

"Land for Life Award": Abellon selected as semi-finalist



"From planting a great green wall in Indonesia, to building sand dams in Kenya, to growing food in the shade of solar panels in India, the semi-finalists offer innovative and inspiring lessons on how to restore and conserve land..."

- Mr. Luc Gnacadja, Executive Secretary, UNCCD.

Every minute, land equivalent to the size of a football field becomes unproductive, lost to degradation through desertification and drought. Growing world population, and human activities such as over-cultivation, deforestation, and poorly planned irrigation systems lead to rise in unproductivity of land. It is estimated that more than half of land used for agriculture is moderately or severely affected by soil degradation. When land is degraded, it emits more greenhouse gases and in turn worsens climate change. Without productive land, people face hunger and poverty. Struggles for resources lead to conflict, and people are forced to leave their homes, searching for better lives as economic migrants and environmental refugees.

Communities, scientists, policy makers all over the world are working on solutions for restoring degraded lands. **The United Nations Convention to Combat Desertification (UNCCD) has launched the "Land for Life Award," to recognize efforts and initiatives that have made/can make a significant and innovative contribution towards sustainable land management.**

We are happy to share that Abellon's **Solar Agro-Electric Model** is one such effort that was recently recognized by the UNCCD for its innovative model that combines a solar power project with agricultural activity, thereby optimizing use of land, and reusing waste water available from clean up of solar panels.

Apart from the **recognitions it continues to receive**, Abellon further strengthened its agrisciences product portfolio with the launch of two new products "Mr. Prontos" and "Guarden Angel" under its "Earth Essentials" urban gardening range in Pune. "Mr. Prontos" and "Guarden Angel" are superior nutrition formulas that combine the synergies and goodness of an array of natural sources such as organic matter, beneficial microbes and plant hormones to deliver rapid short-term results and sustainable long-term improvements in soil quality and health as well as growth and development of plants and landscapes.

In the next quarter we look forward to bringing you the news of many more achievements and milestones in terms of markets, products and accolades, that will contribute to us closing 2013 and ushering in the New Year with a bang.

HIGHLIGHTS



Launch of "Mr. Prontos" and "Guarden Angel"

Abellon achieves international recognition

US Consul visit & Students visit from VVP Engineering College

Editorial

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HAVE YOU
FED YOUR PLANTS TODAY...?



**ADVANCED PELLETED SOIL
BOOSTER & CONDITIONER**



**PREMIUM ACTIVATED
GARDEN NUTRIENT**

Abellon Agrisciences

Launch of "Mr. Prontos" & "Garden Angel"

On 29th September 2013, Abellon launched "Mr. Prontos" and "Garden Angel" under its "Earth Essentials" - range of premium, organic garden nutrients. "Earth Essentials" is a new and holistic concept in urban gardening that focuses on the direct relationship between soil health and plant nutrition. "Earth Essentials" is a concept based on a belief that many of the problems faced by any kind of cultivation today, stem from deteriorating soil health. The Earth Essentials range of unique, nutrient-rich, natural and organic offerings are created using the platform of IPNM (Integrated Plant Nutrient Management), to provide solutions for all soil and plant problems, and help keep your plants and gardens healthy and blossoming.

Developed based on intensive research efforts, "Mr. Prontos" and "Garden Angel" are superior nutrition formulas that combine the synergies and goodness of an array of natural sources such as organic matter, beneficial microbes and plant hormones to deliver rapid short-term results and sustainable long-term improvements in soil quality and health as well as growth and development of plants and landscapes.



Mr. Prontos

A pelletized organic soil booster and conditioner which is a judicious mix of macro and micro nutrients, organic carbon, organic matter, microbes and plant growth hormones (PGRs).



Garden Angel

A premium activated garden nutrient that carries the goodness of high quality, weed-free and pure cow dung, organic matter, microbes and Plant Growth Hormones (PGHs).

Launch Event Organized in Pune

Abellon launched "Mr. Prontos" and "Garden Angel" in Pune - a rapidly emerging tech city in India having a larger population environment-conscious, which recognizes the concept and dangers of global warming and is open to experimenting with novel, eco-friendly concepts like organic gardening.

The launch event was organized at Poona Club, Pune on a rainy afternoon, which witnessed an assembly of veterans from the field of urban gardening, greenhouse, nursery and landscaping. The event began with an overview of Abellon and various business domains within which it functions, followed by unveiling of the brands. The experts interacted with us and appreciated our efforts towards promoting clean and green gardening habits.

Abellon achieves international recognition...

Land for Life Award by United Nations Convention to Combat Desertification (UNCCD)

Abellon's "Solar Agri-Electric Model" selected for the Land for Life Award by United Nations Convention to Combat Desertification (UNCCD). The award ceremony was launched at the 10th session of the Conference of the Parties to the UNCCD, with a vision to promote efforts of those whose work and initiatives have made a significant and innovative contribution for sustainable land management.



