**Women-Led Start-up incubated at Technology Business Incubator IISER Mohali launches Mobile Soil Testing Campaign from Punjab**

Chandigarh, 28th May 2025:

India witnessed a landmark moment today as Soil Yatra 2025 —women-led, mobile regenerative soil testing initiative — is being flagged off from Raj Bhavan, Punjab. Honourable Governer of Punjab is flagging of the yatra in presence of other dignitaries including Mr. Priyak Bhari (IAS) , Secretary Science and Technology, Punjab; Prof Anil Kr Tripathi (Director IISER Mohali), Prof Sudeep Mandal (Dean R&D IISER Mohali) and Er. Pritpal Singh (Executive Director , PSCST)

This one-of-a-kind campaign is spearheaded by Greenaffair, a regenerative agri-tech startup incubated at i-RISE Technology Business Incubator IISER Mohali and supported by PABI –PAU, Punjab State Council for Science Technology, Start-up Punjab , IIM Bangalore and IIT Mandi.

Over the next 30 days, the Soil Yatra will cover 11 districts in Punjab, followed by key regions in Haryana and Himachal Pradesh. The mission is to reach over 18,000 farmers directly in their villages with real-time, science-backed soil testing and regenerative farming education.

With a fully equipped Mobile Soil Testing Van developed at IISER Mohali by the Greenaffair team will test soil for:

• Biological activity (microbes, fungi, nematodes, protozoa)

• Soil chemistry (minerals, pH, salinity)

• Physical structure (aggregation, compaction, infiltration rate)

Komal Jaiswal, founder of Greenaffair, emphasized,

“Soil is not dirt. It is alive — and right now, most of it is dying. This Yatra is about showing farmers the life beneath their feet and empowering them with solutions rooted in nature, not chemicals. We’re not selling products. We’re rebuilding trust, science, and soil.”

The Honorable Governer also emphasized on the importance of preserving our soil and growing organic farming market. He recommended to establish model farms using natural regenerative methodology for agriculture to inspire other farmers and enhance the impact of Soil Yatra kind of initiatives.

Prof Anil Kumar Tripathi, Director IISER Mohali shared that the farmers need to be provided effective solutions using science and innovation to regenerate the soil health while maintaining the crop yield. IISER Mohali strived to develop such technologies through its researchers and incubated Start-ups .

Mr Satyendra Singh, the CEO of Technology Business Incubator IISER Mohali stated that at IISER Mohali they support research based innovative startups which solve the grass root problems. Green Affairs is one such Agri-tech startups which aims to create awareness and improve the soil health thus boosting regenerative agriculture using technology. A team of women scientists, educators, and farmers powers the campaign. Along with IISER Mohali it is also supported by other scientific institutions like PAU, PSCST etc., and aims to bridge the gap between lab and land, offering on-the-spot microscopic visualization of soil life, which many farmers have never seen before.

Soil Yatra 2025 is not just a technical outreach — it is a grassroots climate and health movement, inspiring farmers to adopt practices that restore microbial diversity, build soil organic carbon, reduce chemical inputs, and grow nutrient-dense food.

The campaign is also being widely documented on social media, YouTube, and farmer networks, helping spread awareness far beyond the villages.