

COVER STORY

KHARIF AND THE MONSOON ACTIVITY! A REVIEW



In this issue:

SANKALP STRATEGIC MEET 2019

To prepare for the season and high sale of Sankalp products, the crucial was organized.

BRANDING AND FIELD PROMOTION-JAMMU

Field and market promotion activities in Jammu & Kashmir

SANKALP STORE MONTH JULY 2019

Team Rajpura in Punjab stands the First place in all Sankalp Stores.

THE JOYFUL FARMERS

Now that the monsoons are here, most of the farmers have been ecstatic due to the abundance of rainfall in many parts of the country. They work with renewed vigour, enthusiasm and bountiful stamina in the joyful hope of a bountiful harvest. The fields have come to life with their emerald green hues that please one's sight-a blessing from the gods.

We too at Krishaj have been ecstatic knowing that our farmers too share the same emotions. Now that we have comfortably settled mid-way in the Monsoon season, we continue to work with renewed enthusiasm too just like our farmer friends to prosper and grow in our work and skills.





PRESS RELEASE

AlgaEnergy and Krishi Rasayan announce a Joint Venture, AgMA Energy, to accelerate delivering new solutions to key agricultural markets

This joint venture between MicroAlgae Solutions India Pvt. Ltd. (a subsidiary of AlgaEnergy S.A.) and Agriflife Sciences Corporation, (a part of KREPL Group), is set to rapidly bring new solutions at the interface between biology and chemistry to important agricultural markets.

AlgaEnergy's wholly-owned subsidiary in India, MicroAlgae Solutions India Pvt. Ltd. (MASI) and Krishi Rasayan Exports Pvt. Ltd., sister concern company Agriflife Science Corporation (ALSC) have formed a 50/50 joint venture in India, AgMA Energy. AgMA Energy, with headquarters in Delhi, India, has been established to develop a world class crop agriculture & aquaculture business and platform that will deliver new and innovative solutions and services based on the intersection of biological, microbial and chemical approaches that address the needs of these important markets. The key markets of initial focus for AgMA Energy include, in addition to India, a number of countries in Asia and elsewhere, giving the joint venture an international market presence.

A cornerstone in the foundation of AgMA Energy is the unique technologies and products based on microalgae solutions developed by AlgaEnergy S.A., a Spanish Biotech Company with over a decade of effort creating natural biological solutions for a variety of markets, including biostimulants for crop agriculture and animal nutrition products for a variety of sectors including aquaculture. The AlgaEnergy product portfolio and pipeline contributed to AgMA Energy is complemented by the best-class manufacturing expertise and capabilities, and the market reach, of KRISHI RASAYAN EXPORTS PVT. LTD.

Douglas Ry Wagner as President of International Agrusiness of AlgaEnergy, stated "The AgMA Energy joint venture brings together two outstanding organizations dedicated to delivering the most innovative products possible to help develop sustainable agricultural programs across very important regions of the world. The synergies between AlgaEnergy and KREPL Group are very strong and offer an exciting opportunity to create new insights and products for farmers that otherwise may not have been realized without the collaborative efforts of the joint venture."

Augusto or Carlos quote here:

Rajesh quote here:

Rajesh Agarwal as Executive Director of Krishi Rasayan, stated that "it's our great pleasure to be associate with AlgaEnergy and its exciting Technology. With AgMA Energy we will surely create a new landscape in the Agriculture space in India and Globally. This JV will offer a variety of environment friendly Crop care solutions to our farmers. KREPL Group will contribute through its strong farmer base, extensive domestic & global distribution network. I am sure we will touch many lives for a greater reason with this technology, we are looking at reaching 500Cr (~70 Mn\$) by 2023 and we are confident of reaching and exceeding this milestone."

About AlgaEnergy



AlgaEnergy is a biotechnology-based company specialized in the science of microalgae. The company consolidates over 4 decades of state-of-the-art knowledge related to microalgae, generated by the main specialized universities, and has invested millionaire resources in applied R&D, positioning itself as the main international reference in this field. AlgaEnergy's mission is to develop and commercialize innovative high-quality products derived from microalgae, targeting specific needs in different industries.

In the agricultural sector, after 10 years of research and development, AlgaEnergy launched its brand AgriAlgae®, a range of high quality biostimulants combining different microalgae species grown at AlgaEnergy's cutting edge facilities, whose effectiveness in terms of increasing yields and improving qualities is demonstrated by numerous independent field trials.

For more information about our activities, R&D projects, technology and facilities, and products, please visit www.algaenergy.com

For more information about our agricultural products based on microalgae AgriAlgae®, please visit www.agrialgae.com

About Krishi Rasayan Exports Pvt. Ltd.

Agriflife Science Corporation part of KREPL. KREPL was established in the year 1972 and is now the 8th largest agrochemical company in India. The company has 8 manufacturing plants located in different parts of the country. KREPL strives continuously for the Prosperity of Mankind and fulfilling farmer needs. With vast experience, we have products geared up not only for the country's needs but also to meet the global challenges. The motto of the group is "Rooted yet Thinking Big".

The company is involved in manufacturing of Agrochemicals, Biotechnology, developing IT infrastructure parks, providing Pest Control Services throughout India in collaboration with Truly Nolen USA, R&D & Contract Research & Data Generation. It has 22 Marketing Offices in the country and 5 international offices in Hongkong, Shanghai, Bangladesh, Dubai and Australia.

