


# A2 Bilona Cow Ghee

**BILONA GHEE**

**JAIVIKAM**


**JSSAI** Lic. No.: 22721445000189

**MSME** Udyam No.: UDYAM-JP-28-0014634



100% Natural

Made in Bharat



# Origin?

- In present era, when **diseases** are increasing and **food quality** is decreasing, the natural way of producing food and eating natural foods are the way to overcome it.
- Traditional Indian Concepts, Theories and Methods for the production and processing of food are explored worldover for their cutting edge over in-practice Concepts, Theories and Methods.
- Further, the utensils used in the production, processing and packaging of these food products play an important role in maintaining the natural nutrients while producing and delivering to the end user.
- The practices used in terms of production of foods, packaging and delivering are pathetic. The most of the present day disease are caused by them.
- The producers of these natural foods i.e. Farmers are dying due to lack of income. Some farmers are leaving their land and going to bigger cities.
- This brain drain of natural food producers from village to city is not only loading unnecessary load on the cities but also creating chaos.



- Not many years before when kingship was prevailing in the country, farmers were the key tax payers . Today, they are looking at the government for subsidiaries.
- Villagers and youngsters in villages are considering farming as the cheap and the work of illiterates. Therefore, once they educated, they try to leave the village and don't try to return to the village.
- If we do micro-analysis of these facts we find that this trend is not allowing greater R&D in farming and agricultural sectors. Farmers are leaving their traditional methods and gravitating for pittance income jobs in cities.
- When **Dr Thakur SKR** who is a renowned scientist of ISRO and popular RSS worker came across these producer and consumer issues decided to develop a model which can attract youngsters to farming and motivates the production of foods by traditional Indian Concepts, Theories and Methods so that the producers get benefitted economically, consumers get benefitted health wise and farming sector itself gets benefitted in terms of strong R&D base. As a consequence of all these, **SHAANTIJAI AGRICULTURAL FARM HOUSE** was originated under the guidance of Dr Thakur SKR. In a very short span of time, brands like **JAIVIKAM**, **GREENLEAF** and **ORGANO BITES** were born to reach to your kitchen domestically from **SHAANTIJAI AGRICULTURAL FARM HOUSE**, Gabhana and internationally through **GRACE STUDIO**, Faridabad.

# What is Natural Food?

- Maintains environment health by reducing the level of pollution
- Reduces health hazards by reducing residues in the product
- Helps in keeping agricultural production at a sustainable level
- Reduces the cost of agricultural production & improves soil health
- Ensures optimum utilization of natural resources for short-term benefit
- Helps in conserving natural resources for future generation
- Saves energy for both animal & machine
- Reduces risk of crop failure



# Why shall We take Natural Food?

- Because they are
  - ✓ Loaded with important nutrients
  - ✓ Low in sugar
  - ✓ Heart healthy
  - ✓ Better for the environment
  - ✓ Helpful in controlling blood sugar
  - ✓ Good for your skin
  - ✓ Helpful in lowering triglycerides
  - ✓ High in healthy fats
  - ✓ Helping in reducing disease risk
  - ✓ Full of antioxidants
  - ✓ Good for your gut
  - ✓ Helping in prevention of overeating
  - ✓ Promoting dental health
  - ✓ Helpful in reducing sugar cravings
  - ✓ Helping in focusing off dieting
  - ✓ Helpful in supporting local farmers
  - ✓ Delicious



# Ghee ?

- Ghee word is derived from Sanskrit word ghrta.
- Ghee is the supreme extract of milk.
- It is another form of butter.
- It can be considered as clarified butter or concentrated butter.
- Both ghee and butter has similar nutritional profile and fat content.
- Ghee has lower value of lactose and casein than butter as the milk solid is separated while ghee making. Hence, it can be used by those patents who are allergic to these two.
- Ghee provides wonderful benefits of butter with shelf life of cooking oils.
- Western world consider that ghee was made to avoid spoiling of butter in long run.
- It was originated in Bharat.
- It has been in use in Bharat since thousands of years
- Recently, western world has considered it as a super food
- It is a natural food with a long history of medicinal and culinary uses





