



## Farming Resilience: MharoKhet's Inspiring Agriculture Venture in Rajasthan's Arid Terrain

Rajnush Agarwal's voice takes on a new excitement as he talks about his farm, MharoKhet. It is a blip of green in an otherwise brown desert. It is a place where people can come to learn about sustainable agriculture and enjoy delicious, healthy food that is grown with care and attention to detail.



MharoKhet is located on the outskirts of Jodhpur, India – a largely barren area of Rajasthan. It is a working farm that grows over 100 varieties of fruits, vegetables, and herbs. Rajnush is passionate about sustainable agriculture. "We need to move away from industrial agriculture and towards a more sustainable model. MharoKhet is a small example of what is possible" he says. His farm offers a variety of experiences for visitors, from immersive walking tours to multi-course plant-forward dining. Rajnush is also a strong advocate for women's empowerment. "I believe that women are the backbone of agriculture. They are the ones who work the land and care for the animals. I want to give them the opportunity to succeed" he says.

*In conversation with Rajnush Agarwal, founder of MharoKhet, our Tammie Alok Verma explores the farm's vision for sustainable agriculture and how it is creating a new model for experiential tourism.*

### 1. When and how did the vision for MharoKhet come out?

Everyone in our family, across all age groups, enjoys the weekend visits to the farm, its simplicity and the quiet. We have always grown a large variety of produce at the farm but only for our personal consumption. The pandemic raised health awareness and boosted the farm's commercial promise as people sought fresh, local produce with mindful sourcing.



In Nov 2020, MharoKhet began direct-to-consumer deliveries of fresh, exotic produce in Jodhpur within 4 hours of harvest. Not an aggregator, we aimed for swift provision. Amongst customers, there was a growing realisation that the produce offered by MharoKhet was superior in quality. Locals' interest in visiting the farm rose, driven by curiosity about exotic crops' growth in Western Rajasthan's barrenness. This spurred us to start immersive experiences for guests which now include farm tours and culinary experiences that are farm-to-table in the truest sense.

### 2. What did you envision with a plant-forward culinary experience? Why are plants and organic farming the centre of your entrepreneurial dream?

Food unites people. Considering the trend of home cooking during Covid, we aimed for a plant-based culinary experience, highlighting our chemical-free produce and vegetarian values.



Our daily menu adapts to the day's harvest, sparking recipe innovation. The thrill is in constant recipe innovation and thinking outside the box. One of our most appreciated courses is soy-honey cabbage on Swiss chard with Indonesian peanut sauce (read: bumbu kacang).

'Organic', I reckon, is a very broad and a highly misunderstood term. We do not claim to be organic, but support farming which is -

- Responsible: use no harmful chemical additives.
- Regenerative: leaving the land & surroundings in a better condition than we found it in.
- Promotes Polyculture: growing a wide variety of crops and plants at the fields, mimicking at times the environ in a jungle.

Society confronts diverse issues like climate change, food scarcity, and degraded land due to human overuse. MharoKhet seeks a balanced, sustainable system, centered on plants, responsible farming, and harmony with nature.



### 3. How is the farm championing sustainability?

'Sustainability' means satisfying current needs without compromising future generations. Our farm prioritizes soil health, water reduction, and pollution control. Water scarcity drives us to employ 'trickle-drip-irrigation,' saving 60% water by focussing irrigation. We are experimenting now with bio-dissolvable hydrogels to increase soil moisture levels, and further reducing the need to water plants! Fertility is vital, so we shifted from harmful chemicals to biopesticides and biofertilizers like garlic and neem. Innovations like AgNP (Silver Nanoparticles) aid non-toxic pest control and soil improvement. This approach secures farming for today and tomorrow.