KREPL & its allied sister companies has over 1550 employees, with an annual turnover of Rs. 1250 Cr.

कम्पनी समाचार

www.krishijagran.com



कृषि क्षेत्र में नवाचार के लिए 'एल्गा एनर्जी' और 'कृषि रसायन एक्सपोर्ट लिमिटेड' के बीच हुआ समझौता हस्ताक्षर

भारतीय कृषि क्षेत्र में नवाचार लगातार जारी है। फसल संरक्षण एवं वृद्धि के लिए हर साल बहुत से नए उत्पाद बाजार में आते हैं, जिससे किसानों को काफी फायदा मिलता है। इसी कड़ी में किसानों को अधिक समृद्ध बनाने के लिए एल्गा एनर्जी जोकि एक बायोटेक्नोलॉजी-आधारित कंपनी है। इस सूक्ष्म शैवाल विज्ञान में विशेषज्ञता प्राप्त है। कंपनी ने अनुसंधान और विकास के माध्यम से 40 साल की जानकारियों को संश्लेषित किया है और साथ ही अनुसंधान एवं परम्पराओं के विकास पर लक्ष्य रखा है। इनका उद्देश्य है कि किसानों को एक अंतरराष्ट्रीय समुदाय के संघर्ष के रूप में स्थापित किया है। एल्गा एनर्जी का उद्देश्य विभिन्न उद्योगों में विशिष्ट जलस्रोतों को संश्लेषित करने है, सूक्ष्म शैवाल से प्राप्त नवीन उत्पाद-मुक्तता वाले उत्पादों का विकास और उनका व्यवसायीकरण करना है।

कृषि क्षेत्र में, अनुसंधान एवं विकास के 10 साल बाद, एल्गा एनर्जी ने अपना ब्रांड AgriAlgae को लॉन्च किया है। एल्गा एनर्जी की अत्याधुनिक सुविधाओं में उमाए गार् विभिन्न सूक्ष्म शैवाल प्रजातियों के संशोधन से नवी उच्च गुणवत्ता वाली बायोटेक्नोलॉजी के एक श्रृंखला है, जिनकी पैदावार बढ़ाने और गुणों में सुधार की प्रभावशालिता को कई स्वतंत्र फील्ड परीक्षणों में प्रदर्शित किया जा चुका है।

एल्गा एनर्जी की पूर्ण-स्वामित्व वाली भारतीय इकाई माइक्रो एल्गाई सोल्यूशंस इंडिया प्रा. लि.

(एएएसआई) और कृषि रसायन एक्सपोर्ट प्रा. लि. (क्रिआरएक्सपोर्ट्स) की सहयोगी इकाई एग्रोलाइफ साइंसेस कॉर्पोरेशन (एएलएससी) ने भारत में 50-50 प्रतिशत की भागीदारी के साथ एक संयुक्त उपक्रम एल्गा एनर्जी प्रा. लि. बनाने की घोषणा की है।

'एल्गा एनर्जी' जिसका मुख्यालय दिल्ली में है, जिसको कृषि रसायन और जलवीय कृषि का विश्वस्तरीय व्यवसाय और पर्यटन में विकसित करने के लिए स्थापित किया गया है। यह कंपनी बायोटेक्नोलॉजी, माइक्रोबियोलॉजी और रसायनिक आधार पर नए और इन्वोलेटिव समाधान एवं सेवाएं उपलब्ध कराएगा। एल्गा एनर्जी के लिए शुरूआती ध्यान देने वाले प्रमुख बाजारों में भारत के अलावा एशिया एवं अन्य देशों के कुछ स्थान शामिल हैं, जो इस संयुक्त उद्यम को अंतरराष्ट्रीय बाजार में उपस्थिति प्रदान करते हैं।

एल्गा एनर्जी की मूल्य की आधारशिला स्पेन की बायोटेक्नोलॉजी कंपनी एल्गा एनर्जी एसए द्वारा विकसित सूक्ष्म शैवाल पर आधारित अम्लीय प्रोयोगिकियों और उत्पादों पर रखी गई है, जो कई देशों से फसल कृषि के लिए जैव उत्प्रेरक और जलवीय कृषि सहित विभिन्न क्षेत्रों में पर्यटकों के लिए पोषण उत्पादन सहित विभिन्न प्रकार के बाजारों के लिए प्राकृतिक अतिरिक्त समाधान तैयार कर रही है। एल्गा एनर्जी के उत्पाद पोर्टफोलियो और पाइपलाइन कैम्ब्राईएल समूह की 'एल्गा एनर्जी' को सर्वश्रेष्ठ विनिर्माण विशेषज्ञता और क्षमताओं एवं बाजार पहुंच द्वारा पूरक क्षमता प्रदान करती है।

