



The colourful and lively art in the brochure has been created at the art camp held at the Athachi Farms. The art camp, organized by ‘The Art Workers’ group and curated by Jasinthor Rockfeller brought together 11 famed artists who’ve showcased their work globally. Staying amidst nature and absorbing the vistas and the essence of biodiversity, the artists brought out their exploration of the farm vividly onto canvas. Their expressions captured the play of nature in the farm, at present and beyond.







We are from nature

We revere nature

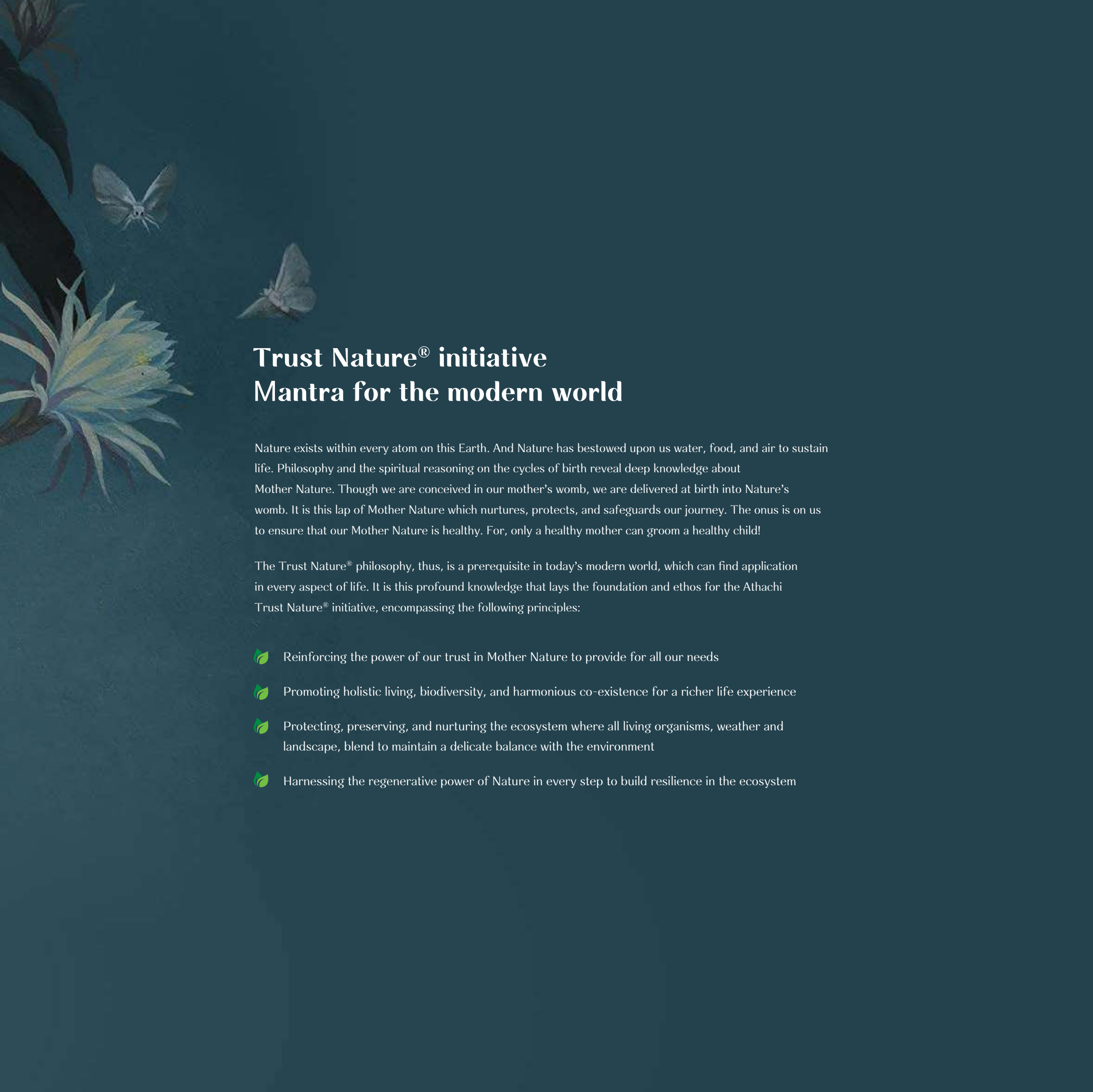
Athachi Trust Nature® is a declaration of reverence to Mother Earth. This initiative is a powerful stream of thought that originates from the principle that Nature has the remedies for all challenges faced by humankind. The Earth belongs to every living organism in equal measure and this awareness helps us create solutions to achieve a natural balance and a holistic way of co-existence.

