

जय हिन्द
HAPPY REPUBLIC DAY



COVER STORY ONE MONTH IN! A REVIEW

In this issue:

STANDING BY THE COMMUNITY

We are giving back to society by helping farmers.

BIKE CAMPAIGN IN MAHARASHTRA

We ran bike campaigning in two districts at Nashik & Pune region in the month of January, 2020.

VERTICAL FARMING: BUILDING INTEGRATED AGRICULTURE

The practice of growing food on vertically inclined surfaces. A detailed study.

ONE MONTH INTO THE NEW YEAR!

A lot has happened one month into the new year. Many of us have yet been working on our new year resolutions with a lot of determination and hope at home and at the workplace.

At, work, there has been an impressive air of determination, eagerness, enthusiasm and vision.

Our farmers too have been toiling away in their fields with renewed hope, enthusiasm, eagerness and ready to take on the world.



STANDING BY THE COMMUNITY...

BY SANJEEV KUMAR

Krishi Rasayan Exports Pvt. Ltd. believes in giving back to the society. Seeing the conditions of Locust attack in some districts, the Rajasthan state team decided to take a step forward and help the farmers. Our product Krifos Super was sprayed across Jalore, Badmer and Jaisalmer districts through the help of our channel partners along with Agricultural Department.

Krifos Super was sprayed by farmers using tractor mounted sprayers. We covered villages Khokha, Aalwara, Chorau, Balotra, Kumpawas, Samdhri, in Jalore district, RD 54, Nehdai, Bhensada, Sangad, Moolana, Dwada, Fateh Garh, Bhelana, Shyampura, Gida, in Jaisalmer & Barmer districts.

The attack was so severe that the spraying had to be conducted 24X7. The affected regions also received support from military departments. Tankers of Fire brigades were used to spray Krifos Super in wide areas to control Locust. We received support from Agricultural department, Joint Director PP DR. Suwa Lal Jat, DD Joint office Mr. Bansi Dhar Jat, DD Jalore, Dr. RB Singh DD Badmer, many more AO & AAO etc. to reach effected areas. District Collector Badmer, SDM Jalore helped us monitor the team and spraying for a smooth process. Mr. Sanjeev Kumar (State Head- Rajasthan) representing KREPL created a team with Mr. Vijay Pratap Singh Area Manager Jodhpur who was deputed in affected area. Other team members, Mr. Harveer Singh from Alwar, Mr. Ravindra Meena from Bara, Mr. Kanha from Tinwari Mr. Shrikant Saxena and Mr. Sohan Singh also participated and showed their support.



THE 71ST REPUBLIC DAY

The nation celebrated the 71st Republic Day on Sunday with a grand military parade and exhibition of its history, cultural diversity and strategic weaponry at the Rajpath.

Brazilian President Jair Messias Bolsonaro was the chief guest for this year's ceremony which started with Prime Minister Narendra Modi paying tributes to martyrs at the National War Memorial. This was the third time that a Brazilian president was the chief guest at the Republic Day.

India and Brazil on Saturday signed 15 agreements to deepen cooperation in defense and security, trade and investment, agriculture and energy, civil aviation, energy, environment and health and innovation. Brazil, the largest country in Latin America, has a population of 210 million with \$1.8 trillion major Indian exports to Brazil include agro-chemicals, synthetic yarns, auto components and parts, pharmaceutical and petroleum products. Brazilian exports to India include crude oil, gold, vegetable oil, sugar and bulk mineral and ores.



NEW FACE

MR.KK SINGHA

Krishan Kumar Singh has recently joined the Sankalp Retail chain as State Marketing Manager. He did his post-graduation in M.Sc. (Agriculture) from C.S.Azad University of Agriculture and Tech Kanpur. Mr. Singh has a diversified work experience of 27 years in the field of Sales and Marketing of Agrochemicals, Fertilizers, Bio Fertilizers, Seeds and Agri Retailing through Tata Kissan Sansar. He has previously worked with Hindustan Lever Ltd. (Agri Business Divison,) Rallis India Ltd, Tata Chemicals Ltd, Reliance Retail Ltd & Coromandel Agrico Pvt. Ltd., with his last position as a Senior Zonal Manager. His son did B. Tech and studying MBA from BIMTECH Gr. Noida and his daughter is studying M. Tech Instrumentation Technology from IIT Delhi.