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कम्पनी समाचार

एल्गा एनर्जी के अंतरराष्ट्रीय कृषि व्यवसाय के अध्यक्ष, डगलस रि वेगन ने कहा, 'एल्गा एनर्जी संयुक्त उद्यम दुनिया के अति महत्वपूर्ण क्षेत्रों में हमेशा कृषि कार्यक्रमों को विकसित करने में मदद करने के लिए सभ्यता सबसे इन्वोलेटिव उत्पादों को उपलब्ध कराने के लिए समर्पित दो उत्कृष्ट संगठनों के मध्य समझौता हस्ताक्षर हुआ है। एल्गा एनर्जी और कृषि रसायन समूह के बीच तात्कालिक विशिष्ट रूप से मजबूत है और किसानों के लिए नई खोज और उत्पाद विकास करने के लिए एक रोमांचक अवसर प्रदान करता है, जो संयुक्त उद्यम के सहयोगी प्रयासों के बिना संभव नहीं हो सकता है।'

एल्गा एनर्जी एसए के अध्यक्ष और सीईओ अगुस्तो रोड्रीगेज-विलान ने कहा, 'एल्गा एनर्जी के शोध सहायकों और कर्मचारियों की ओर से नई कृषि के माध्यम के लिए असाध्य पूर्ण भरोसा और उसकी प्रशंसा करता है, विश्व स्तर पर कृषि रसायन के अपने सहयोगियों के साथ साझा किया है। एल्गा एनर्जी की स्थापना के जरिये दो बड़े संगठनों को एक साथ लाने के हम दुनिया के कई क्षेत्रों में एल्गा एनर्जी की टेक्नोलॉजी और शक्तिशाली उत्पादों की शक्ति को तेजी पहुंचाने में सक्षम होंगे। एल्गा एनर्जी सबसे बेहतर प्राकृतिक उत्पादों को संभव बनाने के लिए इन्वोलेटिव जारी रखेगी और इस संयुक्त उद्यम की क्षमता और बाजार पहुंच के साथ हम सर्वश्रेष्ठ टिकाऊ बायोटेक्नोलॉजिकल उत्पाद उपलब्ध कराने के जरिये माध्यम में किसानों के लिए दीर्घकालिक मूल्य प्रदान करने के लिए उत्तर है।'

कृषि रसायन एक्सपोर्ट लिमिटेड के कार्यकारी निदेशक राजेश अग्रवाल ने कहा, 'एल्गा एनर्जी और इसकी रोमांचक टेक्नोलॉजी के साथ जुड़ना हमारे लिए सुशी की बात है। एल्गा एनर्जी की स्थापना के साथ हम विशेष रूप से बायोटेक्नोलॉजी क्षेत्र में भारत के साथ ही साथ विश्व स्तर पर एक नई पहचान बनाएंगे। यह संयुक्त उद्यम हमारे किसानों के लिए विभिन्न पर्यावरण अनुसंधान परस्पर देखभाल समाधान उपलब्ध कराएगा और इस प्रकार जीवन कृषि में सुधार लाने की दिशा में यह एक महत्वपूर्ण कदम होगा। कैम्ब्राईएल (कृषि रसायन)

और एएलएससी अपने मजबूत किसान आधार और अपने व्यापक परंपरा एवं अंतरराष्ट्रीय वितरक नेटवर्क के जरिये योगदान देगा। मुझे पूरा भरोसा है कि हम आगे आने वाले वर्षों में एल्गा एनर्जी की सफलता के माध्यम से इस टेक्नोलॉजी के साथ अधिक से अधिक लोगों के जीवन में अपनी जगह बनाएंगे।'

कृषि रसायन एक्सपोर्ट लिमिटेड (एग्रोलाइफ साइंसेस कॉर्पोरेशन, कृषि रसायन समूह का एक हिस्सा है। कृषि रसायन एक्सपोर्ट लिमिटेड की स्थापना 1986 में की गई थी और आज ये भारत में 7वीं सबसे बड़ी कृषि रसायन कंपनी है। कंपनी के पास देश के विभिन्न हिस्सों में स्थित 8 विनिर्माण संयंत्र हैं। कृषि रसायन समूह मानव जाति की समृद्धि और किसानों की जरूरतों को पूरा करने के लिए निरंतर प्रयास करता है। विशाल अनुभव के साथ इस कंपनी के पास ऐसे उत्पाद हैं जो न केवल देश की जरूरत को पूरा करते हैं बल्कि वैश्विक चुनौतियों का भी सामना करते हैं। समूह का आदर्श वाक्य 'किसान समृद्धि अपनी प्राथमिकता है।'

कृषि रसायन, वर्तमान में बायोटेक्नोलॉजी, अम्लीय इंधन, एंजाइम, बॉस करण प्रबंधन, इन्वोलेटिव ड्राइंग, पोस्टी फीड, परेट कटोले, रीयल एस्टेट, आर्गैनुक्री और कॉन्ट्रैक्ट रिसर्च व डाटा जनरेशन के क्षेत्र में कार्यरत है। देश में इसके 22 मार्केटिंग ऑफिस हैं और हांगकांग, संपाई, बांग्लादेश, दुबई और ऑस्ट्रेलिया में अंतरराष्ट्रीय ऑफिस हैं।

कृषि रसायन समूह को पास 1600 से अधिक कर्मचारी हैं और इसका वार्षिक टर्नओवर 1850 करोड़ रूपए (30 करोड़ डॉलर) से अधिक है।

हमारी गतिविधियाँ, अनुसंधान एवं विकास परियोजनाओं, टेक्नोलॉजी और सुविधाओं एवं उत्पादों के बारे में और अधिक जानकारों के लिए कृपया www.algaenergy.com पर विजिट करें।

सूक्ष्म शैवाल AgriAlgae पर आधारित एल्गा एनर्जी के कृषि उत्पादों के बारे में और अधिक जानकारों के लिए कृपया www.agrialgae.com पर विजिट करें।



कृषि जागरण | जून, 2019 23

TRIP TO SPAIN

BY JJ PATTANAİK

A senior team of Marketing Executives of KREPL and ALSC comprising of Mr J J Pattnaik, Mr Suresh Punia, Mr Surinder Matto, Mr Rajkumar Putela, Mr Manoj Shinde and Mr Jagroop Singh visited AlgaEnergy Headquarters at Madrid, Spain in last week of June 19. Mr Debabrata Sarkar and Dr Lokesh Singh of MicroAlgae India also accompanied the team.

