



WELCOME

Traditional Knowledge
Modern Research

Integrated Sustainable Farming for Value Creation



all was well !!!



MJ SAXENA
Dr. ANUP KALRA
Ayurvet Limited

All izz not well!!!



Dairies Pay 10% More for Milk as Mercury Soars

Food Security

Freeing Food

Prices likely to come down by July end when

DETAILED BY DROUGHT

Global food reserves falling as crops wilt

Combined inventories of corn, soybeans, wheat, rice will drop 1.8% to a four-year low before harvests in 2013

hottest on record, weather data show. While USDA anticipated a record harvest as recently as June, it cut the domestic corn forecast by 12% on 13 July, the steepest since at least 1990. The estimate will be reduced again when the department reports on 10 August, according to the aver-

Summer Is Harsh

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summer, as come

are now

er from the

development

make up for

floods that year damage

from Australia to Argentina, driving the grain

record \$13.495 in Chicago

United Nation (UN) are s

below the record reached

May 2011. Given this year's gains

A Problem in Store

Food Corporation of India's policy of allowing states to procure grain on its behalf has opened a Pandora's box, says Nidhi Nath Srinivas. Now, all grain-producing states have begun to play the minimum-support-price card, buying record quantities and passing them on to FCI, creating a storage problem for the agency. ET looks at the options before the government:



Global Food Stocks Falling as Drought Withers Crops

Inventories of biggest crops will decline for a third year, raising food import costs

BLOOMBERG CHICAGO

Stockpiles of the biggest crops will decline for a third year as drought parches fields across three continents, raising food-import

It's Empty Granaries Again

Combined stock of corn, wheat, soya beans and rice will drop 1.8% to a four-year low before harvests in 2013



27

gain in wheat this year

price gain in soya this year

price gain in corn this year

so are encouraging mo planting in South America. Argentina will reap a record corn crop of as much as 31 million tons, growers group C said on July 23. Brazil will probably surpass the US as the best soybean producer, Sao Paulo-based research Agroconsult estimates.

While global wheat inventories are forecast by the USDA to contract 7.5% next year, more than any other major crop, they would still be 42% larger than in 2008. Droughts, freezes and floods that year damaged corn from Australia to Argentina in the US, driving the grain to a record \$13.495 in Chicago. Global food prices measured by the USDA will 10% below the record in January 2011.

Food security: the

Reaping What We Sow

Prevent Food Mountain Turning into Waste Heap

Urgent action is called for, to run down the 75-million-tonne grain heap that has been built by the

nas he

60% of Rural India Lives on Less Than ₹35 a Day: NSSO

modelled on the ve policies in countries and Mexico. So India moving at the same time role for cash transfer security system as well as

Insecure Food

Boosting production and rural incomes should be the core of food security

An article by the Commission for Agricultural Costs and Pricing chairman Ashok Gulati in this paper

ment and the leadership of it well to take on board while food security. Food security is a rural output and incomes that rural growth dents rural production much more than cities such as industry and services farm was negatively the most

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ainst this bac

Weather and energy prices will play sp

NIDHI NATH SRINIVAS Food prices have risen 6% in the last six months. But rest of the year won't be as gentle on our wallets as expensive energy, squeezed supplies and volatile weather take a combined toll. ET helps you join the dots. The biggest factor pushing prices is the cost of producing and marketing crops. Several factors will make farming more expensive in the coming months.

The first variable is weather. Preliminary forecasts by a and private Indian met say India could have a bad monsoon because a monsoon called El Niño the Pacific Ocean, which affects monsoon for India. Forecast monsoon might arrive on 1d falter during August, especially in the north

when paddy, sugarcane, cotton,

Fighting Malnutrition

Food Security Is A Basic Right

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Volatility in Food Prices Worries World Bank Chief

PRESS TRUST OF INDIA WASHINGTON

The World Bank President

en across all the non-rice grains - wheat, corn and soybeans: wheat prices are up over 50 per cent since mid-June; es are



Only way o

PRESS TRU NEW DELHI

Late Revival of Monsoon Won't Cool Food Prices

Monsoon was at its peak during the week ended September 5; rain deficit falls to 9%

RITUPATI TIWARI NEW DELHI

A late revival of monsoon may have narrowed the rain deficit to single digit (9%) but it is unlikely to help boost food grains production.