# Facts About Ghee ?

- **Ghee** has many different fatty acids with different melting points. That's why it has many textures.
- The composition of **Ghee** varies depending upon the animal whose milk is used.
- Global **Ghee** market is 6.1 million tons in 2020. It is expected to grow at a CAGR of 4.3 % for the forecast years 2021-26.
- Global **Ghee** market has reached 6.4 billion dollar.
- Milk requirement for producing 1 kg **Ghee** depends upon fat content in milk. 2.5% fat content milk (the amount most Indian breed cows have) requires 40 L of milk if Ghee is made through Bhartiya Bilona Technique.
- **Ghee** is made from 3 methods i.e. From butter, From cream and From Yogurt.
- In the west, butter is made from cream. No culturing process. The butter taste blander, creamy and smooth.
- Ancient times, in Bhartiya sub-continent butter was made from yogurt. It tastes little sour, fermented and complex.
- According to Ayurveda, **Ghee** improves the absorption ability of the small intestines and decreases the acidic pH of our gastrointestinal tract.
- **Ghee** is a rich source of Omega-3 fatty acids which decrease LDL cholesterol.

- Cow milk contains both A1 beta-casein protein and A2 beta-casein protein, but some modern research has underlined that A2 protein is healthier than A1 protein.
- It is believed that the milk of **Desi** (Bhartiya Breeds) cows has more A2 protein, and hence the **Ghee** made solely from the milk of **Desi** cows is termed as **A2 Desi Cow Ghee**.
- A2 Desi Cow **Ghee** helps in promoting a robust and active lifestyle as it is superior in taste, is healthier, rich in antioxidants and good for digestion as it contains amino acids.
- It is also an important source of Vitamin A,D,E & K.
- A2 Desi Cow **Ghee** has a high melting point, hence one can effectively cook food in **Ghee** without it breaking into free radicals and destroying the nutritional elements of the dish. It has a smoke point of 450 degrees F which is higher than most vegetable oils and butter.
- Since A2 Desi Cow **Ghee** is made from extracting elements from milk through the Biona process, it contains very little amount of milk which makes it lactose and casein-free. Hence, it's a good substitute for lactose-intolerant individuals to incorporate a source of good fat in their diet.



- In ancient times, all Bhartiya used to practice zero budget natural farming and Desi breeds of cows were only domesticated.
- Over a period of time, the zero budget natural farming was replaced by sophisticated so called modern farming wherein heavy use of pesticides and fertilisers was used.
- The food stocks produced from such farming techniques possess chemicals beyond permissible limit.
- These food stocks when fed to Desi cows then the milk produced from them is not organic though cow is Desi. Also these generation of cows are not pure organic.
- Therefore, @Shaantijai Farm, research was taken up to produced organic cows. The cows domesticated at Shaantijai Farm are feed only food stock from Farm only. No outside food is given to them. In this way, the 2<sup>nd</sup> generation of cows become pure organic and the Ghee produced from these cows is sold in ultra premium brand GREENLEAF.

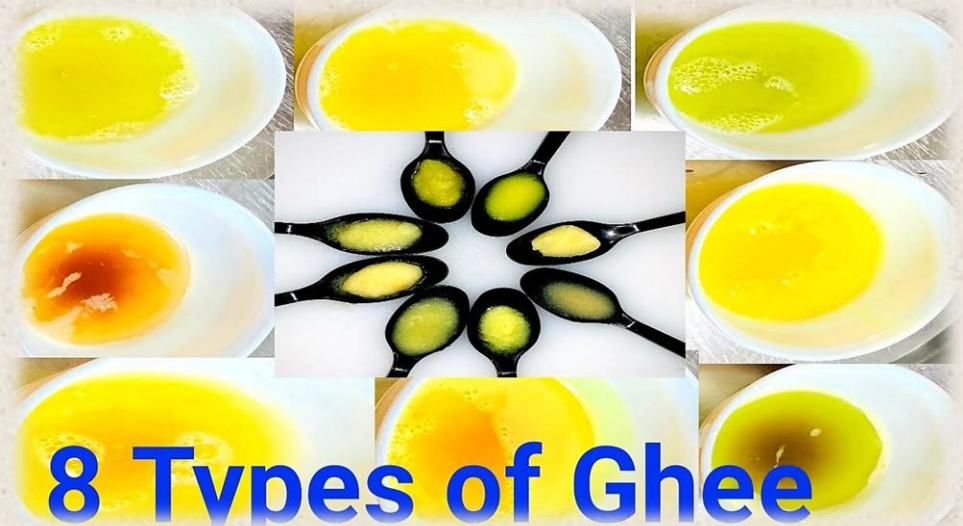
# Processing of Ghee in Clay Vessels ?

