



DOSSIER

November 2021



PRE EVENT ANNOUNCEMENT COVERAGE

COVERED BY LEADING WIRE AGENCY - PTI

...Publication...	Links
NDTV	https://www.ndtv.com/india-news/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-2610058
Millenium Post	http://www.millenniumpost.in/nation/sattvik-irctc-to-provide-certified-veg-meals-on-board-trains-to-religious-sites-458909
India.com	https://www.india.com/travel/articles/sattvik-veg-meals-irctc-promotes-certified-vegetarian-food-in-vande-bharat-5097400/
TFI POST	https://tfipost.com/2021/11/no-non-veg-food-in-trains-bound-to-hindu-religious-sites-irctcs-and-sattvik-councils-big-decision/
Financial Express	https://www.financialexpress.com/infrastructure/railways/good-news-for-vegetarian-passengers-now-enjoy-fresh-pure-veg-food-in-indian-railways/2370939/
Inshorts	https://inshorts.com/en/news/irctc-to-serve-only-veg-food-on-trains-to-religious-sites-sattvik-council-1636895464821
Fox story	https://foxstoryindia.com/2021/11/14/now-order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites/
newzler	https://food.ndtv.com/news/irctc-to-promote-certified-vegetarian-food-on-some-trains-to-religious-sites-2611337?utm_source=newzler.com&utm_campaign=fullarticle&utm_medium=referral
Emea Tribute	https://emeatribune.com/now-order-sattvik-certified-veg-food-on-trains-to-religious-sites/
Veggie champ	https://www.veggiechamp.in/product-category/vegan-india/?gclid=CjwKCAiA7dKMBhBCEiwAO_crFIJMp3MjqG8o5vCw2kA_mesazAUDhF67WPCf5f4S-q1p2EyR6sis9ZxoCEToQAvD_BwE
Zordo	https://news.zordo.in/now-order-sattvik-certified-veg-food-on-trains-to-religious-sites-220358.html
ABP NEWS	https://news.abplive.com/news/india/irctc-will-obtain-sattvik-certificate-for-trains-to-religious-destinations-says-sattvik-council-of-india-1493288
Hindustan news india	https://hindustannewsindia.in/twitter-reacts-irctc-to-promote-certified-vegetarian-food-on-some-trains-to-religious-sites/
The free media	https://www.thefreemedia.in/nation/2021/11/16/vande-bharat-18-other-trains-to-get-vegetarian-certification/

Erof news	https://eraofnews.com/2021/11/14/now-order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites/
DNA	https://www.dnaindia.com/india/report-irctc-to-run-pure-vegetarian-trains-on-religious-routes-soon-check-details-here-2919594
The india Print	https://www.theindiaprint.com/national-news-english/indian-railways-18-other-trains-including-vande-bharat-will-make-satvik-safar-not-only-food-these-things-will-also-be-pure-sattvik-131298
The greater india	https://thegreaterindia.in/news/business/irctc-now-get-audited-certified-veg-meals-from-irctc-kitchens-as-it-ties-up-with-veg-standards-council/
Naveen Bharat	https://www.naveenbharat.in/now-order-sattvik-certified-vegetarian-food-in-trains-for-religious-places/
News Nine	https://www.news9live.com/utility/sattvik-certification-types-how-to-apply-validity-and-all-you-need-to-know-134293
Go travel bloogger	https://gotravelblogger.com/twitter-reacts-irctc-to-promote-certified-vegetarian-food-on-some-trains-to-religious-sites/
Home Foodi	https://homefoodi.com/ghar-ka-khana/?gclid=CjwKCAiA7dKMBhBCEiwAO_crFLpwvBa1fsK_kkwvzhp9XZ9ihdYbFFnOEQ-yUDGaC18rXzT8ykDdLxoCz7gQAvD_BwE
National herald	https://www.nationalheraldindia.com/national/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india
Ib times	https://www.ibtimes.co.in/reduced-fare-sattvik-food-controlled-booking-indian-railways-ups-game-function-pre-covid-levels-842791
The nation bulletin	https://thenationalbulletin.in/national/irctc-aims-for-sattvik-certificate-for-vande-bharat-to-katra-and-for-some-trains-to-religious-sites
Answer visa	https://answervisa.com/now-order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites/
5paise	https://www.5paise.com/newsfeed/now-get-audited-certified-veg-meals-from-irctc-kitchens-as-it-ties-up-with-veg-standards-council/NjE0Nw==
Indian lekhak	https://indianlekhak.com/health-fitness/twitter-reaction-irctc-to-promote-certified-vegetarian-food-at-religious-places-on-some-trains
Telugu stop	https://telugustop.com/vande-bharat-18-other-trains-to-get-vegetarian-certification-national-politics-latest-eng-news/
The times bureau	https://thetimesbureau.com/on-trains-to-religious-sites-you-can-now-order-sattvik-certified-vegetarian-food-202111/
Amazon tech	https://amazontechnews.in/now-order-sattvik-certified-vegetarian-