Team had business meeting at AlgaEnergy head office with Mr Augusto Rodriguez-Villa, Founder and President, Mr Carlos Rodriguez-Villa, CEO and Carmela Perez Calleja, Business Development Director.

Team visited AlgaEnergy pilot project at Barajas Airport, Madrid and Major Production Facility at Arcos de la Frontera (Cadiz, Spain). Plant Managers Rocio Iglesias Menor and Roberto Padilla explained the technology and production process to the team. Delegates were very impressed with the production facilities and other infrastructure of AlgaEnergy.

Team also enjoyed the sightseeing at Madrid and Cadiz and had a great time.

AlgaEnergy team offered an excellent hospitality and our team enjoyed the whole trip.



KRISHAJ SARTHI

CHANNEL PARTNER LOYALTY PROGRAMME 2019-20

KREPL has recently launched Krishaj Sarthi programme for the channel partners. This is a channel partner loyalty programme for year 2019-20. This year, Krishaj Sarthi programme takes care of all the feedback and suggestions received from channel partners and all stakeholders in KREPL. This programme is much more rewarding and offers flexibility in choosing rewards than the earlier dealer loyalty scheme in recent years. Salient features of the same include:

1. Point based scheme where there is a provision of reward points per 1000 INR sales of SLL/LL products
2. Flexible awards ranging from foreign tour to gold coins based upon number of reward points collected
3. Provision of higher margins on new products and gifts on special occasions.
4. Family Day ceremony and annual conference for eligible clubs
5. Lucky Draw



FAMILY ACHIEVEMENT- PRUTHVI RAJ

Mr Prudhvi Raj- son of our employee Mr. Ravi Kumar is a seasoned Taekwondo Champion and has recently won the gold medal at 'Open Championship Taekwondo Malaysia.' He was appreciated from Telengana Panchayiti Raj Minister Yerrabelli Dayakar Rao Garu. We wish Prudhvi all the luck. May you continue to make India proud.



4 నుంచి తెలంగాణ మాటింగ్ చాంపియన్షిప్

హైదరాబాద్, తెలంగాణ: పచ్చ, నలు 4 నుంచి 10 వరకు తెలంగాణ స్టేట్ మాటింగ్ చాంపియన్షిప్ జరిగింది. గడ్చిబాటి లోని సిస్టర్స్ అథ్లెటిక్ ఆఫ్ తెలంగాణ మాటింగ్ రేకేట్లో 10 మి ఎయర్ గ్రేడ్, 25 మి సెంటర్ స్టర్ట్, 50 మి. డిస్టర్ట్ డివిజన్లలో పాటు పాటగన్ త్రవ్వడం, ఇరుగుతూమి తెలంగాణ స్టేట్ అసోసియేషన్ (టీఆర్ఎఫ్) బుధవారం ప్రకటించింది. డీఆర్ఎం, ఇన్ఫా సమూహ సభ్యులు, సభ్యులు తాచి వారు తేజా తా లోకల్ ప్రాధాన్యతని తెలిపింది. లోక్సత్ పాల్గొనేందుకు మూలపు సేషన్ల గ్రేడ్ అసోసియేషన్ వెబ్సైట్ (www.thenraio.org) లో గెస్టింగ్ పేజీ చిర్రించి ఈ నెల 30వ తేదీలోపు రిజిస్ట్రేషన్ చేసుకోవాలని చెప్పింది. తేల్ పేజీలో ఆలో కేటి వరకూ గడువు ఉంది తెలిపింది.



మరియులో జరిగిన పేజీవల్ల వాంతున్నవల్ల గ్రేడ్లంద్ తాంబియన్షిప్లో సభ్యులు పాల్గొందడం ప్రధానంకే తేవ్ చిట్టావల్, మేనేజర్ సేషాచిట్టి.



WELCOME: DR. R.D.SINGH

Dr. R. D. Singh has obtained his Ph.D. in Agronomy from Agra University; M.Sc. (Agronomy) from Banaras Hindu University and Programme on Leading and Managing from IIM, Calcutta. He has more than 30 years of accomplished experience covering the areas of Agribusiness and Modern Trade (Retail & B2B) including Agri-inputs Sales & Marketing, Agri-inputs Retail, Agri-input sourcing, Food Retail & B2B business, Food Supply Chain Management, Farm Produce Sourcing and Agri Projects. He has worked for the companies like Reliance Retail, Cargill India, Rallis India, Indo Gulf Fertilisers, DCM Shriram Consolidated & Coromandel International.



