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NEWSLETTER

JULY 2025



A TALE FROM THE TIDES

WHERE FINS FOUND
FRIENDS

MONSOON READY CLEANING

NATURAL DISINFECTING &
SANITIZING FOR YOUR HOME

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All contributions are welcome!

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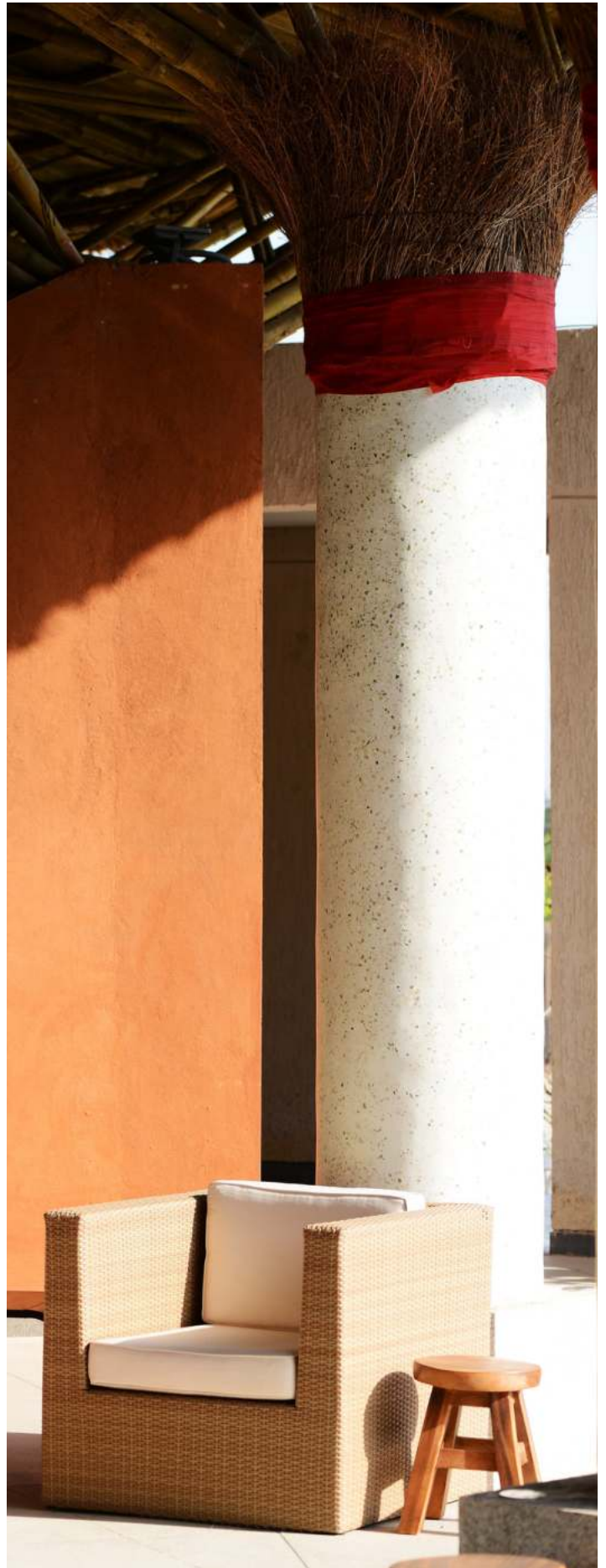


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The Balance Beneath the Skyline

CEO's FOREWORD: JULY 2025

Dear Organo Community,

It was a grey, rain-swept morning when I stood on the terrace of our office. From there, I saw the shimmer of Hussain Sagar and the skyline stretching beyond it, towers steadily climbing into the clouds.

Hyderabad is transforming. Construction rarely pauses. The skyline rises higher each day.

But as I watched the rain fall, I found myself wondering, not about what we're building, but what we're forgetting.

Hyderabad receives about 800 mm of rainfall annually, roughly 3.2 million litres per acre. Yet most of it runs off rooftops and roads, uncaptured. Later, we buy it back through tankers and borewells.

The city needs 650–670 million gallons of water daily. Supply, however, has hovered under 550 MGD for over a decade. A single acre of high-rise with 100–120 homes requires 20–24 million litres per year. Even harvesting every drop of rainwater meets only 10–15% of that.

This isn't just about water. It's about how we grow, and whether we grow wisely.



At Organo, many of us already live with the land. We've seen how a pond replenishes a field, how mulch holds moisture, how mornings feel different when air moves through trees.

Hyderabad still holds a rare chance. Open land, forest pockets, and green corridors still remain. What if every skyscraper helped regenerate the ground it stands on?

True beauty lies in balance, in skylines rising from a landscape that still breathes. Let's not just build higher. Let's build wiser.

Warmly,
Nagesh Battula
Founder & CEO, Organo Eco Habitats

A Slow Life In Pictures

Have an image from your slow living experience to share? Do send it to marketing@organo.co.in, we'd love to include it!

Shot by Dr Geeta Aurangabadkar



A Slow Life In Pictures

Shot by Dr. Pavan Reddy



Making Place, Making Bonds: How Organo Designs for Community

At Organo, design is not just about structures or landscape. It is a way to bring people into relationship: with each other, with nature, and with the rhythms of daily life. This is where placemaking becomes essential. Not as a trend or technique, but as a way to ensure the built environment invites participation, encourages movement, and allows connection to grow in its own time.