news	food-on-trains-to-religious-sites/
bellelevision	http://www.bellelevision.com/index.php?action=topnews_print&type=23664
Midday	https://www.mid-day.com/news/india-news/article/vande-bharat-18-other-trains-to-get-vegetarian-certification-23201111
Png4k	https://png4k.com/now-order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites/
Daily india.net	https://dailyindia.net/vegetarian-food-will-be-served-in-all-trains-connecting-religious-places/26571/
India rail info	https://indiarailinfo.com/blog/post/5127449
The news motion	https://thenewsmotion.com/irctc-promotes-certified-vegetarian-food-on-vande-bharat-18-other-trains/
News room odisha	https://newsroomodisha.com/vande-bharat-18-other-trains-to-get-vegetarian-certification/
Indian express	https://indianexpress.com/article/india/vande-bharat-to-katra-to-be-pure-veg-irctc-7621690/
Tech49news	https://tech49news.blogspot.com/2021/11/now-order-sattvik-certified-veg-food-on.html
Thejasnews	https://www.thejasnews.com/sublead/now-order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites-190143
Your stelecast	https://yourstelecast.com/indian-railways-will-soon-serve-only-vegetarian-food-in-some-trains-know-more-here/
Deccan herald	https://www.deccanherald.com/national/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-1050584.html
Hindujagruti	https://www.hindujagruti.org/hinduism/hindu-lifestyle/hindu-diet/importance-of-diet?gclid=CjwKCAiA7dKMBhBCEiwAO_crFHeI8PuVjYi8zrZ5ryLI10mK6nc5ToGlaesnwqqWZZrLGaa4pviexoCOkoQAvD_BwE
The wire	https://thewire.in/government/irctc-will-promote-vegetarian-friendly-travel-on-some-trains-to-religious-sites
Gk today	https://www.gktoday.in/current-affairs/irctc-sattvik-certificate-in-trains/
The federal	https://thefederal.com/news/railways-to-provide-sattvik-food-on-trains-to-religious-sites/
News 18	https://www.news18.com/news/india/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-4441424.html

Competitive india	https://competitiveindia.com/currentaffairs/irctc-sattvik-certificate-in-trains/
New Indian Express	https://www.newindianexpress.com/nation/2021/nov/14/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-2383458.html <p>POST EVENT COVERAGE (Where quote from IRCTC has also been taken)</p> <p>COVERED BY 2 WIRE AGENCIES – PTI and IANS</p>
Publication	Links
Onmanorama	https://www.onmanorama.com/travel/travel-news/2021/11/16/vande-bharat-18-other-trains-vegetarian-certification-indian-railways.html
Hotelier India	https://www.hotelierindia.com/operations/18398-sattvik-council-of-india-launches-vegetarian-friendly-railway-services-in-association-with-irctc
English Lokmat	https://english.lokmat.com/politics/vande-bharat-18-other-trains-to-get-vegetarian-certification/
Social News	https://www.socialnews.xyz/2021/11/15/vande-bharat-18-other-trains-to-get-vegetarian-certification/
The News Motion	https://thenewsmotion.com/irctc-promotes-certified-vegetarian-food-on-vande-bharat-18-other-trains/
Dailyhunt	https://m.dailyhunt.in/news/india/english/lokmat08408565043306-epaper-dhfd5012174f5c4159918eaf51ebc42a19/vande+bharat+18+other+trains+to+get+vegetarian+certification-newsid-n333041714
Financial express	https://www.financialexpress.com/infrastructure/railways/good-news-for-vegetarian-passengers-now-enjoy-fresh-pure-veg-food-in-indian-railways/2370939/lite/
telugustop	https://telugustop.com/vande-bharat-18-other-trains-to-get-vegetarian-certification-national-politics-latest-eng-news
The india print	https://www.theindiaprint.com/national-news-english/indian-railways-18-other-trains-including-vande-bharat-will-make-sattvik-safar-not-only-food-these-things-will-also-be-pure-sattvik-131298
Granthshala	https://granthshala.in/indian-railways-18-other-trains-including-vande-bharat-will-make-sattvik-safar-not-only-food-these-things-will-also-be-pure-sattvik/