Our planet is full of life and energy to nurture every organism – from the smallest microbes to the largest living forms. Hence, we must recognize our right to not only live on Planet Earth but also ensure every organism's right to life here.

The centuries-old Indian wisdom of Nature-centric living focuses on judicious use of all five elements - Earth, Water, Air, Fire and Space – which is the inspiration for the Athachi Trust Nature® initiative.

It's all about love. And if we love something, we look forward to understanding them, taking care of them, protecting them, and keeping them safe for future generations to ensure they have a richer life experience!





Trust Nature® initiative Mantra for the modern world

Nature exists within every atom on this Earth. And Nature has bestowed upon us water, food, and air to sustain life. Philosophy and the spiritual reasoning on the cycles of birth reveal deep knowledge about Mother Nature. Though we are conceived in our mother's womb, we are delivered at birth into Nature's womb. It is this lap of Mother Nature which nurtures, protects, and safeguards our journey. The onus is on us to ensure that our Mother Nature is healthy. For, only a healthy mother can groom a healthy child!

The Trust Nature® philosophy, thus, is a prerequisite in today's modern world, which can find application in every aspect of life. It is this profound knowledge that lays the foundation and ethos for the Athachi Trust Nature® initiative, encompassing the following principles:

-  Reinforcing the power of our trust in Mother Nature to provide for all our needs
-  Promoting holistic living, biodiversity, and harmonious co-existence for a richer life experience
-  Protecting, preserving, and nurturing the ecosystem where all living organisms, weather and landscape, blend to maintain a delicate balance with the environment
-  Harnessing the regenerative power of Nature in every step to build resilience in the ecosystem

Trust Nature[®]