Indulge me



# New Hotel Openings



**Where?** Saligao, Goa

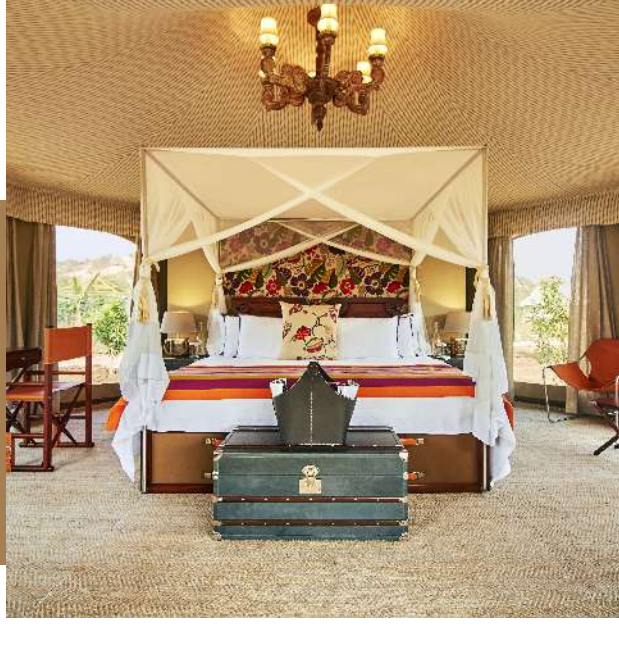
**What is Unique?** Nestled in the idyllic village of Saligao, The Postcard Saligao offers a distinctive experience that seamlessly blends modernity with the timeless charm of Goa's heritage. The five rooms and suites embrace a minimalist design aesthetic, harmonizing with the lush surroundings. Inviting the outside in, each room bathes in the morning sunlight while providing a tranquil ambience. Immerse yourself in the rich historical setting of Saligao, adorned with vibrant Indo-Portuguese houses, churches, and chapels. From hosted afternoon teas in local homes to guided foot tours exploring Goa's cultural side, The Postcard Saligao offers an unforgettable experience that combines contemporary comfort with authentic Goan heritage.



## The Postcard Saligao



**Why?** You will be drawn to The Postcard Saligao for an exceptional stay with colonial charm. Savour the gastronomic journey through Goan cuisine in the inviting dining room, where renowned local delicacies like Goan Fish Curry, Chicken Xacuti, and Pork Vindaloo tantalize the taste buds. The skilled chefs are always ready to cater to individual preferences. Curated nature trails invite you to explore the breathtaking flora and fauna that adorn the property, while surf lessons with the locals offer a thrilling adventure on the waves of the Arabian Sea. Embark on a mesmerizing dolphin safari, followed by a serene picnic on a secluded beach. Expert birdwatchers guide nature enthusiasts through the vibrant Salim Ali Bird Sanctuary, home to a plethora of colorful avian species. Waterfalls, cycling tours, and immersive spice farm visits further enrich the experience. The Postcard Saligao presents a tapestry of unforgettable moments, promising an extraordinary retreat in Goa.



**Where?** Rawal Village, Ranthambore, Rajasthan

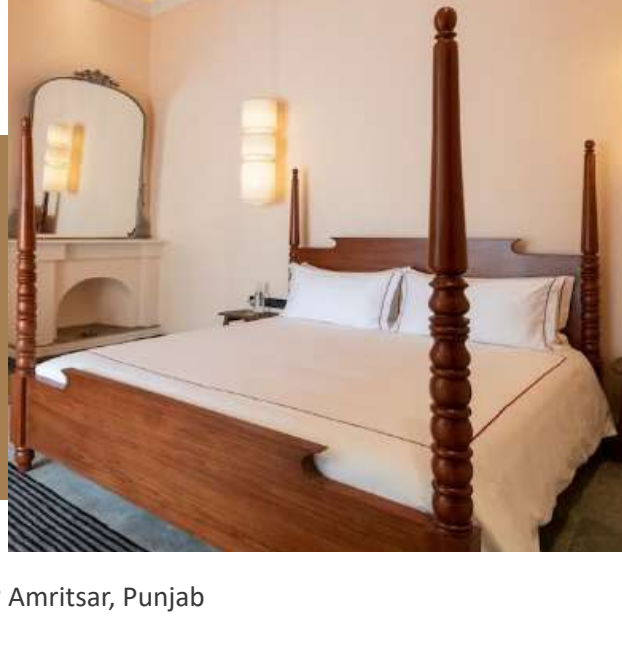
**What is Unique?** The Ultimate Travelling Camp (TUTC) presents a blend of Nomadic Camps with urban comforts. Indulge in well-deserved comfort after a day brimming with activities and excursions. Experience not only the plush relaxation but also savour exquisite cuisine from adept chefs. Gather around fire-lit evenings to absorb tales from specialists and guest travelogists. Amidst scenic picnic spots, this exceptional ultra-luxury camping promises captivating excursions across India's striking landscapes, untamed wilderness, and rustic rural surroundings. Spread across 16 private acres in Rawal village, the campsite blends privacy with communal spaces and designated outdoor dining areas. The presence of an exciting eco-system near the water body, coupled with an organic farm, offers a distinctive natural setting. Notably, a temperature-controlled swimming pool adds to the comfort. When seeking an unparalleled escapade, The Ultimate Travelling Camp (TUTC) beckons with its unique blend of wilderness and luxury.



