

## AN ORGANIC FAIR AT JHAAL FAREZI



The big 'O' — organic, silly! — took over Jhaal Farezi last weekend. From fruits and veggies to moisturiser and masala mixes to even tunics and towels — everything was rolled out the natural way at the two-day fair called Go Organic, held in collaboration with Earth Day Network.

If you're still confused about all things organic, anything that is free of pesticides or chemicals is organic. Visitors stopped by, sampled, asked the what-why-how of going organic and then shopped bags full from stalls put up by more than 17 brands and farms.

Even the brunch menu rustled up by Sumanta Chakrabarti, the corporate chef of Ambuja Neotia Group, was completely organic, using ingredients from the participating stalls. "Based on the list of ingredients the vendors could supply, I created the menu. We organised this festival because of our stress on nutrition and healthy lifestyle, which is ensured when one uses organic products. In fact, Jhaal Farezi will continue to go organic with its brunch every weekend till February-end," said Sumanta.

A crisp winter afternoon, a live band performing old and new numbers, and a healthy vegetarian organic spread — here's to more organic in the city!



"Such festivals are needed as one gets to know about farms and brands dealing in organic products in the city. I picked up some body oils from Kamuuda," said **Nina Saxer**, who heads the Eve's Club at Swissotel, which had organised an organic brunch last April.



Vegetarians **Sundeep Bhutoria** and **Madhu Neotia** tried the Iceberg Lolorosa and Salad Leaf from the organic salad counter. "This is the first time I had a complete organic meal and I loved it," said Madhu, while Sundeep focused on the smell and feel of the fresh greens.



From tea, coffee, cheese and vegetables to stoles, soaps and salsa dips — the organic products on display drew visitors old and new who tried to figure out the whys and hows of going green. Aakansha Farms, Down to Earth, Casa Puro, Chamong, Living Free, Sasha, Maka Maka, June Tomkyns Go Green Eco Friendly Salon, Mi Dulce An'ya, Kamuuda, Living Green, Green Tokri, Red Oranges, Kadam and Aricha were some of the labels at the festival.



(L-R) **Madhu Neotia**, **Kunal Basu**, **Arindam Sil**, **Harsh Neotia** and **Sukla Sil** caught up over brunch at Jhaal Farezi. "I have had organic meals abroad but this is the first time I am having one at a Calcutta restaurant. I loved the organic *phuchka*," said Basu, author of *The Japanese Wife*.



**Rakhi Purnima Dasgupta**, who hosted an organic lunch at her restaurant Kewpie's last year, also dropped by. "We need more such organic fests at different venues to make more people aware," said she, checking out the organic pasta.



Veteran photographer **Raghu Rai** helps himself at the organic buffet.



Class II student of Modern High School for Girls **Anvita Jaipuria** makes a sandwich with organic spreads for brother **Rohan**, a Class III student of La Martiniere for Boys.

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