

2020 HAPPY NEW YEAR

COVER STORY NEW YEAR SPECIAL! A REVIEW

In this issue:

KANYA

Under this initiative, women were educated about 'Menstrual Hygiene'.

RABI SEASON-CRM (HARYANA)

Customer Relation Management activities conduct in several areas.

K-MAX ENERGY-DEALER MEETING HELD (MH)

Progressive dealers from the Sangli, Kolhapur and Satara were in attendance.

CHRISTMAS FESTIVITIES

To mark the festival of Christmas a 6 foot tree was set up at the Delhi Office and team members got together to decorate the tree and celebrate the festival.



SPREADING THE FESTIVE SPIRIT

Christmas and new year were finally here! The weather was nippy and cozy. At work, we distributed sweets among fellow colleagues to spread the festive spirit and cheer. We put up stars to shine bright. This winter, farmers brave the nippy air and fog to tend to their crops. Through our Krishi representatives, we shared some joy and cheer with some of them too by sharing some sample company products and X'mas goody bags. It was also a memorable Kisan Diwas!



FROM THE DESK OF JT. MANAGING DIRECTOR

Dear All Team Members,

Wishing you and your family members a very Happy and Prosperous New Year! May the year 2020 be the year of change giving us ample opportunities and big leap towards realization of our vision and dreams to make our company \$1 Bn.

This all can be achieved if this vision and dream is shared and lived by each and every member; making 'us' among the leading global players in the time to come.

Rajesh Kr. Agarwal
Jt. Managing Director
Krishi Rasayan Exports Pvt. Ltd.



KANYA

BY
ANKITA AGARWAL

KRISHAJ is a company that is known to work on values and principles and believes in giving back to the society. Keeping this in mind, we try and launch initiatives and participate in activities which are beneficial for large scale people under Corporate Social Responsibility. Under this initiative we hope to generate education opportunities, educate farmers about the upcoming technology, and provide health and hygiene services and empowering women.

Recently, we conducted a large scale project in Madhya Pradesh in collaboration with KREPL and Sankalp Retail Team called 'Kanya'. Under this initiative, women were educated about 'Menstrual Hygiene'. The workshop was conducted in 32 villages and lasted over 3 days. A team of 7 girls went from Delhi to conduct workshops. The workshop included educating women about the importance of health and hygiene, uprooting menstrual myths and breaking a force of taboo.

The girls were divided into 3 teams led by Mr. Manoj Shinde, Mr. Harish Anjana and Mr. Virendra Anjana. By dividing into teams we were able to capture maximum area in a limited time span. The programme was able to benefit over 5,500+ women within the radius of 2,500 kms. Women were also distributed reusable kits for up to 2 years to provide them with a long term solution.

I was personally a part of this project and it was a complete eye opener and educational session. Speaking to all generations of women in the villages was a challenge yet exciting experience. We didn't want to challenge any cultural values but we wanted to educate them about the latest technology and basic scientific facts. The more we interacted with them, the more we realized it as lack of education that held them back not ignorance. We prioritised community women and school girls. The girls were partly educated and aware about modern practices but the community ladies mostly followed traditional methods. We had mothers attend sessions who wanted to support their daughters in leading a healthy life. We also receive a lot of criticism from the elder women of the villages. We understand that change is a gradual process and comes with time. We provided the participants a safe environment where we answered questions they felt they were not allowed to ask. The love and response we received was overwhelming and we would cherish for long.

The project 'Kanya' was a reflection of the ever increasing dedication and enthusiasm that our Madhya Pradesh team had showcased through their commitment and passion towards serving a noble cause. We had over 50 volunteers from the MP team who helped from promotional activities to selection of villages, from helping put up the event to gathering local women; it would not have been possible without their efforts.

CONT. KANYA

Through this initiative, our goal of Rural Women Empowerment by educating women on personal health and hygiene was very well established. We pledge to continue on our mission to give back to the society and would hope to see even more enthusiasm towards such initiatives from entire Krishaj family in future.



K- MAX ENERGY CHAMPIONSHIP

K-Max Energy Championship

Dec 2019-March 2020

'Champion of the Month'

SALES OFFICER: Awarded to the individual with highest individual sale

REGIONAL MANAGER: Awarded to the individual with highest sale in region

STATE HEAD: Awarded to the state with highest sale



**A GOLDEN OPPORTUNITY!
COME PARTICIPATE!**

**Prizes-
To be announced soon**

K-Max Energy Championship

Dec 2019-March 2020

Current Positions of states based on Nov Sales '19

Haryana | Madhya Pradesh | Uttar Pradesh | Punjab
Rajasthan | Gujrat | Andhra Pradesh | Bihar
Chhattisgarh | Maharashtra | Telangana | Jharkhand



**A GOLDEN OPPORTUNITY!
COME PARTICIPATE!**

**Prizes-
To be announced soon**

SPEAK UP-TAKING A BIG LEAP TOWARDS TRANSPARENCY!