There would be a decline in the overall food grains production. There would be some drop in the production of pulses and coarse cereals," said

Inflation Monster

Decline in crop output is likely to stoke domestic food inflation, which has fallen slightly to 10.06% in July after moving up to 10.81% in June.

According to a study by Associaam, retail prices of essential commodities have risen

Defying all the forecasts of El Niño-strike, the monsoon was at its peak during the week ended September 5 with the country receiving the heaviest rainfall of the season - 31% above normal.

Rains have reached the parched areas of Gujarat and Saurashtra - the regions which were starting at a rain deficiency of more than 50%.

Wheat Jumps as Demand for US Grain May Rise

CHICAGO Wheat rose on Friday on speculation that demand for grain from the US, the world's biggest exporter, will increase as Russia and Ukraine run low on supplies.

Food prices measured by the

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Food prices measured by the

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Food prices measured by the

Declining Soil Fertility

Fertiliser Subsidies

The govt from a reason

Pangs of Transition

Fertilizers min warns of price rise
subsidy similar
ply of high cost gas to these

The Fertiliser Changes and C

The government has ch... a three-phase move to... transfers of fertiliser su... Two phases are to be ro... year, but there are conc

Current System

Subsidy Point: Companies say, it costs a company ₹70

Fertilizer ministry may be questioned on price rise

Move to question officials will mark the first time that the ministry faces questions about the issue

By AMAN MALIK
aman.m@livemint.com
NEW DELHI

A parliamentary standing committee is likely to question fertilizer ministry officials about a near tripling in the prices of non-urea fertilizers.

Fertiliser Ministry Moots 10% Hike in Urea Prices

Move to help government to reduce its annual subsidy

RITURAJ TIWARI

The fertilizer ministry is mooting a proposal to raise urea prices by 10%. With this proposed revision, which will have to be endorsed by the Cabinet Committee

subsidy-free regime, had recommended an annual price increment of 7% for some time before decontrolling the industry. At ₹2,310 per tonne, urea is the cheapest fertiliser available. Two months ago, the government had cut the subsidy on phosphate and potash fertilisers by 30%.

10 retailers each," explained Chemicals manager. They have to chase each other to ensure they upload the data. Can you imagine the will have to deputise

Wising Up to Urea
The first step towards a rational fertiliser policy has been taken, now for more action

It is welcome that an empowered group of ministers (ECOM) headed by finance minister Pranab Mukherjee has agreed to revise prices of urea, the most-used fertiliser by far. Reportedly, the government has decided to raise urea prices by 10% in the first year of the policy. Urea is free to determine prices. The move would rationalise urea prices and fast growing fertiliser subsidy bill, now estimated at ₹80,000 crore per annum or about a tenth of the Centre's revenue budget.

Fertilizer companies may need to prove subsidy goes to farmers

The government may soon ask companies selling non-

Firms could be asked to furnish data on the cost of various grades of complex fertilisers

Weak Rains May Hit Fertiliser Biz

viewed to ₹24,000 just after the onset of this kharif season. This is a steep rise from ₹19,000, whose prices are still regulated by the government. Urea is available at ₹2,310 per tonne, almost one-fifth the price of DAP. This will create an imbalance in the soil, said K Ravichandran, secretary to the Fertiliser Association of India, a trade body that lobbies for urea. It should be ₹2,421 for a healthy soil structure. But in 2011-12, it was ₹2,421 in the country.

The skewed demand has fallen by a third in the last quarter. A sluggish demand due to weak rains and drought-like conditions may soften global prices of fertilisers such as di-ammonium phosphate (DAP) and potash. Urea prices have melted by 20% from ₹325 per tonne to ₹260 per tonne in a couple of months. Fertiliser demand has fallen by almost 50%. We don't expect any rise in the crucial July month, said Ravichandran. Urea prices are likely to drop by 20% in the next couple of months, said IFCO managing director US Alavathi. DAP is being traded in international markets at \$500 per tonne. Demand destruction is expected in July with chances of El Niño phenomenon, which is hitting rain patterns adversely. But they pick up in August, fertiliser sales would be dull during the quarter. Companies have taken a hit in the first quarter. There has already been a 10% dip in sales in the month of June and failed to enter the peak in July with chances of El Niño phenomenon, which is hitting rain patterns adversely. But they pick up in August, fertiliser sales would be dull during the quarter. Companies have taken a hit in the first quarter. There has already been a 10% dip in sales in the month of June and failed to enter the peak in July with chances of El Niño phenomenon, which is hitting rain patterns adversely. But they pick up in August, fertiliser sales would be dull during the quarter.

