

जीवनदाई पोटाश का वरदान – हर किसान के चेहरे पे मुस्कान

POTASH FOR LIFE



SUMMARY REPORT - FIRST SEASON RABI 2013-2014



**Potash
for
Life**



A Project by
**INDIAN POTASH
LIMITED**



Potash
for
Life



WHY POTASH FOR LIFE?

As a result of the introduction of the nutrient-based subsidy in April 2010 and the subsequent increase in potash prices in the international market (and its cascading effect in the domestic market), potash consumption has drastically reduced in India during the last three years. The NPK (nitrogen : phosphorus : potassium) ratio, which was previously around 4.3:2.1:0, has distorted to 9:3.6:1 and potash use has decreased from 17 kg K_2O /ha to 9 kg K_2O /ha during this period. The decrease in potash will, in the long run, adversely affect crop productivity, soil health and farm profitability.

To respond to recent negative developments in potash use in India and to support farmers in the development of profitable agriculture, Indian Potash Limited (IPL), in collaboration with ICL Fertilizers, has launched **Potash for Life** (P4L). This three year project, which will run from late 2013 to early 2017, will provide farmers with science-based evidence of the profitable use of potash, using advanced, best proven extension methods. The project will help to raise awareness among farmers about the benefits of balanced fertilizer use and, in particular, the profitability of optimal potash use.



ACTIVITIES



Demonstration plots

P4L established nearly 600 demonstration plots across nine states in different crops to give farmers practical training on good fertilizer practices and proper use of potash. Seeing a noticeable difference between the

plots with and without potash, farmers are now convinced that potash use will greatly increase their yields and incomes.



Field days

During P4L field days, farmers come together to discuss the details of the demonstration plots and learn from each other in a spirit of openness and curiosity. Farmers share their knowledge, discoveries, mistakes and successes.



Crop seminars and farmers meetings

During P4L crop seminars, farmers are exposed to structured presentations by local experts and scientists on balanced fertilization practices and the impacts of using potash. The purpose is to learn and share good fertilizer practices and take them back to the farm.



Potash campaigns

During the cropping seasons, P4L agronomists use jeeps to visit farmers in their fields for informal discussions.



Agri fairs

P4L participates in local 'agri fairs' (*kisan mela*) with dedicated stalls providing brochures and information on efficient use of fertilizers.



Wall paintings

P4L has undertaken the hand-painting of walls in villages and dealers' shops, featuring clear and prominent messages on the benefits of potash to the farming community.

Hoardings

P4L places outdoor hoardings and billboards in prominent locations in villages and roads, in order to reach a wide audience.



OTHER ACTIVITIES

Radio publicity

Information on balanced fertilizer usage (including potash) has been broadcast in Kashmir and Jammu regions, using Kashmiri and Dogri language. In Bihar, local radio stations have broadcast information in Hindi.

TV publicity

Information on apple cultivation (in Kashmiri) has been broadcast on cable TV channels in 11 districts in Kashmir. In Jammu, information on paddy has been broadcast in 8 districts (in Dogri), with information on rice also broadcast by TV stations in Bihar (in Hindi).

Brochures

- General brochure on P4L in Hindi
- "Benefits of Balanced Fertilization" brochure in Hindi
- Apple brochure in Urdu for Kashmir
- Vegetables brochure in Urdu for Kashmir
- Sunflower brochure in Kannada for Karnataka

Puppet shows

Traditional art forms are used to create awareness among the rural people regarding the importance of potash use.

Digital media

Website: www.potash4life.com

Facebook: www.facebook.com/potash4life

SMS

With the help of Iffco Kisan Sanchar Ltd. text/voice SMS were sent during various crop stages to about 950,000 farmers in 8 states, in different languages. An SMS service in Chhatisgarhi language has also been started for about 400,000 farmers of Chhatisgarh state with the help of the state agriculture department.