Last year KREPL introduced Speak Up initiative for all its employees. This initiative was rolled out with a vision to build along a culture of transparency and parity across all levels and departments in the organization. The requests received through this platform goes through 3 levels of inter-mediation starting from the dedicated 3rd party team, followed by concerned department and finally to the senior management. Though received hesitatingly in beginning by the employees, this initiative has gained momentum in past 6 months with more than 10 grievances received and successfully addressed. Mr. Rajesh Agarwal, Jt. Managing Director of KREPL feels excited about this initiative and says "As an organization, we are steadily trying to build a culture where each and every employee feels respected and delighted while being associated with us; initiatives like Speak Up are milestones towards achieving our vision". KREPL would like to appreciate each and everyone in the organization who showed a brave face and came up with their grievances and suggestions through this platform.

Speak Up...We are listening...

Email- speakup@krepl.in

Speak up!

Stressed? Worried?

Just drop an Email,
Speak Up...We are listening!

✉ speakup@krepl.in

 KREPL NAGARJUNA ENTERPRISES PVT. LTD. 

AGROCEHMEX EXHIBITION - CHINA

Our KREPL team had recently participated in Agrocehmex Exhibition held in Shnanghai, China from Oct 16th-18th' 2019. The event was attended by Shri Atul Churiwal, Shri Rajesh Agarwal, Mr. Vishwanathan, Mr. Sanjay Upadhyay, Mr. Pravin Barot, Mr. Amol Ray and Mr. RG Padhiar. The team established contact with various parties from Thailand, Turkey, Egypt, Russia, Pakistan, Bangladesh, Iran, Morocco and various other countries.



YUG AGRO' 2019

Yug Agro is one of the biggest agriculture exhibition held in Russia each year.

KRISHAJ family was a proud participant for "YugAgro 2019" from 19 to 22 November in Krasnodar, Russia. The exhibitions saw a footfall of over 18,000+ visitors and had over 700+ exhibitors.

We had very good meetings in the exhibition with our regular customers as well as with our potential customers.

The event was attended by Shri Rajesh Agarwal (Jt MD) and Mr. Arbind Chaurasia.



IT'S MORE VALUABLE THAN OIL. IT'S OUR SOIL !!! BY APURVA

One of the basic requirements for survival is Soil. It is not only home to a number of organic remains, clay and rock particles, found on the Earth's surface but also provides food, reduces biodiversity loss, and secures energy.

World Soil Day is held on December 5 every year to highlight the importance of Soil on our planet. We need soil for basic survival - food and energy.

This annual awareness day is being run by the United Nations Food and Agriculture Organization (FAO). The event aims to raise awareness of the importance of soil quality for human well-being, food security and ecosystems, and events are held at the UN FAO offices and through community based events. For the year 2019, the theme for World Soil Day is "Stop soil erosion, Save our future". It aims at raising awareness on the importance of sustaining healthy ecosystems and human well-being. FAO aims to achieve this by addressing the increasing challenges in soil management and raise the profile of healthy soil by encouraging governments, organizations, communities and individuals.

Why we need World Soil Day?

Soil is a finite natural resource and is non-renewable on a human timescale Soil is a symbol of fertility. It is the origin of life. It is the basis for food production. Soils are also home to a range of life forms, which are not, perhaps, as charismatic as bees or butterflies. It is estimated that soils host a quarter of our planet's biodiversity. The microorganisms themselves belong to another huge and fascinating world, a world we are still trying to discover. Understanding their role in maintaining soils and keeping plants and animals -including people—healthy is an ongoing challenge.

It takes thousands of years to form 1 cm of soil. However, it can be destroyed in almost no time at all. Unsustainable agriculture practices, urban infrastructures, pollution, erosion, climate change and other factors all contribute to the rapid degradation of our soils and to desertification. About 33 per cent of our lands are already degraded, and this increasing trend is putting in check the achievement of many global agreements. India has a varied geological, climate and vegetation, which gives it different soil types. India has over 17 per cent of the world population with limited land resources, the current situation warrants immediate attention and urgent remedial measures.

As we need more food from less resources, sustainable intensification is the way forward. It can keep our soil health in check and also improve it. We need to recycle what we take from the soil.



NEW FACE

Kailash Patni Ji belongs to Almora, Uttarakhand. He is a family oriented person. Did his Graduation (B Sc Ag & AH) from G.B. Pant University of Agriculture & Technology, Pantnagar and MBA from IIMM Pune. Having 19 years of experience in Sales and Marketing along with diversified functions like key account management, Direct Brand Sales of Agro Chemicals, Bulk Fertilizers, Seeds and Micro irrigation systems. In the past he has worked with different organizations i.e. Rallis India Ltd, Tata Chemicals Ltd, Reliance Retail, Jain Irrigation Systems Ltd. Handled different portfolios like Area Manager Sales, Regional Manager Sales, Marketing & Business Development, Food Supply chain End to End Model.



