* 1. Vision

**Our vision is to make organic and nutritious food the new standard in all our homes. We innovate to enrich the experience of life and empower the individual to grow consciously using natural solutions. We aim to create a thriving community that nurtures the Soil & Soul for the next generation.**

* 1. **Mission:** 
     1. Empower every human being to feel the joy of farming
     2. Build a community that lives in a food forest and not a food desert
     3. Put the power of Gut health in people’s hands
     4. So that our Children can play in the rain carefree.
  2. MAHAMERU INNOVATIONS -WHERE SOLUTION THRIVES!!!!  
     At Mahameru Innovation, we are driven by the belief that nature holds the key to sustainable progress. Our mission is to harness the power of nature through groundbreaking, eco-conscious solutions that revolutionize agriculture, animal care, and aquaculture. Every product we develop is born from a deep understanding of natural ecosystems, enhanced by scientific innovation to meet the challenges of modern farming and sustainability.  
     Our focus on thoughtful innovation allows us to deliver solutions that regenerate soil health, improve animal well-being, and promote cleaner, more efficient farming practices. We craft solutions that are free from harmful chemicals, protecting both the ecosystem and human health. Join us as we push the boundaries of what’s possible, cultivating success through innovative, nature-based solutions.
  3. **Sectors Intro Brief:**
     1. **Agriculture** At the forefront of ecological stewardship, we deliver organic inputs that regenerate soil vitality, fortify crops against environmental and biological stresses, and elevate farming practices toward a future of regenerative agriculture.
     2. **Animal** Transform animal husbandry with Mahameru’s advanced bedding conditioners and feed supplements, engineered to enhance animal welfare, mitigate environmental impacts, and drive sustainable productivity through innovation rooted in nature.
     3. **Aqua** Our AquaCare solutions are designed to transform aquaculture by promoting healthier aquatic ecosystems and optimizing water quality. With eco-friendly, non-toxic products, we address key challenges like algae control, bacterial management, and water clarity to ensure more sustainable and productive fish and shrimp farming.
  4. **Main Menu Items:**
     1. About –
        1. Discover the Why, What & How. Explore the story of our inception and how we are having a positive impact on the planet. Discover how you can also be a part of this movement.
     2. Connect
        1. From growing plants to growing connections between people. We are creating a community of growers, animal care takers and garden lovers to enable an experience of sharing knowledge, ideas, solutions and personal journeys through life to help us all reach the “MahaMeru” or Peak Potential of our lives.
     3. Animal
        1. All animals deserve the best care they can get! And that care will always be in line with Nature. We are looking at new ways to manage your farm animals and are looking to natural solutions to your current problems. Come and explore the limitless opportunities that Mahameru Innovations represents.
     4. Agriculture
        1. Discover innovative solutions never seen before in the field of agriculture. A one stop shop to reshape any part of your soil, combat pests and water health only using natural sustainable solutions and thinking.
     5. Aqua
        1. Water is sacred, it is the origin of life itself, we are working towards managing water through natural methods that can enable you to unlock the possibilities by not worrying about your water problems.
     6. Products
        1. Explore our products individually if that is more your speed. The applications of our products in combination with other things is as far as your imagination can take you.

**Applications:**

Each page Animal, Agriculture, Aqua has an introduction section that we will need to put at the top of the page (currently it is only in the agriculture page the introduction section)