Business news press	https://businessnewspress.com/2021/11/16/irctc-promotes-certified-vegetarian-food-on-vande-bharat-18-other-trains/
Newz.ai	https://newz.ai/irctc-promotes-certified-vegetarian-food-on-vande-bharat-18-other-trains-india-com/
Gk today	https://www.gktoday.in/current-affairs/irctc-sattvik-certificate-in-trains/
Negnews	https://negnews.in/index.php/2021/11/14/irctc-will-obtain-sattvik-certificate-for-trains-to-religious-destinations-says-sattvik-council-of-india/
Tech widdle	https://techtwiddle.com/vande-bharat-18-different-trains-to-get-vegetarian-certification-new-delhi-information/
Economic times	https://economictimes.indiatimes.com/defaultinterstitial.cms
Deccan herald	https://www.deccanherald.com/national/live-news-november-15-breaking-news-india-world-updates-bengaluru-mumbai-delhi-kolkata-news-today-world-1051211.html
Bw hotelier	http://bwhotelier.businessworld.in/article/Sattvik-Council-of-India-partners-with-IRCTC-to-provide-vegetarian-certification-in-Indian-trains/15-11-2021-411997/
Headlines today	https://www.headlinestoday.in/news/acche-din-for-rail-passengers-as-irctc-promotes-and-039-certified-vegetarian-foodand-039-365143257.html
India.com	https://www.india.com/travel/articles/sattvik-veg-meals-irctc-promotes-certified-vegetarian-food-in-vande-bharat-5097400/
Business league	https://www.businessleague.in/indian-railways-irctc-now-pure-vegetarian-food-will-be-available-in-the-train-going-to-religious-places-know-plan-of-railway/
Daily india	https://dailyindia.net/now-certified-vegetarian-food-will-be-available-from-irctc-kitchens-in-trains-going-to-shrines/28645/
Economic times	https://economictimes.indiatimes.com/industry/transportation/railways/now-get-audited-certified-veg-meals-from-irctc-kitchens-as-it-ties-up-with-veg-standards-council/articleshow/87722299.cms?from=mdr
Livemint	https://www.livemint.com/news/india/indian-railways-will-soon-be-serving-only-vegetarian-food-in-some-trains-irctc-aims-for-sattvik-certificate-11636848545617.html
The Hindu	https://www.thehindu.com/news/national/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india/article37484196.ece
Maktoob media	https://maktoobmedia.com/2021/11/16/irctcs-vegetarian-friendly-trains-indias-version-of-apartheid-trains-asks-social-media/

Jagran.com	https://m.jagran.com/news/national-irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-22204418.html
Indian express	https://indianexpress.com/article/cities/delhi/vande-bharat-to-katra-to-be-pure-veg-irctc-7621690/
NDTV	https://www.ndtv.com/topic/vande-bharat-express
News9 live	https://www.news9live.com/india/indian-railways-will-soon-be-serving-only-vegetarian-food-in-some-trains-133481
Naveen bharat	https://www.naveenbharat.in/now-order-sattvik-certified-vegetarian-food-in-trains-for-religious-places/
Cyber technews	https://cybertechnews.in/twitter-reacts-irctc-to-promote-certified-vegetarian-food-on-some-trains-to-religious-sites/
Hindustan news	https://hindustannewsindia.in/irctc-to-provide-only-vegetarian-food-in-some-trains-soon-know-more-india-news/
Your stelecast	https://yourstelecast.com/indian-railways-will-soon-serve-only-vegetarian-food-in-some-trains-know-more-here/
Reading sexy	https://readingsexy.com/important-news-for-those-traveling-by-train-the-train-will-now-have-only-vegetarian-meals-irctc-indian-railways-will-soon-be-serving-only-vegetarian-food-in-some-trains/
andhrafriends	http://www.andhrafriends.com/topic/928233-indian-railways-to-serve-only-vegetarian-food-in-some-trains/
Hindustan times	https://www.hindustantimes.com/india-news/trains-travelling-to-religious-sites-to-receive-sattvik-certification-reports-101636856113386.html
News wwc	https://newswwc.com/india/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india/
News18	https://www.news18.com/news/india/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-4441424.html
Starnews pro	https://starnewspro.com/coming-soon-certified-vegetarian-food-in-vande-bharat-trains-india-news/
The nation bulletine	https://thenationalbulletin.in/national/irctc-aims-for-sattvik-certificate-for-vande-bharat-to-katra-and-for-some-trains-to-religious-sites
News.abp live	https://news.abplive.com/news/india/irctc-will-obtain-sattvik-certificate-for-trains-to-religious-destinations-says-sattvik-council-of-india-1493288
News ncr	https://www.newsncr.com/business/indian-railways-will-soon-serve-only-vegetarian-food-in-these-trains-see-the-list-here/