NEW FACE

Ranbir Sisodia has been working with Krishi Rasayan Exports Pvt. Ltd. since 23rd July, 2019 as State Marketing manager, Chhattisgarh. He has worked with different organisations & his last company was Parijat Industries & having 24 years experience in Agro chemicals industry but at KREPL he found a homely & encouraging working culture. He is a hard worker and motivates his team to achieve Organizational Goals set by the Company & Management.

He has assured to bring KREPL name at a leading position in Pesticides Industry Chhattisgarh soon. He says "I found very positive environment here and feeling proud to be part of KREPL Family. I would like to thanks a lot to Management for making me a part of this Esteemed Company."



CHANNEL PARTNER MEET IN VIJAYAWADA

Channel Partner meet was organized in Vijayawada for Guduwada territory, Vijayawada Region, Guntur Zone dated 11.12.2019. The meeting was organized for sub-partners through distributor focussing on Pulses market in Krishna district. Meeting attended by 51 dealers across the market. We have launched Pack-up, Flick Super, Kritap Gold and K-Max Energy in the presence of partners and explained the products in detail. As per package of practice for the Rabi Season the products were promoted.



WESTERN MAHARASHTRA KI DHOOM BY JAYDEEP KADAM

Channel Partner meet was organized in MH to focus on our star product K-Max Energy. The event was organized on 18th Dec 2019 at Chandoli Jungle Resorts- Dist : Sangli. Channel Partners from Satara, Sangli and Kolhapur (Sugarcane) territories participated in the event. We started this program with Saraswati Pujan followed by introduction of our guests Mr. Debabrata Sarkar, Director, AGMA Energy and Mr. L. K. Datey, Head Market development, KREPL. Mr. L. K. Datey - Shared his views on motive of the meeting. Mr. Debabrata Sarkar, Director of AGMA Energy, had spared his valuable time and participated in the event and shared valuable information about the microalgae and K Max Energy, its benefits to crop and soil. He has given emphasis on incremental yield and quality enhancement of various crops. Mr. L. K. Datey - Shared explained the scheme and commercial benefits of K Max Energy with the channel partners as well as additional benefits to the farmers. Total 26 progressive channel partners from the Sangli, Kolhapur and Satara, were present for the meeting. KREPL Mementos were distributed at the end of meeting. In this meeting, we had taken spot booking of K Max Energy through the booking scheme. We have received 35 MT -K Max Energy spot booking on the day of meeting. Channel partners were highly motivated to sale K Max Energy and delighted with the program arranged by the KREPL team.



SANKALP TRAINING IN RETAIL

BY LAKSHAY GARG

Training was conducted for Sankalp retail stores staff in Haryana, Punjab and MP region. In total training is delivered to more than 90 field staff. Sessions were conducted by company's very own experienced team members. Training teams and business units created their own content using most relevant material required as per trainee needs. The customized contents were tailored to the challenges an employee and the company is facing. Sessions were conducted on Crop protection Chemicals, Fertilizers and Specialty Nutrients, Seeds and Veterinary products, and Controls. Enabler execution session was also delivered to bet the budget. Sessions were highly interactive, and trainees were well engaged and curious to learn new things. Product training was delivered by OEM Company official. Demonstration of both battery and fuel operated farm equipment's. Trial was also performed by field staff. Company is also planning to place farm equipment in their retail stores. The reason behind the training session was for the company to take advantage of the opportunity to up skill workers. Seeing the immense success company is planning to create yearly training Calendar. At the end of training written test was also conducted . Training feedback was also collected, so that further improvements can be made in future programs.



STORE OF THE MONTH- SHAJAPUR

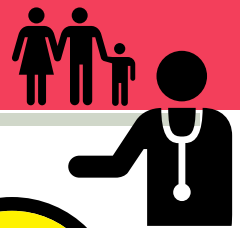
Shajapur store has achieved the first position by doing the most business in the Month of November. The Shajapur team has very good coordination between amongst them: Mr. Alok Sharma, Mr. Sachin Joshi, Mr. Avtar Gurjer and Mr. Arvind Patidar. The Team has very good knowledge, hardworking, dedicated, honest and also have deep penetration amongst the farming community.



H2 PLANNING MEET

We have conducted H2 Planning meet for both AP & TS in Guntur for two days in this meeting our General Manager Mr. Anjaneyulu Garu & Mr. Kapil Kumar from Alga energy and all the KREPL employees were participated and discussed about the sales plan and way forward for the coming Rabi Season. Mr. Anjaneyulu garu given the presentation on Sales plan and activities to be carried out in order to achieve the plans with a brief presentation & Mr. Kapil has given the presentation on the K max energy.





