



VELMURUGAN FERTILISER COMPANY

RTV EXPORTS PVT LTD



NPK NATURAL FERTILIZER
ORGANIC ENRICHED
ORGANIC MANURE

Organic Fertilizer

Healthy soil makes a farmer wealthy. The need of the times is that the world resort to using organic fertilizers that ensure earth-friendliness, improved health of the soil & plant and augmented economic prosperity of the community. A well nurtured, healthy soil is the vital source of healthy agriculture cultivated with the roots of sustainability. The nature of our future depends much on the sustainability of agriculture resources that governs the growth of the world. Organic fertilizers are natural products used by farmers to provide food (plant nutrients) for the crop plants. There are a number of organic fertilizers like farmyard manure, green manures, compost prepared from crop residues and other farm wastes, vermin-compost, oil cakes, and biological wastes - animal bones, slaughter house refuse.

Why Do Humans Eat Plants?

We (and other animals) prefer plants that are healthy and full of nutrients. Most of us seem to have lost a lot of our ability to differentiate between a healthy plant from a not-so-healthy plant, but animals are still very good at it and they choose the healthy stuff. Even farm animals, who haven't exactly been bred for intelligence, will choose healthy feed over the pesticide-laced, imbalanced feed that makes up the majority.

Why Do Diseases and Insects Eat Our Plants?

We tend to think insects and diseases are making our plants unhealthy, but actually, they are there because our plants are unhealthy. While animals prefer healthy plants, insects and diseases prefer the opposite. They choose plants that have a nutritional imbalance of one or more nutrients. They literally do not possess the enzymes necessary to digest healthy plants. In fact, they don't even see healthy plants as a food source at all. This is one of the most important concepts to understand when talking not only about non-toxic pest control, but organic farming in general.

Why Insects Find Our Plants?

Animals (like us) see with our eyes in the visual light spectrum. Insects, on the other hand, sense much of their surroundings with their antennae. That is how they find a mate and that is how they find their food. These antennae interpret electromagnetic frequencies in the infrared spectrum, which is right beside the visual light spectrum. Many plants emit pheromones that insects interpret as "food." It turns out that only sick plants emit them in such a manner as to be seen as food. Healthy plants simply do not emit these strong frequencies, so insects do not see healthy plants as a food source. But even if they do land on a healthy plant, for the most part, they do not have the enzymes to digest a healthy plant.

What's Wrong With Non-Toxic Pest Control?

The problem is many of the pests harm the plants to some degree, and most healthy plants can handle it, but if we are spraying plants that are already suffering, the damage will often be worse. Another problem is if we keep killing the offending organism with these pest control products, the predators of those pests may be killed or at least will never set up shop. Killing the pests does not change anything. Pesticides do not give the plant the nutrients it needs. Create health in your soil and your plants so that the pests never cause any problems. It is the ultimate goal for organic pest control.

What's Our Main Goal?

Grow healthy food
Control pests and weeds organically,
Create an inspirational haven, and
Improve the health of the planet.



Our Organic Fertilizer-Organic Enriched Organic Fertilizer

Our organic fertilizer is rich in Organic matter. It is a technical composition of co-composting high grade rock phosphate (32% $P_2O_5 \pm 2\%$) with steamed bone meal cooked at high temperature in fine size (say 80% finer than 54 microns) and Bio fertilizers like Azospirillum, Phosphobacteria, Potassium mobilizers, Panchakavya, Neem Coated Granules, Groundnut Cake, Humic Acid, Seaweed, Fulvic acid, grinded Egg shell etc. In short, our Organic fertilizer-Micro Organisms Plus is added with Bio-fertilizers & Effective Micro organisms (EM). It is particularly suitable as a soil amendment and should be applied either at sowing time or even a few days prior to sowing to enrich organic matter in the field.

What's Effective Micro Organisms (EM)?

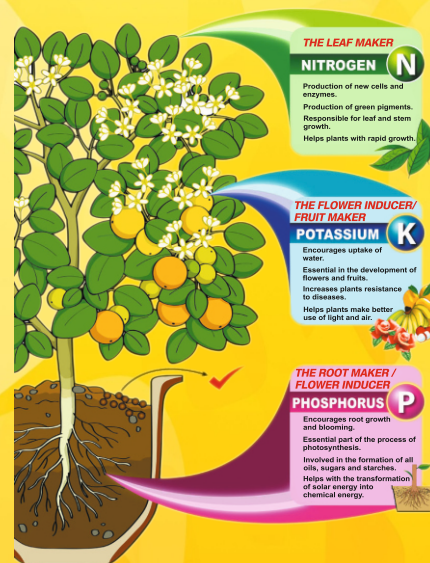
EM is a liquid culture of aerobic and anaerobic micro-organisms mainly sourced from human food processing and from nature. It consists of lactobacilli, yeast, photosynthetic bacteria, ray fungi and filamentous fungi. It does not contain any genetically modified organisms, is safe and easy to handle, and harmless to human health even if accidentally ingested. EM offers benefits in the following fields of activities: farming, animal husbandry and care, aquaculture, solid waste management, sewage and effluent treatment, hazardous waste treatment, hygiene management, and environmental regeneration.

What's Bio-Fertilizers?