Across projects like Damaragidda, Antharam, and Kandawada, the focus has been on how people engage, not just where they live. This means thinking about entrances, shared boundaries, walkable streets, and spaces that become common ground.

Social Nodes as Anchors of Community

At Damaragidda, the landscape is not treated as a decorative backdrop. Instead, it becomes a shared space for everyday life. The design introduces a series of social nodes placed at regular intervals. These are small spaces where residents can pause, meet, rest, or simply observe. They are shaped by their context; shaded benches, native plants, edible gardens, and views into the working farm or forest beyond.



The primary social space in this community is the Tribe Club. Located at the entrance, it sets the tone for how life unfolds. The architecture is open and functional. A bamboo roof covers the outdoor dining area. A banquet hall connects to a lawn for celebrations. There is also a natural swimming pond, a fitness room, a health lounge, and a store for daily provisions.

What makes the Tribe Club work is how it combines physical activity, food, rest, and social time. None of these experiences are isolated. They overlap, creating opportunities for interaction throughout the day.

This thinking continues into the internal layout. A wide path runs along the main vehicle road. It is designed for walking, cycling, and even small farm vehicles. The route connects the Tribe Club with other community spaces, allowing movement that is slow, social, and connected to the landscape.

Rethinking Streets and Shared Spaces

In many residential developments, the street is treated as a service corridor. At Organo, streets become social infrastructure. In the Sampangi Pale cluster at Antharam, the entrance is not marked by a gate or driveway. Instead, residents arrive at a plaza with low planting, soft corners, and water features that set a calm tone.

The plaza is designed to be used throughout the day. Morning yoga, afternoon play, evening walks, quiet talks. There is no single program. Residents shape the space based on what they need. The materials are natural and simple: earth, stone, water, wood. They allow the landscape and the architecture to blend.



At one end of the plaza is a cluster club. This space includes a room for gatherings, a few guest rooms, and an open area with a soft sand bed. It functions as a shared living room for the group of homes around it. Families meet here to celebrate festivals, host guests, or simply spend time outdoors.

The idea of shared living continues at the far end of the street, where the Tribe Houses are located. These are homes for people who share values around environmental care, low waste living, and conscious consumption. The cluster includes spaces for group learning, cooking, and collaborative projects.

Buildings That Support Everyday Life

In Kandawada, the Rurban Hive illustrates how architecture can support community life without being loud. The building is not large or imposing. It contains spaces that are easy to use: a small dining area, a meeting room, guest rooms, and spaces for small events.

The layout is designed to allow different kinds of use. A group may meet for a meal. A resident may host a birthday. A teacher may run a workshop. Each function can happen without needing major setup. Openings and movement paths are designed to encourage casual interaction without disturbing others.

What matters here is not style, but support. These spaces make it easy to spend time together. They also give residents the flexibility to define how and when they use them.



How Community Life Takes Shape

Spaces only become places when people use them. Two events at Antharam show how this process works in practice.

At the Raavipalle Cluster Club, families gathered for a weekend of board games, music, and shared food. Different age groups found their own zones: under the trees, on the lawn, or near the community kitchen. There was no stage or program. But the space allowed for different activities to happen side by side. People met, played, talked, and stayed longer than planned.

Another example came from a tabletop roleplay session hosted by residents. The game was held at God's Own Office, a quiet retreat space on site. It was organised by the residents themselves. They set up the room, brought snacks, and shared the evening with neighbours who had never met before. The setting did not interfere. It simply held the experience. The room was comfortable, well lit, and surrounded by green views.

Both examples show that when the environment is open and well considered, residents step in, contribute freely, and make it their own.





Design That Grows With People

Placemaking at Organo is not about completing a master plan. It is about allowing people to live well together. Design creates conditions. It does not control outcomes. What starts as a street or a courtyard becomes a meeting point, a garden, a classroom, or a kitchen. Over time, the use may change. The intent does not.

Organo's approach builds in flexibility and awareness. Every project includes shaded paths, visible gathering points, shared utilities, and buildings that allow for many ways of using space. The idea is not to prescribe what life should look like, but to support the life that emerges.

Conclusion

When people have access to shared space that is easy to use and pleasant to spend time in, community takes root. At Organo, placemaking is not an added feature. It is part of the way the product is imagined. This ensures that a resident is not just buying a home, but stepping into a setting where connection is possible.

The success of this approach is not measured in numbers. It is seen in the slow rhythm of daily life: a shared walk, a spontaneous game, a festival planned together, or a quiet evening under a tree. These are the signs that a place is working.

The Collective Impact of Rainwater Harvesting

CITY MID-RISE APARTMENTS

614 mm

22.5
acres

180
Flats

33,500 KL
Captured

186 KL per home

ORGANO ANTHARAM

700 mm

60.5
acres

182
Villas

1,03,500 KL
Captured

565 KL per home

VS

3x saved. Usable for all domestic needs

**NO Grey
water usage**

AND



60,000 ltrs / day
Greywater reused for
landscape & forest

CALCULATIONS BY ORGANO ECO HABITATS as of 2025:
Assumptions : 0.6 runoff coefficient for both condos and Organo Antharam
Rainfall at seasonal average across June-Oct for Hyd city vs Chevella

When the River Remembers

A Sparrow Tales story

It was a scorching Saturday afternoon, and the children were in the middle of a noisy game of 'catch ball' near the community park. The sun baked the grass, sweat clung to their backs, and their shouts echoed through the trees.