Fertiliser Scarcity Looms Ahead of Summer Sowing

Cut Fertiliser Prices for Food Security: IIM-A Study



PRESS TRUST OF INDIA

A study by the Indian Institute of Management, Ahmedabad (IIM-A), suggests that availability of fertilisers at affordable prices should be prioritised over higher prices for agricultural produce in order to enable the country to achieve self-sufficiency in food production. The study, Demand for Fertiliser in India: Determinants and Outlook for 2020, was done by professor Vijay Paul Sharma of the Centre for Management in Agriculture, IIM-A, and Hritha Thaker of the same institute. It has projected that

2020. By estimating demand for fertilisers, one can understand the implications of the fertiliser price policy including subsidies, agricultural product pricing and their inter-relationship, Sharma explained. "The results clearly indicate that non-price factors such as irrigation, high yielding varieties and cropping intensity were more powerful in influencing demand for fertilisers compared with price factors," the study said. "The price of fertilisers had an adverse effect on fertiliser consumption and was more powerful than the output price," it added. "In order to ensure self-sufficiency

at affordable prices for the producers is of utmost importance," the study concluded. "The high product price support policy benefits the large farmers who have net marketed surplus, while low input prices benefit all categories of farmers," the study said. With regard to calculating the demand for fertilisers in the future, the study has made projections using annual time series data from 1976-77 to 2009-10 and a simple linear regression model using the ordinary least squares (OLS) method. "By 2020, fertiliser demand in the country is projected to increase to about 1.6 million tonnes

southern region compared with North and West," the study concluded. As per the data collected for the study, the overall consumption of fertilisers in the country has increased from 65.6 thousand tonnes in 1951-52 to 26.49 million tonnes in 2009-10. Accordingly, per hectare consumption of fertilisers, which was less than 1 kg in 1951-52, has gone up to the level of 135 kg in 2009-10. The average intensity of fertiliser use in India at the national level was still much lower than in other developing countries and there were many disparities in fertiliser

ISHHAKUMAR & SHREEBHOSALE

(PUNE) retail prices and shortage of fertilisers worry farmers as ag prices to an end. Farmers that costly fertilisers will the production cost, erode their profit. The decontrol of urea's market of potash (DAP) has led to a rise in prices. MOP's supply has also hit by high import prices. The widely used urea is dried, there is a fear that it



help deter prices. The ministry such an expert on 24 said the figures for chemical firms. The ministry states increase in fertilisers. should pass

monies and 1.46 mt, respectively. In March, firms sold 500,000 tonnes compared with an average 225,000 tonnes in previous years. Jena said these figures for "unprecedented" sales depict "explicit motive of the companies to claim higher subsidies". In a 5 July note, Jena had asked the ministry to consider freeing gas prices for that part of urea production where the cost is benchmarked to global prices. Mint reported this on 16 July.

Water Scarcity

Fruit, Vegetable Prices Surge on Water Scarcity

Erratic weather, worsening water woes could result in

less by 30% while the banana prices in Maharashtra has de-

More Tears than Water in Rural India

25 sites fail groundwater test

56% Of Samples Highly Polluted; Filtration Not Up To Mark

Neha Lalchandani | TNN

New Delhi: The chemical analysis of 124 groundwater samples, picked up by the Central Ground Water Board from 11 over the capital in May 2010, as revealed that 56% of the samples were not fit for drink-

NOT FIT TO DRINK

Groundwater quality across Delhi (Fig in mg/l)

Parameter	Low
pH	Hauz Khas 6.8
Hardness	Tilangpur Kotla 68
Carbonate	

Groundwater in 25 city sites not drinkable

Groundwater in 25 places across the capital — including Mayur Vihar Phase I, which should ideally be nil, have been detected in all samples, touching a high of 570,000 mg/l, a probably number

RISE IN POPULATION

India will 'require 10% more water by 2050'

Post | Sarbajit Khan | KRS Temple | Jagatpur | Jagat Batla House | Nizamuddin | Ashok Nagar | Tiggaipur | Madanpur Khadar

BY JACOB P. KOSHY jacob.k@livemint.com

NEW DELHI

India will require nearly 10% more water than what the government expects to have by 2050, according to a report by the Union Ministry of Water Resources, Government of India.