* 1. **Agriculture**
     1. **Introduction:**Farming was once the most widespread profession in the world. The methods our ancestors have passed on to us are invaluable. We have utilized our expertise and research into fine crafting solutions that will help solve problems and transition farms to regenerative farms, that give back to the land more than they take. We welcome unique challenges from our clients and work with them closely to tailor make solutions for them and set them on a path of rejuvenation, revitalization and happiness. To introduce you the possibilities, have a look at our solutions that we are working on to solve the biggest problems in farming troubling farmers today.
     2. Land Rejuvenation
        1. Fallow Land rejuvenation(M-terraboost,M-Hive)
           1. (Description) Our products enhance fallow land by enriching with nutrients, improving soil structure, boosting microbial activity, and preventing erosion. These benefits restore soil health, making it more fertile and productive for future crops. The time period is months instead of Years to rejuvenate.
        2. Organic farming conversion(M-terraboost ,M-Hive,M-Defend,M-Geoshield ,M-Geoshade)
           1. For farms looking to convert to organic production we offer organic alternatives to all pest control, fertliser, soil enhancement etc. Help farms convert to organic inputs overnight with a full basket of Solutions for every problem.
        3. Zero Tillage Farming (M-Hive)
           1. Eliminate the need for tilling the land to aerate and pulverise the clumps. With our 1-time application of M-Hive land is permanently aerated and increased porosity
        4. Trees Support (M-Hive, M-TerraBoost)
           1. 1-time application that achors the roots, protects from soil pests and termites, creates a direct snorkel to the roots from surface for permanent breathability & waterering direct to main root system. Survivability and productivity is drastically improved in any soil.
        5. Organic Compost Anti-Caking (M-Perform)
           1. Our Anti-caking agent is suitable for increasing flowability and preventing any cake formation. Not only that, shelf life is greatly improved and quality of compost is enhanced. Can be used for any kind of compost or fertiliser being manufactured.
     3. Pest & Sun Control
        1. 1 for all Pests (M-Defend)
           1. M-Defend targets and eliminates over 140 pest types. Its mechanical mode of action removes the possibility of pests building immunity towards it, no longer requiring pesticide rotation to manage pests. It can be mixed along with any other kind of pesticide to enhance the effect of the pesticide.
        2. Borer Shield (M-GeoShield)
           1. M-GeoShield coats the surface of leaves and fruits with a hard shield which prevents insects from boring into leaves and fruits that destroys crops from the inside. The shield can be used from nursery till harvest stage. It will also protect against Sun damage and break the lifecycle of the pests by not allowing nay eggs to stick to leaves.
        3. Sun Screen For Plants (M-Geoshade,M-Geoshield)
           1. Reduce surface temperature of leaves and fruits, preventing UV damage, water loss & reducing heat stress. UV reflection camouflages the plant against pests such as thrips, spiders & aphids. Lowered heat stress enables the plant to safely boost photosynthesis that increases quality of crop. Also reduces biotic stress by creating unfavourable conditions for growth of fungi & pathogens.
        4. Soil Borne Pests(M-GeoShield)
           1. With the help of M-Hive the soil is well aerated and we can form a barrier under the plants against soil borne pests that can attack the roots like nematodes. The soil is well aerated and thus anaerobic pathogens and various pests do not like to live in that region of the soil. When used as mulching layer it prevents gnats, mosquitors and algae from forming on the top of soil. As a soil replacement for hydroponics and nft, it can provide a very clean substrate for plant growth that requires minimal maintaincence and can be fully re-used for upto 10 years.
        5. Grain Storage Soln(M-Defend)
           1. Increases storage life and maintains consistent quality of grains. It reduces humidity and excess moisture that prevents mould and fungal growth. With its physical mode of action it fights against pest damage to legumes, nuts and stored grain, including barley, buckwheat, corn, oats, rice, rye, sorghum grain, wheat, and mixtures of these grains. The pests can't build immunity against it.
     4. Protected Agriculture
        1. Nursery Care (M-TerraBoost, M-Hive, M-Geoshield,M- Defend, M-Aquacare)
           1. Helps mitigate transplant shock by providing the necessary support for roots to be resilient. Increases germination rates by boosting root development. Stronger and thicker roots are observed in plants resulting in improved nutrient uptake resulting in higher nutrient accumulation in leaves.
        2. Aquaponics (M-Hive, M-AquaCare, M-GeoShield,M-Defend)
           1. M-Hive acts as a grow media for plants and helps filter the water that goes back into the fish tank. The water from fish tank contains nutrients for plants that M-Hive can hold inside its structure. It also holds enough water required to irrigate plants and drains the rest preventing over-watering. This allows for a continous closed-loop cycle to be created. M-AquaCare prevents algae bloom and bacterial infection in water and also helps create the necessary turbidity for fishes to propogate better.
        3. Hydroponic solutions (M-hive, M-Aquacare,M-defend)
           1. For farms looking to convert to organic hydroponic farming, we offer organic alternatives to all pest control, fertliser, substrate, algae bloom and bacteria management etc.
        4. Dutch Bucket & Grow Bags(M-Hive)
           1. Whether its growing in dutch buckets or grow bags, we can provide the substrate for them that will last for more than 10 years and can be re-used for multiple growing seasons
     5. Urban Farming
        1. Rooftop & Terrace Gardening Soln