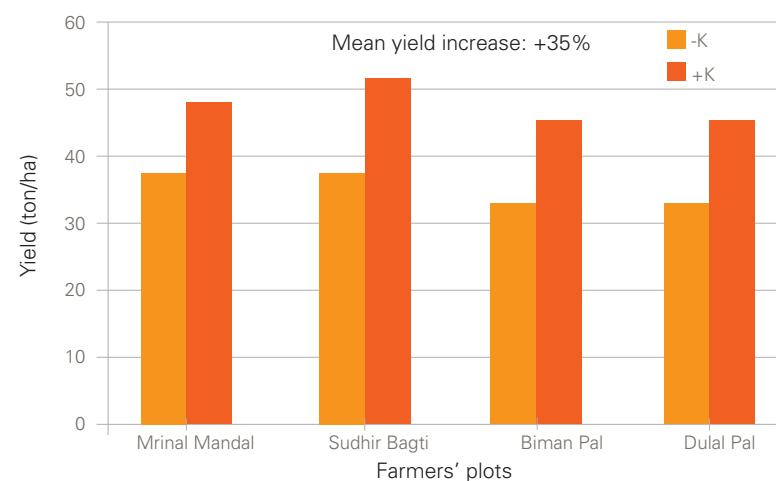
DEMONSTRATION PLOTS

State	Crops	No. demo plots per district	Total
Jammu & Kashmir	Wheat, vegetables, apple	Shopian: 11, Pulwama: 21 Budgam: 15, Jammu: 20	67
Uttar Pradesh	Sugarcane, wheat	Gonda: 23, Behraich: 25 Kushinagar: 40, Maharajanaj: 40	128
Bihar	Maize, wheat, banana	Sitamarhi: 20, Madhubani: 20 Begusarai: 20, Vaishali: 26	86
West Bengal	Potato, rice	Nadia: 11, Bankura: 7 Birbhum: 32, Parganas: 11	61
Madhya Pradesh	Wheat, chickpea, vegetables, sugarcane	Ratlam: 11, Mandsaur: 11 Ujjain: 5, Vidhisha: 12 Hoshangabad: 14 Narshingpur: 15	68
Chhatisgarh	Wheat, vegetables	Dhamatari: 7, Durg: 10 Bilaspur: 15, Raipur: 4 Rajnandgaon: 3	39
Maharashtra	Onion, sugarcane, pomegranate	Nasik: 21, Solapur: 19	40
Andhra Pradesh	Groundnut, rice, vegetables, maize	Anantpur: 4, Kurnool: 19 Nalgonda: 16, Khammam: 3	42
Karnataka	Sunflower, sorghum, rice, maize, sugarcane	Chamrajanagar: 8, Raichur: 8 Bellary: 4, Hassan: 8, Mysore: 2	30
			561