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India's lake district fast drying up

Atul Sethi | TNN

Neeeraj Banerjee and his family are regular visitors to the lake.

the lake calls tourists to Kuma. 2,000 ever, talked ter — t sum-

harsh this year, things looked like they had almost reached crisis point. Most people we met were concerned about future availability. This is ironical, considering the area is known as the lake district of India," he says.

Naini lake, which caters to residents as well as tourists, is fast drying up.

discriminate construction posing the most serious threat to the lakes' ecosystem. It may, some say, even cause them to permanently dry up.

"Unabated construction activity near the lakes has accelerated their natural rate of drying up," he says.

India Stares at Drinking Water Crisis

Deficient rains deplete reservoir levels; winter crops may be hit too

use the monsoon has delivered normal rainfall to only one-third of the country. The total deficit so far this season is 22%, but rainfall has been 40% below average in key crop-growing areas in the north and north-east. India's 84 important reservoirs are filled only to 19% capacity, which is 41% lower than last year.

Officials said the situation can rapidly improve if the monsoon rains. The orange revolution (mosambi) production is

blessing in disguise for the country.

BY ELIZABETH ROCHE elizabeth.r@livemint.com

BY ELIZABETH ROCHE elizabeth.r@livemint.com

NEW LOW: From this photo, it is clear that the lake is fast drying up. Underground boring is the only option left for the lake district.

INDIA BY NUMBERS: DRINKING WATER HOW WE LIVE

Access to drinking water at least 500 m away.

This shows a deterioration in availability of potable water as, in 2001, 19.5% of rural families had to venture out

Access at home: National

39% 46.6%

2001 2011

No. of households: 24.7 crore; Source: Census 2011

India's rising water woes

own by at least 25% which problem continues, vegetable prices in April and May

Water For Development

Water may soon turn into a conflict issue; local thinking and innovative solutions are needed

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Govt Plans Water Audit for Industry

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Water crises cloud economic horizon

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Hydropower Supply Falls 15% as Reservoirs Dry Up

But govt scales up estimate of food production to a record 257.44 MT

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Govt admits shortfall in safe water supply

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AYURVET KNOWLEDGE SYMPOSIUM

Chief Guest

His Excellency, former President of India, Late Dr. A.P. J. Abdul Kalam



Relinking the inter-related issues..



..For sustainable development

Global Trends 2025:

Security

Water Shortages Threaten Food

The demand-supply ratio could drop to 100:75 from the present 101:125

Source: The National Intelligence Council's (NIC)
Global Trends 2025 report



**Ayurved ProGreen
Hydroponics Machine**

**Paddy Nursery
Sugarcane Nursery**

- **Agriculture consumes 70 % of water**
- **About 1000 l of water is required to produce 1 l of milk**

