

Jeevamritam - “ A high quality liquid bio-fertilizer ”

- A case study of Malakapuram village

Ms. Kamalamma is a poor woman farmer from Malakapuram village in Dharmavaram area. She has 5 acres of dry land, where in she has planted mango trees in 3 acres last year and is cultivating groundnut in the remaining 2 acres. During the last season, the groundnut crop started becoming yellow for want of nutrients in the soil, and leaves started drying-up. The mango plants also had stunted growth and leaves started turning yellowish and getting dried-up.



The chemical fertilizers needed to save her crops were costing around Rs. 2500 @ Rs. 500/- per acre. She could not afford to purchase them. So with no money left, she was in despair and was losing hope of saving her groundnut crop and mango plants. AF staff explained to her about the Sustainable Agriculture Programme and showed her how other farmers are adopting LEISA / NPM Practices. Ms. Kamalamma was also and decided to adopt the LEISA /NPM practices on groundnut and Mango crops.

Then, she applied Jeevamritam - A high quality liquid bio-fertilizer in her field. Jeevamritam was prepared by mixing Cow dung, Cow urine, Jaggery and pulse flour, which were locally available. More over it was very economical and cost only about Rs. 60/- per acre. After 10 days of application she was amazed to see wonders happening on her field. The pale mango and groundnut crops started looking fresh green and healthy. New leaves started appearing on the mango plants.

“ I could not believe my eyes, when I saw my groundnut crop and mango trees, 10 days after application Jeevamritam. Jeevamritam of really gave life to the crop in that critical time. We are grateful to AF staff”.

- Ms. Kamalamma, Woman farmer

Her groundnut crop is comparatively better than her neighbor farmers’ crops who applied costly chemical fertilizers. She spent only about Rs.300/- on Jeevamrutham. She achieved better groundnut yield (8 bags/acre) than her neighboring farmers (5 bags/acre). She is a happy person now and has decided to follow Jeevamritam and other LEISA practices to her crops in future. Like Kamalamma, thousands of farmers are coming forward for LEISA and abstaining from the use of hazardous chemical fertilizers and pesticides.