CONTROL OF BED BUGS

BY DR. ABDUL RAUF



The infestation of bedbugs has become common in hotels as the infestation of bedbugs starts with the guests. The bedbugs are transported with luggage or on the clothes of guests into a hotel. Since they only feed on blood, they are not similar to roach or ant infestations which feed on foods that humans eat. Currently there is no viable preventative measure to insure a hotel will not get bedbugs. Our only option is to inspect the rooms as guests check out. This is still not a sure method of protection, since these pests will hide in small cracks, behind headboards, in folds or seams of mattresses and other closed, dark areas of the room. They are nocturnal only active at night when they emerge to feed on the host. Well placed glue traps may give us an early warning of an infestation. It is very important that this information be given to our hotel clients so they might understand better how these pests enter their structures. We must be diligent in our inspections, but the prime information will come from the housekeeping department. It is our job to train them to be on the look-out and report any and all suspected activity.

It has been our experience that many times the guest that complains of bedbugs, is actually the guest that brought them into the room. The hotel cannot know this when a guest checks in, but well trained housekeeping staff can watch for signs of problems.

In Truly Pest Solution PVT. Ltd. first, the technician makes a thorough inspection before preparing for the treatment of bedbugs. After identifying the problem he determines the best solution for bedbug infestation. He applies the safe chemicals to control the bedbugs. Only CIB approved safe product are used. Treatment is done in cracks and crevices, on headboard, nightstands, dressers, luggage racks and in furniture. For this the bed frame, head board and box spring are opened for treatment.

Finally, the service technician communicates with the customer about the treatment.



RABI SEASON CRM IN PUNJAB

For the Rabi season we have launched our CRM 360 degree in all direction. CRM initiative in Punjab is being led by Mr. Surinder Mattoo, Mr. Ashok Suneha, Mr. D S Jadon, Mr. Anilesh Kumar, Mr. Chhote Lal and Mr. Jagroop Singh with all the team participated and gave their contribution as per their role. We started with the planning of CRM prior to the rabi season, in this planning we focused on the following activities :-

- Prior training was given to all the sales and development team after recruitment - By KREPL Team and AGMA team (Mr. Lokesh, Mr. Kapil)
- Finalize the activities and the target number of farmers to be contacted to achieve the desired numbers for major molecules.
- **Top Activities conducted are –**
- **One to one contact – Farmers of good potential were contacted by our SO/ SE/ ASM and convinced them to use our product K- Max Energy. We reached over 5000+ farmers in Punjab.**
- **Organised Farmer Meeting – Farmers Meetings were organized at Village level and were attended by Mr. Ashok Suneha from HO, Mr. DS Jadon (MM), Mr. Chhote Lal (RM). Also, some of the meetings were attended by our front line staff – Mr. Talwinder, Mr. Parmood, Mr. Babloo Khan, Mr. Zia Khan, Mr. VS Rana, Mr. Kulveer Singh, and Mr. Shiv Kumar. In these meetings we took the reference from our current product users Farmers and requested them speak in front of potential farmers. We did almost 100 OMF till now.**
- **Small Farmers Meeting – These are on-spot meetings conducted by SO/SE/ASM with the help of FDA/Krishi Sanik . These were random meetings which are very effective to remind the farmers about our products. More than 300 meetings were conducted by our team.**
- **Demo Conduction – Demonstration was the important tool for showcasing the product performance in front of farmers. Our team conducted almost 50 demo in the field and also showcased the difference of treated and not treated field.**
- **Van Campaigning – We selected the route plan of the Vans and it was equipped with hoardings of our products (K- Max Energy , Kazuki Energy and Flick Super). K-Max Energy jingles were playing non stop at the Vans while on the route.**

By doing these activities in the planned manner we were able to touch the concerned distributors and convinced them to push our product. With all these activities we are also tracking the sales of our focus product that farmers will purchase.



SUCCESS LADDER

RK Phutela Ji, M.Sc. (Entomology) from CCSHAU-Hisar, M.B.A. in Marketing having a experience of 20 years in top leading agrochemical companies. Presently working at leading and innovative organization Krishi Rasayan Exports Pvt. Ltd. He was recently promoted as a State Head- Sales (Haryana) overseeing all Sales and Developmental responsibilities for the state and serves as its liaison to the corporate office in New Delhi. It was his hard work and desire to excel that got him off to a great start with KRISHAJ family. He works with innovative ideas like Research & Development trials of different combinations and strategies to promote focus products of the company amongst farmers. He showcased performance of top products to leading and progressive farmers who are part of the KRISHAJ CLUB and also Channel Partners who have faith in him due to my services. He has always tried to establish brand and corporate image of the organization and achieved good sale volume of core products especially 'K-Max Energy' and 'Flick Super'. Phutela Ji says "My vision and courage moved me up the ladder and I am thankful to the management for believing in my strength".