President: Retail Business and SND

New Stores in Haryana

We have started our new journey with sankalp in Haryana.

We inaugurated and opened new Sankalp Stores in Karnal, Sanauli, Ladwa & Tarori in the presence of our mentor Shree Mattoo.

Here's to new beginnings!



SANKALP STRATEGIC MEET'2019-20

To prepare for the season and high sale of Sankalp products a strategic meet was organized at Patiala. Our director Mr. Rajesh Agarwal with Miss. Ankita Agarwal had participated and given their valuable inputs. The meeting was put together under the guidance of Mr. Surinder Mattoo (Head- North) by Mr. Mohit Mahajan. Our knowledge partner PwC Mr. Ravinder Grover and Mr. Harshit provided their input and guidance for the structuring of the meeting and helping setting the agenda of the meeting. Other participants included all the field, office and marketing team of Sankalp Stores at Punjab. Key issues were discussed and discussions were made regarding the product range at the stores, schemes to be launched and store expansions to be made.



SANKALP STORE TO THE MONTH-RAJPURA

It my pleasure to Introduce you "Sankalp Store of the Month July 2019."

As all of us know in kharif season July month is very important in North India. In this month each and every Sankalp Store is doing great job in sales as well as field activities. Now Team Rajpura in Punjab stands the First place in all Sankalp Stores. In the Store Mr. Deep Chand Morya, Mr. Hanish, Mr. Pankaj and Mr. Gurpuran Singh are doing a great job for holding the No. 1 Position.

Off course the team worked under the supervision of Mr. Mohit Mahajan and also the business guidelines given by Mr. Surinder Mattoo Ji.



'MERA SANKALP, MERI PEHCHAN' MY VISION. MY FOCUS. MY COMMITMENT

Truly our Sankalp Team Punjab was able to live up to the motto.

It gives me immense pleasure to inform everyone that in our Super Monday Scheme Punjab team was able to achieve a sale of 26.22 LAKHS in a single day. It is not easy for a team to achieve a whopping sale of such amount in a single day but it was done with all team work with full products range.

The team was able to achieve such goals by strategizing their goals in advance, working at field level to convince/organize farmer meetings and conducting demos of different product range to meet our farmer's needs. It is true that nothing is impossible if efforts are made with positive attitude. Our sincere thanks to our Executive director Mr. Rajesh Agarwal and Mr. Surinder Mattoo (Head-North) for continuous support and help in executing the new scheme ideas in Sankalp Store operations.



MEGA FARMER MEETING - SANKALP HARYANA

Total farmers- 300+

Our Krepl business head Mr. Mattoo gave a brief introduction of Krepl and Benefits of Sankalp to the Farmers. Dr. Ashok Suneha gave product details to farmers for various pest and diseases in current situations. Mr. R k Singh gave a brief explanation about Sankalp store. Mr. Sanjay also gave information about seed and services to the farmers. Overall, it was a good farmer interactive experience. We also highlighted the introduction of the team for various roles and responsibilities for the benefit of the farmers.



WELCOME TO KAVAD YATRA

Sankalp Retail Store, Shajapur hosted a reception for the Kavad Yatra of our Focus Village Tukrana and Richhoda in the month of Sawan. Main farmers of the village were also present during this occasion. Our farmer Shiva, Parbati and Ganesha who took the form of God in the Kavad Yatra, was worshiped on behalf of the Sankalp Store and all the Kavad pilgrims were welcomed with roses. The main objective of the Kavad Yatra is that by praying to Lord Shiva, it is hoped that there is good rainfall in our region and the all farmer of all regions have good harvest. Sankalp Store Shajapur very enthusiastically cooperated in this work.





STRATEGY TO CONTROL MOSQUITO



Mosquito problem is increasing fast due to monsoon season. The Aedes spp. are more dangerous as it is responsible for the spread of dengue and chikungunya. There is an influx of many mosquito control products in the market like small misting machines, mosquito traps, mosquito treated clothes, treated mosquito nets and many repellent devices.

Whatever strategy is being adopted one should remember few points:

- For mosquito control an integrated pest management (IPM) approach is the most effective. It includes reduction of adult mosquitoes, using adulticides, elimination of breeding and resting sites. Larvicides are used to control the development of larvae in water.
- Mosquitoes prefer dark and damp areas with very little or no air current. Trim the shrubs, reduce ground cover to increase the light and the airflow.

- Protect yourself while on works by using repellents and full sleeve clothes. To avoid the risk of mosquito carried illness during high risk period use mosquito net.
- Many mosquito species can easily travel half a mile during good air current. Therefore, mosquito management requires a community effort.



DISTRIBUTOR CONFERENCE AT KOLKATA

We had organized a Distributor Conference at Kolkata on 8th July at Hotel IBIZA RESORT. Above 10 lacs (2018-19) dealers were invited to that meeting. Sixty dealers were present. Our president Mr. J J Pattayanaik inaugurated the Programme with Ganesh Bandana. J J sir presented the Company Policy and Our Dream. Moloy Kr Koley also presented our new LOGO and CULTIVO (Unique Family Umbrella Brand) of Agro Life Science corporation. We closed our Programme with Prize distribution. All dealers appreciated our Programme and committed better business with us.



FIELD ACTIVITIES FOR AGRO POWER

In the month of June and July 19, we have used agro power, and have successfully promoted it on a large scale.