STORE OF THE MONTH - RAJPURA

Rajpura is the first store pan India to achieve the sales mark of Rs. 50 lakh in this financial year. The crops covered by this store is mainly paddy, wheat and smaller area of potato and maize. The store's success mantra is to capture big farmers in their region, constantly following up with our existing clientele and doing effective field activity. They make sure that no customer remains unsatisfied. Overall they are a very dedicated and hardworking team.

**Congratulations to our Store Manager –
Mr. Deep Chand Mourya, our
Store Accountant – Mr. Jitendra Kumar and
our Field Assistant – Mr. Gurpuran Singh!!**



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



**NEW
DESIGNS..
NEW
UPDATES..**





ENVIRONMENTALLY FRIENDLY PEST CONTROL



BY DR. ABDUL RAUF

Some companies advertise that they are doing herbal and Green pest control. They claim that that they are using products made from botanicals. They are certainly not very effective sometimes expensive.

Instead of the herbal products, Truly Pest Solution Pvt. Ltd. rely on the safest materials and using these materials in a responsible manner. Our research and development department tests different materials for effectiveness and to see if it fits our criteria for safety. Because of this, we are considered an Environmentally Friendly pest control company. This simply means that we use the safest possible products that are effective. The key to being Environmentally Friendly is to use correct protocol, so as not to harm the environment. We target specific pests and then choose the most effective product for control.

We are Environmentally Friendly pest control service. We use Insect specific products with a specific protocol of how to apply and where to apply. Our products are safest around humans or mammals. These are long residual allows the product to be effective even after the service is complete. These are designed to kill specific pests for long term control. The label is very specific on where these products can be used, and how these products should be applied. Our Truly dust is considered to be one of the safest “Eco Friendly” and “Environmentally Friendly” products that we use.



NEW MEMBER MR. RAVINDRA PANWAR

"When opportunity presents itself, don't be afraid to go after it." Mr. Ravindra Panwar has an experience of more than 24 years in the field of Pesticides Fertilizers Industry. Taking up new challenges has always been his passion. Being the son of a farmer, he always wanted to work with farmers because that is what defines him and also gives him an upper hand in understanding their issues and general grievances problems quickly. After working for so many years in this sphere, today he can proudly say that he has helped three companies to take up their business into big numbers. He started his journey from Crystal Phosphates Limited, Rajasthan then relocated to CPL, Maharashtra and then started his journey with Sumil Chemicals Limited. In 2019, he landed up with an opportunity with Agro Crop Life Sciences again in the state of Rajasthan. He quotes 'I'm firmly committed to bringing a stable and quality network to the company's table till the end of the present annual year because I believe channel partners and farmers are the necessary foundation of any fertilizers business. I have a firm commitment to bringing the company in the top 10 companies in the initial three years.'



AGRO POWER PAKHWARA IN MADHYA PRADESH BY RAVI SHANKAR

A 6 - day 'Agro Power Pakhwara' was held in Madhya Pradesh under the guidelines of Mr. Shiv Ram Singh (M.M.) and Mr. Virendra Anjana (B.M.) Under this event we held aggressive marketing campaign. Multiple demonstrations on onion crop were given. 5 mega night farmer meetings were also conducted in villages Amla, Bargaow, Seroli, Barkhera, and Khachrod. A total of 24 villages were approached spread across 3 districts.