Then... a wild throw from Vivaan.

The ball bounced off a tree trunk, rolled past a hedge, and disappeared down the slope behind the park.

"I got it!" Dhruva called, darting after it.

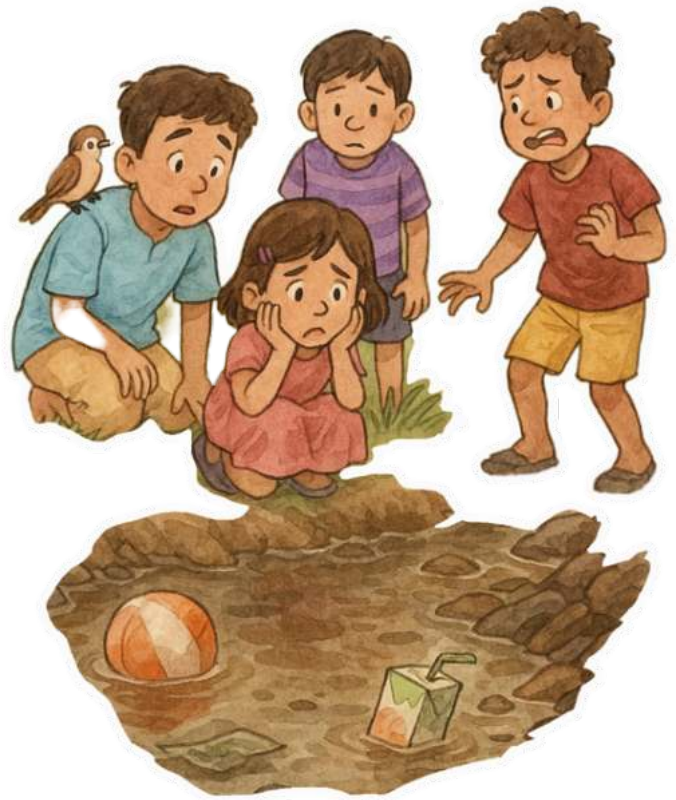


The others followed, tumbling through tall grass and dry twigs, until they reached a place they hadn't visited in weeks, the narrow stream behind the park.

They froze.

The ball sat half-submerged in the water, bobbing next to a soggy juice box. What used to be a cool, bubbling stream filled with tadpoles and dragonflies now looked tired.

There were plastic wrappers caught between stones, the water moved sluggishly, and even the breeze around it smelled different.



"Yuck," said Vivaan, jumping back as his sneaker sank into a squishy mess of wet garbage. "I don't think even frogs would want to live here."

"What happened to this place?" Ayesha whispered, kneeling at the edge. "I remember how clear it used to be."

Kabir pulled out a stick and fished out a plastic bottle. "People keep dumping things. No one cares."

"We care," Dhruva said, frustration rising in his voice. "But what can we do?"

Just then, a flutter of feathers landed on a nearby stone. It was Titu, the ever-watchful sparrow. He glanced at the stream, then at the children's sad faces.



"That look," he chirped, "reminds me of two sisters. Two rivers."

"Another story, Titu?" Kabir asked, already intrigued.

"Not just a story," said Titu, hopping closer. "A lesson the rivers themselves asked me to share. Sit down, children. This tale begins in the cradle of the mountains."

The children gathered around, and Titu began, his voice carried by the breeze.

"Long ago," Titu said, "there were two rivers born from the same glacier. One was named Sundari. The other, Dhagri.

Sundari flowed westward, through forests and meadows where people respected her.

Villagers built ghats to worship her, they planted trees along her banks, and never dumped waste. Her waters stayed clear, fish thrived, and Jal ki Rani, the Queen of Freshwater, made her home there."

"But Dhagri..." Titu's tone darkened. "Dhagri flowed eastward, through growing towns and busy cities. As the cities grew, they forgot to treat her with kindness. They poured chemicals and plastic into her body. Her waters turned brown. Fish fled. And Jal ki Rani... she wept and left."

A soft splash broke the silence. From the middle of the dirty stream near the children, a shimmering ripple appeared. Then, gliding up with grace, emerged a radiant fish with translucent fins and pearly eyes.



"Jal ki Rani!" Ayesha gasped.

The spirit of the rivers spoke gently, her voice like the echo of flowing water. "I have seen what care can bring, and what neglect can destroy.

Dhagri's pain was not just hers, it became the pain of birds, of trees, of children who lost their playmate."

Jal ki Rani smiled. "Clean the stream. Talk to others. Plant saplings along the banks. And someday, when the lilies bloom here once again, I will return to swim beside you."

The children didn't respond with plans. They simply sat there, the silence settling around them like a soft mist.

Ayesha hugged her knees. "I didn't know water could feel."

Kabir stared at the ripples. "I always thought rivers were just... water. Not something that remembers."

Vivaan looked away, unsure of what to say. For the first time, he didn't crack a joke.