Natural Resource: For Food production



Each drop is important
Each inch of land is important
Every minute is important



PADDY



MILK

18 September 2017

Bigger Yields Without Fields!!! **is easier & no longer a BIG challenge**

INTEGRATING AGRICULTURE & LIVESTOCK FOR SUSTAINABILITY



Reinventing a Healthier Tomorrow

Hydroponics Offers Quicker Biomass

Seed to Feed in 7 Days



Hydroponics Transplantation



VERMICOMPOST: Rich Natural Fertilizer



AYURVEDIC BIOGAS PLANT

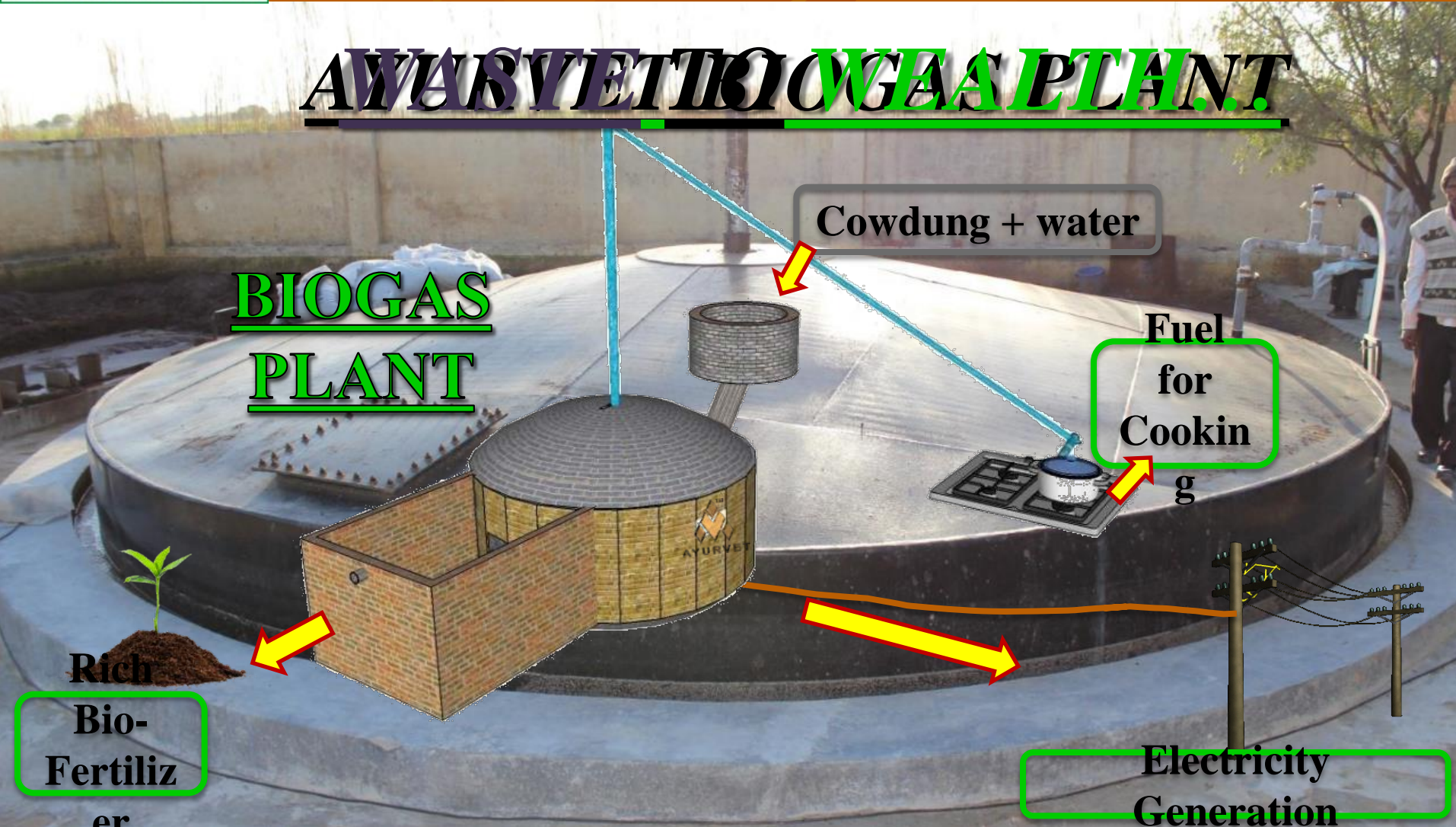
BIOGAS
PLANT

Cowdung + water

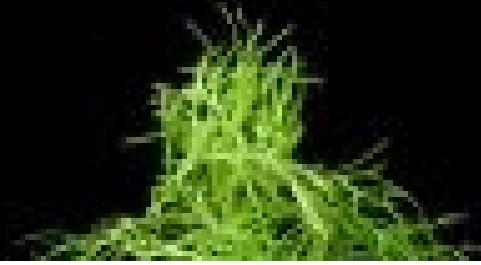
Fuel
for
Cookin
g

Rich
Bio-
Fertiliz
er

Electricity
Generation



Medicinal Plants Cultivation



- Raise farmer income
- Conserve bio- diversity
- To prevent destruction of forests



Contract farming



Kalongi cultivation-RAJUVAS



Kalmegh field-Ready for harvesting



Tulsi cultivation in Mandsour



Field view of Ashwagandha-RAJUVAS



Field View of Kalmegh



Overview of Bach field

Our Flagship Brands



Methiorep



Vilocym



Superliv

RUCHAMAX



EXAPAR



MASTILEP



METHANE EMISSION & GLOBAL WARMING

The animal agriculture sector emits nearly $1/5^{\text{th}}$, of human-induced GHG emissions, more than the transportation sector. The animal agriculture sector is also responsible for 35–40% of annual anthropogenic methane emissions that result from enteric fermentation in ruminants and from farm animal manure-).