BIKE CAMPAIGN IN MAHARASHTRA

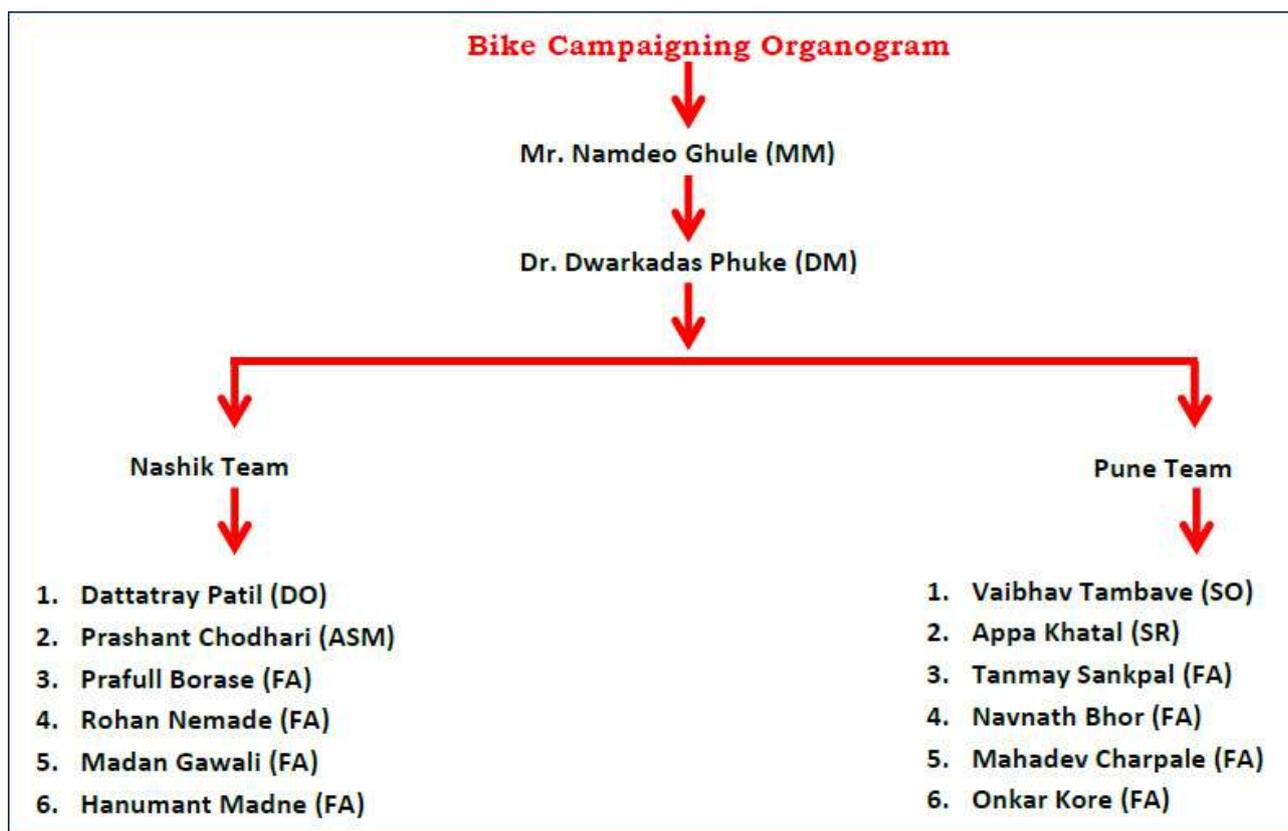
India ranks first in onion acreage in the world with over 15 million tonnes production.

Maharashtra is the largest producer of onion producing about 33 percent of the total production in the country. The area under onion has also increased substantially due to the creation of various infrastructure facilities like onion storage and irrigation facilities.

Onion crop under cultivation has shown a substantial rise in some districts in some districts of Maharashtra at Nashik district, which is the largest producer of onions in the country.

So that we run bike campaigning in two districts at Nashik & Pune region in the month of January, 2020.

During that campaigning we conduct mass demonstration, posturing & farmer meetings under the supervision of Mr. Phuke (Development Manager) & Mr. Namdeo Ghule (Marketing Manager) to promote Agro Power Energy, Diachi, Flick Super & Joy Super.



CONT. BIKE CAMPAIGNING IN MAHARASHTRA

Farmer Meeting Photo (MH):



Demonstration Photo (MH):



Mass Posturing Photo (MH):



JEEP CAMPAIGN- HOOGLY

Our ALSC West Bengal team has recently conducted a jeep campaign activity which has created a wave across different areas of Hoogly District, West Bengal. Potato was taken as the targeted crop as the area of Potato cultivation in whole West Bengal majorly lies in Hoogly District i.e. 70,000 Hectare. Because of this campaign, our product Agro Power Gold has been established as a Brand. This campaign was of total 35 days and has left a major influence over the Potato cultivators/farmers. One of our dealer M/s Dinabandhu Samanta supported us for branding and establishing Agro Power Gold in particular and has also lifted 14 MT APG in Rabi and committed to lift 6 MT more in season. One of Our Agro sainik- Mr. Mriganko Dhara in doing best field work in that area. He has conducted 30 farmers meeting and we are getting very good response in that particular area.