Dhruva's eyes followed a plastic wrapper drifting slowly past. "It's like we forgot she was alive."

The stream gurgled faintly, as if trying to speak in its own broken way.

Titu fluffed his feathers and spoke softly. "Water is not just for drinking or washing or swimming. It carries stories. It carries life. It carries us."

The children listened, really listened.

In that moment, the stream was no longer just part of the background.



It was a presence. A witness. A friend in pain.

And though they didn't move a muscle, something inside each of them shifted.

Later that evening, as they walked home, they spoke more gently. They stepped around puddles.

Ayesha filled the dog's bowl more carefully.

Kabir rinsed his paintbrush without spilling.

Vivaan stared at his running tap and closed it tighter than usual.



The stream hadn't changed. But the way they saw it had.

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DAMARAGIDDA

2nd Floor | Courtyard space



Why We Brought the Courtyard Back

Rethinking the Indian Home

For generations, the courtyard was the silent centre of Indian homes. A patch of sky. A well of air. A place where morning prayers, school homework, wedding rituals, and barefoot laughter all unfolded, anchoring life with rhythm, grace, and quiet continuity.

Somewhere along the way, we lost it.

Glass replaced breathability. Square footage trumped sunlight. Nature was pushed to the periphery, turned into décor instead of presence.

At Organo Ibrahimpalle, we chose to bring the courtyard back. Not as a nostalgic flourish, but as a functional, emotional, and cultural necessity, improving ventilation, enhancing daylight, reducing heat gain, and creating a natural microclimate at the core of the home.

When we sat down to design for Ibrahimpalle, we chose to make space for the sky to return; not just overhead, but into the plan itself, enabling a richer life with more efficient spatial flow.





The Courtyard as Organising Principle

In every Ibrahimpalle villa, the house is not just built *around* a courtyard, it is shaped by it.

The double-height open-to-sky courtyard becomes the soul of the home. From the living area to the bedrooms, every space turns inward, opening visually and physically to this central garden. It brings in filtered light, circulates fresh air, and acts as a climatic buffer, cooling the space passively, allowing hot air to escape, and drawing breeze across the rooms.

When nature is at the centre of your home, it becomes a participant, not just a view. The courtyard becomes the pause in your day. The mood of your morning. The stage for a thousand quiet moments.

This centrality has architectural logic, but also emotional resonance.

Letting the Rain In

We designed the courtyard open to the sky on purpose. In the monsoon, you don't just hear the rain. You see it, feel it, and you breathe with it. The smell of petrichor enters your morning. The sound of water hitting the stone pool becomes your soundtrack. Children run barefoot across the wet floor. Grandparents sit by the columns with a hot tumbler of coffee. What could often be seen as inconvenience in a typical urban home becomes an enriching experience at Ibrahimpalle.

That said, we understand practicalities. For families who prefer to close it off during certain seasons or phases of life, we've pre-engineered the courtyard for a retractable glass cover with integrated drainage and structural support. This way, it can transform into a conservatory or sunlit room when needed, offering flexibility without compromising the spirit.

A South Indian Tradition, Reimagined

For many South Indian families, especially those who grew up in ancestral homes in Tamil Nadu, Karnataka, Andhra, or Telangana, the courtyard, or mutram, nadumittam, okka, was more than architecture. Morning prayers happened here. Clothes were dried here. Weddings, naming ceremonies, even moments of mourning, all gathered around the sky well. It held memory, function, and meaning, generation after generation.

We've seen families place a tulsi plant or a flowering tree at the centre. Others install a water body, build a swing, or simply leave it open for birds and butterflies. It is both sacred and casual. Both quiet and celebratory.

In Ibrahimpalle, we've taken this essence and given it modern detailing. Polished stone floors, structural drainage, integrated lighting, and optional seating edges, ensuring it fits both your grandmother's instincts and your children's imagination.



More Than Aesthetic: It's a Daily Gift

Here's what the courtyard does, quietly, every day:

- It brings your family together, even without planning. Someone is always drawn to it.
- It catches the morning sun on winter days, warming the house from within.
- It lets light into every room, reducing the need for artificial lighting.
- It lowers your dependency on air-conditioning, through cross-ventilation and radiant cooling.
- It becomes a natural stage for intimate celebrations: birthdays, pujas, musical evenings, or even a simple dinner with friends under fairy lights and stars.

The courtyard is not another room. It is a moment-generating space. A mood. A breathing pause in the day.

A Legacy You Can Feel

As architects, we are always designing not just for now, but for what will be remembered. The courtyard, we believe, is memory architecture.

Twenty years from now, a grandchild may remember playing with shadows there. A wedding photo might be taken under its tree. A Deepavali rangoli may light up its floor. It becomes not just a house to live in, but a home that holds stories.

In a world chasing glass towers and sealed perfection, the courtyard reminds us to be porous, be grounded, and be open. And that's what we want your Ibrahimpalle home to be.

Not a quick escape, but a beloved home, because of the courtyard, and what it quietly nurtures.



What's Beneath Our Feet: A Simple Guide to Soil Health

When we think about what plants need to thrive, we usually start with sunlight, water, and air. But the quality of soil underfoot plays an equally vital role. It's the foundation for plant health, supporting roots, storing moisture, delivering nutrients, and hosting the microscopic life that keeps ecosystems running.