Now, we have the availability of AGRO POWER ENERGY-UPT. We work tirelessly to market and promote it.



DEALER MEETING IN JHANSI

We had organized Dealer Meeting at Jhansi in Hotel Natraj Sarover Portico on dated 30 June 2019. Mr. Kuldeep Bishnoi Ji(State head U.P.) participated with Simon Panwar (A.S.M. Ghaziabad) , territory in-charge Mr. Amit Kumar Udainiya. 16 dealers attended the meeting. We introduced our Brands, Agro Power Gold, Joy Super, Netlife, Agri Check, Klip-5, Lock++, Polis, Proper Life and Pack Up.

Meeting is very successful as a lot of interest was shown on our products. Many dealers shared success stories of Our Products like Agro Power Gold, Joy Super, Klip-5. We Launched our new product Pack Up. Farmers as well as dealers were satisfied with our products.



VAN CAMPAIGNING IN PUNJAB AND HARYANA

This was one of the most effective activities in the field of van campaigning. In this activity, our local Field Staff led the designed van to the selected villages with audio jingles, conducted small farmer meetings in which 30-40 farmers were present. They also approached the farmers in the field and acquainted them with our focus products. The objective was to promote our product K - Max Energy among all the Geography.

In advance we planned to run the van with all inputs like Audio Jingle, mike and visual Hoardings and Trained F D A. We Started the Van Campaigning on the selected date with G P S fixation; Hindi hoardings in Haryana, Punjabi Hoardings in Punjab.



DEALER TRAINING PROGRAMME-RATIA

Along with Major Distributor M/s Royal trading Company in Ratia 30 dealers participated in the programme. The training organized by local staff Mr. Jagtaar Singh.

Mr. R K Phutela - R M (Cotton) led the function and gave all information about the company, products (K- Max Energy , Flick Super , Konnect , Krown , Kribor , Krizinc Etc).

Retailers were very happy with the arrangements and information given.



FIELD VISIT FOR K-MAX ENERGY

Seeing is believing!

We visited various farmers to check the effects of K-Max energy. The farmers showed the vegetative growth and difference between treated and untreated crops with K- max energy.

In Punjab Dr. Chhote Lal (RM- Patiala) with Mr. D S Jadon (Marketing Manager) Panjab observe and report the difference.



DEALER TRAINING PROGRAMME- TELANGANA

We focussed on our speciality product K MAX in field demo assignments across different locations of Telangana. The crop was Cotton pertaining to Kharif-2019 season.

1. We conducted 10 K-MAX field demos at Gadwal and Leeja locations in Jogulamba Gadwal district in Telangana at vegetative stage of the crop. The crop is vibrant and healthy where demos were conducted using K MAX resulting in growers showing interest in our product.
2. Conducted one field demo at Thuniki Bollaram near Vantimamidi area of Medchal district in Telangana and also gave a demo of Paushak Super.
3. In the last Rabi-2018-19, we had given field demos using K MAX and Agro Power in Hybrid Paddy (for this crop K MAX sold about 7MT), Maize, Bhindi and Chilli at Karimnagar, Gajwel (TS) and Eluru (AP) locations.
4. After the completion of Rabi crop season, we completed another assignment for seed treatment chemical sale (about Rs.55L sales) from our network seed producing companies.
5. We have planned to further business prospects in Old Ranga Reddy territory, Telangana and other locations shortly.

--S. A. Gani (HYD-229), Territory Manager (Sales), Ranga Reddy District, Hyderabad



MEGA FARMER TRAINING PROGRAMME (NORTH ZONE)

M F M - is the programme where we covered more than 100 farmers in a meeting and introduced them to the Company. We also introduced them to our focus products and the services given by our organization for the farmers. Also we took some references of the last year consumer farmers and share their experiences at the meeting. These mega farmer meetings were conducted by our regional Mangers with the help of our local team. In Punjab Dr. Chhote Lal - Patiala, Mr. Jagroop Singh - Ludhiana and Mr Vipul - Bathinda. In Haryana Mr. S K Sharma- Karnal , Mr. R K Phutela - Hisar, and Mr. A. Pandita - NCR conducted these meetings. Also from H. O. Mr. Ashok Suneha (BDM) participated in these Meetings. Overall we created a WOM activity.



BRANDING AND FIELD PROMOTION IN JAMMU

Field and market promotion activities were conducted in Jammu & Kashmir. All activities were on the Apple crop and our Business Head Mr. Surinder Mattoo with Mr. Anil Kaw participated in Local Team training, Field visit and local farmer meetings. A great hype was created that added values in sales also with the help of creative and communication material.



KREPL BRAND PROMOTION AMONG STAKEHOLDERS OF MAHARASHTRA

In kharif seasons (July) development and product promotion activities were organized in Western Maharashtra on various vegetable crops like Tomato, Cabbage, Brinjal, Ginger, and Sugarcane for promotion of SLL and LL products of KREPL.

All the activities were conducted by our Development officers and field assistants. The campaigns were organized with the suggestions of Mr. L.K. Datey. Good movement of products was seen in respective market.



