







SOIL HEALTH




MICROBIAL DIVERSITY

Problem Statement

Important problems that today's farmers are facing regarding SOIL HEALTH

- Soil fertility is Reduced 
- Soil has become hard and compact 
- Organic Carbon of soil is Reduced 
- Soil Salinity & pH is high 






- Earthworm population is reduced considerably 
- The soil is absorbing/percolating water too slowly, leading to waterlogged crops 
- Poor Productivity of crops 

Root Cause Analysis?

Rural India's joint family culture managed large herds of livestock that is indigenous cows, sheep, and goats etc - which provided an abundant supply of microbes & nutrient-rich dung & manure for farming.

Why Soil Microbes are depleted



-  Food grain shortages led to the Green Revolution, which introduced chemical fertilizers to boost crop yields.
-  While natural soil fertility initially maximized the impact of chemical fertilizers to drive high yields.
-  The credit was misattributed solely to the chemicals. This led to a dangerous oversight: completely ignoring the soil's inherent health.



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The reason for
**reduction of
cow population**

Rural-to-Urban Migration:

Population shifts driven by economic and livelihood opportunities have severely **hindered rural livestock** management.



Impact on Livestock: This transition caused a steep **decline** in the population of indigenous (Desi) cows.



Ecological Consequence: The resulting **shortage of cow dung and urine** disrupted **soil microbial** communities, directly **contributing to soil degradation**.



The extensive introduction of foreign **Jersey cows** to **increase milk production displaced** indigenous cows



Consequently, the soil lost a vital source of **microbe-rich dung and urine**



Jersey cow waste is **less beneficial** to soil health.



Over time, necessitated higher fertilizer doses, which **reduced soil immunity**, increased pest susceptibility and raised the need for **costly chemical pesticides**. While **chemical inputs** and excessive irrigation were blamed, the critical role of **soil health** and **indigenous cows** remained **overlooked**.

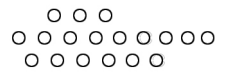
The Ultimate SOLUTION



Jeevamrut concentrate is based on **high microbial diversity** and **microbial count** having **native bacteria & fungi** and known for its **effectiveness in enhancing soil organic carbon**.



It is **bio solution** derived from Indigenous cow dung-urine, along with **ingredients** like **curd, milk, old desi ghee, vermi-wash, jaggery and honey**. It is **highly scalable** while having **shelf life** for minimum **2 years**.



Benefits



Enhances overall soil fertility and nutrient availability



Soil Organic Carbon: Significant improvement achieved in 100 days



Improves Soil Structure: Increases natural pore space for better air and water movement



Maximizes Water Efficiency: Significantly improves the soil's moisture storage capacity



Enhanced Nutrient Efficiency: Boosts the crop's ability to absorb water and vital nutrients.



Increases overall farm output and the quality of the crops



Detoxifies the Soil: Actively neutralizes harmful toxins and reduces salt buildup in the root zone.



Boosts Soil Biodiversity: Creates the perfect environment for earthworms to thrive and naturally aerate your soil.

Hybrid Combination Agriculture

Bridging Tradition & Science
for Future Farming

The Shift in Farming Practices

For **centuries before 1970**, agriculture **relied on organic and natural** methods. Farmers sustained soil health through local organic matter and microbial inputs, maintaining ecological balance. However, **production remained limited** and **insufficient for growing populations**.

The Green Revolution in 1970 drove a **shift to chemical farming**. Chemical inputs rapidly **increased nutrient availability, boosting yields**. In the early years, healthy soils responded well, delivering strong results.

The Hybrid Combination Solution

Our work with hundreds of farmers has proven a balanced approach:
Hybrid Combination Farming.

Method



Restore soil health – Apply organic matter and **microbial inputs** to rebuild soil biology, structure, and carbon.



Targeted nutrition – Use **chemical inputs** judiciously as a direct nutrient source for crop demand.

Results



Lower costs: Reduced chemical use cuts input expenses 20-40%



Better produce: Crops show superior quality, taste, and shelf life due to balanced nutrition and active soil biology.



Less labour and time: Healthier soil improves nutrient efficiency and reduces pest/disease pressure.



Sustainable yields: Maintains high productivity without depleting the soil base.

Conclusion

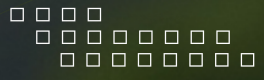
Pure chemical farming exhausted and contaminated soils.

Pure organic often resulted in low crop production.

Hybrid Combination Farming integrates the best of both:

- Microbial health from tradition, Nutrient precision from science.
- It restores the soil while feeding the crop. This is not a compromise — it is the practical future of agriculture.






SOIL FERTILITY INSTITUTE





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