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 सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
MINISTRY OF
MICRO, SMALL & MEDIUM ENTERPRISES

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MSME IDEA HACKATHON 4.0

Reference No. :- INC24DBR056572

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4. HI/BI State	WEST BENGAL
5. HI/BI Name	Haldia Institute of Technology
6. Problem Statements	Sustainable Development
7. Idea Sector	Agriculture, Rivers & Ocean Produce based industries, fertilizers, Agricultural Implements & Agro processing and any related sub-sector
8. Title of proposed idea/innovation	Bio-fertilizer loaded coco peat blocks for stevia cultivation
9. Briefly explain newness/uniqueness of the innovation	Soilless coco peat block loaded with specific bio fertilizer with balanced nutrients become a readymade soilless organic and natural medium for stevia cultivation. Soilless media is a sterile nutrient rich organic medium helps to grow plants without addition of soil mixtures. The coco peat medium is also loaded with natural pesticides and fungal inhibitor for healthy growth of stevia plants. Above mention features are the uniqueness of the proposal.

HACKATHON

10. Concept & Objective	Modern and future farming aims to use of soilless medium for healthy growth of stevia plant irrespective location. Control condition of medium not only helps to grow stevia plant but also prevent the disease of the plants. Stevia is a well-known plant for its natural sweet leaves. It contains the compound called steviol glycosides which are sweeter than sugar and calorie-free. Warm climates with temperatures between 20-30°C (68-86°F) are ideal for Stevia cultivation. Besides, stevia cultivation needs well-drained, loamy soil with a slightly acidic to neutral pH (between 6.5 to 7). On the other hand, stevia requires consistent moisture so irrigation is essential, especially during dry periods. However, its crucial not to overwater, as stevia does not tolerate waterlogged conditions. It will be easy to maintain the condition of the growth medium for stevia cultivation using soilless growth medium namely coco peat block as product.
11. Specify the potential areas of application in industry/market in brief	Biofertilizer loaded cocopeat block having huge market potential to grow stevia in pot, in green house or in garden require soilless cocopeat to avoid soil composition related disadvantages and diseases. In the coming days, readymade biofertilizer loaded cocopeat cake will be recognized as balanced growth medium for plant in particular high value farming. As raw stevia leaves can be used by peoples, so every household can grow it in pot which requires readymade cocopeat cake. The concentrated stevia extract is an important product as natural sweetener for industry and will open up new market for business. In such cases bulk amount of cocopeat can consume for commercial scale.
12. Briefly provide the market potential of idea/innovation	With the growing demand of an alternative sweetener to tackle the diabetic related disease among the human being stevia cultivation become essential for every household as well as commercial interest. So, the potential market is huge, literally every human being are the consumer of such products. Growing awareness and intension to cultivate stevia, we need to develop soilless biofertilizer loaded coco peat cake for stevia farming irrespective of land and geographical location. Approximately 537 million persons between the ages of 20 and 79 had diabetes, according to the International Diabetes Federations (IDF) Diabetes Atlas 10th edition 2021. By 2030, there will be 643 million diabetics worldwide, and by 2045, there will be 783 million.
13. Uploaded Proposal	View/Download

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