- Clay vessels circulate steam throughout cooking.
- Clay pots add many important nutrients like calcium, phosphorous, iron, magnesium and sulfur to food, which are extremely beneficial to our body. These add all the possible vitamins; even Vitamin B12.
- Slow cooking process retains all the nutrients of the food that we cook and hence the food is much tastier.
- Clay is alkaline in nature and when food is cooked it neutralizes the acidity and maintains the PH balance of food and hence acts as a natural detox.
- Clay pots are bio-degradable, hence environment friendly.
- Cooking is bit pocket friendly than their counterparts.
- Boiling milk, or making curd in Clay pots gives it better taste and texture than metal vessels, as told by veteran Chef Sanjeev Kapoor.
- Food cooked in Clay Pots are much more aromatic, and as they say, half the taste is in the smell.
- Diseases like cancer can be avoided when food containing high pH level is consumed thus clay could be the solution if you are dealing with serious health issues.



# Types of Ghee ?

- Based upon Processing Method
  - ✓ From butter
  - ✓ From cream
  - ✓ From Yogurt – Bilona Ghee
- Based upon Milk Type Used
  - ✓ A2
  - ✓ A1
  - ✓ A1A2 Mixed
- Based upon Milk Source
  - ✓ Cow
  - ✓ Buffalo



**8 Types of Ghee**

# Bilona Ghee ?

- The most traditional way to make ghee, termed Bilona is considered to render the purest and authentic taste along with numerous health benefits.
- According to this method, ghee is made from curd instead of malai. The most important thing to not here is that the only Desi cow's milk is used for this process.





# Why Bilona Ghee ?

- **Assists healthy digestion:** The liver processes the fatty acids in **Desi Ghee** faster and breaks it down into energy. This also helps the body in easy absorption of fat-soluble vitamins like A, D, E and K. This also eases constipation.
- **Glowing Skin:** Bilona ghee is a great moisturiser for your skin. It also helps with chapped lips, dark circles around your eyes and rashes. Just apply to the affected area and let **Bilona ghee** do its magic. Enhances immunity
- **Known to boost immunity:** Bilona ghee acts an important supplement to maintaining the healthy functioning of the heart, brain and also helps with bone strength. It is also rich in vitamin-A.
- **For Herbal Preparation:** Bilona ghee is known to be one of the best carrier oil for herbal preparations. Especially in Chywanprash, which exclusively used **Desi ghee** to mix its naturally sourced herbal mixes.
- **Detox:** It is said that one must consumer at least a spoonful of Bilona ghee during a meal. This dissolved the lipid soluble toxins, which are then excreted out via the digestive tract.
- **Anti-ageing properties:** Many claim that consumption of **Bilona ghee**, along with a balanced diet and regular exercise keeps our body active and slows down the ageing process.
- **Improved energy levels:** It is said the **Bilona ghee**, being easily digestible is a great source of instant energy. With the faster conversion of its fat into energy, the body feels active instantly.
- **It's Lactose Free:** Ghee is prepared by heating butter to a point where the its water content completely evaporates, and the milk solids are separated from the fat. The milk solids are then filtered and removed, and you're left with pure butterfat. This pure ghee oil is lactose free, which makes it safe for people who are lactose intolerant.
- **It Boosts Immunity:** Ghee is a natural source for Butyric acid, which is a short-chain fatty acid that produces killer T cells that help in strengthening the body's immune system. The presence of butyric acid also helps in the prevention of cell damage in the colon and intestines. It is seen to be a potential treatment for Irritable Bowel Disease.

