

DOSSIER

January 2022



...Publication...	Links	PR Activity	Ad Rate
The Logical Indian	https://thelogicalindian.com/uplifting/abhishek-biswas-vegetarian-environment-sattvik-council-of-india-33184	Interview	7,60,000
Newslocker.com	https://www.newslocker.com/en-uk/profession/entrepreneur/meet-entrepreneur-abhishek-biswas-who-tries-to-bring-vegetarian-food-safety-environment-across-globe-the-logical-indian/	Interview	4,05,000
Clear Publicist	https://www.clearpublicist.com/fulfill-entrepreneur-abhishek-biswas-who-tries-to-provide-vegetarian-foods-safety-atmosphere-throughout-globe/	Interview	4,17,000
Odisha Bytes	https://odishabytes.com/sattvik-council-of-india-to-launch-operation-in-odisha-soon/	Press Release	460000
Prameya News7	http://www.prameyanews7.com/expansion-of-business-in-odisha-by-sattvik-council/	Press Release	500000
Prameya	http://www.prameya.com/expansion-of-business-in-odisha-by-sattvik-council/	Press Release	500000
APN News	https://www.apnnews.com/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	3,80,000
Sambad	https://sambad.in/state/expansion-of-business-in-odisha-by-sattvik-council-772571/	Press Release	4,10,000
Odisha Ray	https://odisharay.com/pages/single_page.php?id=30866	Press Release	1,90,000
Hospibuz	https://www.hospibuz.com/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	200000
BW Hotelier	http://bwhotelier.businessworld.in/article/Sattvik-Council-of-India-to-expand-operations-in-Odisha/02-02-2022-419438	Press Release	200000
Business News This Week	http://businessnewsthisweek.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	1,20,000
Media Bulletins	http://mediabulletins.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	90000
Content Media Solution	https://contentmediasolution.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	80000
Online Media Café	https://onlinemediacafe.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/	Press Release	85000
FnB News	http://www.fnbnews.com/Top-News/why-there-is-a-necessity-of-vegetarian--cruelty-free-food-certification-66233	Authored Article	2,30,000
ET	https://hospitality.economictimes.indiatimes.com/news/operations/food-and-beverages/abhishek-biswas-and-his-vision-to-standardise-vegetarian-food-in-a-commercial-setting/89565207	Interview	7,40,000

BW Education	http://bweducation.businessworld.in/article/Abhishek-Biswas-Keynote-Speaker-At-IIT-Roorkee-/15-02-2022-420525/	Press Release	5,20,000
Business News This Week	http://businessnewsthisweek.com/business/iit-roorkee-invited-abhishek-biswas-as-a-keynote-speaker/	Press Release	120000
India Education Diary	https://indiaeducationdiary.in/iit-roorkee-invited-abhishek-biswas-as-a-keynote-speaker/	Press Release	4,75,000
Online Media Cafe	https://onlinemediacafe.com/business/iit-roorkee-invited-abhishek-biswas-as-a-keynote-speaker/	Press Release	85000
Content Media	https://contentmediasolution.com/business/iit-roorkee-invited-	Press	80000


Solution	abhishek-biswas-as-a-keynote-speaker/	Release	
Media Bulletins	http://mediabulletins.com/business/iit-roorkee-invited-abhishek-biswas-as-a-keynote-speaker/	Press Release	90000
Total			71,37,000

Total AD Value of Coverage appeared in Media in month of January 2022 : 71,37,000

Final PR Value Analysis (71,37,000 × 3 = 21,411,000)

Media Outreach

Date	10-Jan-22
Publication	The Logical Indian
Link	https://thelogicalindian.com/uplifting/abhishek-biswas-vegetarian-environment-sattvik-council-of-india-33184


Sustainability
Responsible Business
Small Medium Business

▼ All section



UPLIFTING

Meet Entrepreneur Abhishek Biswas, Vegetarian Food Safety Environment A

Writer: Tashafi Nazir (Digital Journalist)
India, 10 Jan 2022 6:19 PM
Editor : Shiva Chaudhary | **Creatives :** Tashafi Nazir

Sattvik Council of India is the world's first and pioneering vegetarian development organisation established by Abhishek Biswas to promote vegetarian food. It ensures the creation of a 'vegetarian environment' for consumers.