India TV News	https://www.indiatvnews.com/news/india/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-sattvik-council-of-india-latest-national-news-updates-744963
Bhartiya news	https://bhartiyanews24x7.com/2021/11/14/irctc-will-obtain-sattvik-certificate-for-trains-to-religious-destinations-says-sci/
Blogs think	https://blogsthink.in/devotees-going-on-religious-journey-will-get-sattvik-food-in-the-train/
pragativadi	https://pragativadi.com/order-sattvik-certified-vegetarian-food-on-trains-to-religious-sites/
Pipa news	https://pipanews.com/irctc-new-delhi-katra-vande-bharat-express-will-be-completely-veg-not-just-in-food-but-other-material-will-also-neutral/
Odisha tv	https://odishatv.in/news/national/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-says-sattvik-council-of-india-163856
The news trace	https://thenewstrace.com/indian-railways-irctc-do-not-fret-about-consuming-non-secular-puts-going-through-teach-youll-get-natural-vegetarian-meals-know-the-plan-of-the-railway/202986/
Opoyi	https://opoyi.com/twitter-reacts-to-irctc-offering-certified-vegetarian-food-on-trains-to-religious-sites
Henry clubs	https://henryclubs.com/now-audit-certified-vegetarian-food-in-trains-of-religious-places/
Negnews	https://negnews.in/index.php/2021/11/14/irctc-will-obtain-sattvik-certificate-for-trains-to-religious-destinations-says-sattvik-council-of-india/
Bharat express news	https://www.thebharatexpressnews.com/irctc-will-soon-be-running-purely-vegetarian-trains-on-religious-routes-check-out-details-here/
Techiai	https://techiai.com/indian-railways-will-soon-be-serving-only-vegetarian-food-in-some-trains/
Gk today	https://www.gktoday.in/current-affairs/irctc-sattvik-certificate-in-trains/
Siasat	https://www.siasat.com/irctc-to-get-sattvik-certified-trains-to-religious-sites-2224949/
The Print	https://theprint.in/india/vande-bharat-express-taking-vaishno-devi-pilgrims-to-katra-wont-serve-non-veg-food/290495/
The news minute	https://www.thenewsminute.com/article/irctc-get-sattvik-certificate-trains-religious-site-ngo-claims-157599
Eng. Bharat times	https://eng.bharattimes.co.in/coming-soon-certified-vegetarian-food-on-vande-bharat-trains-india-news-times-of-india/