MARKET VISITS - CHHATTISGARH BY ASHOK SUNEHA

Mr. Surinder Mattoo was visited to Raipur, Bemetra, Dhanmantri, Durg , Deverbija, Dhamda and many more markets during Chhattisgarh tour. During the tour he was accompanied by Mr. Ranvir Sisodiya (SMM.) He met the Key distributors in the markets and discussed with them KRISHAJ business strategy for upcoming season and reviewed the business for last season. A good interaction sessions took place and created a confidence build up between organization and Channel Partner. A special token was also given to each and every partner.



VERTICAL FARMING: BUILDING INTEGRATED AGRICULTURE

By the year 2050, the world's population is expected to grow by another 2 billion, and feeding it will be a great challenge. Due to rapid industrial development and urbanization, we are losing agricultural lands every day. Scientists believe that the Earth has already lost one third of its arable lands over the last 40 years.

It's very difficult to predict how much more we are going to lose in the coming 40 years. Increase in food demand due to population growth along with ever decreasing arable lands imposes a huge challenge to us. Many believe that vertical farming can be the answer to this challenge.

What Is Vertical Farming

Vertical farming is the practice of growing food on vertically inclined surfaces. Instead of farming on a single level, this method produces foods in vertically stacked layers commonly integrated into other structures like a skyscraper, shipping container or repurposed warehouse. The artificial control of temperature, light, humidity, and gases makes producing foods indoor possible. The primary goal of vertical farming is maximizing crops output in a limited space.

How Vertical Farming Works

The primary objective of vertical farming is to produce more foods per square meter. To achieve this goal, crops are cultivated in stacked layers in a tower like structure. Also, a combination of natural and artificial lights is used to maintain the optimum light level in the room. Various technologies like rotating beds are used to improve lighting efficiency in the area.

Instead of soil, aeroponic, aquaponic or hydroponic growing mediums are used. Coconut husks and similar non-soil mediums are very common in vertical farming. The vertical farming method uses various sustainability features to offset the energy cost of farming. Vertical farming uses 95 percent less water than conventional farming.



CONT. VERTICAL FARMING: BUILDING INTEGRATED AGRICULTURE

Advantages of Vertical Farming

- **Preparation for Future:** By 2050, around 80 percent of the global population is expected to live in urban areas which will lead to an increased demand for food. Vertical farming may perhaps play a significant role in preparing for such a challenge.
- **Increased and Year-Round Crop Production:** Vertical farming enable us to produce more crops from the same square footage of growing area. Additionally, year-round crop production is possible in a controlled indoor environment which is completely controlled by vertical farming technologies.
- **Less Use of Water in Cultivation:** Vertical farming allows us to produce crops with 70-95 percent less water than required for normal cultivation.
- **Not Affected by Unfavorable Weather Conditions:** Crops in a field can be adversely affected by natural calamities such as torrential rains, cyclones, flooding or severe droughts. Indoor vertical farms are less likely to feel the brunt of the unfavorable weather, providing greater certainty of harvest output throughout the year.

Limitations of Vertical Farming

- **No Established Economics:** The financial feasibility of this new farming method remains uncertain. The cost of building skyscrapers for farming, combined with other costs such as lighting, heating, and labor, can easily outweigh the benefits we can get from the output of vertical farming..
- **Difficulties with Pollination:** Vertical farming takes place in a controlled environment without the presence of insects. As such, the pollination process needs to be done manually, which will be labor intensive and costly.
- **Labor Costs:** As high as energy costs are in vertical farming, labor costs can be even higher due to their concentration in urban centers where wages are higher, as well as the need for more skilled labor.
- **Too Much Dependency on Technology:** The entire vertical farming is extremely dependent on various technologies for lighting, maintaining temperature, and humidity. Losing power for just a single day can prove very costly for a vertical farm.

Conclusion

While the vertical farming market continues to make inroads in the developed economy. Japan has seen the most success of any country. Japan already boasts 200 large-scale “farming as manufacturing” plant factories, and China has another 80. Vertical farming technologies are still relatively new. Companies are yet to successfully produce crops at scale and make it economically feasible to meet the growing food demand.

