

GRAMINNO

An Accion Labs Social Impact Initiative

FROM THE HILLS OF MAHARASHTRA

Pure Organic Turmeric

Grown with love by the farmers of Aatley village.
Guided by the Agriculture Institute of Dapoli.
Delivered fresh from our first harvest to your home.

Nourish your family. Uplift a community.

A Village. A Vision. A Golden Harvest.

Deep in the Sahyadri mountain range of Maharashtra, about 225 kilometers from Mumbai, lies a small village called Aatley. With a population of just 300 people across 92 homes, this remote community has long been untouched by conventional development. The nearest town is over 60 kilometers away, accessible only by mud roads.

In 2020, Accion Labs launched Graminno, a Corporate Social Responsibility initiative designed to bring innovation and sustainable development to rural India. The name Graminno combines the Hindi word 'Gramin' (meaning rural) with 'Innovation', reflecting the mission of empowering villages through technology and knowledge.



The Aatley village community with the Graminno team

After over a year of building trust with the villagers through repeated visits and engagement, the Graminno team partnered with the Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth (the Agriculture Institute in Dapoli) to introduce organic turmeric farming. The institute provided expert guidance on best practices, educated the villagers on cultivation techniques, and is now helping connect them with buyers in the pharmaceutical industry, where pure, non-adulterated turmeric commands high demand.

"This turmeric represents more than a crop. It represents the first step toward a self-sufficient, thriving village economy."

From Soil to Golden Harvest

Our turmeric is grown in the rich, red laterite soil of the Sahyadri mountains, nurtured by monsoon rains and the dedicated hands of Aatley's farming community. Every step of the journey follows organic farming practices guided by agricultural experts.



Planting the turmeric rows



Lush growth on the hillside farms



Green turmeric fields in the Sahyadris

The First Harvest

After months of careful tending, 2026 brought Aatley's very first turmeric harvest: close to 5 tons of fresh, organic turmeric. The entire village came together for the harvest, sorting and drying the golden roots under the open sky.



Village women sorting the fresh turmeric harvest



Loading the harvest for transport



Turmeric piled high after harvest



Sun-drying the turmeric in the mountain air

Nature's Golden Medicine

Turmeric has been revered in Indian medicine for thousands of years. Its active compound, curcumin, is one of nature's most powerful anti-inflammatory and antioxidant agents. Our organic turmeric, grown without chemicals or pesticides in pristine mountain soil, delivers curcumin in its purest, most potent form.

Anti-Inflammatory Power

Curcumin is a potent natural anti-inflammatory compound. Studies at institutions like Johns Hopkins have shown it helps manage conditions like arthritis and joint disorders.

Rich in Antioxidants

Organic turmeric is packed with antioxidants that protect your cells from damage by free radicals, supporting overall health and helping slow the aging process.

Supports Heart Health

Research indicates that curcumin helps improve the function of the endothelium (lining of blood vessels) and supports healthy cholesterol levels.

Aids Digestion

Traditionally used for centuries in Ayurveda, turmeric supports healthy digestion, helps reduce bloating, and promotes gut health naturally.

Brain & Mood Support

Curcumin has been shown to increase brain-derived neurotrophic factor (BDNF), linked to improved brain function and a lower risk of brain-related conditions.

Immune System Boost

The antibacterial, antiviral and antifungal properties of curcumin help strengthen your body's natural defenses and keep your immune system resilient.

The Purity Advantage

Studies reveal that approximately 20% of turmeric available in markets today is adulterated with artificial dyes, starch fillers, or synthetic curcumin. These additives dilute the curcumin content and can pose health risks. Graminno turmeric is grown, harvested, and processed entirely within the village with zero chemical intervention, ensuring you receive turmeric as nature intended it.

Graminno Organic Turmeric

- 100% organic, no chemicals or pesticides
- High natural curcumin concentration
- Farm-to-home, fully traceable origin

Typical Retail Turmeric

- Often contains starch fillers and dyes
- Diluted curcumin content
- Multiple intermediaries, origin unknown

YOUR IMPACT

Every Purchase Plants Seeds of Change

When you buy Graminno turmeric, you are doing far more than adding a spice to your kitchen. You are directly supporting the livelihoods of farming families in one of India's most remote villages. Your purchase helps create sustainable income for the community, funds the education and empowerment of rural youth, and proves that organic farming guided by expert knowledge can transform rural economies.



A village elder honored at a Graminno gathering



The Aatley community coming together



Bags of turmeric ready for delivery



The Graminno base camp at Aatley village

Bring Home the Golden Goodness

Our first harvest of nearly 5 tons of fresh organic turmeric is available now. Whether you want turmeric for your family or as a thoughtful gift, reach out to us.

Contact us for pricing and orders:

graminno@accionlabs.com