Image Credits: **Abhishek Biswas**

Date	10-Jan-22
Publication	News Locker
Link	https://www.newslocker.com/en-uk/profession/entrepreneur/meet-entrepreneur-abhishek-biswas-who-tries-to-bring-vegetarian-food-safety-environment-across-globe-the-logical-indian/

NewsLocker
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Meet Entrepreneur Abhishek Biswas, Who Tries To Bring Vegetarian Food Safety Environment Across Globe - The Logical Indian

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UPLIFTING

Meet Entrepreneur Abhishek Biswas, Who Tries To Bring Vegetarian Food Safety Environment Across Globe

Writer: Tashafi Nazir (Digital Journalist)

India, 10 Jan 2022 6:19 PM

Editor : Shiva Chaudhary | Creatives : Tashafi Nazir

Gettville Capital of India is the world's first and largest vegetarian food and...

Date	10-Jan-22
Publication	Clear Publicist
Link	https://www.clearpublicist.com/fulfill-entrepreneur-abhishek-biswas-who-tries-to-provide-vegetarian-foods-safety-atmosphere-throughout-globe/



Date	28-Jan-22
Publication	Odisha Bytes
Link	https://odishabytes.com/sattvik-council-of-india-to-launch-operation-in-odisha-soon/



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Sattvik Council of India To Launch Operation In Odisha Soon

By OB Bureau — On Jan 28, 2022



ODISHA

“

Date	28-Jan-22
Publication	Prameya News
Link	http://www.prameyanews7.com/expansion-of-business-in-odisha-by-sattvik-council/



ସାତ୍ବିକ୍ କାର୍ଯ୍ୟକ୍ଷେତ୍ର ପକ୍ଷରୁ ଓଡ଼ିଶାରେ କାରବାର ସମ୍ପ୍ରସାରଣ, ଲୋକଙ୍କୁ ମିଳିବ ନିରାମିଷ ଖାଦ୍ୟର ମଜା

28/01/2022 at 8:06 PM



ଓଡ଼ିଶାରେ ମିଳିଲେ
ଓଡ଼ିଶା ଜିଲ୍ଲା ସଭାପତି

ର ସଂପର୍କ ତୁଚ୍ଛ,
ଦେଲା ପୁଅ

ଲାଙ୍କ ମୃତଦେହ
ଏ ଅଭିଯୋଗ
ବାର

ଅପାରଗଜ
କାର୍ଯ୍ୟାନୁଷ୍ଠାନ,
ଆଉ ୫ ଅଧିକାରୀ

ଇ ଦାବା ବଟି
ଯୋଗ, ୫ ଅଧିକାରୀ

ଅବସର ନେବେ



Date	01-Feb-22
Publication	APN
Link	https://www.apnnews.com/sattvik-council-of-india-to-expand-operations-in-odisha/



Tuesday, February, 2022 | Today's Market | Current Time: 01:43:13

SEARCH

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Next story:

Reaction on Union Budget 2022-Healthcare Industry

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Sattvik Council of India to expand operations in Odisha

Published on February 1, 2022

Bhubaneswar : Sattvik Council of India (SCI), a Non-profit Organization & the World's first and pioneering Vegetarian food & lifestyle Standard Development organization is now starting its operations in Odisha too.



"Our organization is growing fast & many big brands are approaching now for Sattvik certification; therefore we are opening branches where there's an increasing demand. Bhubaneswar is the first city we'll be setting foot in". Said Mr. Abhishek Biswas, Founder at Sattvik Council of India.

Shri Satyanarayan Mohapatra has been appointed as the state representative of Sattvik Council of India, Odisha.

He said, "It's my pleasure to work with Sattvik Council of India that ensures the creation of "VEGETARIAN ENVIRONMENT" for vegetarian consumers around the world. It's a Revolutionary initiative to bring a better place for Vegetarian consumers around the globe. With the requirement for the new SOP's and standards in the food supply chain, Sattvik MARK guarantees the trust & Belief for 100% Vegetarian/vegan Products."

