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SECTIONS

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By

[Sutanuka Ghosal](#)

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Synopsis

Agritech company Zuari FarmHub has partnered with Novozymes South Asia, a leading player in biological solution, to launch 100% water soluble fertilizer -Poorna Advanced with innovative LCO Promoter Technology. This technology acts as a signaling pathway between the plant and the beneficial microbes in the soil near the plant's roots. Thus promoting a healthy root zone, enhancing nutrient uptake and improving crop resilience.



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Poorna Advanced is a high quality product specially designed for foliar and fertigation. The 1:1:1 NPK ratio in this product makes it an ideal fertilizer for application across various crop segments like field crops, plantation crops, vegetables, commercial crops which require equal amounts of Nitrogen, Phosphorus & Potassium in the initial stages of plant growth. Being 100% water-soluble, Poorna Advanced dissolves quickly and releases ions that are easily absorbed by the plants.

Madan Mohan Pandey, MD of Zuari FarmHub said, “Zuari FarmHub is continuously working to bring unique and innovative products to Indian farmers. Towards this endeavour, the company has tied up with Novozymes, a global leader in bio-solutions head quartered in Denmark. Together we have introduced a technically superior product that promotes faster nutrient absorption by the roots and increases the crop resilience to abiotic and climatic stress. This will help improve fertiliser use efficiency and improve productivity. Zuari FarmHub is the first company to bring LCO promoter Technology to fertilisers.”

Shanmugam Sambanthan, Novozymes India Commercial Head of Agriculture commented, "Poorna Advanced promotes soil health, enhances nutrient uptake, and boosts crop resiliency. The collaboration harnesses the extensive agricultural market knowledge of Zuari FarmHub and Novozymes' biosolutions expertise to deliver a groundbreaking product that will significantly enhance farmers' productivity and promote sustainable farming practices." Over the years, agricultural productivity in India has been stagnating, primarily as a result of the imbalanced nutrient content of soil and fertilizer usage, declining fertilizer response ratio, soil contamination, and unpredictable weather patterns. With agricultural productivity, the fertilizer response ratio is gradually showing a considerable dip as well which means that crops are not responding to chemical fertilizers as they used to. This is where the LCO technology used in 'Poorna Advanced' can vastly improve nutrient availability in the soil, enhance nutrient uptake and boost crop resiliency leading to higher yields in a sustainable way. Extensive research has established and proven that LCO Promoter technology helps in building beneficial soil microbial communities, thereby, enriching soil fertility and improving crop productivity. Experience Your Economic Times Newspaper, The Digital Way!

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