



# KSM-66 Ashwagandha®

## WORLD'S BEST ASHWAGANDHA

### Sustainability Rooted In Our Practices

In the dietary supplements and food ingredients industry, there has been a significant shift towards sustainable manufacturing, as consumers become more discerning about environmental impacts.



The makers of KSM-66 Ashwagandha have established a sustainable supply chain for Ashwagandha even before it was eminent to others. Through their commitment and responsible approach they have ensured the well-being of both the land where it grows and the people who cultivate it.

**01 Organic Farming**

**02 Green Chemistry**

**03 Women Empowerment**

**04 Education**

**05 Healthcare**

### 5 Keys to Sustainability

**01**

#### Organic Farming

KSM-66 emphasizes implementing stringent organic farming practices on its 1,600-acre Ashwagandha farms in Rajasthan, India. Every part of the plant is utilized effectively, including repurposing the leaves as compost to minimize resource wastage. The cultivation avoids the use of toxic chemicals, safeguarding the environment and producing a safe final product



**02**

#### Green Chemistry

KSM-66 spent over 14 years perfecting the extraction of ashwagandha root extract. The extraction method utilizes aqueous-based and Green Chemistry principles, avoiding the use of alcohol, harmful chemicals, and solvents.

**03**

#### Women Empowerment

KSM-66 is dedicated to empowering women, who make up the majority of their workforce. Women participate in various roles from harvesting and factory work to office duties. The producers of KSM-66 collaborate with social organizations where women are involved in crafting hundreds to thousands of jute bags. These bags are then distributed at various trade shows.



**04**

#### Education

KSM-66 funds facilities, and teaching staff, and provides supplies to offer free education to thousands of children. They recognize that nurturing future generations through education and support is crucial for long-term community development.

**05**

#### Healthcare

KSM-66 prioritizes high-quality healthcare to its agricultural community by operating a free hospital in Kota, Rajasthan. The hospital provides medical care and medications at no cost. Additionally, KSM-66 operates a thalassemia center offering treatment to around 450 children. During the COVID-19 pandemic, KSM-66 facilitated free vaccinations for over 20,000 residents, emphasizing their commitment to public health.



### Conclusion

KSM-66 Ashwagandha exemplifies sustainability through its holistic approach, benefiting the environment and the community. Their dedication to organic farming, green chemistry, women's empowerment, education, and healthcare not only supports sustainable practices but also ensures the prosperity and well-being of all those involved.

**A**shwagandha  
Experience