Date	01-Feb-22
Publication	Sambad.in
Link	https://sambad.in/state/expansion-of-business-in-odisha-by-sattvik-council-772571/

ସାତ୍ବିକ୍ କାର୍ଯ୍ୟସୂଚୀ ପକ୍ଷରୁ ଓଡ଼ିଶାରେ କାରବାର ସମ୍ପ୍ରସାରଣ

By Sambad — On Feb 1, 2022

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ସେୟାର



Date	02-Feb-22
Publication	Odisharay
link	https://odisharay.com/pages/single_page.php?id=30866

SATTVIK COUNCIL OF INDIA TO EXPAND OPERATIONS IN ODISHA

OdishaRay 2:06:06 PM



Bhubaneswar(02/02/2022): Sattvik Council of India (SCI), a Non-profit organization and the World's first and pioneering Vegetarian food & lifestyle Standard Development organization is now starting its operations in Odisha too. Abhishek Biswas, Founder at Sattvik Council of India said, "Our organization is growing fast & many big brands are approaching now for Sattvik certification; therefore we are opening branches where there's an increasing demand.

Bhubaneswar is the first city we'll be setting foot in." Satyanarayan Mohapatra has been appointed as the state representative of Sattvik Council of India, Odisha. He said, "It's my pleasure to work with Sattvik Council of India that ensures the creation of "VEGETARIAN ENVIRONMENT" for vegetarian consumers around the world.

Date	02-02-22
Publication	Hospibuz
Link	https://www.hospibuz.com/sattvik-council-of-india-to-expand-operations-in-odisha/

HOSPIBUZ.COM

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Sattvik Council of India to expand operations in Odisha


 Buzzing Now
 Food Business News

02/02/2022



Date	02-22-22
Publication	BW hotelier
Link	http://bwhotelier.businessworld.in/article/Sattvik-Council-of-India-to-expand-operations-in-Odisha/02-02-2022-419438

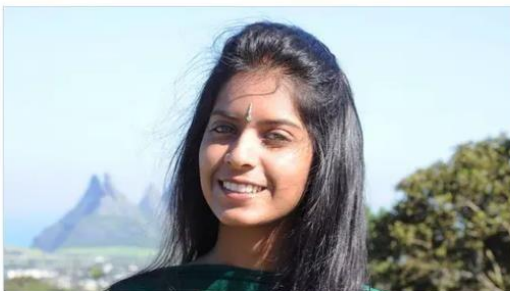
Sattvik Council of India to expand operations in Odisha

Satyanarayan Mohapatra appointed state representative of Sattvik Council of India, Odisha

02 February, 2022
by BW Online Bureau

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Sattvik Council of India (SCI), a non-profit organisation and the world's first and pioneering vegetarian food and lifestyle standard development organisation is now starting its operations in Odisha too. "Our organisation is growing fast and many big brands are approaching now for Sattvik certification, therefore, we are opening branches where there's an increasing demand. Rbuanaswar is the first city we'll be setting foot in," said Abhishek Biswas, Founder, Sattvik Council of India.

Date	03-Feb-22
Publication	Business news this week
Link	http://businessnewsthisweek.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/

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Sattvik Council of India to expand operations in Odisha

February 3, 2022 Rekha Nair Business 0



Date	05-Feb-22
Publication	Media bulletins
Link	http://mediabulletins.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/





Sattvik Council of India to expand operations in Odisha

🕒 5 days ago Rekha Nair



Date	02-Feb-22
Publication	Content Media solutions
Link	https://contentmediasolution.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/

Sattvik Council of India to expand operations in Odisha

 Rekha Nair
  February 3, 2022
  0
  Business



Bhubaneswar, February 2022 Sattvik Council of India (SCI), a Non-profit Organization & the World's first and pioneering Vegetarian food & lifestyle Standard Development organization is now starting its operations in Odisha too.

