



KRISHAJ TIMES

December 2021 Vol 10 Issue 11

IN THIS ISSUE

VISIT TO NISHABD SHELTER

Read about the dynamic and zealous organization that advocates for animal welfare.

STORE OF THE MONTH - KALYANDURG

Know more about Kalyandurg teams success.

K-MAX IN HARYANA

Results of our team in sales of K MAX Energy

VISIT TO NISHABD SHELTER

BY SHIVANI

Krishaj Foundation has been established with the sole aim of doing our bit for the society and as we move forward towards finishing our 1st year with Krishaj Foundation and enhancing the scale and impact of our activities, we had organised a Donation drive at the Nishabd Shelter on 18th Dec 2021. Where the Krishaj foundation has come forward to donate generously with the contribution of food supply for 50+ stray dogs at the shelter along with coats, medical supplies and heaters to beat the harsh winters.

Nishabd is a young, dynamic and zealous organization that advocates for animal welfare, especially for the stray dogs, who have been ignored at large in our community. They started their humble journey in 2018 as a not for profit, no-kill volunteer dog rescue organization.

The shelter is located in Dadri town in Gautam Buddha Nagar District of Uttar Pradesh. They help and rescue injured and sick stray dogs from Greater Noida, Noida and Delhi NCR region.

It was an absolute pleasure to look at the amount of participation showcased by the KREPL family and we look forward to giving our bit to our society.



REVIEWS FROM OUR VOLUNTEERS

Soul touching as helping those who required the help.

--Suresh Pithlehra

It was an eye-opening tour showing us the responsibility of the community towards animals.

--Adarsh Kumar Sharma

My Love for Dogs has increased after this activity.

--Amit Kumar

Awesome place, cool to see animals in such good hands when they would otherwise be left on the streets.

--Swati Sharma

I learned from this activity that we should also fulfil the responsibility towards the homeless, voiceless animals by giving them love, care & affection in terms of service as volunteers.

--Rashmi Sharma

Great Initiative, created awareness for our responsibility towards animals dependent on us.

--Pranaya Mishra

I feel after this activity, we have to save few time for animals also, they need us for support.

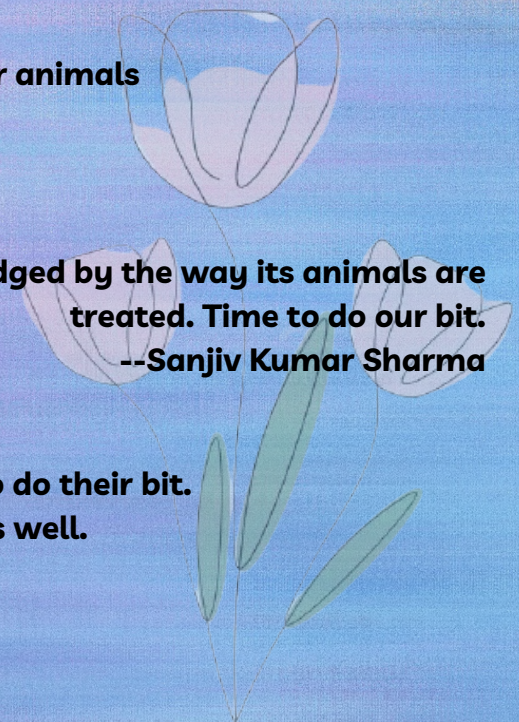
--Sumit Solanki

The greatness of a nation is judged by the way its animals are treated. Time to do our bit.

--Sanjiv Kumar Sharma

Great initiative and highly encouraging for others to do their bit. Would love to be a part of such activities in future as well.

--Prytresh Kumar





Animals Are Precious
Every
Single One

Vinay Kumar
KREPL_Designer



KRISHI RASAYAN EXPORTS PVT. LTD.

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

KRISHI RASAYAN EXPORTS PVT. LTD.



