

SOIL HEALTH

MICROBIAL DIVERSITY



Agriculture since
past 4 decades has been affected with lot of
environmental concerns



Soil
Contamination



Pesticide
Residues



Soil
Erosion



Lack of
Organic Carbon



Chemical Fertilizer



Financially Unprofitable



Unhealthy for
human Consumption

Farmers are continually dependent on more **chemical fertilizers**, thus, making the farming financially unprofitable and **unhealthy** for human consumption.

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Fertile soils, nurtured for centuries, have turned barren land in mere decades due to the **decline of indigenous (DESI) cow populations**, less availability of microbes-rich cow dung/urine, and the subsequent reduced **earthworm populations** and **microbes** in the soil.

Problem Statement

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



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

Nutrient-microbes, rich dung and Manure

GREEN
Revolution

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**.

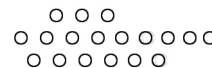
The Ultimate SOLUTION



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



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



Soil Organic Carbon: Significant improvement achieved in 100 days



Increases overall farm output and the quality of the crops



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



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



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



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



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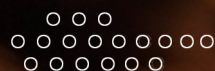
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