

Meet The Two Brothers Organic Farm Entrepreneurs Aims to Change the World – Satyajit Shivajirao Hange, Ajinkya Shivajirao Hange

[Two Brothers Organic Farm \(TBOF\)](#) story has its beginning in the Soil; way back in 2011 when the 'Two Brothers' returned home to their village to take up farming full-time. With small, purposeful steps in pursuit of Soil-health, today the Two Brothers Organic Farms is a biodiverse, self-sustaining natural food system, certified by ECOCERT, located in the beautiful village of Bhodani in Maharashtra, India.

Their work is inspired by the simplicity and stillness of village life and guided by the principles of Regenerative Natural farming. While securing rural livelihoods and creating more jobs for women in their villages, they harness the power of the Community to offer real solutions to Public Health and Climate Change problems.

Satyajit and Ajinkya says, "We raise our Soil and its food with love and honesty and wish for it to bring you the gift of good health and happiness. We welcome you to join the TBOF Community!"

We are proud 4th Gen farmer-siblings who practice all Natural, Regenerative farming on our 21 acres certified organic farm in Bhodani, a small village in Maharashtra. Born from indigenous seeds and raised by the tireless hands of farmer folk, all TBOF products are made in daily batches at our Farm-kitchen.

TBOF products are available for purchase online, directly from our eCommerce platform and website as well as other online

marketplaces like Amazon, and few other curated online shops.

Milestones –

1. We have shipped to 48+ countries and 687 cities worldwide, from our native village, so far.
2. Rated as India's No 1 Organic farming brand amongst Indian and foreign brands by VOGUE in 2018
3. Rated as the No #1 Idea that will change Indian agriculture in the year 2019 by Better India.
4. Satyajit and Ajinkya were invited to speak and conduct a half-day session for the students of Agriculture Management at IIM- Ahmedabad.
5. The Honorable PM of India, Narendra Modi mentioned our work on his Mann Ki Baat Twitter channel as having empowered 9000 farmers by giving up their banking careers.
6. Rated amongst the Top 10 startups that made 2020 better by Innovating for Social Good by Yourstory.
7. The only Indian Startup to be featured on the list of global startup brands during the Global Entrepreneurship Week (GEW) 2020 by Shopify.
8. The Brothers also started a community not-for-profit initiative OrganicWe in Mumbai to help spread the awareness of organic food in urban areas and handhold organic farmers in rural areas and now work with over 1000 school students and 3 mainstream schools in Mumbai and Pune to develop community-led Organic farming training modules for them. Under the Organic We umbrella, they have trained over 9000 farmers so far. Visitors from 14 different countries have come to learn and see the farm and farming techniques.
9. All founding team members, farm coworkers – from the cow herd person to the drivers have been made Co-Owners and awarded a stake worth 1 Million INR in the business.
10. Social Media Handles rated amongst the most inspirational 10 pages in the world to follow on Organic

Farming.

What has helped us to create that impact?

A huge consumer mind shift has been happening in the last few years.

Like never before, we are seeing young consumers being conscious of their buying decisions. More and more people are concerned about the impact these choices make on the planet and local ecological systems. They want to be informed of the source of ingredients, the packaging used, the people and processes involved in its making – how big is a product's ecological footprint and how sustainable is the entire lifecycle of the product – right from sourcing to designing to packaging and shipping.

Shoppers all over the world have strong spending power and are willing to spend more to be involved with businesses that follow sustainable, environment-friendly approaches. They are also always on the lookout for brands that connect with their beliefs and values. These trends have been only reinforced by the pandemic.

Being transparent and real is key. This shift in consumer behavior is such a welcome change. And in today's age, you get grandly lauded on social media for going the extra mile and presenting an eco-conscious mission to a global audience. At TBOF, our brand's mission is to protect all that nature has to offer and to empower our local artisan community in our village. Everything that we do upholds this sentiment. So, when a customer asks for crushed jaggery without the packaging, just given to them in their steel dabbas, we are more than happy to accommodate these requests. Most of our regular customers recycle all the glassware that we use to pack our Desi Ghee, pickle, buttermilk, and cheese. They happily bring the glass containers back to us at our weekly farmers' market and pose for pictures that we publish on our

social media and blogs.

This rising consumer awareness and them wanting to make more informed choices that'll be good for not just them but also for the planet as well as make room for social good, the rapid advancements in technologies and it augmenting e-commerce and online social media platforms have made it possible for small businesses like us to access new markets and reach out to a global audience.