सभी किसान भाईयों को

किसान दिवस

की हार्दिक शुभकामनाएँ



KRISHI RASAYAN EXPORTS PVT. LTD.
1115 Modi Tower, 98, Nehru Place, New Delhi-110019

KISAN DIWAS

BY APURVA

Kisan Diwas, or National Farmers' Day is celebrated to mark the birth anniversary of former Prime Minister and farmer leader Shree Chaudhary Charan Singh. The idea behind celebrating this day is to express our gratitude to farmers who form the backbone of the country's economy. Sh. Chaudhary Charan Singh, referred to as the "champion of farmers", had enacted several laws and introduced policies to empower farmers during his brief tenure as PM between 1979 and 1980. He also authored several books on farmers' upliftment. Some prominent titles are - 'Abolition of Zamindari', 'Co-operative Farming X', 'Prevention of Division of Holdings Below a Certain Minimum'. Chaudhary Charan Singh followed the famous slogan - "JAI JAWAN JAI KISAN", which was given to the farmers by Lal Bahadur Shastri, the second Prime Minister of India.

In 2001, the government decided to recognize Choudhary Charan Singh's contribution to the agriculture sector and welfare of farmers by celebrating his birth anniversary as Kisan Diwas. Since then, December 23 has been observed as National Farmers' Day. Generally, awareness campaigns and drives are organized across the country to educate people on the role of farmers and their contribution to the economy.

India is a country of villages and agricultural surpluses. Farmers or people who work in agriculture form the majority of the country's rural population. A significant number of the country's soldiers come from agrarian families. Farmers form the backbone of society. They are the ones who work around the clock to ensure that people don't starve and die of hunger. There are many ways we can show our gratitude to the farmers. We can visit the farm land and understand their work in a better way. We can try buying fruits and vegetables directly from a farmer. Let's come together on this and subsequent Kisan Diwas and show our gratitude towards the farmer community who are playing a important role in nation building. Here are below quotes on Farmers which remind us of their importance.

"If the farmer is rich, then so is the nation"

"If agriculture goes wrong, nothing else will have a chance to go right in the country"

"A farmer is a magician who produces money from the mud."

STORE OF THE MONTH - KALYANDURG

BY PRASAD MANDADAPPU

We are happy to share the success story of the Kalyandurg Sankalp store (Best store Pan India- Q3), where they have completed their 1 cr sales turnover by end of the Q3 and looking forward to achieving more mile stones. Behind this achievement, there is the store team continuous hard work and support from all other functions in the retail division. The store team is always focussed on retention of existing customers and acquiring new customers to increase business, village deliveries helped to service better to customers. The team is very confident to complete their 1 cr net sales with our own group CPC and SN sales. We are planning to make this store turnover 5 cr by next FY with the support of our Management.

Some Key high lights:-

1. 90% of the sales from our own group
2. 49% of the sales contributed from CPC
3. 39% of the sales contributed from SN
4. 11% of the sales contributed from Bulk Fert
5. 1% of the sales contributed from FEQ



SELFIE CONTEST

BY LAKSHAY GARG

A selfie competition was organized for all the Sankalp stores. All the Sankalp Stores has shown great enthusiasm and participated wholeheartedly at the pan India level.

Each Sankalp Store was asked to send their best entries for selfies showing their participation with the farmers. More than 50 entries were received and the best entry was awarded.

The Best Selfie award was presented to Mr B. Manoj (SSM PAMIDI-AP). Award was also given under two more categories. The selfie for best efforts & selfie for best in-store meeting was awarded to Mr Ranjeet (SSM-Dhamnodd -MP)



WORLD SOIL DAY

BY APURVA

World Soil Day is celebrated every year on December 5 and is aimed at spreading awareness about the significance of soil. We are all aware that we need soil for basic survival i.e. food and energy. 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. The poor condition of soil leads to degradation and is a pressing environmental issue across the globe. This day encourages people to come together and think of sustainable ways to manage soil resources. This annual awareness day is being run by the United Nations Food and Agriculture Organization (FAO).

