

Late Shri Brijesh Chandra Mittal (6th Oct.1945 – 16th Jan. 2010)

(Father of Sh Gaurav Mittal, MD, Aromatic & Allied Chemicals (P) Ltd, Bareilly, IIA Member)

Mr. B.C. Mittal was born in a farmer family in a small village Bisalpur, District Pilibhit. He did his schooling from the village and then went to Kanpur for his B.Sc. degree. He went on to earn B.tech in Civil engineering from Warangal Institute of Technology (now NIT, Warangal).

Entrepreneurship was in Mr. Mittal's blood and he helped his family in developing cold-storages and farm houses while he was still a student of engineering. He used his skills to introduce his village to cold-storage which was used to store potatoes, tomatoes and other perishable goods. Mr Mittal developed technology at a very young age to make ice-bricks which was in great demand at the time as refrigerator was not frequently available and was considered to be a product made for the affluent sections of the society.

In early 70's, he changed his interest from civil construction works towards farming. Mr Mittal visited various medicinal plant growing institutes run by the government and took advantage of his knowledge to develop first crop of 'Jamarosa' and 'Mentha \Citrata' in North India. He was nominated for various awards for developing these crops.

Once he got exposure to the world of 'Natural Essential Oils,' Mr. B.C. Mittal, started to manufacture his own essential oils by putting up 'Distillation Units' operated by Steam to extract oils from the plants. He developed 5 to 10 distillation units in his own village and then went on to sell these to buyers in Delhi, Mumbai, Cochin, etc.

During the early 80's, Mr Mittal tried to setup his own industrial units by the name of Brij Raj Herbal Exports and Gaurav Herbal Extracts but both failed due to lack of professional staff and funds.

Not the one to sit back, Mr. Mittal never stopped trying and availed loan from Kashi Nath Seth Bank (now SBI) to establish his own essential oil industry in Bareilly District, 60 kms away from his village. He started this industry by the name of 'Aromatic and Allied Chemicals' in 1983. There was no looking back after that and his industry rose to great heights. Presently, Aromatic and Allied Chemicals is fully automatic with well established

fractionation columns, distillation columns, pilot plants, well trained engineered staff and sophisticated scientific instruments.

This industry is well known all over India and also in most parts of the world as one of the leading manufacturers and exporters of 'Natural Essential Oils'. Mr. Brijesh Mittal attained expertise in 'MINT PRODUCTS' and made this industry a special manufacturer of mint products and its isolates (being extracted by fractionation of natural oils). Some of the leading products that this industry prepares are Menthol Crystals, Mentha Piperita, Mentha Arvensis, Spearmint, Purified Indian Basil Oil, etc.

Mr. Mittal made many international trips and did his certificate course in management from Rotterdam. He also developed many other mint industries in India like 'Nav Bharat Impex' in New Delhi, 'Kancor Ingredients Ltd.' in Bareilly, etc.

With rising consumer awareness for a safe and healthy life style, Mr. Mittal started thinking in new directions and stepped into the field of 'ORGANICS'. This is a world related to manufacturing of raw products without any use of chemicals like pesticides, herbicides, etc. Using his vast international exposure and practical experience, Mr. Mittal got into a joint venture with one of the biggest essential oil companies of Europe 'TREATT PLC.' UK. He opened a parallel industry called 'EARTH OIL INDIA (P) LTD' dedicated to manufacturing of 100% Organic Products (Essential Oils, Mint Oils, Peas, Potatoes, Mustard Seed, Wheat, Paddy, etc.) and was the Managing Director of Company till his sad demise on 16th January 2010.

Under Mr. Brijesh Mittal's superb management, this company became the only company in the world with Organic Certification and FAIR FOR LIFE Certification Company.

Today, the Company has its own farms of approx. 1400 acres with about 613 farmers. Also, it has adapted 14 small villages in and around the District Bareilly. Mr. Mittal, in order to support Organic Farming, developed a project for making pure and certified Vermicompost. This project is capable of producing 100 tons per month of Vermicompost (natural organic fertilizer) which is then given to farmers free of cost.

Mr. Mittal opened an NGO in support of farmers by the name EARHTOIL ORGANIC FOUNDATION. This foundation helps farmers by running mobile clinics , putting hand-pumps, making WC, etc. in adopted villages. He also made the whole project as FAIR FOR LIFE by removing all the child laborers from fields and motivating their family to allow them to go to school. His future plans included developing English medium schools in villages, providing medical aids to villagers, constructing houses for the needy farmers & putting WC.

Sh Brijesh Chandra Mittal is no more, but his name still shines in the form of industries he developed and the love in the heart of all villagers and farmers whom he nurtured!