



AQ

# Abellon Quarterly

QUARTERLY EDITION | VOLUME 1 - 2012

## Decentralized Biomass Collection Season 2011-12

Opportunity is the best Captain of all Endeavour !

Dear Readers,

*One of the bedrocks of Abellon's vision and model is a consistent focus on innovation. During the quarter, this capability was showcased through a no. of developments & honors.*

*One key innovation was the implementation of a unique solar agro electric model at our agro-forestry site in Gujarat, India - to harness the combined benefits of clean energy generation and agricultural, through efficient resource management. The project focuses on optimal utilization of critical resources including land and water, a dust and pollution free environment that enhances energy generation efficiency, and zero waste concept through utilization of waste for fodder and energy. The project is located on arable land - a significant shift vis-a-vis the traditional practice of putting up stand-alone solar projects on wastelands.*

*This quarter also marked the launch of Sampoorna - our brand of all-purpose, 100% organic fertilizer for farmers. Sampoorna is enriched with essential micro nutrients and beneficial micro-organisms. Its pelleted form promotes sustained release of nutrients. The initial field tests of the product have yielded highly positive results such as better, greener growth of vegetation; visibly increased yield & quality of the produce and therefore increased economic benefits.*

*Abellon's role and commitment to the clean energy space are being increasingly recognized on global platforms, and we are delighted to share that our CEO & MD Mr. Aditya Handa was chosen by the World Bioenergy Association as one of six nominees for the World BioEnergy award. Our President, Mr. Pankaj Patel too had the honour of being selected as the member of a consortium formed by Ministry of Science and Technology for funding under the Indo-US Joint Clean Energy Research and Development Centre. The consortium will work for the Development of Sustainable Advanced Lignocellulosic Biofuel Systems in the area of Second-Generation Biofuels.*

*This June, we also celebrated our 40th World Environment Day, with a promise - a plantation target of 5,00,000 plants by year end. We look forward to the support and encouragement of our readers in achieving this target. Together, we can make this happen.*

Thank You  
Editorial Team - AQ



## HIGHLIGHTS

World BioEnergy Award, 29th  
- 31st May 2012 @ Sweden

Launch of "Sampoorna" - A  
specially pelleted organic plant  
nutrient

Solar Agri-Electric Model

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## Eco Chulha Training Program

A training program was organized for Eco-Chulha sales team and our newly appointed distributors. The 2-day training program was organized on 6th and 7th of April at HO. A total of 15 members attended the training. The program began with an introduction of Abellon and key team members from different functions. It also included presentations on marketing, sales process, business plan and soft skills.

The training program provided a good platform for our field team to connect with the team members at HO. The participants commented that "the program is very good and informative. It would help us to target the right audience and explain about Eco-Chulha in a better manner."

Our MD & CEO, Mr. Aditya Handa also addressed the participants, to share with them the larger vision behind Eco-Chulha and the business as a whole.



*Mr Handa addressing the trainees*

## Vruksha Mahotsav: Target 5,00,000 trees till 2015



*Team members planting the saplings*

50,000 plants in a span of 50 days. Major species selected for the plantation include Casuarina, Arduso, Bamboo, Eucalyptus, Desi Bawal and Neem to name a few. As a kick off to the event, more than 180 team members planted over 1800 samplings in 3 days.

Apart from environment protection, the Mahotsav will make Vitthalapara a verdant, green campus that is environmentally friendly, aesthetically appealing, and ensures the health and well being of all the people working there as well as residing in nearby villages.

On 23rd June 2012, Poornakumbha and Abellon Agrisciences joined hands to launch "Vruksha Mahotsav" campaign with a target of achieving plantation of 5,00,000 trees till 2015. The campaign is a testimony to our commitment towards environment protection and our vision for a clean and green future.

The first phase of the campaign was launched with the message "50 Days – 50,000 Trees" at Abellon's state-of-the-art pellets manufacturing facility in Vitthalapara, Gujarat. Under the Mahotsav, the Vitthalapara campus would witness plantation of

## Launch of "Sampoorna" - A specially pelleted organic plant nutrient

In April 2012, Abellon Agrisciences enriched its existing portfolio of organic plant nutrient & soil enhancement products, with the launch of "Sampoorna" - a specially pelleted organic plant nutrient. With over 50 successful field trials on different crops, the product is fast gaining acceptance and appreciation from the farmer community, which is recognizing the significance of progressive and organic agriculture, for long term sustainability.