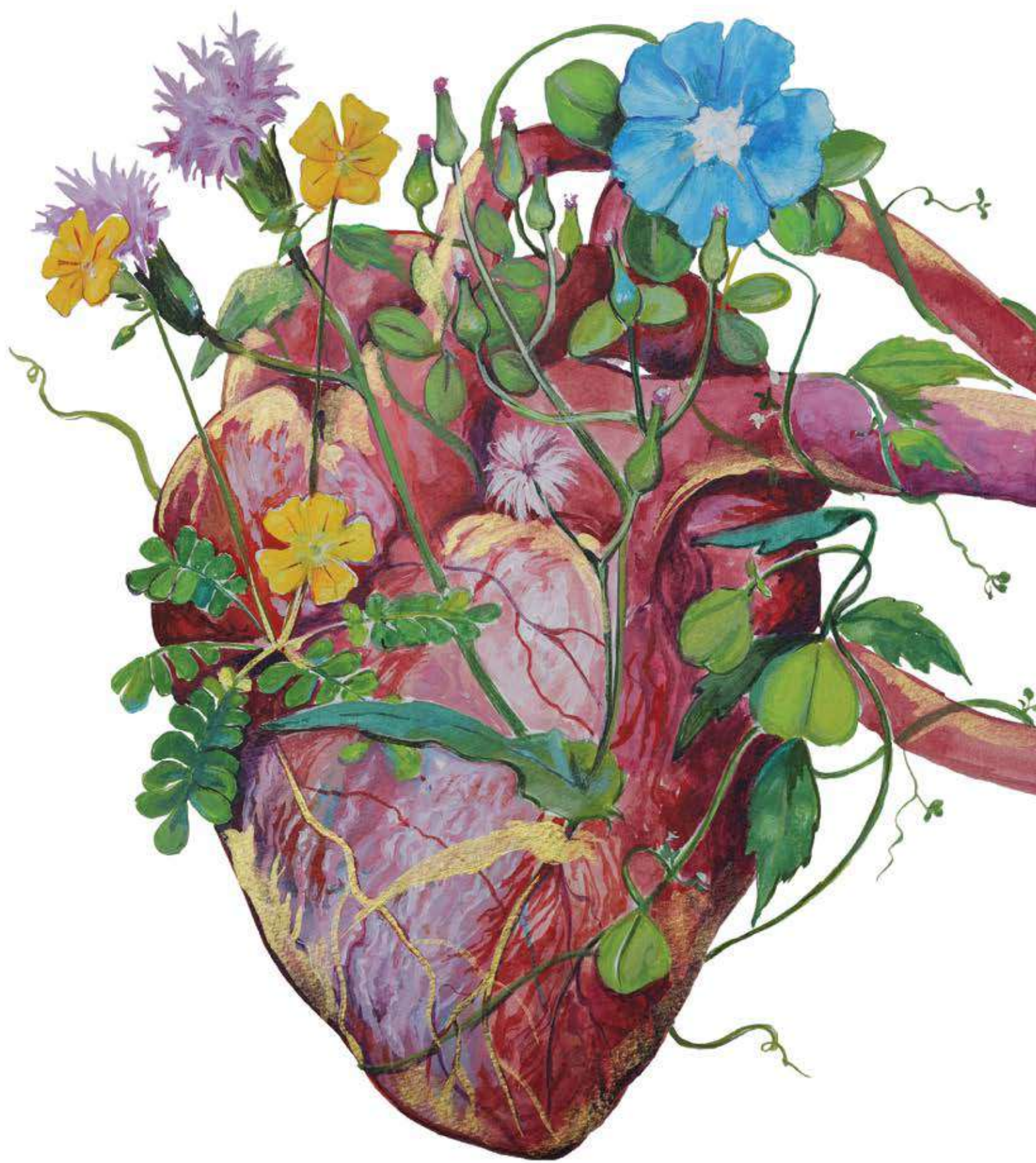
A way of life

Vision

To create an enhanced life experience from Nature, for Nature and in giving back to Nature. Inspired from ancient wisdom and driven by modern methodologies, creating a sense of oneness.

Mission

Deliver products and services by emphasizing on trusting Nature, and preserving the ecosystem, through sustainable models inspired by ancient wisdom and propelled by modern research.



