

Lord Tissue Culture

Producers of fruits and flowers tissue culture plants



Lord Tissue Culture was established in 2007 by Lokmangal Group of Companies. Located at Solapur, Maharashtra, the company develops and supplies tissue culture plants of grandnaine banana, sugarcane, teak, pomegranate, strawberry and gerbara, and lily. Mr. Subhash Sureshchandra Deshmukh owns the company.

Banana and pomegranate plants have good demand in Indian market and are expected to have substantial growth prospects in future too. Ms. Maragadambal, Lab-In-Charge shares, "We are maintaining our banana cultures for 6 cycles for multiplication. It leads to 90 % successful initiation of cultures from suckers and 5% mortality rate in hardening with less administrative expenses." It helps in reducing the production cost. Tissue culture plants developed at the company promise high yield and are less prone to pest/disease attack. She adds, "If the farmers are using these plants continuously, their farm land will become pathogen-free land and yield will increase year by year."

Presently the company develops 2 million plants per annum. It would increase production as per market demand. Annual turnover is nearly Rs. 1.5 Crore.

Across Maharashtra, the plants are sold directly to farmers and nursery owners. "This year we are concentrating on sales in other states also," informs Ms. Maragadambal. Advertisements and direct campaigning in agricultural college are the tools used for

creating awareness on the company produced tissue culture plants.

Sharing future plans, she says, "To expand market to 5 million plants per annum is our immediate plan." Ms.

Maragadambal has 20 years of experience in tissue culture domain.

Oru Correspondent

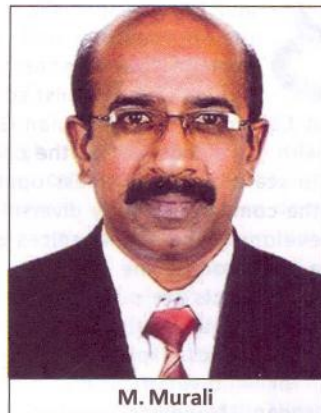
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Deejay Farms

Develops and supplies coconut hybrid seedlings. Based at Bangalore

Achievement of moving a few thousand small farmers from poverty to middle class status is what Deejay Farms holds as its greatest achievement. Since its establishment in 1983, it has produced commercial palms with excellent productivity and profitability for the farmer. The company considers the development of the synthetic palm, Deejay Hybrid as a great achievement. "Believe that no other hybrid is equal to ours in productivity and profitability," exalts Mr M Murali, CEO, on the Deejay Hybrid. It operates chiefly in Tamil Nadu and Goa.

At present Deejay Farm is primarily concentrating on coconut research, breeding and the production of quality hybrid seedlings. It has a unit in the information technology space providing unique solutions in the area of DRM and also manages a small shrimp hatchery (first to start in the country in 1985). It offers three different varieties of coconut hybrid seedlings namely Sampoorna, Pushkala and Vishwas. Pushkala is being promoted for future tender coconut markets and produces an average of 750 ml tender coconut water and Vishwas is specially developed to meet the quality seedlings re-



M. Murali

quirement of sub-optimal conditions, such as less rain fall, lack of good management conditions etc.

The Deejay Hybrids produced seedlings have early flowering, with the first flowering occurring 2 years after planting, more productivity per tree giving an average of 250 nuts p.a. compared to 80 nuts for regular tall variety and an average of 500 ml tender coconut water or an average of 200 grams copra per nut. It starts flowering in one third of the time and gives three times the production. The hybrids are disease-tolerant and can manage diseases better.

The cost per acre of land is cheaper for Deejay Hybrid compared to the ordinary tall variety. For the ordinary tall variety, first yield would occur in the 7th year, which is 3rd with the hybrid. Mr Murali adds, "Generally it takes fourteen years for a farmer to break even with ordinary tall coconut variety growing, whereas with Deejay Hybrid a farmer would have made a profit of nearly Rs. 17 lakhs in fourteen years period."