Abellon's 3-MW "Solar Agri-Electric Model" developed on 17.5 acres of land in India, is the first of its kind in the world, which targets food and energy security on the same land, wherein vegetables, fruits & spices are grown under solar panels. The project utilizes the wash water used for cleaning the panels, while ensuring that the solar panels remain cool due to the moist and humid soil below them, allowing for optimum power generation efficiency.

The model also serves as a "Zero Discharge Sustainable Model" and offers benefits such as:

- Sequestration of CO₂ through vegetation
- CO₂ emission reduction through solar panels
- Recycling of post-harvested vegetative residues for composting & cattle feed

The project provides employment to many rural farmers and women thereby decreasing level of migration from rural to urban places along with educating the farmers about the latest agricultural practices.

The recognition of this project marks Abellon's foray into the highly promising and exciting solar energy space encouraging us to move towards more cleantech solutions and providing end to end solutions for a clean and green future.

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Buckminster Fuller Challenge 2013

Abellon was shortlisted as a semi-finalist for the Buckminster Fuller Challenge 2013 - an annual international challenge launched by Buckminster Fuller Institute, New York, dedicated to accelerating the development and deployment of solutions which radically advance human well being and the health of our planet's ecosystems.

The recognition marks a testimony to the potential Abellon's "Integrated Bioenergy Model" holds in terms of bringing in good for the economy, environment and society as a whole. It affirms a future roadmap not only for us as a team, but also for the world in its search of initiatives and innovations for "sustainable development" and a "clean, green world."





US Consul visit

Ms. Marissa Smith, Vice Consul, US Consulate, Mumbai; visited our R & D facility on 17th September. The objective of the visit was to understand the initiatives of Abellon, and help us to develop possible bilateral collaboration with industries and Universities of the USA. The visit included a detailed discussion on Abellon's business model and various business initiatives in the field of Bio-energy, Bio-fuels, Waste management and Ag-risciences.

Visit of students from VVP Engineering College

A team of 20 Biotechnology Engineering students and two faculty members from Vyavasayi Vidya Pratishthan (VVP) Engineering College, Rajkot visited us on 16th September as a part of their interaction with industry. The visit aimed to provide students industry oriented knowledge and put forward the current scenario in the developing sector of renewable energy.



Independence Day celebration



Maitri Session



Safety Meeting



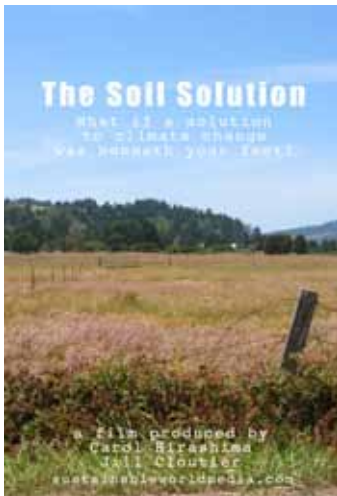
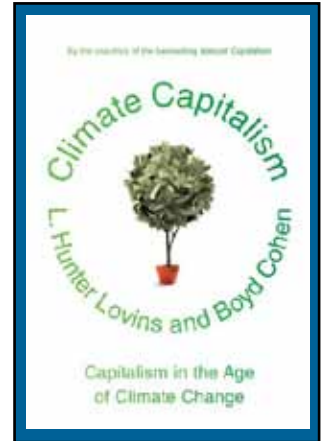
Mentoring Workshop



Book Review:

Climate Capitalism: Capitalism in the Age of Climate Change

A book by L. Hunter Lovins and Boyd Cohen, presents positive stories and examples of how profit-seeking companies are helping to save the planet, and says that “the best way to rebuild America’s economy, cities and job markets is to invest in energy efficiency and renewable energy resources, whether climate change is happening or not”. The authors begin by talking about America’s economic collapse and then reframe the argument around the environment from one of a moral or environmental issue to one of a “crisis of capitalism.”



Movie Review:

The Soil Solution

Produced by Jill Cloutier and Carol Hirashima, The Soil Solution film explores the fascinating world of soil and documents the ranchers, farmers, and scientists who conserve, protect, and regenerate our natural resource. Healthy soil may provide a biologically-based, low cost solution to global climate change. It examines the land stewardship practices that could be used to remove excess atmospheric carbon and put it to beneficial use in soil. Rangeland management is a method of grazing that works with nature, instead of against it. Following Nature’s model of grazing, animals are moved from paddock to paddock where their impact on the land helps to create healthy soil.

In The Soil Solution scientists and ecologists from the Marin Carbon Project and the University of California share their research about the soil-carbon connection. After conducting a four year field trial, The Marin Carbon Project has discovered that certain land stewardship practices increase carbon sequestration in rangeland soils.

Abellon CleanEnergy

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