



Ecophilic Farming Solutions

A way forward for Effective, Economic and Eco-friendly crop management

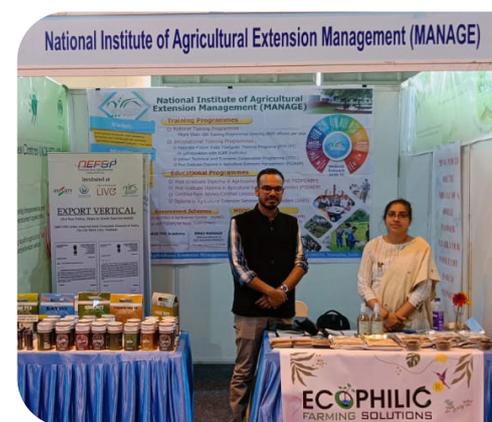
Ecophilic Farming Solutions works on conserving indigenous knowledge and blending this Vedic age old knowledge with modern scientific findings to provide localized and indigenous solutions for farming problems.

Dr. Anjali Prasad, the Founder hails from a small village in Terai region of North Bengal. With 9 years of Research experience including Ecological Crop Management along with 2.5 years of post-doctoral research, Dr. Anjali opted to be an entrepreneur in the line of agriculture and to apply the research knowledge in designing products for non-chemical farming.

Talking about the genesis of Ecophilic she reminisces, "Working in the field of plant protection and ecological crop management, I understood, within coming two decades the most challenging job for the policy makers will be to deal with food safety and security globally.

Firstly farmers don't have an alternate to chemical pesticides and due to lack of any kind of regulation they apply pesticides injudiciously which only hampers their ability to control pests due to Resistance development in plants. Accompanying this injudicious use are several loopholes in the system that obstructs the application of lab to land findings. During my work tenure, I realized that the scientific findings, researches on ITK and organic farming should have a bigger platform as the world is really concerned about plant health, food security and so do our own country, India.

I have also seen how several potential ideas remains only as scientific study due to lack of suitable extension methods in research institution. With all this in the background, when the year 2020, was declared as year of plant health by FAO, I was propelled to step into the field and put use to my knowledge. And this was when I decided to bring my idea as a marketable form in full throttle."



Startup Product Details

Based out of West Bengal, the startup is into developing Eco-friendly farming solution. They have developed a 100% pure soil conditioner called Suhali having the perfect Carbon: Nitrogen ratio, boosted with humic acid and several nutrients.



They have also formulated an indigenous traditional knowledge based herbal pest repellent cum plant growth promoter named Jivadhana. Moreover, the startup has developed a specialized potting mix called RopanSathi for urban and small scale farmers interested in gardening.

They also support Women entrepreneurship through Technical support, promoting through social platforms and guidance by several organization such as University of North Bengal, Uttar Banga Krishi Viswavidyala.

The startup has three types of products:

- 1. Jivadhana: Herbal pest repellent, a broad spectrum product which is formulated based on indigenous traditional, knowledge and scientific observations.**
- 2. Suhali: Soil conditioners, available in two more specialized variants, Suhali K+ and Suhali P+. Advantage of vermicompost with benefits of natural clay and other supplements, 100% pure and organic**
- 3. RopanSathi: Three species of earthworms are available. The mixture is best suited for the vermicomposting.**



These products can be used by farmers who would like to cultivate organically. Jivadhana is effective in reducing pest population without compromising on soil and crop health and other non-targeted organisms in the soil. While Suhali enriches the soil by enhancing microbial activity, soil's water retention capacity and nutrient content. The granular form of Suhali allows for the slow release of nutrients in the Soil and also reduces manure wastage through water drainage.

Farmers Connect

Poor soil health is one such issue that continues to mar major farming operations and can be attributed to the continuous usage of excessive harmful chemical fertilizers. Their usage ensue a host of problems including acidification, lower microbial load, destruction of soil structure etc. And the lack of good quality organic alternatives in the place of pesticides is what is feeding into this perpetual cycle of promoting pest usage by farmers.