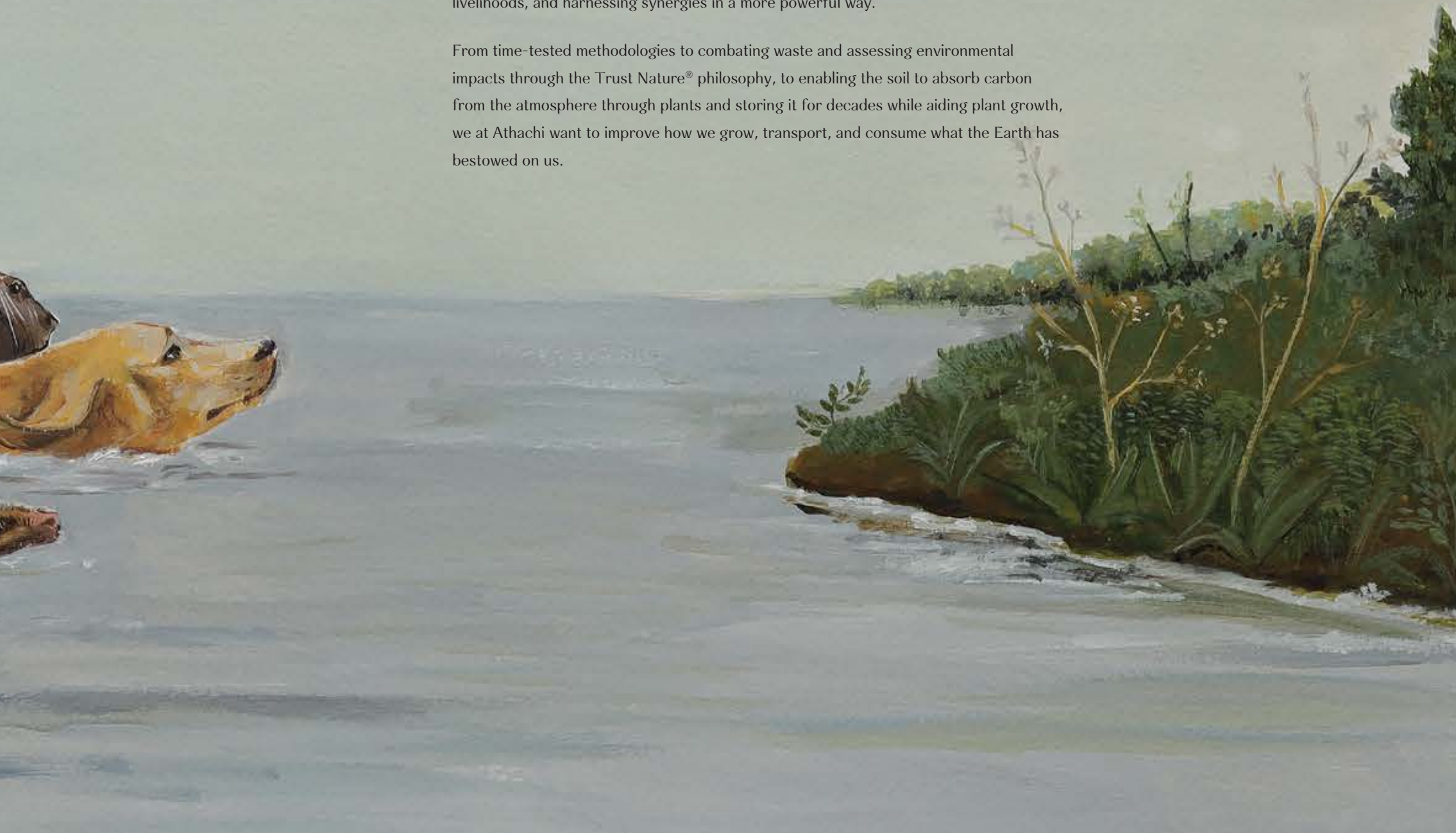


Reversing the impact of climate change

Nature-based solutions go a long way in preserving our ecosystems. The Athachi Trust Nature® initiative is a nature-based solution that helps create an ecosystem that reduces the impact of climate change by capturing CO₂ and sequestering it in the plants, soils, and sediments.

Restorative agriculture, as practiced through the Athachi Trust Nature® initiative, protects the biodiversity against climate change and loss of habitat. Practices such as these can bring back humankind to knowing how and where the food comes from - offering an intimate connection to the entire cycle and impacting agricultural production, livelihoods, and harnessing synergies in a more powerful way.

From time-tested methodologies to combating waste and assessing environmental impacts through the Trust Nature® philosophy, to enabling the soil to absorb carbon from the atmosphere through plants and storing it for decades while aiding plant growth, we at Athachi want to improve how we grow, transport, and consume what the Earth has bestowed on us.



In synchronization with UN's Mission LiFE

The Athachi Trust Nature® initiative entails actions beyond farming. In fact, it's in synchronization with the Mission LiFE - Lifestyle For Environment - announced by the Hon'ble PM Shri Narendra Modi at the UN.

Just as Mission LiFE seeks to change individual behaviors to tackle climate change, and replacing use-and-dispose economy with a circular economy, the Athachi Trust Nature® initiative is universal in its ethos, offers ways and means to arrest climate change, and it is adaptable all over the world.





How it all began for Athachi

Athachi, Our Mother

There is a reason behind our brand identity — Athachi. It is named after our mother. There is no greater promise than the one we make in our mother’s name. The Athachi brand is our promise to our mother — where we pledge to do only what is right. A promise that inspires us to do our best at all times, and a realization to abide by the ultimate truth.

In line with this, the Athachi Trust Nature® initiative is about harnessing the regenerative power of our Mother Nature along every step of our way, to build resilience in our ecosystem. A resolve that starts with the way we see our farm - as a living entity!

A journey that started with Athachi Farms

The Athachi Farms is nestled at the foot of the famed Western Ghats, facing the fabled Palakkad Gap, through which the South-West Monsoon bursts over Palakkad and Kerala. It is believed that the Palakkad Gap and the Eastern coast of Madagascar were one mass of land before a giant underwater volcanic eruption.

Identified by the UNESCO as one of the eight 'hottest biodiversity hotspots' in the world, the Western Ghats is home to a wide variety of endangered flora and fauna - a treasure trove of more than 700 different medicinal plants used for traditional medicinal uses. The Palakkad Gap is the only low mountain pass in the entire range of Western Ghats. This creation enables the Kerala monsoon to enter Palakkad whilst ensuring that Palakkad gets showers from the North-East monsoons.

The dense rainfall creates a network of brooks and rivulets, creating 'organically dense' alluvial soil, resulting in greater concentration of nutrients in the bio-produce. The winds retain their moisture, creating a foamy soil, ideally suited for agriculture, making Athachi Farms one of its kind.





