



ARC BIO KHAAD

ARC BIO FUEL (P) LTD - THE GREEN PROJECT

A SUCCESSFUL AGRI STARTUP BY SINGLA BROTHER'S

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Sahil Singla an MBA graduate, is the founder of the project. He manages the production aspects of the company. Abhinav Singla, Btech Graduate. He is the cofounder. He manages the digital aspects of the business. The company is also recognised by StartUp India Initiative.

INTRODUCTION

The ever increasing use of chemical fertilizers has greatly deteriorated the soil quality of our soil. The yields are decreasing day by day, while the use of harmful chemical fertilizers and pesticides is increasing. In 2014, two brothers, Sahil & Abhinav started the company Arc Bio Fuel Pvt Ltd with the vision of producing natural farming inputs and green renewable energy. With their R&D, the company has developed a special natural process to convert cow dung, urine & other organic waste into beneficial natural manure which is known by the name of ARC BIO KHAAD. This is done by following a practical approach rather than producing costly bio-fertilizers in labs. This is the main reason that their natural manure is a very successful product for organic farming.

Dr. Baldev Singh Dhillon (Vice Chancellor) & Dr. Jaskaran Singh Mahal (Director Ext. Edu.) Punjab Agri. Uni. Ludhiana visits ARC BIO FUEL - The Green Project



DOING IT THE NATURE'S WAY

If we read the history of Indian agriculture every farmer had a composting pit in their home where they will decompose the cow dung and use it after 1-2 years of decomposition. But in the modern days due to the unavailability of labour that practice has been abandoned. Nowadays, farmers just dump huge quantity of raw dried cow dung in their farms which causes fungus, termites & other diseases in crops and they end up paying huge costs for it. But, Arc Bio Khaad needs to be utilised in very small quantities and it does not cause any disease in the crops.

Arc Bio Khaad focus on improving the soil quality. It increases the Organic Carbon of soil and adds beneficial micro-organisms in soil. These micro-organisms improve the soil structure and also complete the nutrient requirements of the crop by biological processes. So, it is beneficial for all types of crops, fruits & vegetables. Farmers are using Arc Bio Khaad along with the chemical fertilizers. The farmers observe a change in soil quality and increase in yield from the very first crop. Our farmers are automatically encouraged to use more of Arc Bio Khaad and decrease the use of other chemicals. The dose of chemical fertilizers should be decreased slowly with every crop.

Ultimately, the organic carbon levels of soil will rise and they do not further need to use other fertilizers. In fertile soils, there is a very less chance of plant diseases. A fertile soil is also a home for many crop-friendly insects that eat the disease causing pests & worms. At this stage, the inputs costs of farmers will be very low and they can increase their profits without any worries.



F2F MODEL (FACTORY TO FARM DIRECT DELIVERY MODEL)

Arc Bio Khaad was being supplied to farmers in Punjab, Haryana & Rajasthan since the last few years. But to expand the network, the company has joined hands with several transportation companies to develop a Factory-to-Farm Direct Delivery model for farmers all over the country. Arc Bio Khaad comes in different forms according to the usability of the farmer. Arc Bio Special Dry Khaad comes in powdered form and can be directly sprinkled on the soil after crop sowing. Arc Bio Special Liquid Khaad has been formulated for use in Drip Irrigation System. It can be also directly sprayed on the crop as a growth booster and as an excellent pest repellent.

THE ONLINE FACTORY

The company has a strong digital media presence to reach millions of farmers all over the country. The company updates explanatory & live content on their website social media like Facebook, YouTube, etc for the satisfaction of the farmers. The farmers just need to Google "Arc Bio Fuel - The Green Project" and all the information will be right in front of them. The farmers just need to call at company helpline number easily available on the company website, social media sites, and place their direct order with the company. We encourage small farmers to form groups to place a large order and we shall deliver Arc Bio Khaad direct at their far