‘IPR RECORDATION WITH THE CUSTOMS AUTHORITIES UNDER THE CUSTOMS IPR ENFORCEMENT RULES’ BY DURGESH CHAUDHARY

Intellectual Propriety Rights (IP Rights) holders are under constant threat of counterfeit products in the market, which is increasing exponentially with growing technology and increase in cross-border commerce between countries. Interestingly, such counterfeit goods may not always be manufactured and circulated for trade and commerce in the domestic market but may also enter illegally through the customs frontiers of a country. Therefore, it is crucial for IP Rights holders to keep a close watch and take appropriate and timely action against imports that can potentially be infringing on the rights of such IP Rights holders.

With an intention to protect the IP Rights of proprietors in India and also to honour India’s international commitments under the TRIPS (Trade Related Aspects of Intellectual Property Rights) Agreement, the Government of India has framed the Intellectual Property Rights (Imported Goods) Enforcement Rules, 2007, which has been recently amended. These Rules are aimed to prevent counterfeiting and infringing goods from surreptitiously being imported into the Indian markets.

The process and basic details for IP Rights holders of trademark, designs, copyright and geographical indication (excluding patents) for record their IP Rights with the Customs office, is provided in the article which is opened through below link.

<https://www.lexology.com/library/detail.aspx?g=fcdd9435-454d-4eb0-b378-f755c1830764>



KRISHAJ UDAY..TOUCHING NEWER HORIZONS OF SUCCESS

As part of our growth transformation journey, we recently conducted a strategy workshop- Krishaj Uday 2020 with two of our most successful states teams- Uttar Pradesh and Madhya Pradesh. The event was conducted in collaboration with PwC and aimed at design thinking towards achieving a revenue goal of INR 100 crore from each of these states for upcoming year 2020-21.

This workshop was an amalgamated version of thinking, brainstorming and application in business environment. Our state teams participated in small interactive exercises with zeal which later on touched important aspects of growth outlook. The workshops were inaugurated by our Jt. Managing Director, Mr. Rajesh Agarwal, along with Director Strategic Initiatives, Ms. Ankita Agarwal and President KREPL, Mr. Suresh Reddy. Mr. Rajesh shared his vision with the respective teams on why KRISHAJ Uday is being launched; he explained that to achieve the bigger vision of becoming a INR 5000 Cr. Enterprise, mature states have to play a bigger role in the overall scheme of things. Apart from contributing INR 100 crores to the revenue, growth in channel partner network, enhancing contribution to the number of Platinum and Titanium Dealers, focusing on key products and team building were the key discussion pointers.

The workshop received an enthusiastic response for respective sales managers. The workshop ended on a high note, with all the sales managers being granted the title of “Udayveers” led by their respective “Udayshree” state heads



K- MAX ENERGY CHAMPIONSHIP WINNER



K-Max Energy Championship

DECEMBER RESULTS



**Surendra
Sharma**
Madhya Pradesh

**Shailendra
Tiwari**
Madhya Pradesh

**Subhash
Chander**
Rajasthan

**Rahul
Sharma**
Madhya Pradesh

**Soman
Singh**
Haryana

**Bharat
Singh**
Madhya Pradesh



CONGRATULATIONS!!!

NEW FACE

MR.VEERA BABU NAGANABOYINA

Mr. Veera Babu Naganaboyina, joined Krishi Rasayan Exports Pvt, Ltd as State Head (Maharashtra) in Specialty Fertilizers departments based out of Pune. He has working experience of 25 Years in Nagarjuna Fertilizers and Chemicals Ltd. He is excited to start the department from starch and would like to make the company as Fast Mover in this segment. He firmly believing that Krishi Rasayan group is working on Values and this will give more scope to those who work with Passion.