A living organism's generosity

Integration and interdependency are the hallmark of Athachi Farms - connecting living organisms. Mindful of the relationship between the soil, plants, insects, animals, and people, all these elements are managed systematically to not only preserve but also magnify the health and vitality of the entire ecosystem.

The ancient Indian sages had gained deep insights into the self-healing and self-balancing properties of Mother Nature and had organized a way of life with defined principles around this sacred knowledge to create a paradise on Earth.

Co-evolution of conscious agriculture

We are inspired by the wisdom and practices, from the fundamental texts of knowledge of ancient Indian civilizations. The century-old agricultural system in India followed a holistic approach and adopted core principles of self-sufficiency, recycling, and sustainability to ensure healthy citizens.

Our vision is to achieve farming that reverses the Earth's degradation, by contributing positively to the ecosystem. Our goal is to develop the Co-evolution of Conscious Agriculture by reviving the best of these century-old holistic agricultural practices and enhancing them with the latest innovation, technology, and techniques to achieve Super Healthy Agro—Ecosystem.

Co-existence is a way of life at Athachi Farms, epitomized in a natural habitat inspired by India's ancient and scientifically proven farming methods. These include Rishi Krishi, Vedic Farming techniques, and Vrikshayurveda-based methods.

In today's era of burgeoning climate change, conventional farming presents environmental challenges with its water-intensive methods draining the irrigation systems and rampant toxic chemical usage deteriorating the soil conditions. We firmly believe that the Earth's generosity can be maximally utilized without being destructive, only if we learn to trust nature and follow its natural flow.

This led Athachi to develop a new way of holistic farming titled More Than Organic™, operating on the methodologies of Trust Nature® principles, backed by science, technology, and research.

The ancient-science of cow-centric farming

From time immemorial, Indians have always put the cow on a high pedestal, revering the cow as Kamadhenu – the symbol of fertility and the provider of life. For we don't merely get milk from cows, but also the elixir of life - as Panchagavyam is popularly known as, which is essentially made up of five substances obtained from cow.

The More Than Organic™ method of farming aims to link dairy farms and agricultural farms, the foundation of our Trust Nature® philosophy.

The cow-centric agricultural practices of India are new to the world, even among other developed countries leading in dairy farming. Perhaps that explains why most of the Western countries, which have not known the science of linking agriculture to dairy farming, are over dependent on chemical fertilizers.

Cows are central to this sustainable and regenerative method we follow as part of our Trust Nature® philosophy, as products such as cow dung and urine are used in the preparation of a wide range of manures and formulations that promote plant growth, boost plant immunity, improve soil health, and increase crop productivity and yields – giving life to plants. A cow-centric methodology which ensures the richness and fertility of soils and forms the foundation of a sustainable ecosystem.





Vedic Farming

Vedic Farming is a holistic approach aimed at purifying the ecosystem. Animals and plants play a very important role as ghee, milk, honey, dung, or botanical extracts etc. are derived from them as the basic inputs used in the process of Vedic Farming.

This treatise includes observations on all aspects of agriculture such as meteorological observations relating to agriculture, management of agriculture, management of cattle, agricultural tools, seed collection and preservation, plowing and all the agricultural processes involved right from seasonal field preparations to harvesting of crops and storage of produce like grains etc.

Rishi Krishi

Thousands of years ago, ancient Rishis (sages) lived in the forests with a direct daily experience of nature. These enlightened scholars deeply understood the rhythms and cycles of nature. They gifted us with many secrets of agriculture and divine farming techniques. This is a real valid science that has been lost in the modern world, though proven to be greatly effective.

Athachi Farms is reviving many of these 'non-violent' bio-dynamic farming practices to improve crop quality and yield. This system employs ingenious and special ways of preparation of soil, seeds, fertilizing, and sharing a portion of yield with other living organisms. These methods ensure that seeds germinate well, crops are stronger and resistant to disease for their lifetime and a part of the yield is distributed so that the ecosystem is self-maintained.

Rishi Krishi signifies the use of astrology and understanding the movement of the planets when sowing and reaping crops. The Rishis identified 27 constellations or Nakshatras through which the moon passes through. Specific actions are taken on a particular Nakshatra cycle to receive the maximum benefit to the crops. For example, each Nakshatra specifies which day to prepare the Panchagavya, seeding, plowing, pruning, spraying, watering, weeding, fertilizing, composting etc.