RUCHAMAX
Appetite Stimulant & Digestive
Tonic



: Anti- Methanogenic Action Ensures Less Methane Producti



Efficacy of
RUCHAMAX is
Validated by 29
Research Trials and
Scientific
Publications



Traditional Wisdom: Integration of 5F

Food
Feed
Fodder
Fuel
Fertilizer



SAFE MILK & MEAT

CONCERN FOR ALL



Health index ??

HEALTH



DISEASE

A CHALLENGE FOR THE NEW MILK & MEAT INDUSTRY

The solution...

AYURVEDA

A 5000 year old Science of Life

A GIFT FROM MOTHER NATURE

The science: Herbology to produce safe food

Research & Development

Modern and well equipped R&D centre,
approved by the Department of Scientific
& Industrial Research (DSIR), Govt. of India



EU GMP

ISO 9001: 2000

Certified Quality Testing Lab

WHO GMP



ARF R&D Centre



18-Sep-17

MOU for Research & Extension



RAJUVAS



DUVASU



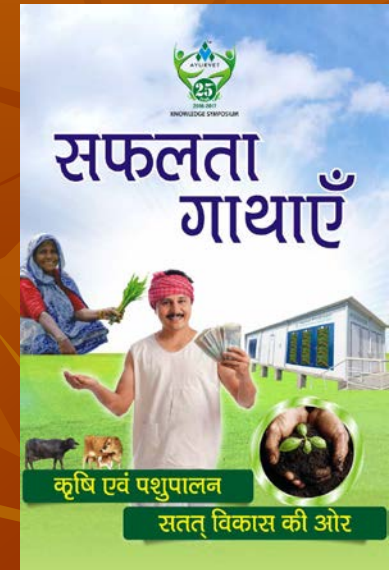
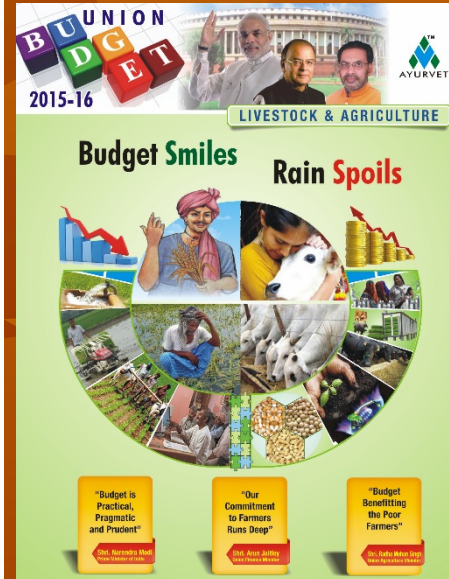
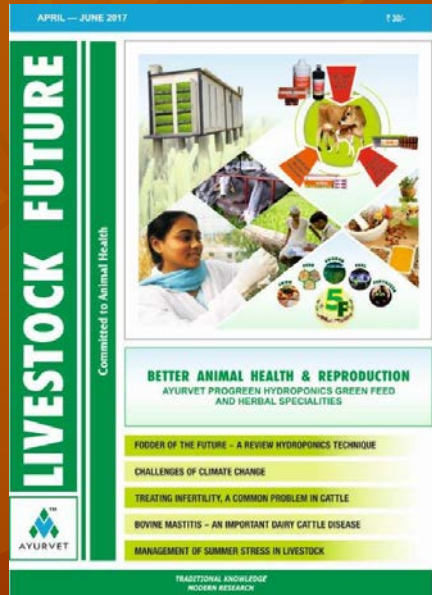
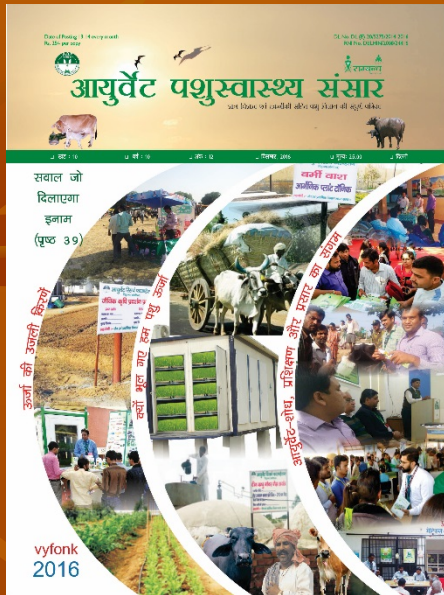
MAFSU