Date	02-Feb-22
Publication	Online Media Café
Link	https://onlinemediacafe.com/business/sattvik-council-of-india-to-expand-operations-in-odisha/


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Business

Sattvik Council of India to expand operations in Odisha

🕒 5 days ago Rekha Nair



Date	29-Jan-22
Publication	FnB news
Link	http://www.fnbnews.com/Top-News/why-there-is-a-necessity-of-vegetarian--cruelty-free-food-certification-66233




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TOP NEWS

Why there is a necessity of vegetarian & cruelty free food certification
Saturday, 29 January, 2022, 12 : 00 PM [IST]
Abhishek Biswas

In recent years, there has been a proliferation of vegetarian and vegan symbols on food packages, keeping pace with the retail sales of plant based food products and the growth of the vegetarian market. A 2010 study estimated that around 1, 450 million people were vegetarian by necessity and a further 75 million by choice, accounting for approximately 21.8% of the global population.

People may be vegetarian or vegan due to religious beliefs, because of ethical concerns, such as animal rights and environmental protection, or health issues. Whatever the reason, these consumers need to be certain the products they buy have not come into contact with animal products. To gain this trust of the consumers a vegetarian certification is much needed so that the consumers can believe that what they are having is 100% vegetarian and cruelty free.

A common problem is that a product may look to be purely plant-based but actually contain a hidden meat product, the jeopardy of accidentally consuming hidden ingredients is one of the reasons for vegetarians and vegans demanding greater clarity and more easily accessed information on packaging which is possible only if the product receives vegetarian certification.

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Interview


"We are working towards innovative products using seeds, dry fruits & spices"

