

# Hydroponic Greenhouse Technologies India Private Ltd.



## MISSION

"It is our Mission to take Hydroponics as a technology, to every Indian household by reducing the barriers entry for all. It is our dream to see every home and land owner adopt this technique in India in the next fifteen years".

## VISION

Our vision is to see India as a power in the field of horticulture. To wipe the woes of every farmer in India in the next twenty years by providing cutting edge technology. We want every Indian Farmer to say it with pride "I am proud to be a farmer!"



## PRODUCTS AND SERVICES OFFERED

1. Training in Simplified and Commercial Hydroponics
2. Consultancy Services and installation of Urban Roof Top Hydroponic Gardens
3. Consultancy Services for Agronomy
4. Turnkey Installation of Commercial Hydroponics Greenhouses
5. Turnkey installation of Large scale Hydroponic Animal Fodder Systems (5-100 Tons/day)
6. Supply of world class Hydroponic Nutrients
7. Supply of Simplified Hydroponics Hobby Kits
8. Supply of Coco Peat for Commercial Growers (RHP Quality)
9. Supply and Installation of Simple Backyard Greenhouses
10. Water Analysis Facilities

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## ► HYDROPONICS

ing giant in the sector, and hence MPEDA and other Government agencies are providing financial assistance to farmers to promote ornamental fish culture which can increase export earnings. He also suggests freshwater ornamental fish culture as another profitable venture. He says, "Farmers can culture fishes that give birth to young ones like guppy, molley, platy, sword tail and the egg laying varieties like gold fish, carps, gouramies, angels etc." Speaking about the earning potential he opines, "It can be taken up as a low investment venture to a high investment venture and the profit accordingly varies. In general a marginal farmer with investment of Rs.10000 can earn up to Rs. 3000 per month from fourth month onwards if he takes up farming of live bearer fishes which can be breed and reared easily. The cost of

ornamental fishes in market varies from Rs. 5 to Rs. 30,000 per fish." Agencies like MPEDA are providing assistance to farmers (50% subsidy) to start up the unit.

Farmers are advised to opt for organic fish culture. "They can prepare home-made fish feed. Most of our tradition farming system and fish culture systems practiced are in organic manner. In all integrated farming systems, rice fish integrated farming system, duck fish is all based on organic inputs," shares Dr. Pradeep.

He concludes saying, "Fish excreta have ammonia and are rich source of nitrogen. Hence irrigating crops with fish reared pond water increases the yield. The rice fish farming system is known to increase the yield of paddy by 10%. The base of aquaponics type of farming is the usage of fish culture

water for culturing floriculture and horticulture crops." Recently many farmers have ventured in to aquaponic system when intensive fish culture is being practiced. The water is being re-circulated through the floriculture and horticulture crops involving soil-less culture.

Dr. B. Pradeep did his graduation B.F.Sc from College of Fisheries, Cochin Kerala, then M.F.Sc in Inland Aquaculture from CIFE, Mumbai, and Ph.D in Fisheries Microbiology from College of Fisheries Mangalore. Prior to joining KVK in 2010 he served for fishery companies in India and in Uganda (Africa).

### Our Correspondent

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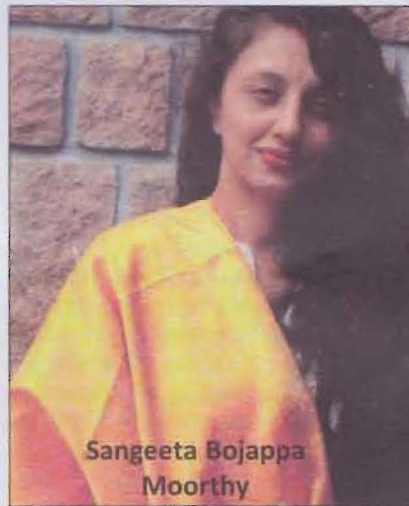
## Hydroponic Greenhouse Technologies India

**Promotes hydroponics for sustainability. Provides training and consultancy**

**H**ydroponic Greenhouse Technologies India was established in November 2009 at Bangalore. The company offers training, consultancy and handles turnkey projects. Also it has a retail division which sells training materials, nutrients and other hydroponic products. Petbharo is the brand name under which the retail products are sold.

Mr. C.V. Prakash, an ex-navy submarine officer and Mrs. Sangeeta Bojappa Moorthy are the founders of the company. Mrs. Moorthy has done her MBA and holds experience in HR in corporate. It was passion for agriculture that made both the founders set-up Hydroponic Greenhouse Technologies India in spite of being from non-agriculture background.

"We sell DVDs which cover practical videos and working methods on hydroponics," shares Mrs. Moorthy. Hydroponic products include DVDs, e-books, hobby kits which include seeds, nutrients and coir pith. "We have trained more than 5000+ trainees," she informs. The company propagates the concept of 'Hydroponics for sustainability'. "A family can sustain a 200 sqft of a garden with an investment of Rs. 20,000 yielding 2kg vegetable/greens per day," shares Mrs. Moorthy. Basic structure is the only requirement which includes



Sangeeta Bojappa Moorthy

shade net, insect net and few wooden grower beds. However greenhouse with environment controls is needed for commercial production. Mrs Moorthy shares her experience with hydroponics, "We had grown strawberries, spinach and other

greens in our farm using this soilless cultivation technique. Our produces were sold to "Bharati Wall Mart" at Banaswadi Outlet. We used to get Rs.50/kg for hydroponically grown spinach whereas commonly grown spinach fetches only Rs. 15-20/kg."

The company cultivated inorganically using salts and fertilizers for nutrients. It includes Calcium Nitrate, Magnesium sulfate, Iron, Boron, Manganese, Zinc, and copper. "As plant takes food in ionic format we do not use compost. Hydroponic uses 100 percent soluble salts," she shares, "With hydroponic cultivation yield is very high and has high nutrition value."

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