



**Maatitvatva**  
— Agro Industries Pvt. Ltd. —

## **ASHWGANDHA CULTIVATION**



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## Introduction:



**A**shwagandha is a plant that grows mostly in India, Pakistan and North America. The root base of the ashwagandha herb has been applied for centuries in Ayurvedic medicine. Ashwagandha has many positive effects on human health, such as flavonoids and elements of the withanolide class. Several today's studies have found that ashwagandha is efficient in lowering

inflammation, reducing stress, improving mental activity, energizing the body, as a healthy antioxidant and it may also cure tumors.

## Uses:

- ✓ It is an Ancient Medicinal Herb.
- ✓ It Can Reduce Blood Sugar Levels.
- ✓ It Has Anti-Cancer Properties.
- ✓ It Can Reduce Cortisol Levels.
- ✓ It May Help Reduce Stress and Anxiety.
- ✓ It May Reduce Symptoms of Depression.



## ➤ Cultivation:



**A**shwagandha grows well in sandy loam or light red soil, having pH 7.5-8.0 with good drainage. It can be cultivated between 600-1200 m altitudes. The semi-tropical areas receiving 500-750 mm rainfall are suitable for cultivation of this rained crop. The crop requires dry season during its growing period. Temperature between 200C to 350C is most suitable for cultivation. Late winter

rains are conducive for the proper development of the plant roots.

## ➤ Species:

**W**ithania Somnifera (Ashwagandha) is usually grown in fields which are not well covered by the irrigation systems. The field on which food crops cannot be taken profitably for the above reason may be used for Ashwagandha cultivation. The soil of the field selected for Ashwagandha cultivation is well pulverized by ploughing, disking and/or harrowing. The field may be then leveled by the application of a harrow.

### ➤ Marketing:

**A**shwagandha demand is immense therefore marketing it is not difficult. Ashwagandha are bought by many people in market. Our company also provides the facility of Buy Back agreement.

### ➤ Harvesting:



**T**he plants start flowering and bearing fruits from December onwards. The crop is ready for harvest in January-March at 150 to 180 days after sowing. The maturity of crop is judged by drying out of leaves and yellow red berries. The entire plant is uprooted for roots which are separated from aerial parts by cutting the stem 1-2 cm above the crown. The roots are then either cut transversely into small pieces (7

to 10 cm) or dried as it is in the sun. About 650-800 kg roots can be obtained from 1ha on drying it comes to 350-435 kg. Berries are hand plucked separately. They are dried and crushed to take out the seeds.

### ➤ Economics Of One Acre Ashwagandha Cultivation:

#### Expenditure:

Distance (in acre)	Seed Per Acres	Cost of Kit (per Kit)	Total	Other Expenses (As Per Requirement)	Total Cost of Seed
6inchX2 ft	5 kit	2000 Rs	2000X5= 10,000 /-	Fertilizers Land preparation Labor expenses etc.	10000/-
<b>Total Expenses: 10,000/-</b>					



## ➤ Income:

### 1) Income From Roots:

Income of Month	Root (in 6 months)	Total Production	Company buy-back (per kg)	Total
In 6 <sup>th</sup> month	Dry Root	700kg	100rs per kg	700X100= 70,000/-
	Seed	500Kg	90rs per kg	500*90= 45,000/-
	Whole plant	600kg	10rs per kg	600*10= 6000/-
<b>Total Income: 1,21,000/-</b>				

### Technical Support And 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 On call.
2. First production starts after 6<sup>th</sup> month.
3. Buy back agreement of Ashwagandha.
4. For 1 Acre plantation the cost of Plants is Rs. 10,000/-, out of which 50% has to be paid before the cultivation and the remaining half after the planting is done.

The income expenditure indicated by the company is an approximated figure, as it also depends on the nature and hard work of the farmer.



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

**THANK YOU**

**For More Information Contact Us**

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

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GMP CERTIFIED

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