICK

*Moringa oleifera*



# AUGUST 2019

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12 EID-ULZUHA*	13	14	15 INDEPENDENCE DAY	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

\*Holiday depends on moon's position.



Ecologically produced by Bhoomi Ka farmers of Jharkhand, Odisha, Rajasthan and West Bengal.



# RAGI (FINGER MILLET)

*Eleusine coracana*



Strengthens bones

Lowers blood cholesterol

Ragi keeps malnutrition, premature aging and degenerative diseases at bay.

One of the most nutritious cereals, ragi is safe for people suffering from gluten allergy and celiac diseases. Extremely rich in calcium and potassium, ragi helps in controlling blood sugar level and in recovery of Anemia.



Mix ragi flour with wheat to make super healthy chapatis. And when mixed with rice powder, it makes the tastiest and healthiest idli and dosas.

Get your ragi cookies today.

HOW  
TO CONSUME?



Amino acids,  
Carbohydrate, Protein,  
Dietary fibre, Calcium,  
Vitamin D, Iron

DID YOU KNOW?

Of all the cereals and millets, ragi has the highest amount of calcium and potassium. It has 30 times more calcium than rice.





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# SEPTEMBER 2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10 MUHARRAM	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## RAGI (FINGER MILLET)

*Eleusine coracana*



  
**Bhoomi Ka**  
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Ecologically produced by Bhoomi Ka farmers of Jharkhand, Madhya Pradesh, Odisha and Rajasthan.



# KUTKI (LITTLE MILLET)

*Panicum miliare*

Reduces cholesterol and improves digestion

Excellent antioxidant

Controls blood sugar levels

Carbohydrates, Protein, amino acids, folic acid, iron and dietary fibre

Unlike its name, little millet is an important contributor in the nutritional race. This gluten free millet with high fibre content makes it a healthy replacement for rice.

Kutki millet flour can be very helpful in preparing dosa, idli, kichdi and lip-smacking kheer.

Helps prevent cardiovascular diseases



HOW TO CONSUME?

DID YOU KNOW?

Kutki has nearly 6.3 times more fiber and 1.8 times more iron than wheat.







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## KUTKI (LITTLE MILLET)

*Panicum miliare*



# OCTOBER 2019

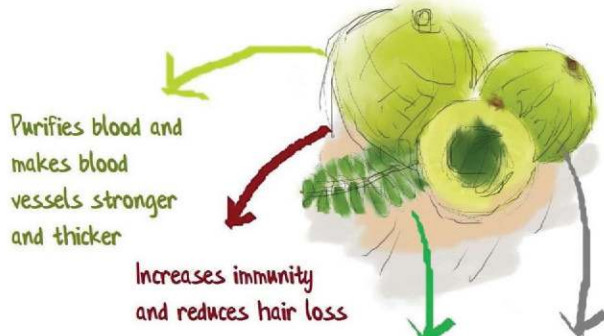
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 GANDHI JAYANTI	3	4	5
6	7	8 DUSSEHRA	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27 DINALI	28 DINALI	29	30	31		

Ecologically produced by Bhoomi Ka farmers of Jharkhand, Madhya Pradesh and Rajasthan.



# AMLA (INDIAN GOOSEBERRY)

*Phyllanthus emblica*



The blend of sour and pungent flavours makes amla a unique treasure trove of important nutrients and health. Doesn't matter if you like pickle, candies or fresh juice; this Indian gooseberry can be consumed in all forms. Amla has been an integral part of Ayurveda medicine for thousands of years.



As a fruit or turn it into your favourite healthy juice.

Blend amla powder into a smoothie full of fruits and veggies.

When sun dried, it is a great mouth freshener post meal.

**HOW TO CONSUME?**

Vitamin C, Antioxidants, High fibre content

## DID YOU KNOW?

A single tiny amla is equivalent in Vitamin C content of two oranges.





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# NOVEMBER 2019

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12 GURU NANAK'S BIRTHDAY	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## AMLA (INDIAN GOOSEBERRY)

*Phyllanthus emblica*



Ecologically produced by Bhoomi Ka farmers of Madhya Pradesh and Rajasthan.



# RAMDANA (AMARANTH)

## *Amaranthus retroflexus*

This ancient grain has been consumed by some of the indigenous cultures of India since thousands of years. With high concentration of proteins, vitamins and essential minerals, both seeds and leaves of amaranth have immense health benefits.

Reduces inflammation and can prevent onset of cancer

Controls blood pressure and body cholesterol level

Reduces birth defects

Prevents premature greying of hair

Use it as a gluten free flour for baking.

You can add the steamed, boiled or fried amaranth leaves to meat, fish or any curry. Even amaranth stems can be used in curries.

### HOW TO CONSUME?

Vietary fibre, protein

Manganese, magnesium, phosphorus and iron

## DID YOU KNOW?

Amaranth is gluten free and can be consumed both as a vegetable and a grain.



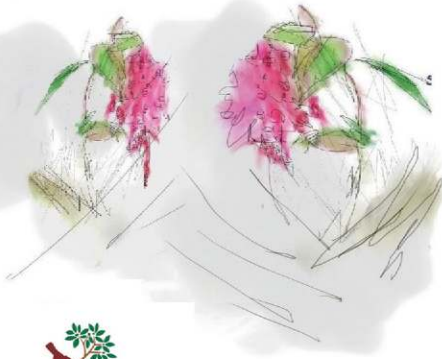


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# DECEMBER 2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 CHRISTMAS	26	27	28
29	30	31				

## RAMDANA (AMARANTH) *Amaranthus retroflexus*



Ecologically produced by Bhoomi Ka farmers of Madhya Pradesh and Rajasthan.



# CALENDAR 2020

## JANUARY

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## FEBRUARY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

## MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## MAY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## OCTOBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		