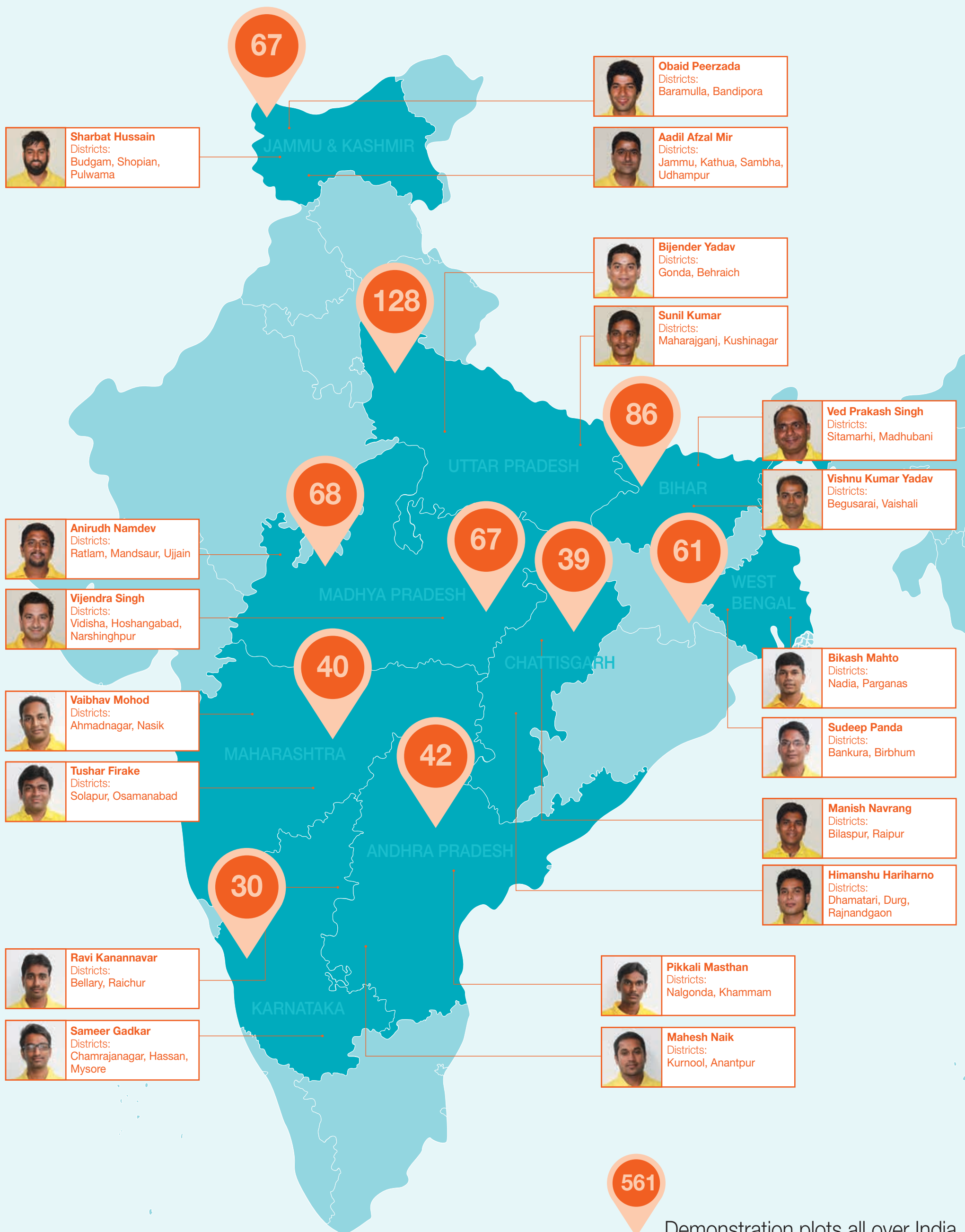


Potato yield in demo plots

West Bengal – Rabi 2013/14 (harvested March 2014)



MEET THE AGRONOMISTS



"I will adopt potash in my fertilization scheme to reap benefits"

SUCCESS STORY

Farmer: Mohd Yousaf Bhat

Crop: Cauliflower
Variety: Snow Crown

Date of transplanting: 3 March 2014
Date of harvesting: 12 June 2014

Village: Boogam
District: Budgam
State: Jammu & Kashmir

Farmer's fertilizer practice:
N=150 kg N/ha, P=165 kg P₂O₅/ha,
K=0 kg K₂O/ha
Yield with farmer's fertilizer practice:
23.8 ton/ha

P4L's fertilizer practice:
N=150 kg N/ha, P=165 kg P₂O₅/ha,
K=135 kg K₂O/ha
Yield with P4L's fertilizer practice:
32.1 ton/ha

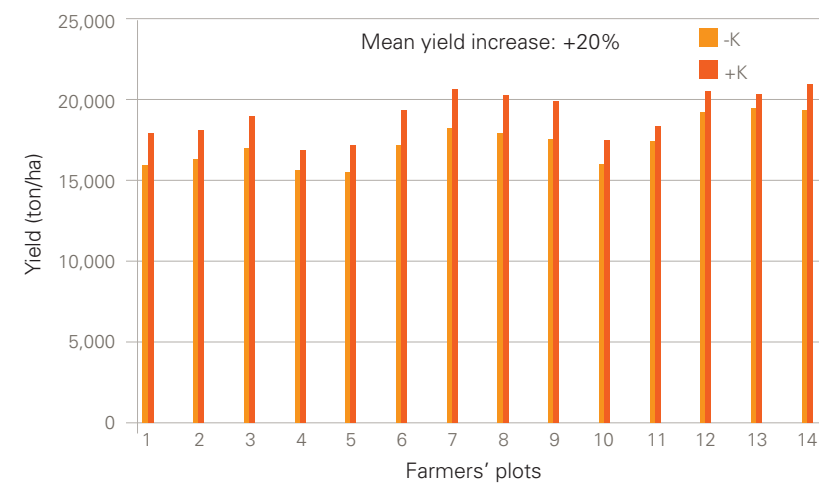
Increase in yield with P4L's fertilizer practice: **34.9%**