To tackle this problem, Ecophilic Farming Solutions, selectively collects pure organic substrates and carefully process them through several bio-organic reaction with the help of earthworms. The process of making of soil conditioner lasts upto months & this helps to condense the nutrients (N, P, K and micronutrients), long chain humic acid, fulvic acids and plant growth promoting microbes in the final product.

The founder further explains, "The product Suhali comes in several variations depending on selective nutrient content. Suhali P+ and Suhali K+ are absolutely marvellous to not only sequester carbon in farmer's soil but also cut the requirement of chemical fertilizers due to their enriched nutrient contents. We selectively prepare the Suhali so that it can enrich either in phosphate / potash. The end product has been tested in our own farm already. You will be amazed to see the evidences in how good it is to promote root growth, retain soil moistures during summer and boost overall plant health. Our second product is Jivadhana, which is a broad spectrum pest repellent. In market there is very few options for the pest management if we consider only botanical formulations. So we chose few weeds with pesticidal activity and then with the help of indigenous traditional knowledge and scientific observation we formulated a concoction of the weed leaf extracts and came up with this herbal pest repellent which is economical and at the same time effective against a range of pests. Thus overall, these products are going to be the one stop solution for Indian farmers undoubtedly."

In the coming time the Startup plans to approach Farmers in the region of Bengal, Sikkim, Assam and Nepal for promoting organic ways of farming.

Marketing Strategy

During the initial stages of Product development they reached out to important stakeholders like nurseries/organic farm. The nurseries owner recommended them to their customers and it was through word of mouth they gained their initial traction. On the digital platform they got in touch with different Facebook pages of nurseries and plant studios.

Dr. Anjali pitches in, "Those were the initial day Strategies. But now having reports of lab certification for our product Suhali, we are advertising the products on Amazon, IndiaMart, VyapaarMart, social media platforms like Facebook, Instagram and the work on the website is also going on. In the coming time, we would register our products on Amazon & Flipkart. Lastly we are approaching Nursery owner, fertilizer dealers who can sell our product on some margin of their benefits."

Association & Key take aways from MANAGE



Dr. Anjali on her time on MANAGE Campus during the two months, "My association with MANAGE, paved way for developing understanding on various business aspects including basic accounts, finance, making business plan, pitching for fund, marketing, management and several other technological aspects. MANAGE also provided a platform for us to interact with emerging entrepreneurs and industry experts.

It was a well-designed programme replete with expert resource persons and mentors to clear the basic apprehensions in this entrepreneurial journey. What really helped was the connections, in our case we were put in touch with Scientists from the National institute of Plant Health Management for discussing our issues while formulating herbal pest repellent. And most importantly it was the constant hand-holding support post training & grant-in-aid support that gave wings to Ecophilic Farming Solutions."

- Dr. Anjali

Vision as an entrepreneur

The startup envisions upscaling the productions (to 5tons production of Suhali and 1000lts of Jivadhana per month) and expanding to a whole lot of other product range including Potting mix, plants, Farm produce, Microbial Bio-fertilizers and other non-chemical agricultural tools planning for microbial bio-fertilizers, Fish feed, etc..

They also want to focus on employment generation aspect especially for local women. They are working out ways in which locals can be involved and the work will fetch them extra money.



Company Name

Ecophilic Farming Solutions



Date of Incorporation

2020



Age of Company

2 years



Website

<https://www.ecophilicfarmingsolutions.in/>



Mobile No

+ 91 8486360065



e-Mail

ceo.ecophilicfarmingsols@gmail.com

Citation

Citation Saravanan Raj and Zeenat Shana (2022).Ecophilic Farming Solutions:A way forward for Effective, Economic and Eco-friendly crop management, MANAGE-Centre for Innovation and Agripreneurship (CIA), National Institute of Agricultural Extension Management (MANAGE), Hyderabad, India.



Centre for Innovation and Agripreneurship (CIA)

(A Centre of Excellence in Agribusiness Incubation and Knowledge Partner of RKVY-RAFTAAR)

National Institute of Agricultural Extension Management (MANAGE)

(An autonomous organisation of the Ministry of Agriculture and Farmers Welfare, Government of India)

Hyderabad, Telangana, India

www.manage.gov.in

<https://www.manage.gov.in/managecia/>