

Prathista Industries Limited: A Rural Initiative

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Introduction of PIL

PIL is an ISO Certified Company with a deep rooted resolve to develop ORGANIC SUBSTITUTES for all presently available CHEMICAL FERTILIZERS and had tremendously succeeded in its mission with a wide array of INNOVATIVE & ECO FRIENDLY Bio organic Manures which involved conversion of wastes (Gluten) into National Wealth. Prathista Industries Limited (PIL) is a established and recognized AP based technology driven MNC involved in Manufacturing of eco – friendly products catering needs of Agriculture, Veterinary/Poultry and Nutraceutical segments and specialized in developing import substitutes with Organic certification by recognized agencies with in – house R&D expertise. Prathista has launched THIRD GENERATION NEW MOLECULES (ORGANIC FERTILISERS) for the benefit of various Agricultural crops to gradually supplement and substitute chemical fertilizers.

Mr. KVSS SAIRAM completed his chemical engineering from Osmania University in 1987. In the year 1990, Mr. Sairam made a move to Bharat Starch, a unit of Thapar group (TCRDC), Thapar Corporate research & Development Centre (TCRDC) at Patiala, Punjab. Mr. Sairam got himself involved in the development of various bio-fertilizers particularly based on Corn Gkuten which is a waste from the maize processing. During his tenure at TCRDC, Mr. Sairam developed the bio- fertilizer and cattle feed. But TCRDC refused to offer any support to him. Mr. Saiarm moved from one agency to another for financial assistance to start up his own venture until The State Bank of Indian agreed to offer financial assistance and sanctioned Rs. 225 Lakhs out of total project cost of Rs. 402 Lakhs. But the amount sanctioned was not enough for him to realize his dream. Then he sought to ask for financial assistance from the Technological Development Board (TDB), Department of Science and Technology (DST).

Prathista has successfully launched Feed supplement, Organic acids, Chelated minerals/mineral mixtures for Poultry/ Veterinary segments. Prathista has technology collaboration with Council for Scientific and Industrial Research, Academia & Department of Bio-Technology, Government of India to manufacture various products. Prathista has several linkages with the National Universities and International Universities including Kansa State Universities, Auburn University for long term technical collaboration to serve the farmers in a better way. Prathista is dedicated for capacity building for farmers / NGO s by organizing frequent farmer meetings/training programs, Field demonstration under Private –Public partnership Program involving Govt. officials, Scientist& Researcher to bridge the gap between farming community and Govt. & Scientist/ Researchers, as Prathista invest 10-12% of annual sales towards R&D and famer's benefit programs. Prathista working continuously to protect soil fertility, to control environment and Ground water Pollution, to reduce the cost of cultivation, qualitative and quantitative improvement of productivity in agriculture, poultry and veterinary segments. It is also programming to form the famer's clusters to produce 100% organic produce duly following organic certification standards like farmer's registration, land / material certification and also linking with the markets for economic up liftman of the