ALL THE BEST..

A good team is one that stands by each other in professional and personal events. A similar affection was showcased when our UP team attended the Marriage Ceremony of Mr. R.B Chowdhary Ji's Daughter at Gorakhpur. Krishaj Team wishes the newlyweds a happy life ahead.



K MAX SUPER PAKHWARA- MADHYA PRADESH BY SURENDRA SHARMA

Team MP ran a 'K-Max Super Pakhwara' campaign in Dhar, Ratlam, Ujjain, Sagar, Vidisha, Guna, shoknagar, Shivpuri, Shajapur, Sehore, Bhopal, Mandsur, Nemuch, Rajgarh, Dewas, and Sgar, Jabalpur area in the state of MP. Before the start of the campaign, we have arranged training sessions for field staff and roles and responsibility was divided amongst each senior managers for running all activities smoothly and imputable. In a day we mainly contacted with more than 600 to 700 farmers and convinced them to use 'K-Max Super' for higher and better yield. For better farmer reach during this campaign, we mainly adopted the following methods: Individual farmer contacts, spot group farmer meetings, arrange farmer meetings at public places in the villages. Van campaign were also organized, in one vehicle a team of 3 staff members were always there. Other activities covered during the Pakhwara were demonstrations in villages, meeting arrangements, Dealers shops decoration and posturing of products. Through this campaign we covered /reached more than 65 Channel Partners, 1000 villages and contacted more than 12,000 farmers. We have got very fantastic farmer response and also very effective activities for boosting up the dealers also. We all are very much confident about good value liquidation of K Max Super in running Rabi season.



RABI SEASON READY AT NIZAMABAD

BY HARIBABU REDDY.D

A training and awareness session was organized with the help of M/s.Gayatri Sugars, Pitlam; and Nizamabad field force. M/s.Gayatri Sugars helped us organize a training session for their farmers who supply their produce to the factory. A group of 45 famers, Agriculture officer, field assistants and cane managers had come together for the event. The team convinced the famers and presented demos. This meeting was held at factory office on 19-11-2019.



NEW MEMBER SPOTLIGHT

Anilesh Ji has joined KREPL as State Marketing Manager Punjab Team. He found a positive & homely environment here. He was worked with different organisation and brands but this type of homely environment & working culture he found for the first time. He has been working hard with the team and defiantly with new products & company policies. He strives to work hard towards making KREPL a leading position in the industry.

KISAN MELA- VIJAYWADA

BY PRADEEP ISUKAPATI

Regional Agriculture Research Station (RARS), Maruteru had organized KISAN MELA to educate and create awareness regarding new crop solutions, farming techniques, advanced farm machinery and live-stock. KISAN MELA was attended by nearly 1000 farmers, Minister of Agriculture_A.P, Department of Agriculture Scientists and officials, students from Agriculture Polytechnic & B.Sc Agriculture. In this program we from Krishi Rasayan Exports Pvt. Ltd arranged a stall displaying our product portfolio in Paddy and other crops. We explained farmers regarding our product performance and usage.



RAJASTHAN IS READY FOR RABI

BY SANJEEV KUMAR

In Rajasthan we are doing different kind of development activities such as Jeep Campaign, Farmer meetings, individual farmers contact, operating human balloons of Flick Super & K Max Energy in different markets, postring. Liquidation of K Max energy on farmer level is on peak with the help of these activities.



FARMERS SHOULD INCREASE THEIR INCOME BY ADOPTING INNOVATION

BY MR. SURINDER MATTOO

Agriculture today is about so much more than a farmer simply planting a seed, rearing a cow or catching a fish. It takes a whole ecosystem and a host of actors to work together to produce the food we need for a population of more than 1.4 billion people.

Innovation is not only driven by technological advances, but also through novel ways of organizing farmers and connecting them to the information they need.

Many smallholder farmers around the world still farm the same way their ancestors did thousands of years ago.

Traditional farming approaches may continue to work for some, but new practices can help many to substantially improve yields, soil quality and natural capital as well as food and nutrition security. For example, a smallholder farmer might still scatter her seeds across her land, rather than planting evenly and in rows. This stops the plant's roots taking up the maximum amount of nutrients from the soil. While indigenous seeds are important to protect genetic diversity, improved seeds could also help her/him to adapt to changing climate conditions, fight crop diseases and produce higher yields. Farmer may plant the same crop year after year, rather than rotating her crops or planting a range of crops together to grow more, maintain soil health and diversify his family's diet. And she might store her harvest in such a way that leaves it susceptible to pests, diseases and rot.

