

SOCIAL & ENVIRONMENTAL IMPACT

Grown in the village, for the village

PAOI is a rural enterprise. Every bag we sell puts money back into a village household — through the farmers who grow the fodder, the youth who deliver it, and the families who supply the raw material.

- 2** states — West Bengal & Jharkhand
- 25** villages reached
- 146** customers invoiced last year
- 400** families supported through training
- 150** families earning in our supply chain

A circular model

- Goat litter becomes Super Compost instead of waste
- Green fodder becomes silage instead of drying out in the field
- Crop residue that would be burnt is turned into animal feed

Farm School

Rural youth are trained as micro-entrepreneurs and run door-to-door silage supply in their own villages.

What changes on a farm

A dairy farmer in Birbhum went from 3 cattle giving 8 litres a day to 4 cattle giving 14 litres a day over eighteen months.

Order fodder, feed and compost direct from the producer.

Delivered within 50 km · 30-day khata credit
on the milk cycle

ADDRESS

Md Bazar, Birbhum, West Bengal – 731127

CALL

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EMAIL

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WEBSITE

www.paoi.in

Prakritir Abha Organic Initiative LLP

Let's make the farms smart

FSSAI LICENSED · DPIIT-RECOGNISED STARTUP · GST REGISTERED



PRAKRITIR ABHA
ORGANIC INITIATIVE LLP

JHARKHAND · WEST BENGAL · EASTERN INDIA

Transforming Fodder Scarcity into Dairy Profitability



Green fodder, silage, cattle feed and
organic compost for smallholder
livestock farmers



www.paoi.in

01 | SILAGE & GREEN FODDER

Super Napier Silage & Green Fodder

Year-round nutrition, even in the lean season

Super Napier is cut at peak nutrition, chopped and packed without air. Silage keeps six to eight months, so animals eat the same quality feed in the dry months as in the monsoon. Fresh green fodder is delivered straight from the field.

- Milk up by approx. 1–1.5 L on fresh fodder, up to 2 L on silage
- Protein 14–18% · Fibre 25–35%
- Keeps 6–8 months in vacuum-packed bags
- Crops: Super Napier, Maize, Sorghum–Sudan hybrid

Daily feed — cow or buffalo giving 5–10 litres

Green fodder or silage — 10–20 kg
Dry straw — 3–5 kg
Concentrated cattle feed — 3–5 kg
Water 40–80 L · Mineral mix 40–60 g · Salt 20–30 g

Also available — Super Napier Stumps ₹3 / piece

Planting material for your own plot.

₹6.50 / kg

Fresh fodder — 10 kg bundle
Silage — 30 kg bag
Delivered within 50 km

02 | CONCENTRATED CATTLE FEED

Prakriti Gold Concentrated Cattle Feed

More milk and more fat, from the same animal

A concentrated feed built for smallholder dairy. Higher protein, fat and starch than ordinary market feed, with fibre kept low so it digests easily.

Per kg	Ordinary feed	Prakriti Gold
Protein	140–160 g	209 g
Fat	20–25 g	32 g
Starch	250–300 g	347 g
Fibre	70–90 g	57 g

- Raises SNF and supports milk fat when fed with green fodder
- Supports steady weight gain
- Easy to digest, improves disease resistance
- Suitable for pregnant and lactating animals

How much to feed

1 kg for every 2.5 litres of milk
plus 1 kg for the animal's own body needs
with 10–20 kg green fodder or silage
and 3–5 kg dry straw

₹26 / kg

50 kg bag · 30-day khata credit
Delivered within 50 km

03 | ORGANIC SUPER COMPOST

PAOI Super Compost

A soil healer, not just a fertiliser

Made from premium goat manure and enriched with beneficial microbes. Goat manure carries 9.97 kg of nitrogen per tonne against 4.53 kg in cow manure — and it is odourless and free of weed seeds.

Enriched with

- Rhizobium — fixes nitrogen
- Pseudomonas — disease resistance
- Trichoderma viride — fungal control
- Mycorrhiza — root nutrient uptake
- NPK Consortia — nutrient supply
- Paecilomyces lilacinus — nematode control

- Feeds the soil with NPK and lifts yield
- Improves structure, aeration and water holding
- Free of weed seeds — unlike raw manure
- No chemicals, no odour, safe to handle

How to use

New beds — 20 kg per 100 sq ft, tilled 8 inches deep
Established beds — 1–2 inches a year, lightly tilled
For vegetables, flowers, orchards, farmland, rooftop and kitchen gardens

₹15 / kg

Delivered within 50 km
Farm-gate and institutional supply