The International Union of Soil Sciences, in 2002, recommended celebrating World Soil Day annually on 5 December. FAO supported the formal establishment of World Soil Day as a global awareness-raising platform under the leadership of the Kingdom of Thailand and within the framework of the Global Soil Partnership. The conference of FAO was unanimously endorsed for World Soil Day in June 2013 and requested its official adoption at the 68th UN General Assembly. In December 2013, the UN General Assembly at the 68th session declared 5 December as World Soil Day. The first World Soil Day was celebrated on 5 December, 2014.

"Halt soil salinization, enhance soil production" is the theme for World Soil Day 2021. Its goal is to promote awareness of the importance of healthy ecosystems by tackling issues related to soil management and soil salinization, which causes erosion, leading to poor agricultural yields in a particular region.

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. It is estimated that soils host a quarter of our planet's biodiversity. 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. 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. It is high time that World Soil Day became known to more people than just scientists concerned about the welfare of our planet. So it's time to get ready to learn about and celebrate this important day.



COVID-19 CORONAVIRUS

PRECAUTIONS



Wear a Mask



Wash your Hands



Use Hand Sanitizer



Avoid Contact



Stay Home



**Cover Mouth when
Sneezing or Coughing**



**Throw tissue in
Bin after use**



Cook Food Thoroughly



Avoid Touching Face





MR. SACHIN DHARAMENDRA PATIL

Mr. Sachin Dharamendra Patil has recently joined us as Marketing Manager at Pune. Mr. Patil is a commerce graduate in advance account, diploma in income tax law and a MBA in Agri Marketing. He has worked for more than 20 years at Godrej Agrovvet Limited. He has diverse work experience and have familiarity of working in states like Maharashtra, Gujarat, Karanataka, Kerala and TamilNadu.

Mr. Patil lives with his wife and two children (son and daughter). Mr. Patil's father is working in farming sector and Mother is house wife.

We wish him a wonderful stay at KREPL.

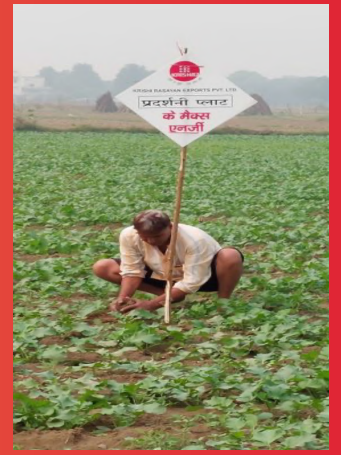
K-MAX IN HARYANA

BY SUNIL KUMAR

Our Haryana State team under the leadership of Mr Arvind Poonia has shown outstanding results in sales of K MAX Energy. Their coordinated efforts have resulted in an increase in K Max Energy sales by 58%. This milestone has set up a new benchmark for peer state teams. They have worked closely with the farmers and through different activities such as organized farmer meetings (OFM), mega farmer meetings (MFM), individual farmer contact (IFC), Product DEMO along with field visits. This is a very exciting time to be working in this industry. We should keep the good work going.



K-MAX IN HARYANA CONT.



Office Etiquette

Sanitize your desk, car and other possessions and spaces

Wear your mask so it covers you entire nose all the way down to your chin. Tighten the loops or ties so that there are no gaps and the mask fits snugly on your face.

When in a high risk zone, use the telephone or zoom calls to contact your colleagues

Do not remove the mask while talking.

Do not leave your used mask anywhere.

Do not share your mask with others.

Wash your hands and use hand sanitizer regularly. Use your mask when traveling.

Practice Social Distancing

Exercise. Eat healthy food.

Narayan Dutt associated for 16 years

Accountant – Jammu

Good & Friendly work environment, job protection and continuous & regular growth allow us to stay for long time in this organization.