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International

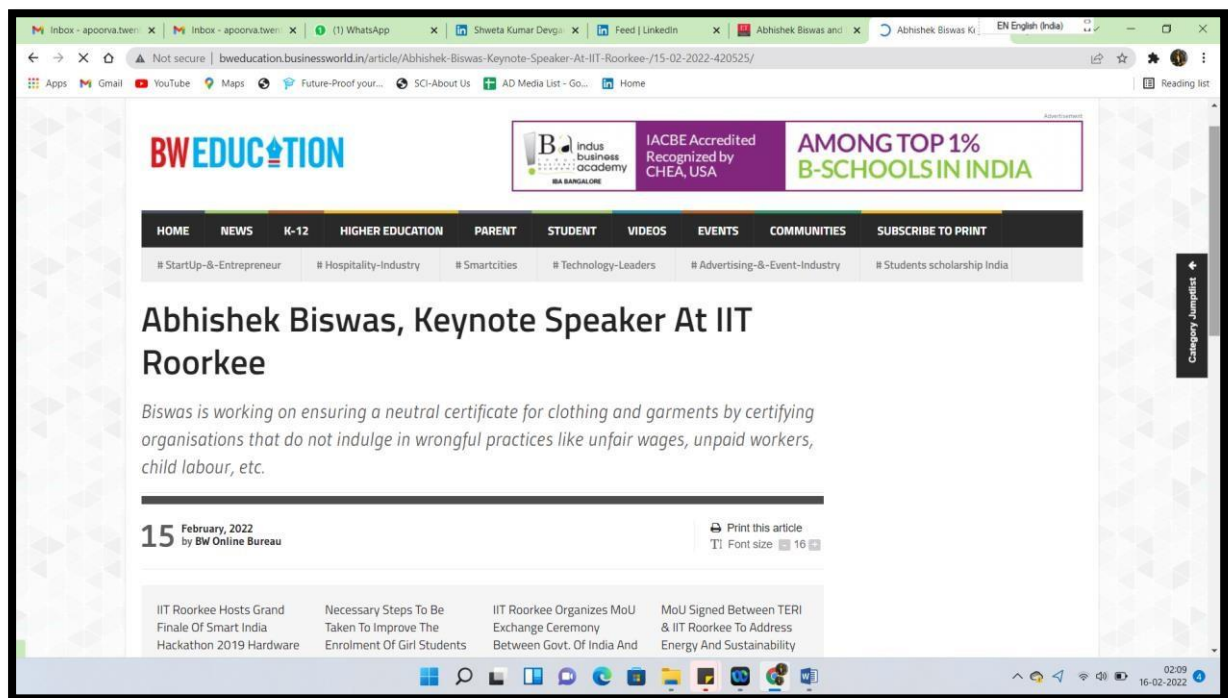
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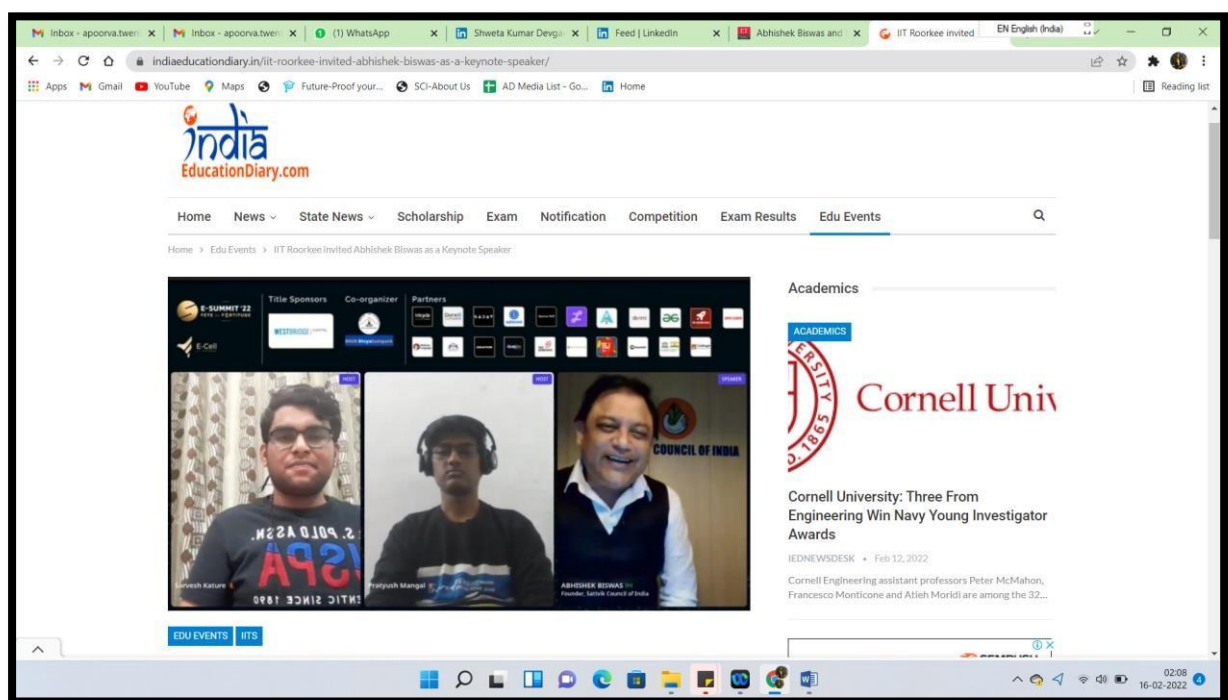
Date	14-Feb-22
Publication	ET Hospitality World
Link	https://hospitality.economictimes.indiatimes.com/news/operations/food-and-beverages/abhishek-biswas-and-his-vision-to-standardise-vegetarian-food-in-a-commercial-setting/89565207

The screenshot shows a web browser displaying the ET Hospitality World website. The article title is "Abhishek Biswas and his vision to standardise vegetarian food in a commercial setting". The byline is "Sakshi Singh • ETHospitalityWorld • February 14, 2022, 15:09 IST". The article text begins with "The Sattvik Council of India, founded by Biswas, is working towards providing vegetarian standard certification as well as educating the community." Below the text is a small photo of Abhishek Biswas. To the right of the article is a sidebar with a newsletter subscription form and an advertisement for the "Retail Supply Chain & Packaging Summit" by Maersk, scheduled for Feb 18, 2022.