Sampoorna is a specially pelleted organic plant nutrient, suitable for all kinds of vegetables, fruits, flowers, grains as well as greenhouse and nursery applications. 100% organic, Sampoorna is enriched with essential micro nutrients such as Calcium (Ca), Zinc (Zn), Iron (F) and beneficial micro-organisms. Its pelleted form promotes sustained release of nutrients, and makes it easy to handle and store. It is suitable for all types of soil and beneficial in all seasons.





## Solar Agri-Electric Model

Abellon has set up a model site showcasing a unique "Solar Agri-Electric Model", combining harvesting of solar radiation on silicon wafers to produce energy and supporting the photosynthesis platform for agricultural activities. Traditional guidelines for location of solar energy generation sites propagate use of desertified land, to ensure no conflict between agriculture and energy generation. Abellon's model locates the solar site on agricultural land, and combines the strengths of solar energy generation with agricultural productivity, in the process proving that it is possible to get more value out of both in line with the principle of "efficient resource management".

The model anchors various innovative features including...



*Solar Agri-electric Model*

- Optimum utilization of space available under the solar panels to grow select crops
- Utilization of waste-water available from cleaning of solar panels, as well as rain water, to irrigate the crops - a "**Water-positive**" practice
- Use of water and vegetation to keep the place dust-free, thus ensuring greater efficiency in energy generation, and creating a micro-climate.
- Application of **Zero-Waste Concept** - using waste derived from harvesting crops to generate energy and nutrition.

## Decentralized Biomass Collection Season 2011-12

In May 2012, Poornakumbha successfully completed its Decentralized Biomass Collection Season 2011-12, with collection of over 23,000 tonnes of biomass from more than 28 collection centers operating in Vitthalapara and Khas regions in Gujarat. The season started from End-November 2011, and lasted until May-2012. It was a memorable season with a number of achievements such as...

- Created over 600 direct and indirect employment opportunities
- Created a network of over 150 villages
- Enrolled 45 Poorna Parivartaks (Local Change Agents / Independent Collection Partners)
- Benefited over 17000 farmers through over 800 Krushisabhas (Farmers' Meets), over 80 Ratri Sabhas (Night Meets) + series of workshops at agriculture universities.
- Additional income for farmers at INR 500-600 / tonnes of agri-residue
- Enabled reduction of over 60000 tonnes of GHG
- Supported over 600 micro-entrepreneurs (local transporters and goods carrier owners)
- Planted over 100000 trees



Poornakumbha at field

## Vision Session on **Abellon - The Future is Green**



A vision session was conducted by Mr. Pankaj Patel (President – Abellon Group) with Poornakumbha team members from Khas and Vitthalapara zones, in May. The objective of the session was to familiarize PK team members with Abellon's vision and core values, and help gain an understanding of PK's role in realizing them, the benefits PK could bring to the communities with which it works, as a part of achieving the same, and the wealth of personal career growth opportunities likely to emerge from the group's future plans for expansion and new developments.

Mr. Patel started the interaction with the meaning of Abellon, its vision & core values. The session then facilitated participants to envision the future of the Abellon Group & its versatile low carbon emission business activities to contribute to clean energy generation through focus on bio energy, including bio pellets, bio fuels, bio power, and other forms of clean energy generation that help rural communities to become financially sustainable and promote energy independence. The areas covered were renewable energy sources like organic left over, municipal waste, algal waste, forest residue and its use for production of petro-chemical substitutes & energy substitutes by Abellon.

He also explained the importance of products such as Solid Bio fuels and Soil Nutrition Enhancers and their contribution towards low green house gases emission. The plantation of Bamboo as a bio energy crop helped in understanding the significance of Bamboo and its application as a carbon sequestration agent, and its uses for production of other handicraft material, energy generation, as well as natural ecological maintenance.

The session ended with a summary of the entire business activity of the Abellon Group with its global presence and future plans for expanding into the field of research and development on Bio diesel and use of municipal waste for energy generation. The interaction enabled the participants to visualize their career advancement opportunities in sync with the success story of the Abellon Group.



## World BioEnergy Award, 29th - 31st May'12 @ Sweden

In April 2012, Abellon Agrisciences enriched its existing portfolio of organic plant nutrient & soil. We are delighted to share that our CEO & MD Mr. Aditya Handa was chosen by the World Bioenergy Association as one of six nominees for the World BioEnergy award.

The World Bioenergy Association works for fair distribution of the global resources of biomass for energy and acts as a strong voice representing the global bioenergy sector. The award has been instituted to recognize outstanding contribution to the field of Bioenergy globally.