Sarveshwar Benjwal associated for 13 years

Production Supervisor – Kathua

Good management, positive work environment, job security, and professional growth are few of the things that have motivated me to continue my journey at KREPL. It is also important to me to work in an environment where I can learn a lot from my peers and supervisors.



Shekhar Thakur associated for 12 Years

Accounts Head – Kathua

At KRPEL I enjoy Flexibility, growth and challenges. Having a good atmosphere always makes a difference.



Shantanu associated for 12 Years

HR. Executive – Jammu

Benefit to staying at the same company is stability and clear growth.



Anil associated for 12 Years

Logistic Assistant – Jammu

Remaining at a company for many years, we have a heightened sense of job security. We know the strength of the company and feel comfortable with our position.



MAN OF THE MONTH



Man of the Month Award-November-2021



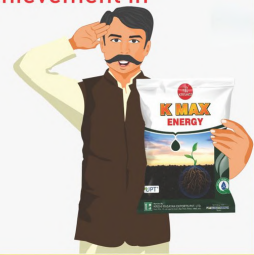
Mr. Manoj Sindhe
State- MP (Ujjain)

Salute for winning Man of the month Award Nov. 2021 for remarkable achievement in



**K MAX
SUPER**

**K MAX
ENERGY**



Man of the Month Award-November-2021



Mr. Vikash Mishra
Region-MP (Bhopal)

Salute for winning Man of the month Award Nov. 2021 for remarkable achievement in



**K MAX
SUPER**

**K MAX
ENERGY**



MAN OF THE MONTH



Man of the Month Award-November-2021



Mr. Mohit Kumar
Territory RJ (Hanumangarh)



Mr. Vinod Rana
Territory- HR (Kurukshetra)



Mr. Amarjeet
Territory- HR (Fatehabad)



Mr. Kirath Hanwat
Territory- CG (Gandai)



Mr. Surendra Singh
Territory- Neemuch (Ujjain)

Salute for winning Man of the month Award Nov. 2021 for remarkable achievement in



**K MAX
SUPER**

**K MAX
ENERGY**



Man of the Month Award-November-2021

**K MAX
SUPER**

Mr. Manoj Sindhe
State- MP Indore

Mr. Ajay Patil
State-MP Bhopal

Mr. Arvind Punia
State-HR

**K MAX
ENERGY**

Mr. Sanjiv Kumar
State-Rajasthan

Mr. Vikash Mishra
Region- MP Bhopal



- Mr. Rajesh Kumar
Territory-Bihar (Katihar)
- Mr. Vinod Rana
Territory-HR (Kurukshetra)
- Mr. Amarjeet
Territory-HR (Fatehabad)
- Mr. Kirath Hanwat
Territory-CG (Gandai)
- Mr. Surendra Singh Saktawat
Territory- MP (Neemuch)

- Mr. Mohit Kumar
Territory-RJ (Hanumangarh)
- Mr. Devi Singh Rajput
Territory-MP (Bhopal)
- Mr. Vikram Anjana
Territory-MP (Ujjain)
- Mr. Harveer Singh
Territory-MP (Alwar)
- Mr. Gaurav Rathore
Territory-MP (Vidisha)



MAN OF THE MONTH



CONGRATULATIONS



Man of the Month Award-November-2021



Mr. Bhim Singh
Region - HR (Hissar)

Salute for winning Man of the Month Award Nov. 2021 for remarkable achievement in



AGRO POWER
ENERGY

AGRO POWER
GOLD



CONGRATULATIONS



Man of the Month Award-November-2021



Mr. Prasenjit Kr Mukherjee
State - Assam

Salute for winning Man of the Month Award Nov. 2021 for remarkable achievement in



AGRO POWER
ENERGY

AGRO POWER
GOLD



MAN OF THE MONTH



CONGRATULATIONS



Man of the Month Award-November-2021



Mr. Purushotam Singh
Territory - HR (Ratia)