Price of product: 20,000 Rs/ton
Yield increase: 8.3 ton/ha
Profit increase: 166,000 Rs/ha
Cost of MOP: 3,780 Rs/ha
Net profit: **162,220 Rs/ha**
B:C ratio: **43:1**



Onion yield in demo plots

Maharashtra – Rabi 2013/14 (harvested March 2014)



“Potash application resulted in improvement of the crop quality. I observed that the size increased and resistance to frost, diseases and pests improved due to use of potash”



SUCCESS STORY

Farmer:
Khanderao Patil Khalkar

Crop: Onion
Variety: Pune Phorsungi

Village: Bagalwadi
District: Nashik
State: Maharashtra

Date of sowing: 25 October 2013
Date of harvesting: 5 February 2014

Farmer's fertilizer practice:
N=100 kg N/ha, P=105 kg P₂O₅/ha, K=0 kg K₂O/ha

Yield with farmer's fertilizer practice:
21.2 ton/ha

P4L's fertilizer practice:
N=100 kg N/ha, P=105 kg P₂O₅/ha, K=50 kg K₂O/ha
Yield with P4L's fertilizer practice:
23.3 ton/ha

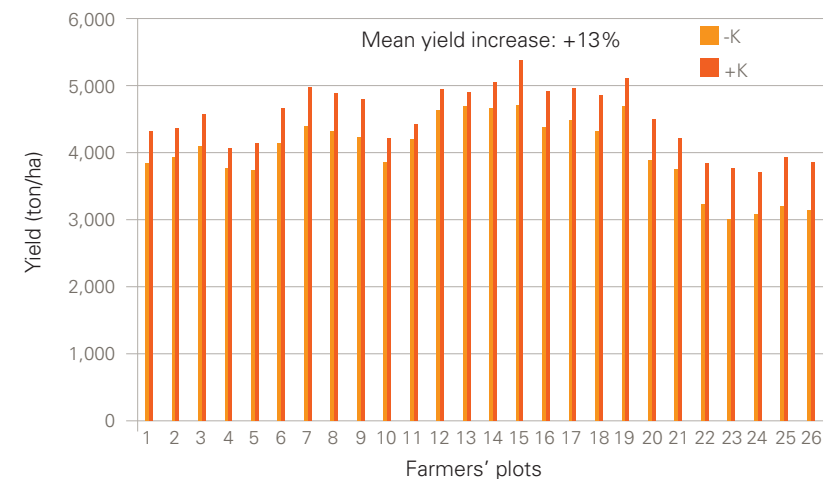
Increase in yield with PFL's fertilizer practice: **9.9%**

Price of product: 9,000 Rs/ton
Yield increase: 2.1 ton/ha
Profit increase: 18,900 Rs/ha
Cost of MOP: 1,391 Rs/ha
Net profit: **17,509 Rs/ha**
B:C ratio: **13:1**



Wheat yield in demo plots

Uttar Pradesh – Rabi 2013/14 (harvested April/May 2014)





“Potash boosted my farm’s productivity and my income improved significantly”

SUCCESS STORY

Farmer: Bhola Ram Singhrol

Crop: Groundnut
Variety: Local

Date of sowing: 27 December 2013
Date of harvesting: 10 April 2014

Village: Chhirah
District: Bilaspur
State: Chhatisgarh

Farmer’s fertilizer practice:
N=47 kg N/ha, P=34 kg P₂O₅/ha,
K=0 kg K₂O/ha
Yield with farmer’s fertilizer practice:
1,875 kg/ha

P4L’s fertilizer practice:
N=47 kg N/ha, P=34 kg P₂O₅/ha,
K=74 kg K₂O/ha
Yield with P4L’s fertilizer practice:
2,920 kg/ha