NEW OFFICE IN LUCKNOW

BY ANIRUDH BISWAS

Our dream of bringing all the group offices and go down under one roof ultimately came true. On 17th January the inauguration puja of new, high tech office was performed by our Jt. MD Shri Rajesh Agarwal. Miss Ankita - Director- Strategic Initiative, along with President Mr. Suresh Reddy Punayala and senior managers of ALSC and KRELP were present to grace the occasion. The programme started with welcome note to the dignified guests by handing over the flower bouquet then customary ribbon cutting followed by Ganesh Laxmi puja and Arti . Rajesh ji , himself took part in Sankalp on behalf of all the UP staffs. After the distribution of Prasad and light snacks we conducted meeting of senior managers regarding the review of 2019-20 business and expected closing figures . Which came approximately 700 million as deliberated by the managers. Rajeshjee emphasised on 2020 -21 goal of 1000 million , which the team took as a task. Suresh Reddy jee asked every team members to prepare the road map of the project and everybody should take the figure of 100 million as their very own responsibility. A.Biswas thanked all the guests for their gracious presence.



CONNECTING WITH CHANNEL PARTNERS - GUJRAT

BY HARDIK KAPURE

Gujrat team had organized two sub channel partner meetings at Dhangdhra & at Morbi under our dealer M/s. Shiv Agro Agency –Halvad. Our main objective to organize these meeting was to promote our top products K Max Super, Flick Super and Paushak Super in Cumin crop. Total 112 sub partners participated in both the meetings. Channel partners were warmly welcomed by our Business Manger Mr. Bharat Savaliya.

Our DGM Mr. V K Singh presentenced an extensive details of company profile 'KRISHAJ'. On part of our development manager Mr. Kamal Singh explained complete details about strengths of our products and development support to be given by company to our valuable channel partners. Our Marketing Manager, Mr. Pinakin Patel has declared profitable sub dealer scheme and explained how to promote our products through partner counters and outspread of our products among large numbers of farmers easily. It was very good experience for our team and partners. They felt satisfied and motivated to sell our products as per our target planning. In these meetings vote of thanks was done by our sales officer Mr. Vipul Rathod.



NEW MEMBER

MR. K. SRIDHAR

K.Sridhar belongs to Guntur, Andhra Pradesh. He is a family oriented person and gives value to morals and responsibilities. He did his graduation in B.tech (Mech) from JNTU, Hyderabad. He has a 23 years of diversified experience in the functions of Maintenance, Operations and Project Management and product development of Water soluble Fertilizers (Specialty Nutrients) in diversified fields Tyres, Bottling, Water Soluble polymers and water soluble fertilizers. Earlier he has worked in different organizations Coromandel SQM (India) Pvt Limited, SNF India Pvt. Limited, MRF Limited and with licensed bottlers of coke and Pepsi co. He is a hard working person and shows zeal towards automation. He has interest and likes to work on the making of remote operated cars and drones for hobby and agricultural purpose.



SUGAR CANE FARMER INTERACTION

BY JAYDEEP KADAM

To help educate the farmers of Satara district a mega farmer meeting was held. The meeting took place in Village Padali, Dist-Satara which is a good sugarcane pocket and farmers are very progressive. The event was attended by over 200+ progressive farmers, we also invited key channel partners and retailers of that area. Event started with the Puja of goddess Laxmi. Then Mr Jaydeep Kadam, ADM, explained motive of the program to the farmers. Our Star product K-Max Energy presentation and details were explained by Mr. LK Datey followed by a Q&A session. In the meeting he insisted upon the soil health and how we can rejuvenate our soil nutrition with the use of K-Max Energy. We received a positive response from the farmers as well as channel partners of that area. At the end of the program some progressive sugarcane growers who used K Max Energy shared their experience in terms of crop health, soil benefits.



TELANGANA KI TAYARI

For the ongoing Rabi Season different marketing & product promotion activities were conducted by our team. Our team targeted different crops like paddy, chili, melons and many other crops. Promotional activities were conducted for our top products like Flick Super, Kritap Gold and K-Max Energy.



FOR MANGO LOVERS... "MANGO IS COMING..." BY HARDIK KAPURE

"If you wait for the mango fruits to fall, you'd be wasting your time while others are learning how to climb the tree"-Michael Bassej Johnson

Above sentence is very much near, clear and applicable to our team development who is considering this mango season as very crucial for Gujarat. Mr. Kamal Singh Dewal (Development Manager) & Team have started farmer campaigning at Talala & Sasan villages (Junagadh district). These villages are known for world famous "Kesar" Mango. Team has observed a successful flowering stage has started which will be very helpful for fruit setting. Our focus products Paushak Super, Kick & Super Knock are very effective for mango crop.



