



# Maatitvatva

— Agro Industries Pvt. Ltd. —

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## **Appleber Plant Cultivation**

## ➤ Introduction:



**T**he Apple Ber is originally a Thai fruit variety; its taste is sweet and also a bit sour. The fruits weigh around 150-200 grams and looks somewhat like a green apple. All types of soil are suitable for cultivation of Apple Ber. Spray schedule and Fertilization changes on type of Soil, Water and weather condition. In Green Culture Nurseries and Farm Original Thai Apple Ber Plants are made from our own Mother Plants that's why farmers will not have to worry for Original Verity "Thai Jumbo Apple Ber". There are many types of processes of

Apple Ber like Jam, Jelly, Beer, Dry use, Medicinal use etc.

## ➤ Usage:

**T**he fruit has been used in traditional medicine as an emollient, expectorant, coolant, anodyne and tonic. It also has been used as an antidote for aconite poisoning. It is given to relieve abdominal pains during pregnancy and can be applied to wounds when used in a poultice. The leaves can be used as a laxative and for throat problems as a decoction and the same liquid can also be used for skin problems. The roots have wound healing properties too.



## ➤ Cultivation:

**T**his plant starts giving fruits after 1-year months of plantation. Generally, the height of the plant would be ranging between 10-15ft. About 450 to 500 plants can be accommodated in an Acre. Apple Ber fruits are juicy and delicious same as apple.

➤ **Species :**

The plant life is about 20 years and can be propagated through seed and also can be multiplied by cuttings of half-ripe wood. The cuttings should be 10-12 cm long and preferably with a heel.

➤ **Marketing:**

There is a huge demand for ber is sweet like apple. Apple Ber exports shipment data in India with price. Our company also provides the facility of Buy Back agreement.

➤ **Harvesting:**



**B**er plants should be trained to develop a strong framework during the initial 2 to 3 year after planting. Support with bamboo stick and vertical growth is encouraged once the plant height is about 1 to 15 meters.

➤ **Economic of One Apple Ber Cultivation:**

**Expenditure:**

Distance (in acre)	Sapling (in land)	Cost (per plant)	Total	Other Expenses (As Per Requirement)	Cost of cultivation
8*8 ft	690Plant	50 rs.	690*50 = 34,500/-	Fertilizers Land preparation Labor expenses etc.	34,500 /-
<b>Total Cost Of Cultivation: 34,500/-</b>					

➤ **Income:**

Income of year	From each plant	Total	Company buy-back	Total
Year 2 <sup>nd</sup>	10 kg	690*10 = 6900kg	7 rs.	6900*7 = 48,300 /-
Year 3 <sup>rd</sup>	15 kg	690*15 = 10350 kg	7 rs.	10350*7 = 72,450 /-
Year 4 <sup>th</sup>	20 kg	690*20 = 13800 kg	7 rs.	13800*7 = 96,600 /-
Year 5 <sup>th</sup>	25 kg	690*25 = 17250 kg	7 rs.	17250*7 = 1,20,750 /-
<b>Total Income: 3,38,100/-</b>				

➤ **Technical Support & Services:**

**W**e also provide technical support for farming. Our Service Department with technically qualified staff provide after sales service and farmers advisory services to our customers to get better plant establishment and faster growth of Herbal and Horticultural plantations.

We have largest network of employees who deliver Plants to customers at their door steps. Free technical services to customers on planting method, management practices and plant protection measures. Our teams of Agricultural Experts periodically visit and supervise the plantations and suggest necessary guidelines to get better growth and higher returns. Services:

1. This includes Supervision, consultancy, guidance, Transportation cost first year.
2. First production start after 2<sup>nd</sup> year and every production start in every 1 year.
3. Buy back agreement of Apple Ber.
4. The income expenditure indicated by the company is an approximated figure, as it also depends on the nature and hard work of the farmer.

## ➤ Terms And Conditions:

1. For 1 Acre plantation the cost of Plants is Rs. 34,500 out of which 50% has to be paid before the cultivation and the remaining half after the planting is done.
2. The Buy Back Agreement Stamp paper of Rs.100/- has to be stamped by District Court of your area.
3. For 10 Acre or more yield the buy Back Agreement Stamp Paper will be of Rs.500/-.



**(“Look deep into nature,  
and then you will understand  
everything better”)**

**THANK YOU**

For More Information Contact Us

**“MAATITATVA AGRO INDUSTRIES PVT. LTD.”**

ISO 9001-2015 CERTIFIED

GMP CERTIFIED

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