FIELD FORCE OF RAJASTHAN

With the peak season of Kharif going on, our Rajasthan team is in full force of educating the farmers on the benefits of KREPL products and helping them achieve higher productivity this season. The team is in conversation with the farmers directly and collecting photos and testimony's of farmers on different crops and products like, Krown, Paushak Super, K Max, Kristar, Krioxam in the state.



STAR PERFORMER for KREPL

Mr. Amit Kumar Sharma

Amit is based at Siroj, District Vidisha MP, he has worked with us since 2014-15 as Sales Supervisor.

He is very aggressive, innovative and dedicated to his job. He is involved in both activities-sales and promotion at village level. Mr Sharma has good communication skills and is very eloquent. He actively participates in field promotional & local social activities and promotes our brands. He is focused and calculative and works with A grade dealers. His local political support is also very good because of his own family background. He is always happy and adorns a smiling face.



STAR PERFORMER for KREPL

M/s Jindal trading Co.-Kaithal



Mr. Ramesh Kumar Jindal is the proprietor of M/s Jindal trading Co- Kaithal (Haryana).

He is selected as Dealer of the Month for July 2019.

In the whole area he has a reputation in Agri input for farmers as well as retailers for last 25 years. He worked with renowned Agri input companies of Pesticides, Fertilizers and seed.

He is impressed by the aggressive approach made by our team (Mr. Surender Sharma-RM), product performance in Field and transparent policies of KREPL, he recently started business with us.

In the first month he has accomplished a handsome business and has therefore become the "Dealer of the Month"

STAR PERFORMER for ALSC

Mr. Vikas Kumar

Vikas is a very hard, sincere worker who is very loyal toward organization and has a very good command in trade as well a farmer network. Mr Vikas has good scope for future development.

We wish him the very best of luck.



STAR PERFORMER for ALSC

Satbir Singh Rajesh Kumar



Satbir Singh Rajesh Kumar Fatehabad is one of the most reputed firms of Fatehabad Mandi. He has been dealing in Pesticides, Fertilizers and commission agents also.

His dealing is very transparent and follows the cash & carry system.

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL

Dealer of the Month- KREPL-Branch wise-for the m/o July-19

State	Party Name
Harayana	Jindal Trading Co-Kaithal
Madhya Pradesh	Shubham Krishi Sewa Kendra
Rajasthan	Gayatri Traders - Nainwah
Uttar Pradesh	Ramesh Beej Bhandar
Patna	Manish Trading Co
Maharastra	Agro Hightech (Koregaon)
Punjab	New Agriculture Traders -Malkan Wala
Chattish Garh	Rathore Krishi Raksha Kendra (Khokra)
Muzzafarpur	Sri Maruti Agro Agency
Andhra Pradesh	Sri Sai Ganesh Traders (Sunkarapalem)
Gujarat	Bharat Kishan Kendra- Vyara
Telangana	Sri Sai Manikanta Fertilizers, Pesticides & G M
Jharkhand	Priya Agrico
Uttranchal	Gangwar Traders

Sales person of the month- KREPL

Sales Person of the month- KREPL-Branch wise-for the m/o July-19

State	Sale Person Name
Madhya Pradesh	Ind-Amit Kumar Sharma
Rajasthan	Jai-Mohit Kumar
Harayana	Hr-Amarjeet Singh
Uttar Pradesh	Luc-115-Ramesh Kumar Pathak
Maharastra	Pun-Raosaheb Parmeshwar Dhotre
Punjab	PB-BALKAR S
Patna	Muz-Sunil Kumar Yadav (Sasaram)
Andhra Pradesh	Gun-Maddena Rajesh Naidu
Gujarat	Ahm-Savalia Bharatbhai Khodabhai
Telangana	Hyd-Thallapelli Rajender
Chattish Garh	Ind-Nitesh Agnihotri
Uttranchal	Luc-Pradeep Mehta
Jharkhand	Muz-Shankar Pahan
Muzzafarpur	Muz-RAJESH KUMAR SINGH (HARIPUR)

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Dealer of the Month- ALSC-Branch wise-for the m/o July-19

State	Party Name
HARYANA	Satbir Singh Rajesh Kumar (Anaj Mandi)(Fatehabad)
UTTAR PRADESH	Manama Beez Bhandar(Jhansi)
MADHYA PRADESH	Shree Gurukripa Krishi Sewa Kendra (Barnagar)
WEST BENGAL	Jaiswal Enterprise (Nagarukhra)
CHATIS GARH	MAA TRADERS (Pamgarh)
MAHARASHTRA	Shri Kaleshwar Krushi Seva Kendra (Chimangaon)
ORISSA	SABITA STORE (SAANDA)
TAMILNADU	Sapthagiri Agro Service (Paupparapatti)
ANDHRA PRADESH	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
PUNJAB	MODERN KHETI STORE (AMRITSAR)
TELANGANA	Sai Balaji Fert. Pesti and Seeds (Husnabad)
KARNATAKA	Vasavi Textiles
GUJRAT	Shri Gurukrupa Agro(Netrang)