Sometimes, innovations to address these issues are taken to farms via extension training.

Farmers themselves can be organized in innovative ways so they are reached more easily and effectively with information. The type and style of the extension itself has evolved much over time. For instance, advances in satellite mapping and information and communications technologies (ICTs) are transforming more traditional agricultural extension work today. Farming is becoming more precise and productive as a result.

In India Rabi season is a major crop for good crop production. In this season, crops like wheat, oats, mustard, mustard, yellow mustard, maize, gram, peas, lentil, Rajma, cabbage, spinach, cabbage, potato, radish, carrot etc. are cultivated. So Barsim is cultivated for the as fodder Crop. The biggest feature of the Rabi season is that the risk of natural disaster is very less during this time. You can earn huge profits in this season with low cost. In this season sowing techniques and package and practices of the crops is very important. So farmer may took higher yields sowing through Zero Tillage method of wheat. Zero Tillage is the best method which is very useful and cost effective technique .

Many times farmers faces yield loss due to lack of scientific method in agriculture and the cost of cultivation is so much high. Farmers Need to do the seed treatment before sowing ; by this they may get the control over disease as well as increase in production. As we know very well in Rabi Season crops needs low temperature at initial stage and dry and hot weather at ripening stage ; in this case Rabi Season crops sowing in Oct - Nov Months .

In last year monsoon Comes late its necessary to grow the crop on time.



EDUCATING THE FARMERS

BY ASHOK SUNEHA

For the Rabi season, our Customer Relation Management has been successfully launched and we have contacted farmers across 360 degree direction. In Haryana all activities were conducted under the super vision of our business head: Mr. Surinder Mattoo.

Mr. Ashok Suneha from HO, Mr. R K Phutela (SMM), Mr. A Pandita (RM), Mr. S K Sharma (RM), Mr. Krishan Kumar (MM-BD), Mr. Vipul Balyaan(RM) with all the team participated and gave their contribution as per their role.

We started with the planning of CRM prior to the season, in this planning we focus on following activities :-

- Prior training was given to all the sales and development team after recruiting the team- By KREPL Team and AGMA team (Mr. Lokesh , Mr. Kapil)
- Finalizing the top activities and the total numbers of farmers to be contacted to achieve the desired number for major molecules.
- We paid special attention to mustard areas captured by our RM Mr. A. Pandita and SE Mr. Soman Singh for promotional activities. Highlighting Mega Farmer meetings were conducted on the field.
- Top Activities Conducted are :-
- One to One Contact - Farmer of good potential were contacted by our SO/SE/ASM and convinced them to use of our product K- Max Energy. We reached over 7000+ farmers in Haryana.
- Mega Farmer Meeting - Farmers from local villages came and participated in the event organized by the team. Mr. Krishan played an vital role in the event and convinced farmers to use the product in the coming season. 6 meetings took place and almost 600 farmers participated.
- Organised Farmer Meeting - Farmer Meetings were organized at Village level and were attended by entire team. Also some of the meetings were attended by our front line. In these meetings we took the reference from our current product using Farmers and requested them to speak in front of potential Farmers. We did almost 45 OMF in till now.
- Small Farmers Meeting - These are the on the spot meeting conducted by of SO/SE/ ASM with the help of FDA/ Krishi Sanik. These were random meetings which are very effective to remind the farmers about our products. More than 140 meetings were conducted by our team.
- Demo Conduction - Demonstration was the important tool for showcasing the product performance in front of the farmers. Our team conducted almost 60 demo in the field and also showcased the difference of treated and not treated field.

Van Campaigning - We selected the route plan of the Vans and it was equipped with hoardings of our products (K- Max Energy , Kazuki Energy and Flick Super). K-Max Energy jingles were playing non-stop at the Vans while on the route.

By doing these activities in the planned manner we were able to touch the concerned distributors and convinced them to push our product. With all these activities we are also tracking the sales of our focus product that farmers will purchase.



CUSTOMER RELATIONSHIP MANAGEMENT - CHHATTISGARH

BY ASHOK SUNEHA

We have started our CRM programme in Chhattisgarh State for capturing the forthcoming sales in Rabi Season.

First we selected the Markets where potential of Rabi season is much more than the other one. Major crop selected was Gram, Bodo Rice and Wheat. Major products - K- Max Super, Kristar and Flick Super. Major Districts are Raipur, Bemetra, Karwrdha and Bilaspur. We select good quality of FDA and have training programme with Them with Mr. Ashok Suneha from H O and Mr. Ranbir Singh (MM). Then team was bifricated in to Four teams to cover the each and every village of the markets. Than we started with three Mega Farmers meeting with the farmers of 100+. Also with participation of Ashok Suneha, Ranbir Singh. In the Mega farmer meeting some yield comparison with treated and non-Treated plots. Now on ward each team has do two organized farmer meetings and personal contact with farmers. Also use the projector and visual add.