Athachi Farms has developed Navagraha and Nakshatra Gardens within the farm. A Nakshatra plant is believed to bring in mental and physical wellness just like wearing a planetary gem to elevate life's wellness. Athachi Farms supports the belief that each person should cultivate, care, and revere the trees/plant associated with their Nakshatra.



Vrikshayurveda

Ayurveda is arguably the oldest healing technique that the world has known. Vrikshayurveda is a unique knowledge from India that is gaining support and acceptance all over the world in projects that wish to conserve Nature.

From applying medicines to the wound of a tree when a branch is cut, to the care and maintenance of herbs and shrubs, Vrikshayurveda covers a wide range of subjects pertaining to conservation and preservation of trees.

The Vrikshayurveda method also entails employing natural and organic ways of soil enrichment, eliminating the need for artificial chemicals, by using special farm grown herbal and mineral preparations, and composting methods.

Special efforts are taken to identify those pests which are harmful to the ecosystem and employ holistic methods like planting countering herbs, and in special cases, solar bio-traps, to limit their growth, as referenced in the ancient Indian text Vrikshayurveda.

The More Than Organic™ methodology is a farming system based on Vrikshayurveda. Along with the Vedic method of not harvesting the entire yield and leaving some for other organisms, this farming method emphasizes on time - from sowing to harvest and includes globally accepted models of farming such as Miyawaki, Dhabolkar, Permaculture, Pranic and Biodiversity-Biodynamic practices.

Biodynamic & Biodiverse Farming

Traditional practices of our forefathers are what we call Biodynamic Farming, and it refers to the principle of harnessing the energies which create and maintain life. This system focuses on the judicious use of all the five elements of Nature -Earth, Water, Air, Fire, and Space - to enrich the soil and the surrounding environment.

This includes:

-  Restoration of the soil through the incorporation of organic matter
-  Improving soil health and soil quality through skillful application of practices
-  Special emphasis on green manuring, cover crops, and crop rotation
-  Vigilant protocols for the treatment of manure and composts

The farm maintains biodiversity and the individuality of natural ecosystems and landscapes. Annual and perennial vegetables, herbs, flowers, pastures, forages, and native plants all contribute to plant diversity, amplifying the health and resilience of the farm as a whole. Diversity in domestic animals is also highly beneficial as each animal species has a different relationship to the land and unique quality of manure.

Permaculture (Permanent agriculture)

Permaculture is an approach to land management and philosophy that adopts the arrangements observed in flourishing natural ecosystems. This is a guiding life principle working in tandem with nature through thoughtful observation of plants and animals in all their functions.

The farm must have a design principle modeled from natural ecosystems which include ecological design and engineering, regenerative and self-maintained habitats, environmental design and construction, integrated water resource management and sustainable architecture. Our approach to holistic farming incorporates patterns and features observed in natural ecosystems, helping us develop truly sustainable systems over time.





Pranic Agriculture

Prana, or life-force, is cosmic energy present in every living being, on every level, within our Universe. It enters our bodies through each breath and circulates down to our cells. Pranic Agriculture is a style of farming that aims to harmonize and balance the energy forces within the farm.

Healthy food constitutes prana in the correct proportion for the development of a healthy mind. Soil and plants, just like human bodies, are also living organisms pulsating with pranic energy that can be harnessed to optimize crop growth and yield. It is truly a miracle of abundance available to everyone and it is a way to give back to our Mother Earth, who yearns for us to return to our roots of following nature's own rhythm and vital energies in growing our food.

This process makes plants healthier and bigger with increased yields, and food made with such yield has better taste, aroma, and aids digestion. At the same time, animals are happier, healthier, and more friendly with their caretakers and give extra yield.



MOREGANICS®

Celebrating naturally healthy skin

Welcome to a world of exquisite skin and hair care formulations, masterfully crafted from the heart of nature under the principles of Trust Nature® philosophy of the Athachi Group. The MOREGANICS® beauty care transcends from being a ritual into a space of gentle indulgence, where every application is a treasure trove of nature's hidden secrets, which contain all the ways to bring out the beautiful YOU.

The limited-edition pure botanical formulations are the outcome of decades of research by the sister-brother duo, Ms. Deepa Subramanian and Dr. Vishwanath Subramanian, under the Trust Nature® science, instilling innovation and improvement at every step - from formulation to ingredient, ranging from selection to procurement, and farming methods to production guidelines.

The bouquet of the masterfully curated beauty-care range brings in sustainability, biodegradability, and reverence for nature at every stage of manufacturing - from process to packaging to delivery.