Sales Person of the month- ALSC



Sales Person of the month- ALSC-Branch wise-for the m/o July-19

State	Sale Person Name
HARYANA	HR-VIKAS KUMAR
WEST BENGAL	KOL-TOTAN GHOSH
MAHARASHTRA	PUN-SACHIN SAMPATRAO PAWAR
MADHYA PRADESH	IND-BALBEER SINGH RATHORE
UTTAR PRADESH	LUC-VIPRO NASKAR
ORISSA	ORI-Harekrushna Biswal
TELANGANA	HYD-VALLURI RAJU
CHATIS GARH	IND-SUNIL KUMAR DESHMUKH
TAMILNADU	TAM-MURUGAN V
PUNJAB	PB-Sukhminder Singh
ANDHRA PRADESH	GUN-RAJASEKHARA REDDY KUSAM
KARNATAKA	HYD-J.RAJAGOPAL REDDY
GUJRAT	Ahm-Jaydip Ghoghjibhai Zamkiya

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-Business Standard

AgMA Energy plans to launch India-specific agri products
-The Hindu Business Line

AlgaEnergy, Krishi Rasayan Group Announce Joint Venture 'AgMA Energy' to Bring New Agricultural Solutions for Key Asian Markets
-Krishi Jagran

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-TheTimes Of India

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-Business Today

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-Business Today

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Devdiscourse

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Business Standard

AlgaEnergy and Krishi Rasayan Group announce a joint venture, AgMA Energy, to bring new agricultural solutions for key Asian markets-India Education Diary

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture AgMA Energy to Bring New Agricultural Solutions for key Asian Markets-The Week

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-PTI

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-DSIJ

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AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-India Infoline

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Web India 123

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AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Pharma Tutor

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-New Delhi Times

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AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-NewsZNew

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets

The Spanish firm AlgaEnergy forms JV with KREPL to manufacture biostimulants-Newsjizz

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-Devdiscourse

Spanish firm AlgaEnergy forms JV with KREPL to manufacture bio-stimulants-Article.wn

MASI and ALSC Joint Venture Announced
-Live Chennai

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets
-Odisha Sun Times

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets
-One News Page

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AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Odisha 360

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Smart Tech Today

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-India Nerve

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Fast Mail

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-NRI News 24*7

AlgaEnergy and Krishi Rasayan Group Announce a Joint Venture, AgMA Energy, to Bring New Agricultural Solutions for key Asian Markets-Abhitak News

WE WELCOME

"New Members Of Our Family"



New Joinees for the month of July 19 in Krishi and Agro

Emp Name	Designation	DOJ	Company	Branch	Email id
UMESH CHANDRA PANT	ASSISTANT MANAGER - FINANCE	28-06-2019	Krepl-Baddi	NEW DELHI	U.PANT@REDIFFMAIL.COM
RAVI KANODIA	SENIOR EXECUTIVE - COMMERCIAL	01-07-2019	Krepl-Baddi	NEW DELHI	MONU17686@GMAIL.COM
HARSHAL SUHAS PATIL	KAM AND BUSINESS ANALYST - ASSISTANT MANAGER	08-07-2019	Krepl-Baddi	NEW DELHI	PATILHS111@GMAIL.COM
YOGITA KALE	SR. CM REGULATORY AFFAIRS OVERSEAS	24-06-2019	Krepl-Baddi	PUNE	YOGITAKALE2011@GMAIL.COM
PRAVIN VALJI BAROT	VP - INTERNATIONAL BUSINESS	24-06-2019	Krepl-Baddi	PUNE	PRAVINBAROT97@GMAIL.COM
SUNIL KUMAR SINGH	MARKETING MANAGER	08-07-2019	Krepl-Baddi	LUCKNOW	SUNILSINGH111974@GMAIL.COM
TUMULURU ARJUN	DRIVER	01-06-2019	Krepl-Baddi	GUNTUR	RYLKGAJ112@GMAIL.COM
MUPPIDI RAM MOHAN REDDY	REGIONAL MANAGER	01-07-2019	Krepl-Baddi	GUNTUR	RAMULOYOLA@GMAIL.COM
UTTRESHWAR BHUSAHEB DESHMUKH	SALES OFFICER	12-07-2019	Krepl-Baddi	PUNE	UTTRESHWAR.ISKCON@GMAIL.COM
RAJENDRA DHAKAD	SALES TRAINEE	04-07-2019	Krepl-Baddi	INDORE	RAJENDRADHAKAD.GD@GMAIL.COM
RAVINDRA KUMAR	SALES TRAINEE	26-06-2019	Krepl-Baddi	JAIPUR	RAVINDRAMEENA105@GMAIL.COM
MOHITE DIPAK DAMODHAR	SALES OFFICER	15-07-2019	Krepl-Baddi	PUNE	DIPAKMOHITE745@GMAIL.COM
BHAVDIP C BOGHARA	CHEMIST	01-07-2019	Krepl-Baddi	PANOLI	
AVOY KUMAR JHA	FINANCE ASSISTANT	18-07-2019	Krepl-Baddi	NEW DELHI	AVOYJHA@GMAIL.COM
RAJENDRA DHAKAD	SALES TRAINEE	15-07-2019	Krepl-Baddi	INDORE	RAJENDRADHAKAD333@GMAIL.COM
AMAR BAHADUR SINGH	SALES TRAINEE	21-06-2019	Krepl-Baddi	LUCKNOW	ABS9792@GMAIL.COM
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KRISHNA LAL SRIVASTAVA	SALES REPRESENTATIVE	15-07-2019	Krepl-Baddi	LUCKNOW	KRISHNALALSRI0@GMAIL.COM
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