M-Hive (Roof Panel, Substrate)

M-TerraBoost (Mix in Soil)

M-Defend (Spray)

M-GeoShield (Spray)

M-GeoShade (Spray)

M-AquaCare (Mix in Water Tank)

* + - * 1. In line with smart urban cities, the best solution to lower temperature. M-Hive used as a substrate and inside the roofing structure, significantly reduces the overall weight of the rooftop garden, reducing construction and maintenance costs. We also provide full plathora of solutions for growing the plants as well.
      1. Kitchen & Home farm/garden

M-Hive (Roof Panel, Substrate)

M-TerraBoost (Mix in Soil)

M-Defend (Spray)

M-GeoShield (Spray)

M-GeoShade (Spray)

M-AquaCare (Mix in Water Tank)

* + - * 1. We provide full support in terms agricultural inputs and consultation for kitchen & home garden to grow fully organic produce without the need to use chemicals.
      1. Landscaping soln

M-Hive (Mix in Soil)

M-TerraBoost (Mix in Soil)

M-AquaCare (Mix in Water Tank)

* + - * 1. We can provide customised solutions for landscaping solutions. Especially a unique solution for the lifetime support of trees. Benefits include water saving, reduced fertiliser requirement, lower maintenance of plants, increased resistance to water and heat stress, enhanced root system etc.
      1. Golf & Sports Field (M-Hive,M-terraboost)

M-Hive (Mix in Soil)

M-TerraBoost (Mix in Soil)

M-Defend (Spray)

M-GeoShield (Spray)

M-GeoShade (Spray)

M-AquaCare (Mix in Water Tank)

* + - * 1. Specialised solution for the turf and soil to reduce water usage, conserve use of fertilisers, leading to lowered maintenance costs. Also, provide natural and organic solution to manage mosquitoes and flies. Manage Lakes and ponds algae bloom and bacteria management.
    1. Indoor AgTech Solutions –
       1. Harvest Today

Harvest Walls (Vertical growing)

Mahameru Substrate Organic

Lighting system (All spectrums)

Control Software

Greenhouse Tech

Design & Consultancy services

Seed Supply

Water Management

* + - * 1. Vertical Indoor grow tech partner with patented technology to achieve high density per metre cube of grow space available. Minimises the watering requirement and has the ability to grow any kind of plant by using Mahameru's organic substrate.
      1. Container Farm

Harvest Walls (Vertical growing)

Mahameru Substrate Organic

Lighting system (All spectrums)

Control Software

Greenhouse Tech

Design & Consultancy services

Seed Supply

Water Management

* + - * 1. We can provide Customised solutions for any type of grow requirements. The substrate, grow walls, watering system as well as software solutions will be provided to managem the container farm.
      1. Climate controlled Farming

Harvest Walls (Vertical growing)

Mahameru Substrate Organic

Lighting system (All spectrums)

