



# FROM FARM TO FAMILY

Every Product Empowers a Farmer



# ABOUT US

In a significant move to ensure the widespread availability of essential commodities at fair and reasonable prices, the **National Cooperative Consumers' Federation of India (NCCF)** is proud to announce the launch of its new consumer goods brand: Janah. Derived from "Joyful Access to Needful and Household Products," Janah is set to revolutionize access to daily necessities across the nation.

NCCF's vision for Janah goes beyond just providing affordable goods. It's a comprehensive initiative aimed at uplifting grassroots producers. Through direct procurement from PACS (**Primary Agricultural Credit Societies**) and FPOs (**Farmer Producer Organizations**) in rural areas, Janah will bring the richness of India's small-scale producers directly to consumers, fostering an ecosystem that is affordable, ethical, and sustainable.

Janah is more than just a label; it's a movement dedicated to empowering **women's collectives**, self-help groups, newly launched business, **tribal communities**, and **farmer cooperatives** by providing their products with a national platform. This direct-from-producer model allows Janah to offer a curated selection of over high-quality items at fair prices, making essential goods more accessible to all citizens. Each product under the Janah brand undergoes rigorous testing to ensure excellence.

Consumers can look forward to a diverse range of products under the Janah umbrella, including aromatic masalas, nutritious pulses, and a variety of rice products. In addition to these everyday essentials, Janah outlets will also feature special commodities sourced from across India, such as tea from Assam, coffee from Karnataka, and chili from Guntur, Andhra Pradesh, celebrating the unique agricultural heritage of different regions.

Furthermore, Janah retail outlets will not only stock the brand's own offerings but will also feature 'Bharat' brand products of the Government of India, alongside other essential provisions like grains, snack foods, and packaged food items sourced directly from FPOs/PACS/SHGs/NLBs. This comprehensive approach ensures that the basic needs of citizens are met conveniently under one roof.

With strong support from Consumerfed and a rapidly expanding network of retail outlets, Janah is poised to become a household name, celebrating local enterprise while making everyday essentials more accessible and affordable for every Indian family.





# MEET OUR PRODUCT

## WHEAT FLOUR

Available in 5kg, 10kg and 50 kg



### Wheat Flour Range

Multigrain Atta

Wheat flour Atta

# RICE

Available in 1kg, 5kg and 30kg



## Rice Range

Basmati Rice

Black Rice

Parmal Rice



# PULSES

Available in 500g, 1kg and 30kg



## Pulses Range

- Chana Dal
- Arhar Dal
- Moong Dhuli
- Moong Sabut
- Moong Chilka

- Masoor Dal
- Urad Whole
- Rajma Chitra
- White Chole
- Kala Chana

# SPICES- WHOLE

Available in 100g, 200g and 1 kg



## Spices Range

- Jeera
- Ajwain
- Saunf
- Kali mirch

- Dalchini
- Coriander Seeds
- Chhoti Elachi



# SPICES- POWDER

Available in 100g, 200g and 1 kg



## Spices Range

- Red Chilli Powder
- Coriander Powder
- Pounded Sabji Masala
- Haldi Powder
- Gram Masala
- Meat Masala

# OIL/FAT

Available in 1L, 5L and 15L



## Oil/ fat Range

Mustard Oil

Ghee



# THANK YOU

Thank you for your time and trust in JANAHA.  
Together, we're bringing quality, affordability, and empowerment—from  
farm to family—across India.

## Contact Us:

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