Date	15-Feb-22
Publication	BW Education
Link	http://bweducation.businessworld.in/article/Abhishek-Biswas-Keynote-Speaker-At-IIT-Roorkee-/15-02-2022-420525/



Date	11-Feb-22
Publication	India Education Diary
Link	https://indiaeducationdiary.in/iit-roorkee-invited-abhishek-biswas-as-a-keynote-speaker/



Leading news paper of Odisha 14 edition and more than 3 kakharu readership

ଓଡ଼ିଶାରେ ସମ୍ପ୍ରସାରଣ କରିବ ଏସ୍‌ସିଆଇ

ଭୁବନେଶ୍ୱର, ୩୧ (ଏଜେନ୍ସି): ବିଶ୍ୱର ପ୍ରଥମ ତଥା ପ୍ରମୁଖ ଶାକାହାରି ଖାଦ୍ୟ ଏବଂ ଜୀବନ ଶୈଳୀ ମାନକ ଉନ୍ନତୀକରଣ ସାମାଜିକ ଅନୁଷ୍ଠାନ ସାତ୍ତ୍ୱିକ କାଉନସିଲ ଅଫ୍ ଇଣ୍ଡିଆ (ଏସ୍‌ସିଆଇ) ଓଡ଼ିଶାରେ ଏହାର କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରିଛି । ଅନୁଷ୍ଠାନର ପ୍ରତିଷ୍ଠା ଅଭିଶେକ ବିଶ୍ୱାସ କରୁଥିବା ଯେ, ଆମ ଅନୁଷ୍ଠାନ ଦୁଇ ଅଭିବୃଦ୍ଧି କରୁଥିବା ବେଳେ ଅନେକ ବଡ଼ ବଡ଼ ବ୍ରାଣ୍ଡ ସାତ୍ତ୍ୱିକ ପ୍ରମାଣପତ୍ର ପାଇଁ ଅନୁରୋଧ କରୁଛନ୍ତି । ତାହାଦ୍ୱାରା ନିଜର ରଖି ବର୍ତ୍ତମାନ ତୁଆ ଶାଖା ଖୋଲିବା ଉପରେ ଫୋକସ କରାଯାଇଛି । ଭୁବନେଶ୍ୱରକୁ

ପ୍ରଥମ ସହର ଭାବେ ଗ୍ରହଣ କରିବା ସହ ଏଠାରେ କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରାଯାଇଛି ।

ଗତ ୧୦ ବର୍ଷ ହେବ

ସାତ୍ତ୍ୱିକ କାଉନସିଲ

ପକ୍ଷରୁ ଖାଦ୍ୟ ଏବଂ

ଆତିଥେୟତା କ୍ଷେତ୍ରରେ

ଏସ୍‌ସିଆଇ ବିକଶିତ

କରାଯାଇଛି । ସାତ୍ତ୍ୱିକ

କୃତ୍ତିମ ମ୍ୟାନେଜମେଣ୍ଟ

ମାନୁଆଲ, ଭେଜିଟେରିଆନ

କୃତ୍ତିମ କିଟେନ ମ୍ୟାନେଜମେଣ୍ଟ

ମାନୁଆଲ ଏବଂ ଭେଜିଟେରିଆନ

ହସ୍ତିତାଲି ମ୍ୟାନେଜମେଣ୍ଟ ମାନୁଆଲ

ଭଳି ୩ ମାନୁଆଲ ପ୍ରସ୍ତୁତ କରାଯାଇଛି ।

ସାରା ଦେଶରେ ୨୦୨୫ ସୁଦ୍ଧା

ପ୍ରମାଣପତ୍ର ଲାଭ କରିଥିବା ୧

ଲକ୍ଷ ଶିଳ୍ପତ୍ତି ରିସୋର୍ସ

ପ୍ରସ୍ତୁତ କରିବା ଲକ୍ଷ୍ୟରେ

ବିଭିନ୍ନ ପଦକ୍ଷେପ

ଗ୍ରହଣ କରାଯାଇଛି ।

ଖାଦ୍ୟ ନିରାପତ୍ତା,

ସାକାହାରି, ଭେଜିଟେରିଆନ

ବର୍ଗରେ ଏହା ସମ୍ପାଦନ

ହେବ । ନିକଟରେ ଅନୁଷ୍ଠାନ ପକ୍ଷରୁ

ପ୍ରାନ୍ତ ଭିତ୍ତିକ କମିଟି ଦ୍ୱାରା ଭେରିଟାସ

ସହ ସହଭାଗିତା ମଧ୍ୟ କରାଯାଇଛି ।



Thank you!