Overall a great learning experience and a hype creating activity specially in untapped market.



MARKET AND FIELD ACTIVITIES IN PUNJAB

BY ASHOK KUMAR SUNEHA

To prepare for the rabi season we have started field activities in full swing. Branding of KRISHAJ is being done by using the transparent logo on the back of windshield of the car of team members. Showcasing the highlights of Krishaj Loyalty Club amongst the channel partners and distributing the Krishaj Manthan Catalogue to them. Organization of farmers meetings with Mr. Parmood, Mr. Ziya, Mr. Babloo and Mr. Shiv. One to one contact with the key distributors to provide all the support for the coming season. Result observation and comparison of K- Max Energy in the Field treated and non treated were shown to the farmers. Large scale meetings were organized with Tomato Farmers in Patiala region.



STAR PERFORMER for KREPL

Mr. Karusingh Sisodiya

Mr. Karusingh Sisodiya is a very active & hard worker in the company, he is always active in the field amongst the farmers & retailers to solve the field related issues to business & pests of different crops. He is very honest & a dedicated field staff. He started his carrier from central govt defense department in the year 2000 –2001, because of his family problem he resigned the defense services, & started a new journey from KREPL in the year 2002-2003 at Mandsaur MP, now presently he is working with us as Sales Executive, & promote the focus products like Flick Super & K Max super on Opium crops. Mr. Karu singh sisodiya having very nice knowledge about his present role & responsibility, and is always active in the field. He is an active volunteer of KARANI SENA, Mandsaur, & active among the social leaders for resolve the local issue of the farmers



STAR PERFORMER for KREPL

M/s Krishnawatar Gupta

The firm, M/s Krishnawatar Gupta, Katihar (Bihar) was established in 1984 in a small space having full range of agri-inputs for sale in retail. The firm kept on growing due its dedicated service towards the farmers & their cause. It has gained a very high reputation in the market in respect of quality service & products. Presently the distributor firm is having an annual turnover of Rs. 3 Crores for pesticides sale in 2018-19. The firm is associated with KREPL since 2005 having a long association of almost 15 years. For this long relationship with Krepl, Mr. Krishnawatar Gupta, proprietor gives credit to the transparent accounting system, well chalked out Cash n Credit policy & profit oriented cash purchase policy of the company. He wishes to be with KREPL till the firm remains in business.



STAR PERFORMER for ALSC

Satbir Singh Rajesh Kumar Fatehabad

Satbir Singh Rajesh Kumar Fatehabad is one of the most reputed firm of Fatehabad Mandi. He is doing business in Agro Chemicals, Fertilizers and is also a commission agent. His dealing is very transparent and business style is cash and carry. He is very loyal for our organization and very cooperative.



STAR PERFORMER for ALSC

Mr.K Shanmuga Raja

Mr.K Shanmuga Raja is one of the most hardworking person in our team making him a true leader for the subordinates. His native residence is Ooty. Mr. Raja is a family oriented man. His father is retired and follows agricultural practices. Shanmuga ji has been blessed with 2 children; a boy and a girl. His wife is an ME graduate & runs a coaching institute.



DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL



Channel Partner of the Month - KREPL November'19	
State	Party Name
Muzzafarpur	Krishnawatar Gupta
Maharastra	Parag Shetkari Kendra (Jalna)
Madhya Pradesh	Bharat Krishi Sewa Kendra
Patna	Maa Sarswati Agro Chemicals
Uttar Pradesh	Om Traders (Hathras)
Gujarat	Milan Agro Center-Jamkhambhaliya
Harayana	Ankit Khad Beej Bhandar -Kosli
Rajasthan	Dadhich Krishi Sewa Kendra- Sultanpur
Andhra Pradesh	New Balaji Fertilizers
Chattish Garh	Hulash Krishi Kendra (Sahas pur Lohara)
Uttranchal	Virk Agro Sales Services
Telangana	Thirumala Fertilizers & Seeds (Metpally)
Punjab	Kissan Seed Store - Kharar
Jharkhand	Tripurari Stores

Sales person of the month- KREPL



Sales Person of the Month - KREPL November'19	
State	Sale Person Name
Madhya Pradesh	Ind-Karu Singh Sisodiya
Muzzafarpur	Muz-RAJESH KUMAR SINGH (HARIPUR)
Patna	Muz-Anand Kumar
Gujarat	Ahm-Savalia Bharatbhai Khodabhai
Maharastra	Pun-Ameer Mahamud Beriya
Andhra Pradesh	Gun-Ballarapu Surendra Reddy
Uttar Pradesh	Luc-Sarvan Singh
Rajasthan	Jai-Jai Prakash
Harayana	HR-Soman Singh
Telangana	Hyd-Nakka Sudhakar
Chattish Garh	Ind-Kapil Dhankar
Punjab	Pb-Harbhajan Singh Hira
Uttranchal	Luc-Pradeep Mehta
Jharkhand	Muz-Shankar Pahan