- **Improves Digestion:** Butyric acid in Ghee also nourishes intestinal cells, and can greatly help those with digestive issues by healing the gut lining. Butyric acid helps reduce inflammation, stimulates acid secretion in the stomach to aid digestion, and does not slow down digestion like oils and butter do.
- **It is Anti-Cancerous:** Ghee is naturally rich in CLA (Conjugated linoleic acid), more so ghee that is produced from the milk of free-range and grass-fed cows. CLA in ghee helps fight cancer by increasing the effect of anti-tumor cells in the body. CLA found in ghee helps in bringing down the inflammatory compounds which further help in the self-destruction of cancer cells.
- **Improves Eyesight:** Consuming 100% natural, free-range, hill grazing and grass-fed cow ghee helps in improving your eyesight. Ghee is a natural source of vitamin A that helps in reducing the risk of macular degeneration and cataract development. In older days, people used natural ghee as eye drops as a preventive treatment for eyesight problems.
- **It helps you glow:** Our skin absorbs everything we put on it. Pure Ghee has natural properties that help moisturize and hydrate the skin. It also acts as an anti-ageing product along with reducing dark spots and pigmentations. It can be applied directly onto the skin, and is cherished for its external healing properties too like treating burns and inflammation.
- **Fights adrenal fatigue:** Maintaining a balance of healthy fats is an integral part in maintaining a healthy lifestyle. Indian Ghee from free-range, grass-fed Desi cows gets you a balanced source of saturated fats essential to combat adrenal fatigue. The adrenal gland in our body loves healthy fats and hates sugar and grains. Thus, the presence of good fat is necessary in our body to help us fight the adrenal fatigue.
- It is said the **Bilona Ghee**, being easily digestible is a great source of instant energy. With the faster conversion of its fat into energy, the body feels active instantly.

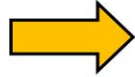


- **Good for the heart:** The fats in ghee are directly converted into energy by the body, and are not stored as fats, hence ghee is not associated with heart disease the way long chain fatty acids are. In fact, the presence of Vitamin K and linoleic acid in ghee, along with its antioxidant properties help maintain heart health. Vitamin K in Desi ghee prevents calcium deposits in arteries thus preventing blockages.
- **Makes bones strong:** Eating ghee daily can help you get the required amounts of Vitamin K, which is essential for keeping bones healthy and strong. Vitamin K directly affects bone metabolism and increases the amount of protein required for maintaining the calcium in your bones. Apart from this, Vitamin K also helps with clotting of blood, brain functioning and heart health.
- **Aids weight loss:** The Omega-6 fatty acid, CLA, in ghee, helps modify the body's composition and reduces body fat, thereby helping you lose weight. Ghee also contains essential amino acids that cause fat cells to shrink in size. Also, unlike oil that slows down the body's digestion, Desi cow's Bilona ghee stimulates it, making it better. And, proper digestion is the essential for weight loss.
- **A2 Cow Milk** is also known as Desi Cow milk and is produced by cows that have only A2 beta casein protein. To simplify, Cow Milk is available in two types of beta-casein proteins. These proteins are A1 and A2, which differ from each other by a single amino acid. Most of the dairy herds in Asia and Africa produce A2 milk. Our Indian breeds such as Gir, Sahiwal, Kankrej, Rathi and Harijana are best when it comes to giving us high-quality A2 milk. European cows, on the other hand, produce A1 milk.
- **The A2 Beta-casein** protein present in A2 Milk breaks down into amino acids for quick digestion, which results in improving our overall health and increases the nutritional value derived from Cows Milk.
- **A2 Cow Milk** is a rich source of minerals such as calcium, potassium, phosphorus which are necessary for strong bones and teeth, better functioning of muscles, regulation of blood pressure, tissue and cell growth and enhancing good cholesterol (HDL) and maintain overall nourishment and well-being of the body.
- **A2 Cow Milk** also has essential Vitamins like Vitamin A, D and B12 which are necessary for bones and teeth, building immunity and converting food into energy. A2 milk contributes equally in building immunity, increasing metabolism and in providing Omega 3 fatty acids. These fatty acids contribute highly to mental growth too.
- **A2 Milk** is the most unadulterated and pure form of milk. We, at Shaantijai Farm are happy to bring it to you from Desi Cows which have been taken utmost care of, and reared with hygienic milking methods. With sustainable and minimalistic packaging, we take our hygiene very seriously so you and your kids get natural and raw A2 milk, as nature intended it to be.