## TUTC Ranthambore



**Why?** Choose from Luxury Suite Tents or the Presidential Suite Tent. Each luxury tent is the epitome of elegance, providing scenic views, large windows, and wooden decks. The Presidential Suite Tent elevates luxury with a private plunge pool and an annex room for added comfort. Each tent hosts a soft focus of desert colours with colonial furniture, unobtrusive valets to anticipate every need, en-suite bathrooms with teak wood wardrobes, hot showers and mattresses that invite slumber. Embark on authentic wildlife encounters in Ranthambore, guided by seasoned naturalists, offering a chance to witness the majestic tigers roaming freely against the backdrop of the historic Ranthambore Fort room. TUTC's commitment to personalized service ensures your every need is met, from on-call medical assistance to curated relaxation therapies at "SWADHYA." In-house campsite games, a reception tent with a library and a boutique shop, complete this unique, immersive retreat. Easily reachable and situated amidst captivating landscapes, TUTC becomes the ideal option for an immersive luxury camping experience.



**Where?** Amritsar, Punjab

**What is Unique?** Situated at the heart of the vibrant land of five rivers, The Earth Resort Amritsar is a haven that seamlessly blends history with luxury. Once the Victorian Jubilee Hospital, this remarkable heritage site has been transformed into a retreat of peace and rejuvenation. Sprawling lawns and lush garden forests, now repurposed, offer solace and respite to those seeking a tranquil escape. The resort's uniqueness lies in its elegant fusion of heritage. The Suites exude vintage allure, featuring high ceilings, private patios, and ancient trees that serenade the surroundings with melodious tunes. Nature's grandeur and modern comfort harmonize beautifully in the rooms, providing a lavish and inviting atmosphere.

**Why?** Indulge in genuine luxury without pretence at The Earth Resort Amritsar, located at Crystal Chowk, Lawrence Road. Its central location ensures easy access to Amritsar's treasured sites, from the revered Golden Temple to the enchanting Shri Durgiana Temple.

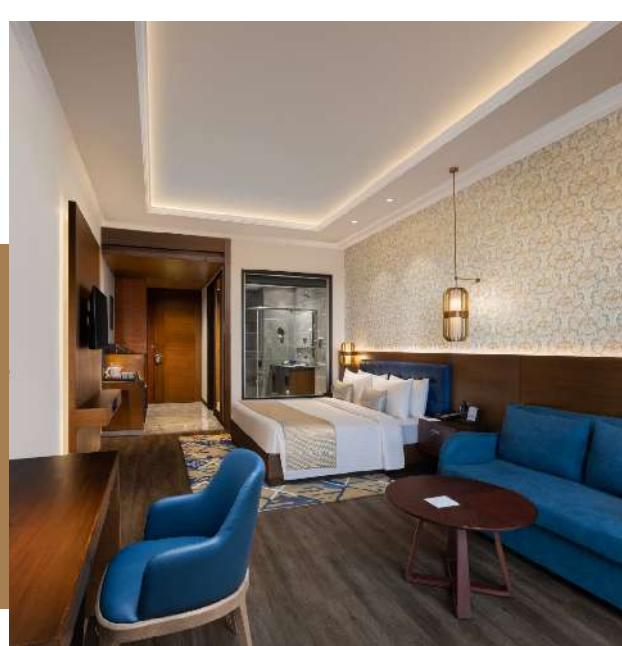


## The Earth Amritsar



Culinary delights at the resort are an homage to the region's abundance. The Lutyens, an all-day dining poolside restaurant, celebrates the richness of the land's offerings with diverse culinary creations.