Tachiai.com	https://techiai.com/indian-railways-will-soon-be-serving-only-vegetarian-food-in-some-trains/
Tfipost.com	https://tfipost.com/2021/11/no-non-veg-food-in-trains-bound-to-hindu-religious-sites-irctcs-and-sattvik-councils-big-decision/
competitiveindia	https://competitiveindia.com/currentaffairs/irctc-sattvik-certificate-in-trains/
Dnaindia.com	https://www.dnaindia.com/india/report-irctc-to-run-pure-vegetarian-trains-on-religious-routes-soon-check-details-here-2919594
Onmarama.com	https://www.onmanorama.com/travel/travel-news/2021/11/16/vande-bharat-18-other-trains-vegetarian-certification-indian-railways.html
Business league	https://www.businessleague.in/indian-railways-irctc-now-pure-vegetarian-food-will-be-available-in-the-train-going-to-religious-places-know-plan-of-railway/
Chaytime news	https://chaytimenews.com/twitter-reacts-irctc-to-promote-certified-vegetarian-food-on-some-trains-to-religious-sites/
Newsncr.com	https://www.newsncr.com/business/indian-railways-will-soon-serve-only-vegetarian-food-in-these-trains-see-the-list-here/
India TV News	https://www.indiatvnews.com/news/india/irctc-to-get-sattvik-certificate-for-some-trains-to-religious-sites-sattvik-council-of-india-latest-national-news-updates-744963
The india print	https://www.theindiaprint.com/national-news-english/indian-railways-18-other-trains-including-vande-bharat-will-make-sattvik-safar-not-only-food-these-things-will-also-be-pure-sattvik-131298

2nd Press Release - Sattvik Council Of India Announced Sattvik Quality Management Certification Course (SQMC) In Collaboration With SVSU For IRCTC

...Publication.....	Links
India Education Diary	https://indiaeducationdiary.in/sattvik-council-of-india-announced-sattvik-quality-management-certification-course-sqmc-in-collaboration-with-svsu-for-irctc/
Education Times (TOI)	https://www.educationtimes.com/article/newsroom/87800459/sattvik-council-of-india-announces-sqmc-course-for-irctc

ecityworks	https://www.ecityworks.com/svsu-jobs-for-students%E2%80%8B

Electronics / Youtube

...Publication.....	Links
News Station	https://www.youtube.com/watch?v=9FrEAEgoUgl
TV9 Bharatvarsh	https://www.instagram.com/reel/CWXeXrOpUWj/?utm_medium=copy_link

Authored Articles

...Publication.....	Links
Hotelier India	https://www.hotelierindia.com/business/18036-veganism-goes-mainstream

Industry Story Participation

...Publication.....	Links
New Indian Express - Indulge Express	https://www.indulgexpress.com/life-style/foods/2021/nov/14/here-is-a-breakdown-of-the-sattvic-diet-37026.html
The New Indian Express	https://www.newindianexpress.com/magazine/2021/nov/14/eat-pray-live-2382386.html

Interview (other than the interview of irtc and scoi collaboration)

...Publication.....	Links
BW Hotelier	http://bwhotelier.businessworld.in/article/For-a-food-safety-environment-/08-11-2021-411267/

In Prints

HT City

Sattvik meals on wheels

In a fresh impetus to travel to religious destinations, the Sattvik Council of India through the IRCTC (Indian Railway Catering and Tourism Corporation) will promote "vegetarian-friendly travel" by getting a few trains "sattvik certified", especially those running on routes connecting religious sites. "IRCTC base kitchens, executive lounges, budget hotels, food plazas, travel and tour packages, Rail Neer plants will be sattvik certified to ensure vegetarian friendly travel," the statement said.



PHOTO: TWITTER/IRCTCOFFICIAL

Millenium Post

Sattvik: IRCTC to provide certified veg meals on board trains to religious sites

Vande Bharat train from Delhi to Katra is the first to get such certificate

SIMONTINI BHATTACHARJEE

NEW DELHI: In a move to promote the 'vegetarian-friendly travel' (VFT) in the train, IRCTC received a "sattvik certificate" on Monday from the Sattvik Council of India for the trains on routes to religious sites. Vande Bharat train from Delhi to Katra is the first to get such certificate.

As per the Sattvik Council of India chief Abhishek Biswas, the passengers, travelling to Katra from Delhi by Vande Bharat train from the next month, will also have to sign on the term and conditions over sattvik food form. Further, the IRCTC base kitchens, executive lounges, budget hotels, food plazas, fast food units, travel tour packages and in fact the Rail Neer



plants will be getting the "sattvik certificate".

The initiative has been launched as a pilot project to understand the requirements of vegetarian or vegan foods during a travelling to holy destinations, an official said. "As the vegetarian food industry is the fastest growing in the global travel industry, it is essential to develop certified

vegetarian food in restaurants and food souvenirs to attract travel in VTF destinations," a communique mentioned. PL-CAM (Passenger Locomotive Continuous Audit Module), an application has also been developed by the Sattvik Council of India to monitor everyday activities taking place in VFT. This advancement will allow the hoteliers, restaurateurs, and oth-

ers to demonstrate that they are sensitive to vegetarian requirements too. The next such train to get the "sattvik certificate" is the Ramayana Circuit Train. "We started with the trains of the north zone and soon will move to the west, especially in Gujarat and southern zone," Biswas told the *Millennium Post*.