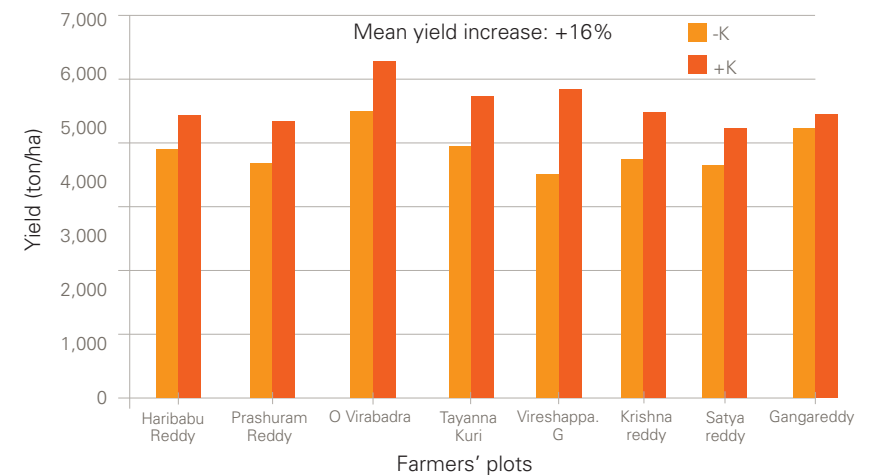
Increase in yield with P4L’s fertilizer practice: **55.7%**

Price of product: 40 Rs/kg
Yield increase: 1,045 kg/ha
Profit increase: 41,800 Rs/ha
Cost of MOP: 2,076 Rs/ha
Net profit: **39,724 Rs/ha**
B:C ratio: **19:1**



Rice yield in demo plots

Karnataka – Rabi 2013/14 (harvested April 2014)



SUCCESS STORY

Farmer: Siddaswami

Crop: Maize
Variety: 30B07

Date of transplanting:
22 December 2013
Date of harvesting: 5 May 2014

Village: Harale
District: Chamrajnagar
State: Karnataka

Farmer's fertilizer practice
N=120 kg N/ha, P=40 kg P₂O₅/ha,
K=0 kg K₂O/ha
Yield with farmer's fertilizer practice:
2,484 kg/ha

P4L's fertilizer practice:
N=120 kg N/ha, P=40 kg P₂O₅/ha,
K=60 kg K₂O/ha
Yield with P4L's fertilizer practice:
3,512 kg/ha

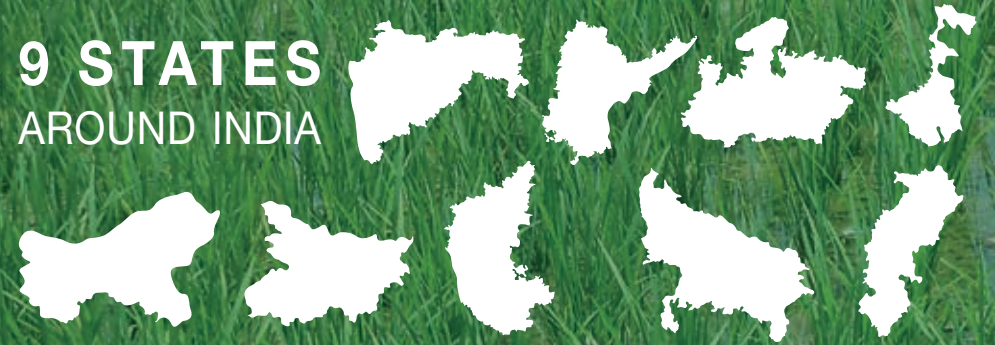
Increase in yield with P4L's fertilizer
practice: **41.4%**

Price of product: 12.5 Rs/kg
Yield increase: 1,028 kg/ha
Profit increase: 12,850 Rs/ha
Cost of MOP: 1,650 Rs/ha
Net profit: **11,200 Rs/ha**
B:C ratio: **7:1**



3 YEARS PROJECT | **LARGE-SCALE INVESTMENT**
www.potash4life.com
40 DISTRICTS

9 STATES
AROUND INDIA



19 AGRONOMISTS AROUND INDIA

THOUSANDS
OF FARMERS
HAVE BEEN REACHED BY
THE P4L PROJECT

561 demonstration plots in Rabi 2013/14

AVERAGE
INCREASE
IN YIELD IN
DEMO PLOTS



↑ **20%**



↑ **19%**

102

ACTIVITIES WITH FARMERS
IN RABI 2013/14



↑ **17%**



↑ **23%**



↑ **13%**

18,200
SQ. FT. OF WALL
PAINTINGS
IN RABI 2013/14



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www.potash4life.com

A Project by



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**A Wise Farmer's First Choice - IPL Potash
Always Use IPL Potash - The Original Potash**