The Whisky Lounge, thoughtfully curated, invites you to unwind and be captivated. For celebrations steeped in culture and elegance, The Earth Resort offers a grand stage. The opulent Savoy Elite Banqueting Hall and the sprawling Ex Den & Lysium Celebration Lawns provide the canvas for unforgettable gatherings. A lavish wedding finds its setting in The Earth Resort's banquet hall. Experienced event planners ensure every detail reflects unparalleled panache. Beyond the resort, Amritsar's charms await exploration. The iconic Golden Temple holds the city's spiritual core, while the Attari-Wagah Border ceremony sparks patriotic fervour. In essence, The Earth Resort Amritsar transcends expectations, inviting you to a realm where heritage and luxury intertwine effortlessly. Here, Amritsar's essence whispers softly through every corner, offering an experience unlike any other.



**Where?** Hoshiarpur, Punjab

**What is Unique?** Nestled in the 'City of the Saints,' Fortune Park Hoshiarpur offers an inviting retreat for leisure and spiritual travellers alike. Whether you're exploring the city's charm or embarking on a pilgrimage to Mata Chintpurni, the hotel provides regal accommodation. Its banqueting spaces and expansive lawns create an exclusive ambience for grand weddings and events. Fortune Park Hoshiarpur ensures a warm Fortune experience and impeccable service, providing an authentic connection to the soul of the city. Discover the essence of Hoshiarpur at Fortune Park Hoshiarpur.

**Why?** With 57 thoughtfully designed guest rooms offering modern comforts and scenic views, you'll find solace in every corner.



## Fortune Park Hoshiarpur



The hotel's dining experience is unparalleled: Zodiac, the all-day dining restaurant, presents global flavours; Rainbow offers exclusive vegetarian delicacies from seven cuisines; Neptune, the chic bar, provides a relaxing setting; and Deli serves delightful treats. Whether you're hosting a corporate event or a social gathering, the contemporary event spaces at Fortune Park Hoshiarpur cater to your needs. For wellness enthusiasts, the gymnasium is at your disposal, ensuring your fitness routine remains uninterrupted. Unwind further at the on-site spa, which offers rejuvenating treatments. The versatile banqueting facilities and lush gardens provide a sophisticated backdrop for up to 1500 guests. State-of-the-art conference rooms are perfect for business engagements of any scale. With easy access to NH 70 and nearby cities, Fortune Park Hoshiarpur ensures a seamless exploration of the region. Fortune Park Hoshiarpur is not just a hotel; it's an experience that embodies the essence of the city, providing you with a promise of unforgettable moments.



**Where?** Dharamshala, Himachal Pradesh

**What is Unique?** Brij Anayra is an exquisite 161-year-old heritage gem that invites you to unravel Dharamshala's storied past and its illustrious personas. Meticulously refurbished, the property seamlessly fuses timeless elegance with its lush surroundings. Tucked away amidst thriving tea plantations, this 10-acre sanctuary offers awe-inspiring views of the valley and the majestic Dhauladhar range. Each of their rooms and suites at Brij Anayra is named after a significant historic personality who has played a role in the region's evolution. So as to pay tribute to their enduring legacies and invite you to visit to immerse yourself in enchanting stories from Dharamshala's historic archives.



## Brij Anayra Dharamshala



**Why?** Discover the enchanting blend of history, luxury, and nature at Brij Anayra Dharamshala. Seamlessly weaving echoes of the past with modern comforts, the resort promises an unforgettable stay amidst Dharamshala's captivating landscapes. Spacious accommodations, delectable dining, and outdoor areas offer a serene retreat. Experience 12 elegantly designed suites with valley or tea garden views. Enjoy culinary delights at Duchess Lounge & Library or relax on the Crescent Deck. Explore lawns, and tea gardens, and stay connected with Wi-Fi. The resort is conveniently located 12 km from Gaggal Airport and 4.5 km from McLeodGanj. Beyond Dharamshala offers hikes to Bhagsunag Waterfall, treks like Triund, mountain biking, paragliding in Bir Billing, and energy at HPCL Stadium. Discover Pong Dam Sanctuary, nature walks, pottery workshops in Dharamkot, yoga, and sound healing. Immerse in McLeodGanj's cultural tapestry, find calm at Dalai Lama Temple, explore cooking classes, and sync with local rhythms.

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