Why Soil Health Matters

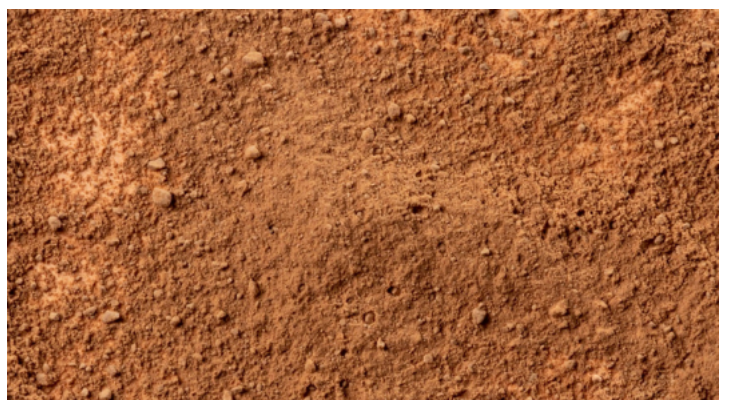
Healthy soil does more than hold plants upright. It enables:

- Stronger root systems and better nutrient absorption.
- Higher yields with fewer chemical inputs.
- Better water retention, reducing the need for constant watering.
- Greater resilience in extreme weather.
- A thriving web of life, from earthworms to invisible microbes, that quietly builds fertility.

When soil is nourished, plants are stronger, food is more nutritious, and the environment benefits too. Good gardening begins here.

1. Know Your Soil Type

Not all soils are created equal. Some are sandy and drain quickly. Others hold water like a sponge. Some are rich in organic matter; others are compact and low in life.



Understanding your soil type helps you choose the right plants and adjust growing conditions for those you love.

A simple jar test can help you see what you're working with:

- Fill a glass jar with a soil sample from your garden, top it with water, shake it thoroughly, and let it settle overnight.
- Observe the layers:
- Sand settles fastest.
- Silt forms a middle layer.
- Clay stays suspended or forms a fine top layer.

Loamy soil, a balanced mix of all three, is ideal. But whatever you discover, it's your starting point. From here, you can amend and improve.

2. Test for Soil Health at Home

Beyond type, healthy soil also has structure, life, and balance. These quick checks reveal what's happening below the surface:

a. Aggregate Test: Take a clump of moist soil. Does it crumble easily into small lumps? That's a sign of good structure. If it breaks into dust or clumps into mud, it needs help.

b. Microbial Activity: Bury two tea bags, one green tea, one rooibos, about 5 cm deep. After three weeks, check how much they've broken down. Healthy, active soil will digest them noticeably.

c. pH Check: Mix a spoonful of soil with water in a cup. Add either vinegar or baking soda.

- Fizzing with vinegar suggests alkaline soil.
- Fizzing with baking soda means it's acidic.
- No reaction? You're likely close to neutral, ideal for most plants.



3. How to Keep Soil Healthy

Once you've identified your soil and started improving it with compost or organic matter, the key is to keep it thriving. Here's how:

a. Mulch Well: Cover bare soil with straw, dried leaves, or compost. This helps regulate temperature, retains moisture, prevents erosion, and feeds the microbes that support plant roots.

b. Grow Green Manure: Plant fast-growing crops like sun hemp, beans, or mustard between seasons. After 4-6 weeks, cut them and leave the biomass on the bed. As it breaks down, it feeds the soil.

c. Rotate Your Crops: Avoid planting the same vegetable in the same place year after year. Rotate crop families (leafy greens, legumes, fruiting plants, roots) to balance nutrient use and reduce pest cycles.

These habits mimic natural cycles. Instead of exhausting the soil, you give it a chance to recover and rebuild.



4. Innovations in Soil Monitoring

At Organo Et School, students developed a solar-powered soil testing kit. This small device uses sensors to measure nutrients (NPK), pH levels, and moisture, delivering the results to a mobile app. It’s designed to be affordable and usable even in areas without stable electricity.

The goal? To empower more people, especially in rural or low-resource settings, to understand their soil and care for it consciously.

In Closing

Good soil doesn’t happen by chance, it’s built, bit by bit, through care and observation. It rewards those who pay attention. Whether you’re working a terrace garden or a shared farm bed, understanding and nurturing your soil is the most grounded place to begin.

Quick Reference: Soil Health at a Glance

Check	What It Tells You	What to Do Next
Jar Test	Soil type (sand, silt, clay mix)	Add compost or adjust drainage
Crumble Test	Structure and root space	Mulch, add compost
Tea Bag Decomposition	Microbial life	Reduce chemicals, add organics
pH (vinegar/soda test)	Acid or alkaline balance	Adjust with lime, peat, compost

Monsoon-Ready Cleaning: Natural Disinfecting & Sanitizing for Your Home

Monsoon season brings welcome rains and cooler temperatures, but it also introduces challenges like increased humidity, dampness, and the potential for mold and bacterial growth. To keep your home fresh and safe during this time, consider switching to natural, homemade cleaning solutions that are both effective and eco-friendly.

Why Choose Natural Cleaners During Monsoons

High humidity levels can foster the growth of germs and mildew. While commercial cleaners may offer quick fixes, they often contain harsh chemicals that can irritate the skin and respiratory system. Natural cleaners, on the other hand, are gentle, cost-effective, and environmentally friendly, making them ideal for the monsoon season.