Subsidy for the plant seedlings is also available in the state of Tamil Nadu and Goa where the state governments have also certified the nurseries of the

HORTICULTURE / ORGANIC FARM

company. Mr Murali informs the hybrid plant needs a balanced NPK nutrition with micro nutrient support. He adds, "We advise the farmer to go for organic farming if he can provide balanced nutrition for his commercials." Word of mouth advertisement is what the company feels the best form of creating awareness. "A satisfied customer will inform ten of his friends to go for DeeJay Hybrids," shares Mr Murali. Awareness programs for the farmers are also conducted in the new markets, as they provide articles through agricultural magazines and

participate in agri exhibitions. Shade-tolerant crops can be grown under the coconut trees by ensuring that sufficient nutrition is provided for both crops. "We also recommend the Indonesian model of planting for farmers who must grow their regular crops. In this model, if the farmer plants DeeJay Commercials at a spacing of 16 mtrs X 9 mtrs, he can grow any fruit, vegetable, or cereal crop and earn an additional regular monthly income from the coconuts," shares Mr Murali. DeeJay Farms constantly strives to improve its hybrid characteristics. It

looks forward to get into value-added products to provide a better support price to the farmer for his coconut crop. Mr Murali concludes saying, "DeeJay Farms' focus for now is to reach out to as many small farmers as possible." Mr M Murali comes from a finance background.

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Palla Plants and Properties

Hyderabad-based suppliers of sandalwood, teak and dates plants. Also deals in agri properties

With a view to render service to the farmers and encourage agro forestry to keep environmental and ecological balance, Mr. Palla Venkata Rao established Palla Plants and Properties after his retirement as a govt. servant working in judiciary sector. Mr Rao was born in an agricultural family, and he conceptualizes that prosperity cannot be achieved without agricultural development, particularly in India as 60% of the population still depends on agriculture.

The plants which the company deals in are sandal wood, red sanders, milea dubia, teak and barhi variety of dates. At present it operates mainly in Andhra Pradesh and Telangana states. Mr. Rao shares that these plants offer huge income compared to other annual crops though a farmer has to wait for a long period of time of more than 15 years to enjoy the benefits. "The Indian agriculture has become a gamble of rains and the erratic policies of the government," shares Mr. Rao. In light of this he believes the policy of "survival of the fittest" is best suited.

The company presently procures plants from Tamil Nadu and Karnataka but has plans to start nursery in West Godavari district of Andhra Pradesh. The transport of goods is done through the roads. The company targets mainly the absentee landlords, big farmers, commercial agro companies, and real estate dealers to sell their products. Awareness among the farmers is created by visiting their land and explain-

ing the pros and cons, with pictures, CDs and at times by interacting with agriculture scientists.

The company also deals in buying and selling of agricultural farmlands. It faces problems in property dealing due to the political instability caused by the bifurcation. With the legal knowledge and vast experience, Mr. Rao shares he overcomes some of the problems.

He plans to start an NGO with like-minded people to work for the welfare of the farmers and betterment of agriculture. He wishes to promote agro forestry and organic farming.



Mr. Rao is Graduate in literature with diploma in journalism and real estate.

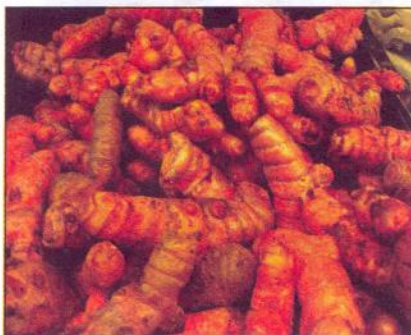
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Mother India Farms

Embraced organic farming, obtained certification and now exports 90% of farm produce. Works with different farmer groups as well

Mother India Farms was incorporated at Bangalore in the year 2003, promoted and developed by Mr R Durairaj who is now the CEO. The farms are lo-



cated at Settrapatti and Vetrappatti villages in Harur Taluk, Dharmapuri Dist, Tamil Nadu.

Farm deals in organic agro products. Mr Durairaj and his cousin Mr. R. Palanivelu, after establishing their own organic farm successfully, started a cluster of farms in Chittoor District. Initially they were doing conventional farming but later after realizing the benefits of organic farming the practices were changed to organic at all the farms.

Paddy, turmeric, aloe vera, lemon grass, tapioca, millets and different varieties of mangoes are grown at the farm. 90% of the produce is exported and rest 10% is sold in domestic mar-