Further, testing of the food and the standard checking process has to go through different processes and is quite costlier too. Therefore, the premium trains are the initial pick for the new scheme, an official added. However, the announcement has drawn flak from a section of users on social media, who questioned whether non-vegetarians would not be allowed to travel on the trains, and further questioned the logic behind the announcement.

The Statesman

Sattvik Council of India launches vegetarian-friendly Railway services with IRCTC

NEW DELHI, 15 NOVEMBER

Sattvik Council of India, an organisation providing vegetarian experience, has partnered up with the Indian Railway Catering & Tourism Cooperation (IRCTC) to provide a vegetarian certification to Indian trains, on Monday. Sattvik Council of India launched the Sattvik Certification scheme and "PL-CAM" (Passenger- Locomotive Continuous Audit Module) with IRCTC. Starting with the Vande Bharat train, this certification is mainly targeted to the trains travelling to religious destinations. The certification ensures a truly vegetarian, and by extension, a vegan experience by not just ensuring the food is pure vegetarian, but by also making sure that the utensils and any utility that enters the kitchen has been washed with products that have been certified vegetarian. Often, "veg" food is not truly vegetarian due to multiple factors, so to ensure the purity of the food, there will be no non-veg prepared alongside in the kitchen, which means there will be no mix-ups.

Furthermore, in order to ensure that Vegetarians are comfortable and to promote their cause, the IRCTC and the Sattvik Council of India jointly developed a handbook (operations manual) on all the vegetarian destinations and kitchens in association with its Global Audit Partner – Bureau Veritas.

SNS

Brand Positioning

Google News Section

sattvik council of india - Google

google.com/search?q=sattvik+council+of+india&rlz=1C1CHZN_enIN942IN942&source=lnms&tbm=nws&sa=X&ved=2ahUKewiazZjIub30AhWPSG

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About 1,390 results (0.27 seconds)

The Hindu

IRCTC to get 'sattvik certificate' for some trains to religious sites

The Sattvik Council of India said it will launch the 'sattvik' certification scheme along with IRCTC on November 15. It will also develop a...

2 weeks ago

ABP LIVE

IRCTC Will Obtain 'Sattvik Certificate' For Trains To Religious Destinations, Says Sattvik Council of India

New Delhi: The Indian Railway Catering and Tourism Corporation (IRCTC) with Sattvik Council of India will promote "vegetarian trains,"...

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Hindustan Times

Trains travelling to religious sites to receive 'sattvik' certification: Reports

According to the Sattvik Council of India, which describes itself as the 'world's first vegetarian food safety and regulatory compliance for...

2 weeks ago

India Education Diary

Type here to search

100%

First Page of Google

The screenshot shows a Google search for "sattvik council of india". The browser's address bar shows the search URL. The search bar contains the text "sattvik council of india". The results are organized into several sections:

- Top Results:** Includes links to the Sattvik Council of India's LinkedIn and Facebook pages, and a news article from Bureau Veritas India about the launch of the Sattvik food certification.
- News:** A headline from The Hindu dated 14-Nov-2021 reports that the Sattvik Council of India will launch a 'sattvik' certification scheme in collaboration with IRCTC.
- Images:** A section titled "Images for sattvik council of india" with a row of image thumbnails labeled "vande bharat", "veganism", "irctc", "sattvik", and "vegetarian food".
- Right Sidebar:** Contains a section for "Add missing information" (with a link to "Add place's phone number"), "Questions & answers" (with a link to "See all questions (1)"), "Reviews" (with three user reviews and a "View all Google reviews" link), and "Profiles" (with a Twitter link).

The Windows taskbar at the bottom shows the search bar and several application icons.

Coverages	Total No.
Digital	280+
Print	More than we could count (covered pan India)
Electronic	More than we could count (covered by most channel)

Total AD Value of Coverage appeared in Media in month of Nov :
8,30,000

Final PR Value Analysis (8,30,000 × 3 = 2,490,000)

Thank you!