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Channel Partner of the Month - ALSC November'19	
State	Party Name
WEST BENGAL	Dinabandhu Samanta (Chiladangi)
HARYANA	Satbir Singh Rajesh Kumar (Anaj Mandi)(Fatehabad)
TAMILNADU	Kaaviyan Crop Care
PUNJAB	Gupta Kisan Khad Agency (Phagwara)
ANDHRA PRADESH	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
KARNATAKA	Sri Tirumala Traders
MADHYA PRADESH	Tirupati Krishi Sewa Kendra (Dewas)
MAHARASHTRA	Bhamare Traders (Nampur)
GUJRAT	Patel Agrotech (Sarbhon)
UTTAR PRADESH	Janta Khad Bhandar-Iglash
TELANGANA	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
ORISSA	TARINI FERTILIZER (Sukinda)
RAJASTHAN	Shree Akling Ji Krishi Sewa Kendra - Chittorgarh
CHATIS GARH	NIKHIL KRISHI KENDRA (TAKHATPUR)

Sales Person of the month- ALSC



Sales Person of the Month - ALSC November'19	
State	Sale Person Name
KARNATAKA	HYD-AYAJ AHAMAD
TAMILNADU	TAM-SHANMUGARAJA K
WEST BENGAL	KOL-SUSHIL CHANDRA DAS
PUNJAB	PB-RAKESH BEDI
HARYANA	HR-PURSHOTAM SINGH
MADHYA PRADESH	Ind-NARENDRA Mukati
ANDHRA PRADESH	GUN-RAJASEKHARA REDDY KUSAM
MAHARASHTRA	Pun-Uttam Navnath Munde
GUJRAT	AHM-TEJASKUMAR SHARADBHAI PATEL
UTTAR PRADESH	LUC-BRAJESH KUMAR
ORISSA	ORI-SATTI RAMA REDDY
RAJASTHAN	JAI-CHAMPA LAL NAGAR
TELANGANA	GUN-RAMANA NAGA GANESH
CHATIS GARH	IND-SUNIL KUMAR DESHMUKH

WE WELCOME "New Members Of Our Family"



New Joinee On the Block			
Emp Name	Designation	Company	Branch
SUJAY ANAND PREMDAS	GM - SALES & MARKETING	Agro life Science Corporation	BELLARY
DEEPAK JOSHI	SENIOR SALES OFFICER	Agro life Science Corporation	JAIPUR
MANJINDER SINGH	SALES OFFICER	Agro life Science Corporation	PUNJAB
LEKH RAM	SALES EXECUTIVE	Agro life Science Corporation	PUNJAB
DEBADRITA DUTTA	MARKETING MANAGER	Agro life Science Corporation	RAIPUR
JASVEER	SANKALP STORE MANAGER	Agro life Science Corporation	HARYANA
SWAPNILKUMAR SAMBHAJIRAO DESHMUKH	SALES EXECUTIVE	Agro life Science Corporation	PUNE
MOHD AARIF	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB
AVDHESH PRATAP SINGH	SENIOR MANAGER MARKETING- SPECIALITY NUTRIENTS	Krepl-Baddi	NEW DELHI
SESIBHUSHANA RAO V	SALES OFFICER	Krepl-Baddi	GUNTUR
RAMU GANDIKOTA	SALES OFFICER	Krepl-Baddi	GUNTUR
BALRAM TYAGI	SALES TRAINEE	Krepl-Baddi	INDORE
BABLOO KHAN	SALES EXECUTIVE	Krepl-Baddi	PUNJAB
PURNA PRATAP TIWARI	AREA SALE MANAGER	Krepl-Baddi	CHHATTISGARH
HARPAL SINGH	REGIONAL SALES MANAGER	Krepl-Baddi	PUNJAB
TARUNKUMAR THAKORBHAI PATEL	PLANT SUPERVISOR	Krepl-Baddi	PANOLI
VISHALBHAI JYOTISHBHAI PADVI	JUNIOR CHEMIST	Krepl-Baddi	PANOLI
BHUPENDRA PRATAP SINGH	SUPERVISOR PRODUCTION	Krepl-Baddi	PANOLI
MUTTHURU NAGENDRA PRASAD REDDY	AREA SALE MANAGER	Krepl-Baddi	GUNTUR

Weather Update



RAIN BUTTON

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Dec Birthday Cloud #TogetherWeCelebrate



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