Mr Jaipal
Territory - HR (Sirsa)



Mr. Suresh Kumar
Territory - HR (Jind)



Mr. Amitava Mohanty
Territory - West Bengal (Hooghly)

Salute for winning Man of the Month Award Nov. 2021 for remarkable achievement in



AGRO POWER ENERGY

AGRO POWER GOLD



NOMINATION



Man of the Month Award-November-2021

AGRO POWER ENERGY

AGRO POWER GOLD

Mr. Prasenjit Kr Mukherjee
State- Assam

Mr. Suresh Poonia
State- (HR)

Mr. Bhim Singh
Region- HR (Hissar)

Mr. Purushotam Singh
Region- (Ratia) HR



Mr. Purushotam Singh
Territory- HR (Ratia)
Mr Jaipal
Territory-HR (Sirsa)

Mr. Suresh Kumar
Territory (Jind) HR
Mr. Amitava Mohanty
Territory (Hooghly) WB



CHANNEL PARTNER OF THE MONTH-KREPL

Channel Partner of the Month - KREPL

| State | Party Name |
|----------------|--------------------------------------|
| Uttar Pradesh | Om Traders (Hathras) |
| Maharastra | Sujit Krishi Kendra (Mohol) |
| Madhya Pradesh | Maheshwari Electricals |
| Harayana | Luxmi Sales Corporation-Kurukshetra |
| Gujarat | Krushni Mall Agro Center Manavadar |
| Bihar | Sri Maruti Agro Agency |
| Andhra Pradesh | Maruthi Fertilizers (Vinukonda) |
| Rajasthan | Singh Seed Corporation |
| Punjab | Shri Krishana Traders-Muktsar |
| Chattish Garh | Hulash Krishi Kendra (Sahas pur Loh) |
| Telangana | Jyothi Fertilizers |
| Karnataka | Shrisannidh Trading Company |
| Jharkhand | Anil Beej Bhandar |
| Uttranchal | Kisan Beej Bhandar (Khatima) |

SALE PERSON OF THE MONTH - KREPL

Sales Person of the Month - KREPL

| State | Emp.Name |
|----------------|------------------------|
| Uttar Pradesh | Sarvan Singh |
| Madhya Pradesh | Manoj Choudhary |
| Gujarat | Suva Viram Jagmalbhai |
| Telangana | Pasupula Bangarubabu |
| Maharastra | Rahul Vilas Mali |
| Bihar | Rajesh Kumar Singh |
| Andhra Pradesh | Sanga Lourdhu Raju |
| Rajasthan | Rohit Kumar Jat |
| Harayana | Vinod Kumar |
| Jharkhand | Shankar Pahan |
| Punjab | Naveen Kumar Sujan |
| Chattish Garh | Ashish Kumar Singh |
| Karnataka | Mrityunjaya Kitturmath |
| Uttranchal | Devendra Pal Singh |

CHANNEL PARTNER OF THE MONTH-ALSC

Channel Partner of the Month - ALSC

| State | Party Name |
|----------------|------------------------------------|
| Tamilnadu | R.V.Farm Services, Madhurai |
| West Bengal | Rajjak Ali Tikarbaria |
| Gujrat | Jai Gurudev Trading (jodhpuria) |
| Chatis Garh | Punjab Agency Bemetara |
| Uttar Pradesh | Tyagi Sales Corporation (Agra) |
| Rajasthan | Shri Rajeshwar Agro Seeds-Jeewana |
| Haryana | Umesh Trading Co (Samlkha) |
| Madhya Pradesh | Shri Patel Krishi Sewa Kendra |
| Andhra Pradesh | Sri Karthikeya Agencies |
| Maharashtra | Sai Sarthak Agro Lasalgaon |
| Punjab | Rajbir Trading Co (Jagraon) |
| Karnataka | Sri Bhiralingshwara Traders, Bella |
| Orissa | Hari Om Traders,Junagarh |
| Telangana | Cvr Agro Chemicals (golla) |