Sujith
Narayan



The science, based on Bio-engineered botanicals, is different

We stand apart by bringing state-of-the-art technologies with traditional formulations. This is where the science of nature and nature's science meet.

The More Than Organic™ production method

Staying true to the process all the way: The naturally grown pure botanicals, limited to their natural, seasonal harvest, yield high-potent ingredients that are brought into our lab, where they undergo a specific More Than Organic™ method of processing.

Herbs in their full entity: Every part of an herb is a treasure chest of valuable resources. This is something that ancient wisdom advocates and is confirmed by modern science. This resource is a precious gift to us. We make sure that each part of the plant is used to obtain its maximum potency by mindfully sourcing them from our farm and other trusted vendors.

Formulations, blends and processes: Formulations are backed with strong scientific research, infused with nutrients and actives extracted from plants.

Research and quality controls: The Research and Development team ensures every ingredient is of supreme quality before it is added to the formulation.

Everything at Athachi comes with a natural flair, a touch of elegance, and is thoughtfully curated to be the best. Our cosmetic line is no exception — going beyond enhancing appearance and unravelling the beauty from within.

The way forward

Athachi Trust Nature® Fellowship

Keen to take the Athachi Trust Nature® initiative among youth, and inspire them to make the initiative their own movement, the Athachi Group extends an invitation to the brightest minds from institutions of higher education across the nation.

The Athachi Trust Nature® Fellowship Program is a 3 day immersive, guided tour of the Athachi Farms in Palakkad, where students will get to know the heart of the initiative, experiencing firsthand the journey from barren land to a thriving biodiverse agro-forest farm, while enjoying a comfortable stay in our private farmhouse.

Besides a host of soil, seed, and water conservation techniques, they will get to learn the various nature-centric sustainable farming techniques, and the many innovations being experimented including Living Fence, Slope Farming, Raised Terrace Farming, Pyramid Farming, Tower Farming etc.

For those brimming with entrepreneurial spirit and a vision to replicate this success, the Group will equip them with the technical expertise and know-how needed to bring their dream to life, offering long-term guidance and access to angel investors who believe in the power of their vision.

Providing economic sustainability to the young entrepreneurs, the group will buy-back the high-quality produce, nurtured in accordance with the Trust Nature® initiative, and will leverage its extensive marketing experience to propel them onto the global stage.

The Athachi Trust Nature® Fellowship program will empower the youth to be active participants in a revolution – one that transforms barren landscapes into vibrant ecosystems, fosters community engagement, strengthens local economies, and paves the way for a sustainable future.



The visionaries who sowed the seeds

Athachi Group was founded with a vision to offer sustainable wellness solutions to everyone, with the help of nature, and backed by the science of Ayurveda.

This uncompromising ethos is fully compliant with nature, with care for the ecosystem – from plants to animals to organisms to microorganisms and respecting the land.



Alamelu Subramanian (Athachi)



N. V. Subramanian



Visalakshi Subramanian



C. V. Subramanian

Leadership team -
Committed to Athachi's core values



Raju N Subramanian
Chairman



Deepa Subramanian
Vice Chairperson



Dr. Vishwanath N Subramanian
Managing Director



Sunder N Subramanian
Chief Financial Officer



Kalyanakrishnan N Hariharan
Chief Executive Officer



N S Venkatesh
Chairman - Athachi Finserv



Shanker N Choodamani
Chief Investment Officer

Athachi business verticals: Creating value

The mantra of “being true to nature in creating value to every stakeholder of our businesses” is the bedrock of the Athachi Group. This philosophy invariably reflects in all our verticals of business, from farming and wellness products to skin care and even marcom. Our financial advice is based on unbiased, transparent solutions.



Farming

Co-evolution of Athachi conscious farming
trustnature.in



Wellness

Opening up a window to Nature’s generosity
deera.in



Skin Care

Celebrating beauty, within and beyond naturally!
moreorganics.in



Financial Advisory

Creating value at every level
athachifinserv.com



Investment Management

Principled and customer focused
athachiconsulting.com



Marcom

Unravelling the whispers of opulent brands
amarc.in





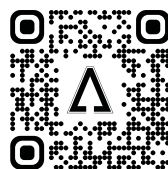
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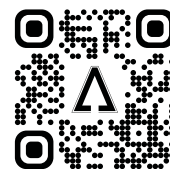
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