Essential Ingredients for Natural Cleaning

Stock your pantry with these versatile items:

- White vinegar
- Hydrogen peroxide (3% solution)
- Warm water
- Essential oils (tea tree, eucalyptus, lavender)
- Liquid soap
- Baking soda
- Borax powder
- Lemon or orange peels
- Salt

Preparation Tips

- **Test First:** Always test homemade solutions on a small, hidden area to ensure they don't damage the surface.
- **Cleaning Order:** Start cleaning from the least soiled areas to the most soiled to prevent spreading dirt.
- **Storage:** Store your homemade solutions in opaque, airtight containers away from direct sunlight.
- **Surface Caution:** Avoid using acidic cleaners like vinegar on porous surfaces such as marble or granite.



Monsoon-Specific Cleaning Solutions

1. Tackling Stains on Clothes and Surfaces

Mix equal parts of hydrogen peroxide and water to remove stains from clothing and hard surfaces. Note: Avoid using this solution on porous materials.

2. Combating Mold and Grout

Create a solution by mixing borax powder with warm water. Apply it to tile grout and damp areas to eliminate mold and mildew. This mixture also acts as a mild insect repellent.



3. All-Purpose Surface Cleaner

Combine:

- 1 part white vinegar
- 1 part water
- A few drops of dish soap
- 10–15 drops essential oil

Use this on countertops, floors, and sinks. For toilets, sprinkle baking soda, spray the mixture, let it sit for 10 minutes, then flush.

4. Reviving Tarnished Metalware

Rub brass or copper items with a mixture of lemon juice and salt. For silverware, make a paste of baking soda and water, apply it to the items, then rinse and dry thoroughly.



5. Streak-Free Windows and Mirrors

Mix:

- 2 cups water
- ½ cup white vinegar
- ¼ cup rubbing alcohol
- A few drops of essential oil (optional)

This works beautifully on glass surfaces, even in humid conditions.

DIY Citrus Vinegar Cleaner

This is a natural, fragrant, and effective alternative to store-bought disinfectants, perfect for the monsoon season. The beauty of this recipe is that you don't need proportions. The stronger you want the citrus smell, the more peels and the longer you need to steep it all!

Ingredients:

- 1 jar preferably without a metal lid (metal gets corroded with the vinegar)
- Peels from lemons & oranges
- White vinegar
- Water

Instructions:

1. Place citrus peels in a clean glass jar.
2. Pour vinegar over them until fully submerged, the amount of .
3. Seal the jar and let it steep, a minimum of a week. Use when the vinegar has taken on the colour of the fruit peel.
4. After infusion, strain the liquid and dilute with an equal part of water.
5. Store in a spray bottle for easy use.



Uses:

- Great for wiping down kitchen counters, bathroom surfaces, and sinks.
- Naturally deodorizes and adds a fresh citrus scent.
- Excellent for removing food odors from dishes, especially from garlic, onions, fish, or eggs.
- Can be used in place of chemical dish rinses or as a post-wash spray.
- Works just as well with orange peels—any citrus peel will do!

Note: Do not use this on natural stone surfaces like granite and marble.

Homemade Hand Sanitizer

When commercial sanitizers are unavailable, you can make your own:

Option 1:

- 3 parts isopropyl alcohol (60–99%)
- 1 part aloe vera gel
- A few drops of tea tree oil
-

Option 2 (WHO-recommended):

- 360 ml isopropyl alcohol
- 1 tbsp hydrogen peroxide
- 2 tsp glycerin
- 90 ml distilled or boiled and cooled water

Instructions:

Mix thoroughly and store in a clean, airtight container. Let it sit for 72 hours before use to ensure full sterilization.



Embrace Natural Cleaning This Monsoon

With these time-tested natural methods, you can keep your home healthy, fresh, and fragrant during the rainy season, without exposure to harmful chemicals. Whether it's deodorizing your kitchen, disinfecting the bathroom, or shining up silverware, nature has you covered.

For more tips or to join our workshops:

Email oes@organo.co.in

Stay safe. Stay dry. Stay naturally clean.



A Tale From the Tides

Where Fins Found Friends

On the southwestern edge of the Indian coast, where the Arabian Sea breathed in slow waves and exhaled salt-kissed air, there sat a small village that woke before the sun.

The village stirred gently in the dark, women lighting wood stoves, their bangles softly clinking as they brewed black tea; men rolling up their lungis and hoisting their nets over tired shoulders. The temple bell chimed once, then again, announcing dawn before the sky did.

Smoke rose from thatched kitchens like sleepy sighs. Cats wove through doorways. Barefoot children ran errands with sleepy eyes and eager feet. And out at sea, the horizon held its breath, waiting to turn gold.



Kavi, the fisherman, had already left.

He always left before sunrise, rowing alone, his oars slicing through silvered water. The wind was soft on his face, and the familiar scent of wet wood, brine, and coiled rope wrapped around him like a shawl.

His boat was old but well-loved. His net, patched in places, held more memories than fish some days. Kavi didn't mind. He was not chasing bounty. He chased rhythm, of sea and self. The solitude suited him. Had suited him for years.