SALE PERSON OF THE MONTH - ALSC

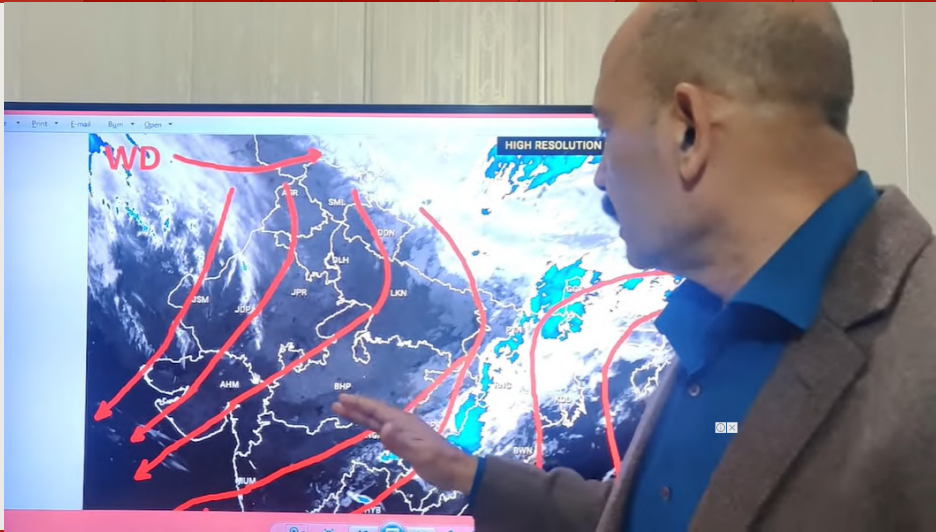
Sales Person of the Month - ALSC

| State | Emp.Name |
|----------------|----------------------------|
| Tamilnadu | Sanjeeviraj A |
| West Bengal | Sushil Chandra Das |
| Gujrat | Purshotam Singh |
| Rajasthan | Sanjay Dadhich |
| Chatis Garh | Kuleshwar Kumar Chandraker |
| Uttar Pradesh | Pawan Kumar Dixit |
| Karnataka | Venu Babu Thati |
| Andhra Pradesh | Chityala Sivaprasad Reddy |
| Telangana | Bichala Kannaiah |
| Maharashtra | Swapnil Laxman Kotkar |
| Punjab | Abhishek Sharma |
| Madhya Pradesh | Devendra Kumar Patel |
| Haryana | Saurabh Kumar |
| Orissa | Sameer Kumar Pradhan |

WE WELCOME
"NEW MEMBERS OF OUR FAMILY"