NDVSU

**Only Organization in Animal Health
Industry**

Media Presence



Successful Display & Demonstration

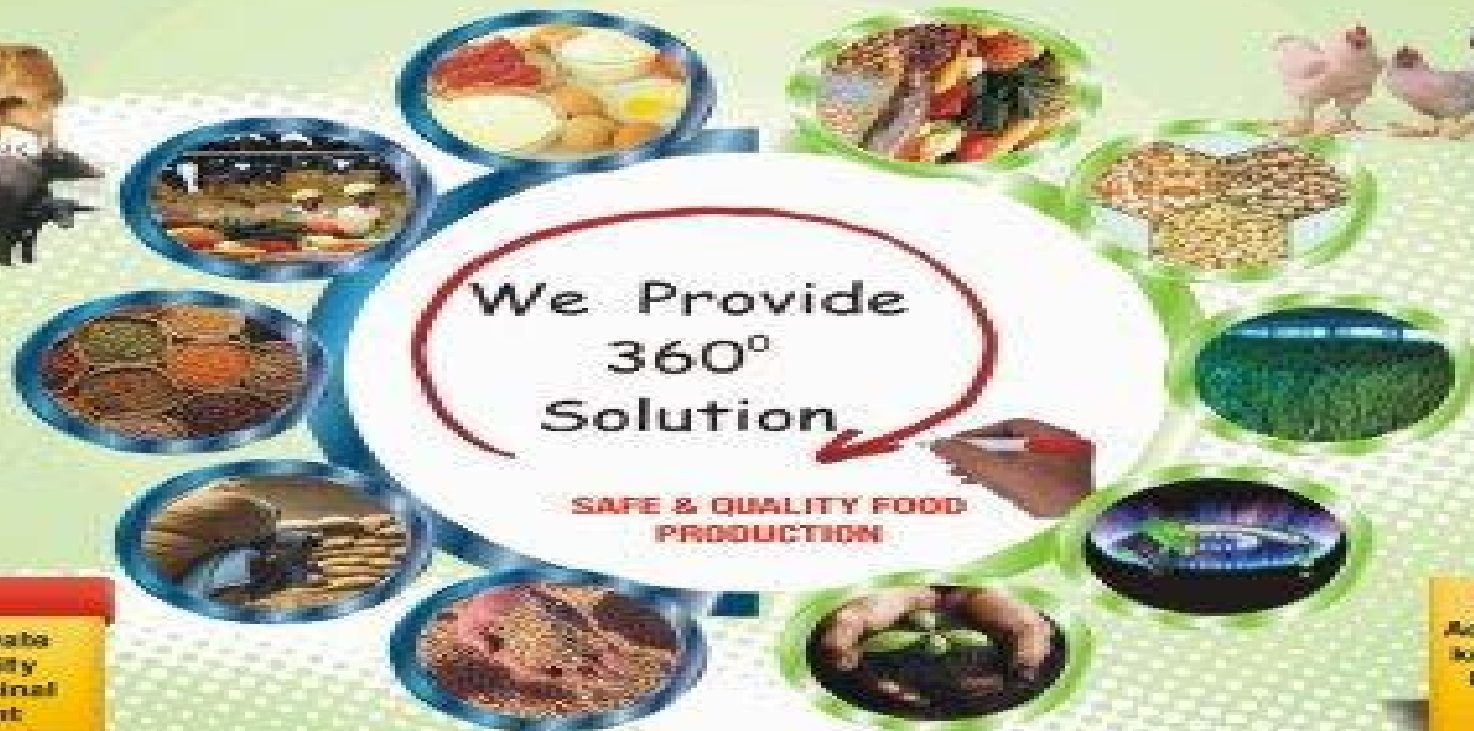


360 Degree Interventions

LEADERS IN ANIMAL HEALTH...



**WE ENSURE
FOOD SAFETY**



Cultivate
Quality
Medicinal
Plant

Advancing the
knowledge of
Herbs for
Animal
Health

Health is Wealth... We care

Special Recognition

**Highest award for corporate leadership efforts towards environmental
And sustainable initiatives**



TERI Corporate Award



AYURVET

TRADITIONAL KNOWLEDGE[®]
MODERN RESEARCH

THANK YOU