He didn't talk much anymore. Not since his brothers moved to the cities. Not since his best friend left for Dubai. Not since he slowly began to forget how to share his inner world.

His wife, Leela, on the other hand, had never lost the art of living out loud. Their modest home pulsed with her presence, her laughter ringing across the courtyard as she shared fresh curry leaves with the neighbor, or helped tie jasmine into a garland for the temple idol. Every festival, she helped paint the rangoli for not just their doorstep, but the widow's next door, too. She held babies when their mothers needed a break, exchanged recipes like currency, and passed on her pickles with a proud smile and no demand for jars in return.

Leela loved people the way some love gardens, tending, listening, delighting in their blooming.

Kavi watched it all from a distance. Not coldly. Just... quietly.

That morning, the sea was still, unnaturally so.

He cast his net.

When he pulled it back, there was only one thing inside: a small, glimmering goldfish, unlike any Kavi had ever seen.



She shimmered like sunrise itself, scales kissed with gold, rose, and soft orange. Her tail was delicate as gossamer, and her eyes, dark and deep, seemed to look through him, not at him.

She didn't flip or flap. Just blinked slowly.

Kavi stared at her for a long moment.

He didn't know why, but he didn't toss her back. And he certainly didn't add her to his basket.

When he returned, Arun came running. "Appa! Did you get crabs today?"

"No crabs," Kavi said, showing him the fish. "Only her."

Arun's eyes widened. "She's beautiful! Can we keep her? Just for a while?"

They filled a transparent glass bowl, the one Leela used to keep pickled lemons on the windowsill, with clean sea water. The moment they placed the goldfish inside, she floated gently to the bottom, then hovered near one side, unmoving.

Arun grinned. "I'll call her Meeku!"

But Meeku didn't react. She barely moved. Her golden scales lost their glint by evening.



"She looks... sad," Arun whispered.

"She's alone," Kavi replied, but it was more out of habit than insight. He didn't know what sadness looked like in a fish. Or maybe he did, and had simply forgotten.

For two days, Meeku stayed still. Arun changed her water. Fed her. Talked to her. Nothing worked.

Leela, ever watchful, noticed too. "She's beautiful but empty. Like a lamp without oil."

Then, on the third day, Kavi returned early from sea and found Arun sitting quietly on the porch. His cricket bat lay untouched beside him. No bruised knees today. No flying slippers. Just stillness.

"Why aren't you playing?"

"My friends went to Vizag. To visit their grandparents. I'll have to wait a whole week," Arun murmured.

Kavi didn't reply. Instead, he watched his son for a long time.



That evening, Leela called out from next door, laughing with Shanta aunty over whose sambar was spicier.

Someone had sent jackfruit from their village, and she passed out wedges wrapped in banana leaves to three homes before returning inside. She always came back carrying more than she left with, more stories, more smiles.

Kavi sat still, the cricket bat leaning on his knee, his son by his side, Meeku motionless in her bowl.

And for the first time in years, he saw the thread that tied it all together.

Meeku was lonely. Arun was lonely. And perhaps, so was he.

He had mistaken silence for strength, solitude for self-reliance. But what he was really carrying was a quiet weight.

The next morning, instead of setting out to sea, Kavi took Arun's hand and said, "Come. Let's bring Meeku some company."

They walked to the tidepools near the temple, where sunlight danced over rocks and tiny fish flickered like whispered secrets.

Carefully, they caught three, one with pale blue stripes, one with shiny black specks, and one no bigger than a thumbprint.



Back home, Arun slipped them into the bowl.

For a moment, nothing.

Then the smallest one swam toward Meeku. Circled. Nudged.

And Meeku stirred.

She rose, gently at first, then with more energy. Her tail flared open like a fan. She darted once, twice, looped playfully. Her colours deepened, roses and golds returning to her body like fireflies finding their way home.

"She's happy now!" Arun laughed.



Kavi watched. But not just the fish.

He saw Arun's smile widen again. Saw Leela peek in from the kitchen, curious and delighted. He heard laughter from the neighbour's courtyard.

He noticed the boy next door repairing his kite with help from two friends.

Everywhere, life thrived in togetherness. Only he had forgotten.

In the weeks that followed, Kavi began to change in ways so small, no one noticed at first.

He waved to passersby.

Sat longer at tea stalls.

Invited the village carpenter for lunch.

He helped Arun set up a cricket net for all the kids.

He even joined Leela one evening in singing an old folk song she loved.



And every morning before sea, he stood by the transparent bowl, watching Meeku play tag with her new friends.

Her joy was visible now, not just felt. And in that bowl, Kavi saw a reflection not of what he had been... but of what he still could become.

organo[®] ANTHARAM

Community Club Area





News from Organo

Organo at Times Ultraluxe Expo 2025

This June, we were proud to be part of the Times Ultraluxe Expo, a two-day showcase that brought together Hyderabad's top developers, wellness experts, and thought leaders to explore how luxury can align with evolving values. With a growing number of homebuyers embracing sustainability, it was encouraging to see green living no longer viewed as a trade-off, but as a new kind of luxury: quiet, intentional, and rooted.

True to our ethos, our stall was designed with reuse and regeneration in mind. The green pylon was built using natural and recycled materials, and the wooden pallets used to hold plants will find new life as seating elements in our communities.

