



SOIL SALINITY

HEAVY LOSS IN ARABLE LANDS





## PROBLEM

**40%**

**40% Of Arable  
Lands Are  
Vulnerable To  
Salinity.**

**1 M**

**1.06M Ha Arable  
Land already  
Contaminated  
by Salt**

## EXISTING SOLUTIONS



Developing **salt resistant crops** require over 10 **years of research** and require heavy implementation cost.



Alternative solutions such as Aquaculture and Floating Farming are **not widely adapted** due to their land and cost dependency.

## FARMERS NEED AN EASILY ADAPTABLE AND COST EFFECTIVE SOLUTION.

Source: Soil Research Development Institute, Bangladesh



[SOURCE](#)



## OUR SOLUTION



**“ We Empower Farmers  
To Combat Soil Salinity**

1

### Salt Removal from Soil

Salt is removed from the soil through green remediation process where native plants “Hatishur” and “Kalai Grass” are used.

Hatishur



Kalai Grass



2

### Sustainable Vertical Farming

Vertical Farming solution made from sustainable material like bamboo for crop production.



## OUR SOLUTION

# 1 WE HAVE BRED PLANTS THAT CAN EXTRACT SALT FROM SOIL

Hatishur



Kalai Grass



“Before the Cropping Cycle, “Hatishur” or “Kalai Grass” is planted on the salt affected soil to reduce the salt content.

native plants that we call remedy plants,

**UTILITY PATENT PENDING**

in Bangladesh



## OUR SOLUTION

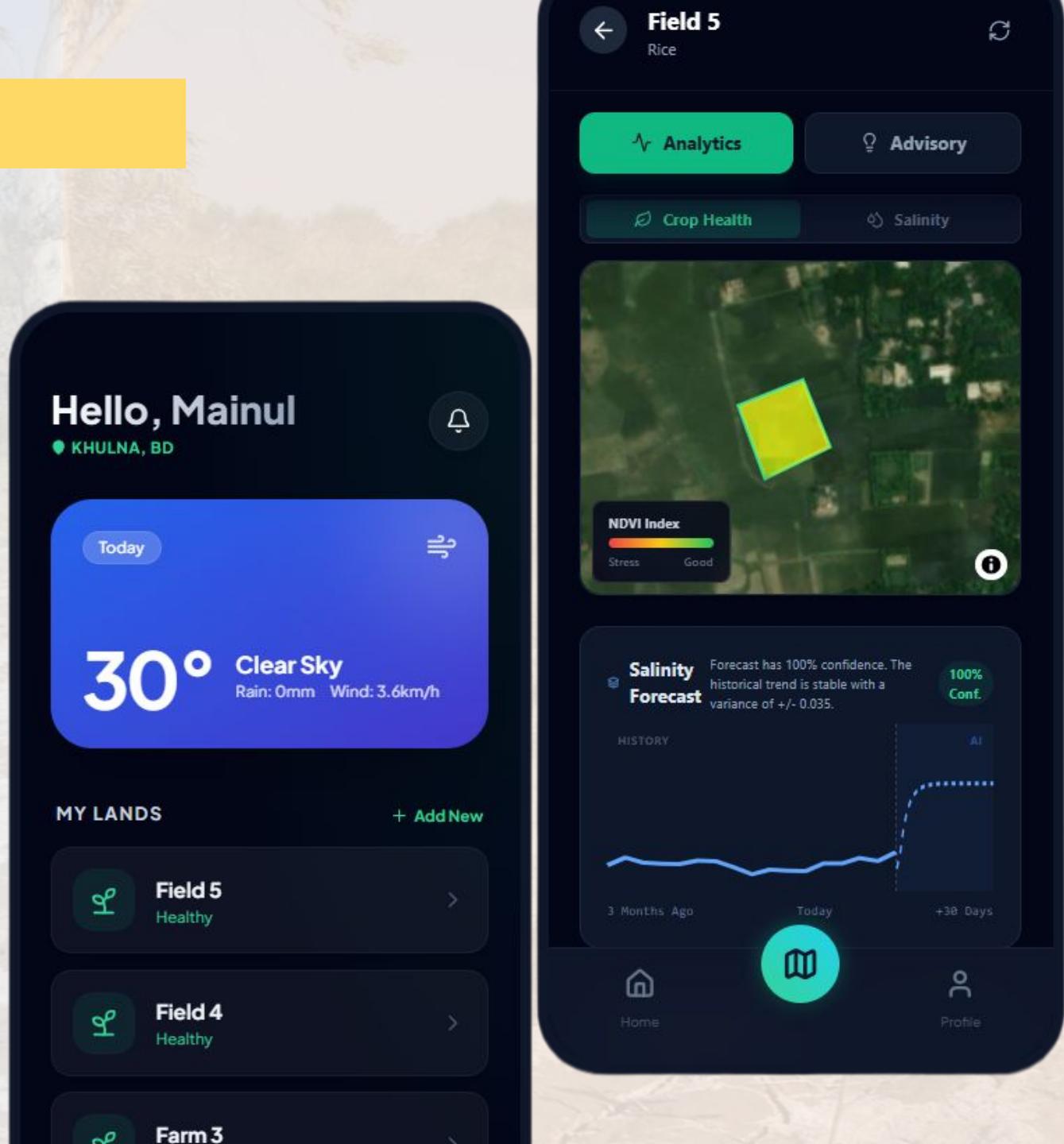


2 VERTICAL FARMING

## OUR SOLUTION

### 3 URBOR ANALYTICS FOR INFORMED DECISION MAKING

Our analytics platform, **Urbor Earth**, optimizes **halophytic plant selection** based on **soil properties** and **biome health** to enhance growth. Our **lightweight AI model** runs locally on device efficiently on limited networks, making it **ideal for rural Bangladesh**.





## OUR SOLUTION



82%

Over 82% Salt  
Removed from Soil

40%

Over 40% reduction in  
Production Costs/ha

70%

Over 70% reduction  
in Water Usage



## MARKET SIZE

Southern  
Bangladesh

200 M

Southern  
Coast

150 M

Gabura,  
Shatkhira

75 M

TAM

SAM

SOM

No of Farmers



40,00,000

Primary Crop



Aman, Banana

Market Access



Moderate

18,00,000

Aman, Shrimp

5,00,000

Shrimp, Crab

Low

Low



## STRATEGY AND IMPLEMENTATION

# OVER 2000 REGISTERED FARMERS



“Urbor” will be promoted primarily through on-field Agents



Frequent awareness campaigns for vertical farming



Partnering with local non-profits and youth organizations to get the word out





## REVENUE MODEL



COST-YIELD SHARING



### 1 ONE-OFF REVENUE

Vertical Structures,  
Utensils

20%

### 2 RECURRING

Seeds, Dried  
Green Moss,  
Kalai Grass,  
Hatishur

80%

# IMPACTS

**1** We are bringing financial independence to the 2.5 lakhs marginalized farmers



**2** We aim to empower thousands of women through economic progress.





# THE TEAM



RITU

IMPLEMENTATION



LABIB

RESEARCH & DEVELOPMENT



SADIA

COMMUNICATION



SHAHRIAR

PRODUCT & DESIGN

## PREVIOUS SUCCESSES



ICCCAD  
International Centre for  
Climate Change and  
Development



International Centre for Climate Change and Development

# THANK YOU

