

THE NOURISHED ROOTS JOURNAL



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Rebuilding from the Roots

Why I'm launching The Nourished Roots.
The Nourished Roots

GOODNESS WITHIN

By Pooja Kothari
Founder & Curator, The Nourished Roots

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We are the most over-fed, yet under-nourished generation in history. It sounds dramatic. But pause for a second.

We have more food choices than any generation before us. More protein options. More “low-fat.” More “high-fibre.” More “zero sugar.” And yet — we are exhausted. Inflamed. Distracted. Hungry, even after eating.

*“After 18 years chasing KPIs, I realised
I'd treated my body like a machine,
not a root system to nourish.”*

Nourishment Is Not Data

We have reduced nourishment to numbers. Calories. Macros. Step counts. Wearable data.

But nourishment is not data.

Nourishment is foundation.

Not Just About the Plate

You can eat the cleanest salad in the city. But if you're answering emails while eating, stressed about deadlines, or sleeping five hours a night — your physiology is in fight-or-flight mode. Digestion and absorption don't function optimally there.

We drink coffee for energy. Order salads for discipline. And still reach for something at 5pm because something feels missing.

What Nourishment Includes

Nourishment includes:

- Your mental state while eating
- Movement that regulates metabolism
- Community around meals
- The quality of what's grown in our soil

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*Since the 1940s, key minerals
like
magnesium, iron and zinc in
fruits
and vegetables have dropped 25–
40%.*

DRIVEN LARGELY BY SOIL DEPLETION AND HIGH-YIELD FARMING

Depth Traded for Speed

Quantity has increased. Density has declined. Depth was traded for speed.

Sound familiar?



The Hidden Cost of Convenience

Ultra-processed foods now make up over half of total calorie intake in many urban populations.

We read labels for calories. Rarely for ingredients.

If the back of your bread packet reads like a chemistry textbook, that's not nourishment — that's shelf-life engineering.

What Convenience Costs

Convenience comes at a cost:

- Gut resilience
- Stable energy
- Mental clarity
- Long-term metabolic health

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Nourishment is joy.
Conscious eating is not
restriction.
It's intelligence.

Understanding, Not Elimination

Nourishment isn't about elimination. It's about understanding food well enough to make it satisfying again.

When you understand your food, you stop chasing trends. You start building foundations.



Why I'm Launching The Nourished Roots

After nearly two decades in corporate life, I stepped away to rebuild my own foundations.

The Nourished Roots is not about calorie counting. It is about:

- Ingredient literacy
- Soil-to-plate awareness
- Practical nourishment for modern professionals
- Workshops and community learning
- Reconnecting food with sustainable energy and mental clarity

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*This is not a trend.
It's a return.*

*“We are rebuilding nourishment
from the roots up.”*

Pooja Kothari

Founder & Curator, The Nourished Roots

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Thank you for reading.

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