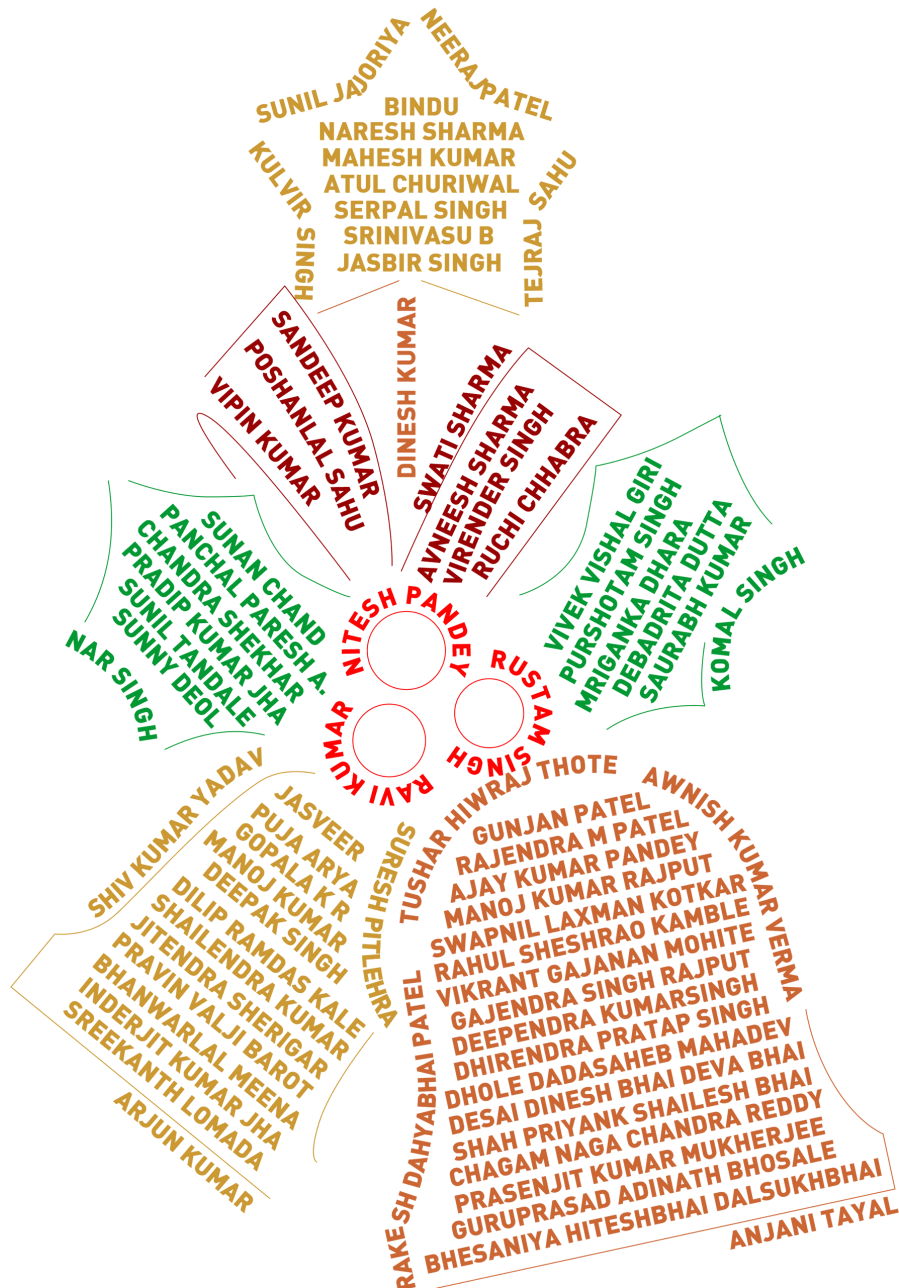
| S.No | Company | Name | Designation | Location |
|------|---------|--------------------------|-------------------------------|-----------|
| 1 | KREPL | ANKUR KUMAR | ACCOUNTS EXECUTIVE | Delhi |
| 2 | KREPL | KURA THARANI | MARKETING DEVELOPMENT OFFICER | HYDERABAD |
| 3 | AGRO | BATHULA MANOJ REDDY | SANKALP STORE MANAGER | GUNTUR |
| 4 | AGRO | CHANDRA PRAKASH PATEL | ACCOUNTS EXECUTIVE | LUCKNOW |
| 5 | AGRO | ASHOK BALAJI SURNAR | DRIVER | PUNE |
| 6 | AGRO | LAKHANLAL CHANDORE | SR. ACCOUNTS EXECUTIVE | INDORE |
| 7 | KREPL | SACHIN DHARAMENDRA PATIL | MARKETING MANAGER | PUNE |
| 8 | AGRO | GOVIND SHARMA | SR. SALES OFFICER | INDORE |
| 9 | AGRO | G. HARINATHA | SANKALP STORE MANAGER | GUNTUR |

Weather Update



RAIN BUTTON
CLICK TO KNOW MORE

December Birthday Cloud #TogetherWeCelebrate



Do you want your story to be published. Click and Upload here

