

Fertiliser Activator: Unlocking the Full Potential of Fertilizers

1. Introduction: The All-Season, All-Crop Solution

The Essential Partner for Every Fertilizer Bag

Farming is a commitment to ensuring food security and prosperity. However, one of the biggest challenges farmers face is the **inefficiency of fertilizers**, with up to **50% of nutrients wasted** due to natural processes like **leaching, runoff, and volatilization**.


Fertiliser Activator addresses these inefficiencies using advanced **Plant Cell Regeneration Technology (PCRT)**. This product ensures fertilizers achieve **maximum efficiency**, unlocking the full potential of both the soil and the crop. It works with **all crops, all soils**, and in **all seasons**, making it indispensable for modern farming.

2. The Problem: Why Fertilizers Alone Are Incomplete

Headline: Nutrient Losses, Soil Degradation, and Inefficient Fertilizers

Nutrient Losses:

- **Leaching:** Nutrients seep deep into the soil, out of reach for plant roots.
- **Runoff:** Rain and irrigation water wash away applied nutrients.
- **Volatilization:** Nutrients evaporate into the air as gases.

 **Impact:** These processes waste up to **50% of fertilizers**, leading to lower crop productivity and financial losses.

Soil Health Decline:

- Continuous fertilizer application without activation can harm the soil:
 - Compaction and reduced porosity.
 - Declining organic matter and microbial activity.
 - Long-term fertility loss.

Economic and Environmental Impact:

- Farmers face reduced yield potential and higher input costs due to fertilizer wastage.

- Nutrient runoff pollutes water bodies, while volatilization contributes to **greenhouse gas emissions**.
-

3. The Solution: Fertiliser Activator

Headline: The Key to Complete Fertilizer Efficiency

Fertiliser Activator acts as the **missing link** between fertilizers and crops, bridging the gap between nutrient application and nutrient absorption.

Why Is It Essential?

1. Universal Compatibility:

- Works with all crops, all soils, and all fertilizer types.
- Recommended with every fertilizer application.

2. Extended Activity Window:

- Keeps crops in an active nutrient absorption state for **45 days**, ensuring optimal uptake.

3. Cellular Activation:

- Activates older roots, rejuvenating their ability to absorb nutrients with the efficiency of young roots.
-

4. How Fertiliser Activator Works

Scientific Insights into Activator's Mechanism

Fertiliser Activator utilizes advanced **PCRT (Plant Cell Regeneration Technology)** to regenerate plant cells, enhance root activity, and optimize nutrient uptake.

Root Regeneration: Beyond Basic Development

1. Rejuvenation of Older Roots:

- Fertiliser Activator triggers cell regeneration, restoring the absorption power of older roots to match the vitality of young roots.
- This leads to a stronger root network that works more efficiently to access nutrients.

2. **Root Expansion:**

- Stimulates deeper and wider root growth, allowing plants to explore more soil area for nutrients.

3. **Enhanced Soil Interaction:**

- Activator improves the interaction between roots and soil particles, creating a balanced environment for sustained growth.
-

Absorption and Adsorption:

- **Absorption:** Enhances plant cells' ability to uptake nutrients from the soil.
 - **Adsorption:** Locks nutrients onto soil particles, reducing losses from leaching and runoff.
-

The 45-Day Nutrient Hunger Window

The Hunger Window Concept:

Fertiliser Activator creates a unique **45-day hunger window**, where plants remain in a **state of heightened nutrient absorption**.

- **How It Works:**
 - Activated root systems continuously absorb nutrients for 45 days.
 - This prevents the plateau effect seen with conventional fertilizers, where nutrient uptake drops after initial absorption.
 - **Benefits:**
 - Maximizes nutrient use from fertilizers applied during this window.
 - Encourages sustained crop growth, flowering, and fruit setting.
-

Improved Soil Porosity:

- Enhances soil aeration and water retention.
 - Ensures nutrients move freely and are readily available to roots.
-

Stimulation of Female Flowering:

Fertiliser Activator promotes the development of **female flowers**, significantly improving the potential for fruit and grain production.

5. Key Benefits for Farmers

Headline: Why Fertiliser Activator is Indispensable

1. Complete Nutrient Utilization:

- Ensures 90-95% absorption, reducing wastage from leaching, runoff, and volatilization.

2. Higher Yields:

- Boosts crop productivity by 20-30%, delivering higher profits.

3. Enhanced Soil Health:

- Improves porosity and fertility for long-term sustainability.

4. Environmental Protection:

- Minimizes pollution by reducing nutrient runoff and emissions.

5. Cost-Effective Solution:

- Reduces fertilizer wastage, saving money and increasing ROI.

6. Universal Application:

- Suitable for every crop, soil type, and growing season.
-

6. Usage Instructions

Simple Steps for Maximum Efficiency

1. Dosage:

- 2 kg per acre.

2. Application Method:

- Mix thoroughly with fertilizer before application to the soil.
- Ensure even distribution across the field.

3. Frequency:

- Use with every fertilizer dose to maximize nutrient absorption and crop performance.

4. Compatibility:

- Works seamlessly with chemical, organic, and bio-fertilizers.
-

7. Frequently Asked Questions (FAQs)

Your Questions, Answered

Q1: What is Fertiliser Activator?

A nano-technology-based product developed using **PCRT** to enhance fertilizer efficiency and improve crop productivity.

Q2: How does it work?

It activates root systems, improves soil porosity, and ensures sustained nutrient absorption for up to 45 days.

Q3: What are its active ingredients?

- Precipitated Silica
- Pyridoxine 5-Phosphate
- Serratiopeptidase
- Resveratrol
- Enzymes Plus Advanced Hormones

Q4: What is the cost?

The introductory price is **₹799 for a 2 kg pack.**

Q5: Is it compatible with all crops and soils?

Yes, it works for all crops, all soils, and with all fertilizer types.

Q6: Has it been tested?

Yes, extensive field trials and NABL-accredited lab tests confirm its efficiency.

Q7: Can lab reports be provided?

Lab reports and test data are available upon written request with confidentiality agreements.