Control Software

Greenhouse Tech

Design & Consultancy services

Seed Supply

Water Management

* + - * 1. Turnkey Solutions including substrate & grow walls for organic farming can be provided wether fully indoor or greenhouse for any kind of crop, aromatics, herbs, medicinal plants, etc. Seeds can also be sourced based on project requirements. Grow walls or other components required for the farm can be installed separately.
  1. **Aqua**
     1. Introduction:  
         Water is the source of all life, humans, animals, plants are majorly made up of water, across all life the common element is water for survival. However, our industrial practices have led us to treat water as a tool and do not focus on managing water in a natural way. We at mahameru are developing solutions that are redefining how we manage and think about water across all industries.
     2. Inland Fishery Support
        1. Bacterial Infection Prevention - Aquacare
        2. Toxic Algae Bloom Control - Aquacare
        3. Depuration & Transport support - aquacare
        4. Larval Support - aquacare
        5. Cannibalism Reduction - aquacare
     3. Inland water bodies support
        1. Hatchery Support - aquacare
        2. algae bloom control - aquacare
        3. Eco-system maintenance - aquacare
     4. Climate Controlled Systems
        1. Aquaponics – aquacare, hive
        2. Hydroponics – aquacare, hive
     5. Water Treatment
        1. Water Filtration – hive, aquacare
        2. Sewage Treatment - hive
        3. Formalin Removal - aquacare
        4. PAH water in petrochemical industry, can be filtered by adsorption - M-Hive
  2. **Animal**
     1. **Introduction:**We at mahameru love all animals and care for them deeply. So, we have designed cost-effective, natural products that ease the life of the animal. If a cow is feeding our children with fresh milk, its our responsibility to make sure the cow is happy and healthy and as far away from suffering as possible.
     2. Animal Bedding Care
        1. Clean & Dry Living Space. (M-TerraDry)
           1. Animals increase rest and productivity via increased hygiene in living space. This reduces skin and foot diseases thus reducing veterinary costs. Results in Increased happiness levels & farm production.
        2. Ammonia & Odour Capture (M-TerraDry)
           1. Ammonia & other volatile compounds are absorbed from droppings, reducing bad odour. Keeps respiratory tract healthy for animals & caretakers while reducing Greenhouse gas emissions. This also reduces the Carbon Footprint of the farm.
        3. Fly & Red Mites Control – M-Defend & TerraDry
           1. Helps eliminate Fly, fly larvae, red mites & various other pests in living spaces & in feed sustainably. Physical mode of action prevents immunity build up allowing continous usage without hassle. Solution uses natural & organic material causing no harm to animal, caretaker & environment.
        4. Bedding Life Extension(M-TerraDry)
           1. The interval between bedding change is increased while cleaning frequency is decreased due to enhanced absorption of liquids and reduced humidity in bedding. This reduces operational costs and still maintains high standards of hygiene
        5. Sustainable Agriculture Boost(M-TerraDry)
           1. After absorbing Ammonia, the Bedding Conditioner - M-TerraDry can be re-used for fertilising the soil with natural nitrogen which boosts regenerative farming. This reduces the environmental impact of the farm significantly.
     3. Newborn Calf Support
        1. Preventing Bacterial growth(M-TerraDry)
        2. High Colostrum Intake(M-TerraDry)
        3. High Survival rate(M-TerraDry)
        4. Fast growth rate – weight gain from child to adult(M-TerraDry)
     4. Gut Health
        1. Aflatoxin Binding((M-Detox)
           1. M-DeTox has proven upto 98% aflatoxin binding capacity. Providing strong & consistent absorption greatly improves the quality of the animal products such as milk & eggs while improving animal gut health. This reduces gut related incidences such as diarrhoea and subsequently reduces veterinary costs.
        2. Enhancing Feed Conversion Efficiency (M-Detox)
           1. M-DeTox has the ability to absorb & expand in the gut of the animal which gives time for the gut to increase nutrient assimilation and boost the feed conversion efficiency. It means less feed lost in faeces and consistent reduction in feed costs.
        3. Increasing Livestock value(M-Detox)
           1. Animal is healthier which reduces reject rates at slaughterhouse. The weight gain is much higher with a better quality of meat which significantly improves the value. Over the lifecycle, the animal becomes more valuable.
     5. Feed Additives
        1. Increased Feed Mill Output(M-Perform)
           1. Increases flowability & zero abrasion, which increases output by upto 25 % for the same power & other inputs. The cleaning & repair frequency is reduced which increases overall production days. This greatly improves the mill efficiency over the year and helps reduce indirect costs to the mill.
        2. Enhanced Feed Recipe Flexibility(M-Perform)
           1. With the ability to manage feed consistency much more effectively, sticky ingredients such as soya or molasses can be varied easily without clogging the mill or increasing cleaning frequency.
        3. Feed Grain Storage(M-Store)
           1. Reduces humidity and excess moisture that prevents mould and fungal growth. With its physical mode of action it fights against pest damage to legumes, nuts and stored grain, including barley, buckwheat, corn, oats, rice, rye, sorghum grain, wheat, and mixtures of these grains. The pests can't build immunity against it.
  3. **FAQ**

1)**How are Mahameru products different from conventional ones?**

Our products are eco-friendly, non-toxic, and designed to work in harmony with nature. Unlike conventional chemical solutions, our products enhance environmental health while providing long-term benefits for soil, plants, animals, and aquatic ecosystems.

