

## Global launch of ICAR nano nutrients 4G technological agri inputs

### Global Launch of "4G Nano" (Lacto – Gluconates) Based Nutritional Agri In-Puts By DG – ICAR @ Dr. S. Ayyappan

ICAR innovations are commercialized by Prathista Industries Limited for the first time in the Globe



(Announcement of ICAR - Industry collaboration by DG – ICAR)

Prathista Industries Ltd has entered licensing agreement with Indian Council of Agriculture Research (ICAR) for commercialization of nano nutrients which are developed by ICAR under NAIP program for the first time in the Globe.

India is mainly depending on imports of fertilizers and the in-put costs are raising on day to day basis and Government of India is also gradually reducing subsidies on fertilizers to improve GDP and to become self sufficient.

With this mission, ICAR (Indian Council for Agricultural Research), a national body under Government of India under NAIP (National Agricultural Innovation program), a world bank funded national program) developed revolutionary nano nutrients technology through biological process for the first time in entire Globe after extensive research both in lab and fields, involving consortium of ICAR institutions and Agricultural universities (ICAR-Jodhpur - Rajasthan, ICAR – Bhopal- MP, Potato Research Institute in HP and Punjab Agricultural University and Indian Agricultural Research Institute-Delhi).

Prathista is the first company to commercialize the ICAR nano nutrients innovative technology in record time of six months.



(Release of Prathista 19 years Research proceedings by DG – ICAR)

The research data reveals that, the nano nutrients doses are just in ppm level to meet nutrient requirement for crops, against to 150 to 200 kgs traditional fertilizer dose per acre.

In order to have acceptance of ICAR innovation, Prathista incorporated the nano nutrients technology with their present 3G lacto-gluconates technology.

Very interestingly, the cost of these nutrient fertilizers is at par with subsidised fertilizers and computable to use with all traditional fertilizers.

With these innovations by ICAR, India can gradually reduce imports and develop indigenous technologies as to be self sufficient which not only improves GDP but also self sustainability while protecting ecology.

The another innovative concept is that, the scalability of technology is commercially and economically feasible and nano nutrients are 100% safe to human / live stock and 100% eco-friendly.



(Release of Nano nutrients safety data sheets developed by ICAR)

Dr. S Ayyappan, DG – ICAR announced about the commercialization of nano technology products by Prathista on ICAR foundation function on 29th July 2014 at Delhi, wherein Honourable Prime Minister was Chief Guest.



(Global Launch of 4G technological revolutionary products by DG – ICAR)

Prathista & ICAR nano nutrients based 4G agri in-puts were globally launched on 10th August 2014 at Novotel Hotel, Hitec City Hyderabad by Dr. S. Ayyappan, Secretary (DARE) and Director General – ICAR along with Dr. William Dar, Director General – ICRISAT. Many IARI, ICAR, Government of India officials and University Chancellors, Distributors, Corporate marketing companies were also present during the global launch program organized by Prathista Industries Limited.



(Range of 4G nutritional Agri In-Puts launched by DG - ICAR for test marketing)

### Historical decision by DG – ICAR

During the Global launch meeting at Hitech city in Hyderabad – India, Prathista CEO & MD, Dr. Sairam proposed DG – ICAR to consider keeping inventors as part of Industry in their Board for which DG – ICAR has immediately reacted and approved to pass the resolution by ICAR to induct the scientist / inventor concerned from ICAR as Board of Director in Private Industry as the mission is to bridge the gap between "Science / knowledge and common man".