Mr. Handa is the driving force behind the Abellon Group, and was nominated for his role in establishing bioenergy as a sustainable energy source, as well as contributing to nation building especially in emerging economies such as India and Ghana.



Interaction with delegates

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The event was organized in Jönköping, Sweden on 29-31 May. It was attended by business leaders, delegates and other key people from all over the world. Mr. Dhaval Parmar (Head- Finance) attended the event on behalf of Mr. Handa.

The nomination is an indicator of the role that Abellon is taking at the forefront of Bioenergy development in India and internationally, and an honour for Mr. Handa and the company.

### Honour for Mr. Pankaj Patel

We are delighted to share with you that Mr. Pankaj Patel has been selected as the member of a consortium formed by Ministry of Science and Technology for funding under the Indo-US Joint Clean Energy Research and Development Centre. The consortium will work for the Development of Sustainable Advanced Lignocellulosic Biofuel Systems in the area of Second-Generation Biofuels.

The other members of the consortium include International Crops Research Institute for the Semi-Arid Tropics; Directorate for Sorghum Research; Jawaharlal Nehru Technological University; Centre for Social and Economic Studies; Tamil Nadu Agricultural University; Rajamata Vijayrane Sindia Krishi Vishwavidyalaya; IIT-Delhi; IIT-Madras.

This is indeed a privilege for Mr. Patel and the company, recognizing the lead role we are playing on the bio-energy front at a national level.

## Abellon @ Renewable Energy World India



Interaction with delegates

Dignitaries at the session included Diego T Matarjt - Business Development, Caterpillar; Sarita Mishra - Founder Director, Green Cosmos and Ander Brendstrup - Sr VP, DP Cleantech Company Limited, to name a few.

Abellon was invited to chair a session during the Renewable Energy World 2012 conference & exposition in Delhi on 20th April. The theme of the session was "Securing a Bio Energy Future".

We got the opportunity to share with the audience how bio energy can play a significant role towards sustainably meeting the diverse energy needs of the country - electricity, solid fuel, liquid fuel, and even advanced bio-chemicals. We also showcased how Abellon's bio energy model is harnessing the potential of agro-residue and enabling a triple-bottom line benefit.

## Book Review

### Cradle to Cradle: Remaking the Way We Make Things

"Reduce, reuse, recycle," is the mantra today, as environmentalists urge us to do more with less in order to minimize damage.

But that's not necessarily the answer, believe architect William McDonough and chemist Michael Braungart. In their provocative, visionary book, they tell the story of how the conventional manufacturing model, which has been around since the Industrial Revolution, is a one-way, "cradle to grave" model that creates humongous amounts of waste and pollution.

The new idea is to challenge the belief that human industry must damage the natural world, taking nature itself as our model for making things. Guided by this principle, McDonough and Braungart explain how products can be designed in a way that, after their useful lives, they provide nourishment for something new. They can serve as "biological nutrients" that easily reenter the water or soil without depositing synthetic materials and toxins, or "technical nutrients" that continually circulate as pure and valuable materials within closed-loop industrial cycles, rather than being "recycled" -- really, downcycled -- into low-grade materials and uses.

Drawing on their experience, McDonough and Braungart make a strong, exciting and viable case for putting eco-effectiveness into practice, and show the way forward a large scale movement in this direction.



### Movie Review - Symphony Of The Soil (Usa, 2012, 103 Min.)



*Symphony of the Soil is an exploration of the miraculous substance that is soil, and our relationship with it. For generations now, Greedy farming methods have been increasingly outpacing the land's natural production of nitrogen fertilizer, a delicate collaboration between plant, bacteria and other soil microorganisms.*

*Thanks to the incessant use of synthetic fertilizers and pesticides, today, over half of the world's top soil stands destroyed, and the balance is badly degraded. Experts also suggest that bad soil quality and increasing use of chemical fertilizers together contribute to a range of today's ills: flooding, droughts, toxic algae blooms, contaminated drinking water, cancer, developmental problems, antibiotic-resistant infections, obesity and more.*

*Even with chemical-free operations, poor soil can increase frequency and intensity of droughts and floods, even without changes in rainfall. According to the U.S. Department of Agriculture, soil with a healthy amount of living matter, say 5 percent, can absorb about six times more water than soil containing only 1 percent of organic material. If there is more absorption, then less soil -- as well as pesticides and fertilizers -- will run off the surface into waterways, and more freshwater will be able to restore aquifers. Further, if the soil soaks up a greater amount of water, it won't need as much additional water later to quench its thirst.*

**Abellon CleanEnergy**

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