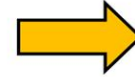
# How JAIVIKAM's Bilona Ghee is made?



खुश एवं संतुष्ट गाय



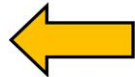
गाय का दूध निकलते हुये



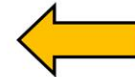
दूध गर्म करते हुये



गाय का माखन निकलते हुये



दही को बिलोते हुये



दही बनती हुयी



माखन गर्म करते हये



बिलोना घी की स्टोरेज



बिलोना घी ग्लास जार्स में



# Other Products of JAIVIKAM

- 1.लकड़ी के द्वारा निकाले गए तेल (Cold and Wood Pressed Edible Oils)
- 2.प्राकृतिक आवश्यक तेल (Naturally Prepared Essential Oils)
- 3.दुग्ध उत्पाद (Milk Products)
- 4.प्राकृतिक अचार (Natural Pickles without Preservatives)
- 5.अनाज के दाने (Grains)
- 6.दलिया (Cereals)
- 7.आटा (Atta)
- 8.मौसमी फल (Seasonal Fruits)
- 9.प्राकृतिक दालें (Pulses)
- 10.राँ शहद के उत्पाद (Raw Honey)
- 11.ओरगनिक खाद (Organic Fertiliser)
- 12.देशी बीज एवं प्लांट्स (Indigenous Seeds and Plants)
- 13.हॉट एवं कोल्ड ड्रिंक सामग्री (Indigenous Hot and Cold Drinks Ingredients)
- 14.पूजा-पाठ की सामग्री (Worshiping Items)
- 15.ग्रामीण पर्यटन (Village Tourism)
- 16.प्रकृतिक चिकित्सा केंद्र (Naturopathy Centre)
- 17.जैविक खेती का प्रशिक्षण (Training for Organic Farming)

# Why to buy JAIVIKAM's Products?

- **Purity:** We are committed to maintain the purity of ghee as its to be
- **Own Processing and distribution:** We grow food of cows to A2 cow ghee all at our farm house. Ensuring 100% quality control
- **Clay Pot Processing:** We use only clay and mud pots right from milking the cow to boil the butter
- **Glass Packaging:** We use only high quality food grade glass for packaging and delivering your most sought product to your kitchen
- **Avoiding Usage of Harmful Materials:** We ensure that aluminium, plastic, SS, copper and brass remains away from our processing and packaging
- **Costlier Products:** Our products are costly because we use traditional Indian concepts, theories and methods to deliver each bite of your delicious product to you.
- **Farm Visit:** We ensure you to check the facts about your products by yourself by visiting our farm
- **Farm Stay:** We provide farm stay to you to know your products. Experience the living in the lap of nature with eating and purchasing of all natural products
- **Detoxicating:** Over a purchase or contract of above Rs 1 lakhs and above, we provide 3 visits in a year to stay at our lush green farm house with your family to stay and enjoy the nature for a full weekend.



# Contact Us

Shaantijai Agricultural Farm House  
Shaantijai Marg, Dorau-Nurullapur Link Road,  
Gabhana, Uttar Pradesh 202143

**Book @** 9667991332