Instead of a display filled with brochures and roll-ups, we created a space that offered a living glimpse into what we nurture every day in our eco-habitats.

We showcased a vibrant selection of microgreens: wheatgrass, gongura, chana, urad dal, moong, alongside an edible garden of medicinal plants like ajwain, bryophyllum, and lemongrass. All were sourced from Organo's nursery, supported by our Landscaping and Farmscaping teams.

Our Organo Farm Store featured produce and products from the Organo Dairy Incubation Center, giving visitors a taste of the soil-to-shelf journey we've co-created with our farmers.

We're grateful to everyone who stopped by and shared how refreshing it felt to see sustainability practiced, not pitched. Their words affirmed what we've long believed: green living doesn't compromise luxury, it deepens it. And we're excited to keep growing that vision.



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Job Opportunities

We're hiring passionate individuals who believe in sustainability and making a meaningful impact. If you're a team player who thrives on creating simple, innovative solutions for Rurban communities, join us! Be part of our mission to drive positive change and shape a better future together.

● Head - Metaphor

Location: Hyderabad
Qualification: B.Arch.
Min. Exp.: 15
Max. Exp.: 20
No. of openings: 1

Skills Set

Should have strong expertise in interior design, space planning, and aesthetic detailing.
Skilled in project management, material selection, and execution oversight.
Proficient in design software, budgeting, and vendor coordination.
Ability to lead creative teams and deliver functional, innovative interior solutions.

● Head of CoE

Location: Hyderabad
Qualification: Masters in Sustainability, Environmental Science, Architecture, Urban Planning,
Min. Exp.: 12
Max. Exp.: 15
No. of openings: 1

Skills Set

The Head of CoE leads innovation, research, and knowledge-sharing to drive Organo's sustainability vision.
They champion best practices, process standardization, and cross-functional collaboration across verticals.

Responsible for capacity building, developing training programs, and fostering continuous learning.
Serves as a strategic thought leader advancing regenerative development and sustainable living initiatives.

● Sr. Manager – Performance Marketing

Location: Head Office
Qualification: MBA - Marketing
Min. Exp.: 12
Max. Exp.: 18
No. of openings: 1

Skills Set

Should excel in data-driven digital marketing strategies.
Proficient in managing paid campaigns across Google, Meta, and other platforms.
Strong skills in SEO, SEM, analytics, and conversion rate optimization.
Expertise in budget management, A/B testing, and performance tracking.

● Head – Farming & Landscaping

Location: Head Office
 Qualification: MBA–Agriculture / Horticulture
 Min. Exp.: 15
 Max. Exp.: 20
 No. of openings: 1

Skills Set

Head – Farming & Landscaping excels in organic farming and sustainable land management. Skilled in soil health, crop planning, and efficient irrigation techniques. Expertise in horticulture, and native plant landscaping. Strong leadership in driving eco-friendly and productive farming practices.

● AGM - TM

Location: Head Office
 Qualification: MBA - HR
 Min. Exp.: 12
 Max. Exp.: 15
 No. of openings: 1

Skills Set

The role involves strategic workforce planning and talent acquisition. It includes driving leadership development and succession planning. Enhancing employee engagement and performance management is key. The focus is on building a strong culture and enabling organizational growth.

● Architect

Location: Head Office
 Qualification: B. Arch
 Min. Exp.: 10
 Max. Exp.: 12
 No. of openings: 1

Skills Set

Must have completed entire life cycle of projects with experience in GFC drawings, coordination with external stakeholders and Site Management., Revit LOD 300 is Must. Working experience in residential projects.

● GM - Design Management

Location: Head Office
 Qualification: B. Arch
 Min. Exp.: 15
 Max. Exp.: 20
 No. of openings: 1

Skills Set

Strategic leadership in aligning design with business goals, Strong cross-functional collaboration and communication, Efficient project and resource management across teams, Driving innovation and creative direction for impactful design

- **Interior Designers**

Location: Head Office

Qualification: B. Arch

Min. Exp.: 10

Max. Exp.: 15

No. of openings: 1

Skills Set

Creative design thinking with a strong aesthetic sense, Proficiency in design software like AutoCAD, SketchUp, and 3Ds Max, Space planning and material knowledge for functional, stylish interiors

- **Sr. Development Analyst**

Location: Head Office

Qualification: B. Arch

Min. Exp.: 8

Max. Exp.: 12

No. of openings: 1

Skills Set

Expertise in analyzing project feasibility, zoning, and site potential, Strong knowledge of architectural planning, codes, and regulations, Proficiency in tools like AutoCAD, Revit, and data visualization software. Ability to coordinate with design, planning, and development teams for strategic execution.

- **Marketing Executive**

Location: Head Office

Qualification: BBA & MBA – Marketing

Min. Exp.: 2

Max. Exp.: 3

No. of openings: 1

Skills Set

Coordinates and executes multi-channel campaigns, manages relationships, and tracks performance. Require strong communication, organizational skills, and experience in digital marketing, event management, and campaign execution.

What you liked, didn't like or would like to have added, all comments are welcome! Or, maybe you would like to contribute a poem, a story, food and garden hacks, recipes, an article or a point of view on sustainable living?

All contributions are welcome! Mail us at marketing@organo.co.in





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