2) **Are your products certified organic?**

Yes, our products are certified organic under the certification board GOPCA, which is affiliated with the European authority NPOP. They are registered as organic inputs in India and comply with international standards for sustainability.

**3)Can Mahameru products be used for organic farming?**

Absolutely. Our entire product line is designed to meet the needs of organic farming, improving soil fertility, protecting crops, and enhancing livestock and aquaculture systems without harmful chemicals.

**4)How do I know which product is right for my farm?**

We recommend contacting our team for a personalized consultation. We’ll help you identify the right solutions based on your specific needs, whether it’s for soil improvement, animal care, or aquaculture optimization.

**5)Does Mahameru offer on-site consultations?**

Yes, we’d love to visit your farm to better understand your needs and offer tailored solutions. Simply get in touch with us through the contact form, and we’ll schedule a visit.

**6) How do I purchase Mahameru products?**

You can purchase our products directly through our website or contact our sales team for bulk orders and distribution partnerships.

**7)Can I partner with Mahameru for sustainability projects?**

Definitely! We are always open to collaborations that align with our mission of creating a greener, more sustainable future. Contact us to discuss how we can work together.

**8) Can Mahameru's products be customized for specific farming needs?**

Yes, we understand that each farm has unique requirements. Our team is ready to provide personalized solutions tailored to the specific challenges of your farm, whether it’s crop production, animal care, or aquaculture.

**9) Does Mahameru offer educational resources or training for farmers?**

Yes, we believe in empowering farmers with knowledge. We offer workshops, guides, and on-site training to help farmers adopt sustainable practices and make the most of our innovative products.

**10)Can Mahameru help me transition to organic farming?**

Absolutely. Our products are certified organic and are designed to help farmers transition smoothly from conventional to organic farming. We can guide you through the process, offering the right inputs and support to help you meet certification standards.

**11) How does Mahameru ensure the quality of its products?**

At Mahameru, we prioritize quality control and adhere to stringent testing procedures at every stage of production. All our products are certified organic, and we work closely with certification boards and laboratories to ensure that they meet international standards for safety, efficacy, and environmental impact.

**12)Are Mahameru products suitable for small-scale farms?**

Yes, our products are designed to support farms of all sizes, from small-scale family-run operations to large commercial farms. We tailor our solutions to meet the specific needs and challenges of both small and large-scale farming operations, ensuring that everyone can benefit from sustainable practices.

**13) How do Mahameru’s products contribute to climate change mitigation?**

Our products are designed with sustainability in mind, helping reduce greenhouse gas emissions and promoting regenerative farming practices. For example, our toxin binders and animal bedding conditioners improve feed efficiency and reduce ammonia emissions, contributing to lower methane production in livestock farming.

**14) Can I use Mahameru products alongside conventional farming methods?**

While our products are optimized for organic and sustainable practices, they can also be integrated with conventional farming methods. We encourage a gradual shift towards more sustainable solutions, and our products can help enhance the environmental profile of conventional farming.

**15)Are Mahameru's products safe for organic certification in other countries?**

Yes, our products comply with international organic certification standards, making them suitable for use in various countries. We are constantly working to ensure that our products align with global organic farming regulations, allowing farmers to use them for organic certification wherever they are located.

**16)Does Mahameru support research and development in sustainable farming?**

Yes, innovation is at the core of what we do. We invest in ongoing research and development to create cutting-edge solutions for sustainable farming, animal care, and aquaculture. We collaborate with industry experts, research institutions, and farmers to develop new products that meet the evolving needs of the agricultural industry.

Mission -dashboard to be created

Enquiry form -dashboard to be created

Drop down of mobile number country code

Increase size of the images

Youtube video URL - dashboard

read more button after the mission needs to go to about page and link all other section to designated pages

trending application redirection

ids for linking products and applications

Tags and filters on product page

# Important questions to answer

1. Privacy policy
2. Where is the blog page? – where will website navigate to when blog is clicked?
3. Just want to confirm under each application when “See products” is clicked, the products that show up, are they editable? Can I add or remove products from the dashboard?

things to hide

1)achievement & certificates - Homepage

2)Blog

3)social media

4)quantity in individual product page

5)weight in individual product page

6)Customer stories - homepage

7)companies we trust

8)price on individual product page

9) completely remove “Trending Products” from footer, not required.

Need certification provision on individual product page too.