

HYDROGREENS

PROBLEM:

In Bajju district of Bikaner, Rajasthan, it was very hard for farmers to get access to green fodder, let alone high protein green fodder. Scarcity of water and high temperatures make it extremely difficult to fulfil the dietary requirements for cattle and thereby make dairy livelihood a challenge. In most parts of the town, small and marginal farmers relied on cattle rearing and dairy farming as one of their principal sources of income. Due to the consistently rising temperatures, the fodder produced wasn't healthy and rich for the cattle and hence people in Bajju started incurring more input costs for their cattle feed. Green and nutritious fodder

seemed like a far-fetched dream. Adding to the town's troubles were the frequent power cuts and lack of a reliable source of power.

INTERVENTION:

It was in 2019, that people of Bajju were introduced to a unique system of growing fodder. Urmul trust, which is actively working in the area to improve people's lives connected the community with Hydrogreens, who work dedicatedly on building micro-climate-controlled systems that improve productivity and sustainability of the farmers.

This unique concept uses a low cost Fogponics technology that can be installed in a 12sq ft area of a house. The technology uses water in a vapour form to minimise the water requirement to produce the green fodder.



IMPACT:

Hydrogreens installed seven vertical farming systems in the village. Initially mistakes were made in the method of sprouting but that were easily addressed by additional tutoring and picture guides provided by Hydrogreens.

They also sent out three members from its team who further trained more members on the other uses of the system, including how they could link their products to the market and generate new revenue sources for themselves.

"Because of Hydroponics, we are able to provide green forage to our livestock throughout the seasons, even in summers. We no longer have to worry about water scarcity for production of green fodder. Now our cows are getting stronger and producing more milk, of improved quality". Says Pramila, a beneficiary.

Later on, Pramila went on experimenting with growing wheat grass and further selling it to local juice shops and earning which fetched her Rs 100 per tray, per day. (There are 28 trays in each system).

She also tried drying the wheatgrass, converting it into wheatgrass powder and selling it to the local vendors. Today Hydrogreens has impacted more than 300 lives in the town.

ABOUT THE ORGANIZATION:

Hydrogreens' mission is to provide high protein hydroponic fodder options that are natural, palatable, digestible & good for livestock.

It designs micro-climate controlled systems that improve dairy farmers productivity, sustainably.