'Panchakavya' is a traditional method, used to safeguard plants and soil micro-organisms and to increase plant production. It consists of nine produces, viz. Cow dung, Cow urine, Milk, Curd, Jiggery, Ghee, Banana, Tender Coconut & Water. 'Panchakavya' application is found to be more profitable than recommended fertilizer application and chemical spray. It is an Organic growth Stimulant for all types of plants. The Organic Neem Coated Granules has to improve the uptake of N, P & K significantly. Groundnut cake is effective in improving soil quality and alleviating poor growth/wilt disease. The Humic Acid can improve the soil structure and to improve the output of the crops production. Seaweed is one of the most effective organic plant-nourishing agents. The nutrients in seaweed promote early flowering, stronger crops, and increased sugar content in fruit. To enrich Calcium grinded Egg shell is added. Fulvic acid can promote the metabolism of nitrogen, improve nutrient utilization; provide trace elements to crop growth and enhance crop photosynthesis.

Specifications of our Organic Fertilizer

Nitrogen	>2%
Phosphorus	>2.5%
Potash	>2%
Calcium	>6%
Sulphur	0.6% to 1.0%
Organic Carbon	18%
Other elements □ Zinc (Zn), Magnesium(Mg) Manganese(Mn), Copper(Cu) & Boran(B)	Found in traces with a pH of 7.8



Benefits Of Our Organic Fertilizer

- Contains more Nitrogen, Phosphorus and Potash as well as other necessary nutrients
- Prevents loss of nutrients through leaching or de-nitrification.
- Add balance blend of main macro-nutrients (nitrogen, phosphorus, potassium, calcium, magnesium, and sulfur) to provide important micronutrients.
- Microelement and Pro-biotic such as Ca and Mg are higher.
- Prevents the crop from toxic damage of excess ammonia.
- Effectively prevents damage by termite and also provides protection from other harmful insects and soil borne pathogens.
- Due to decomposition of fertilizer in the soil it encourages the microbial activity in the soil and also controls the growth of weeds.
- Increase in soil porosity results in availability of air containing plenty of oxygen, especially at the root zone.
- Increase moisture holding capacity of soil.
- Bind sandy soil
- Loosen clay soil
- Promote large blooms and fruits
- Promote root growth in transplants and seedlings
- Enhance composting process
- Better than compost fertilizer and farm yard manure.
- Contains 100% organic matter
- Powder form; easily soluble in water.
- Safe and easy to handle and harmless to human health.
- Packed in 25kg bag for easy handling of farmers.
- Priced much cheaper than any other fertilizers.

Crop-wise Recommendation:

CROP	BASE APPLICATION (Kg/Acre)
PADDY	300
CEREALS	300
MILLETS	300
GROUNDNUT	350
SUGARCANE	750
VEGETABLES	350
FLOWERS	300
PULSES	300
ONION	300
ROOT CROPS	300
GREENS	250
TEA	400
COTTON	350
LEGUMES CROPS	300
OILSEED CROPS	300
HERBS	300
BANANA	3 Kg/Tree (1Kg at plantation+1Kg 4 th month+1Kg 7 th month)
COCONUT	5 Kg/Tree
PERENNIAL CROPS	5 Kg/Tree
COFFEE	1 Kg/Tree
RUBBER	1 Kg/Tree
GRAPES	½ Kg/Tree (½Kg at plantation+½Kg 3 th month+½Kg 5 th month)
GUAVA	½ Kg/Tree

This is the blanket recommendation. Based on the soil test result (alkaline or acidic soil) and age of the tree, the recommendation may be varied.



Mode of Action – in Soil & Plant

This Enriched organic fertilizer has high amounts of Phosphorus (P) & Calcium (Ca), inter alia Nitrogen (N), Potassium (K) & other elements in traces. It is well known that both P & Ca are very much responsible for development of strong healthy root system in plants as: P is important in production of sugar in the leaves & again transported back to roots. It increases tillering in cereal crops, fruit development & seed. Abundant Ca aids in cell wall development (formation of calcium pectate), Cell division, Carbohydrate sink in tubers & Fruits & other metabolic functions. The presence of Oil cake, Panchakavya, Humic acid & Bio fertilizers help in increasing the fertility of the soil & supplying of growth promoters such as IBA, IAA & Cytokinins for plant growth. As such organic manure can enrich the highly leached soils having a very low CEC, & also have an ameliorating effect on soil acidity, thus help in increasing the fertility of the soil & supplying of growth promoters. There will be a sustained release of plant nutrients for longer periods hence there will be a minimum loss of nutrients when compared to huge loss of nutrients through inorganic fertilizers.

Crop Response

Very good response for root & bulb crops viz. carrots, Beet root, Turnip, Knoll kohl, Ginger, Turmeric, Tapioca, Sweet potato, Onion, Garlic, Corms & Yams. Leguminous crops viz., all bean varieties, peas, etc.; response well to the manure as P & Ca; are needed by the Rhizobium bacteria (for forming nodules) that's involved in the N fixation, which increases soil fertility, leading to higher yields. Tomato, Chillies & Brinjal responded well & the Ca content can avert blossom end rot in tomato which means good quality of fruits. In oil Palm, the high P content has led to increase in female inflorescence, & good bunch production, giving a higher oil yield while higher rates of N increases male inflorescence leading to decline in oil yield, hence cautions N management is envisaged. Paddy can very much be benefited as transplant shock can be overcome & establishment can be expected. Long duration crops like banana & sugarcane able to get sustained release of plant nutrients from this fertilizer. The fertilizer is ideal for flower crops especially the roses & for slow growing green house plants. It is very good for establishment of new lawns & turfs. Do not use this on acid loving plants. In short, 10% extra yield than that of using chemical fertilizer is assured.

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