FIELD ACTIVITIES - HARYANA

Field days were organized in large scale in Haryana under the leadership of Mr. Krishan Kumar (BDM) and Mr. RK Phutela (State Manager). Fields were selected before-hand to demonstrate the difference between treated and non-treated crops. The fields that were treated with K-Max Energy showed major difference in productivity and root growth. Our front line team explained the basic difference between both the crops. These meetings were organized by our Regional Managers Mr. Ashwani Pandita , Mr. Vipul Kumar and Mr. S. K . Sharma. The team also discussed our other products like Kazuki Energy and Flick super.



MR. HIREN KALARIYA... 'VIRAT KOHLI' OF OUR GUJARAT JUNIOR SALES TEAM.. BY HARDIK KAPUR

Mr. Hiren Kalariya has appointed at Jamnagar headquarter on April-2019. Under supervision of Mr. S K Dubey, He is performing very well at Jannagar headquarter. From last two consecutive months, He is getting rewarded sales performance of the month through the highest individual sales in Gujarat for the month of Nov-2019 & Dec-2019. We hope that his performance will continue and set new benchmarks of sales. It is not exaggeration to say that he is virat kohli of our junior sales team for his consecutive good performance.



DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL



Channel Partner of the Month - KREPL December'19	
State	Party Name
Uttar Pradesh	Mohan Beej Agency
Patna	Shankar Khad Beej Bhandar
Muzzafarpur	Tirupati Balaji Enterprises
Madhya Pradesh	Bharat Khad Beej Bhandar
Harayana	Alok Khad Bhandar-Kanina
Andhra Pradesh	Sri Kamakshi Sai Traders
Gujarat	Milan Agro Center-Jamkhambhaliya
Rajasthan	Shiv Shakti Beej Bhandar- Kuchera
Jharkhand	Shree Balaji Agro(Ranchi)
Telangana	Shree Devi Traders
Maharastra	Samrudhi Sheti Seva Kendra (Manerajuri)
Punjab	Ch. Sukh Ram Jat & Co.-Abohar
Chattish Garh	Mitul Enterprises
Uttranchal	Sana Enterprises (Sambhal)

Sales person of the month- KREPL



Sales Person of the Month - KREPL December'19	
State	Sale Person Name
Patna	Muz-Anand Kumar
Uttar Pradesh	Luc-Akhilesh Kumar
Madhya Pradesh	Ind-Karu Singh Sisodiya
Telangana	Hyd-Ch. Venkataiah
Andhra Pradesh	Hyd-Thotireddy Kondareddy
Muzzafarpur	Muz-RAJESH KUMAR SINGH (HARIPUR)
Gujarat	Ahm-Kalariya Hiren Sureshbhai
Harayana	HR-Soman Singh
Punjab	Pb-Harbhajan Singh Hira
Maharastra	Pun-Raosaheb Parmeshwar Dhotre
Rajasthan	Jai-Rakesh Kumar Jakhar
Jharkhand	Muz-Shankar Pahan
Chattish Garh	Cg-Abhishek Kumar Singh
Uttranchal	Luc-Pradeep Mehta

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Channel Partner of the Month - ALSC December'19	
State	Party Name
ANDHRA PRADESH	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
HARYANA	Satbir Singh Rajesh Kumar (Anaj Mandi)(Fatehabad)
WEST BENGAL	Akhil Kr Bhowmick (Dharampur)
MAHARASHTRA	Samrat Krushi Kendra (Takali Sikandar)
TAMILNADU	N.S.M Fertiliser
MADHYA PRADESH	Shree Gurukripa Krishi Sewa Kendra (Barnagar)
UTTAR PRADESH	Agarwal Trading Corporation-Etawah
PUNJAB	Amrik Singh & Sons Kheti Store (Ferozpur)
GUJRAT	Khedut Nigam (Rajula)
ORISSA	Choudhary Store (Attabira) (Bargarh)
TELANGANA	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
RAJASTHAN	Balaji Khad Beej Bhandar-Panchla Sidha
KARNATAKA	Sri Tirumala Traders
CHATIS GARH	KRISHI VIKAS KENDRA (THANKHAMHARIA)

Sales Person of the month- ALSC

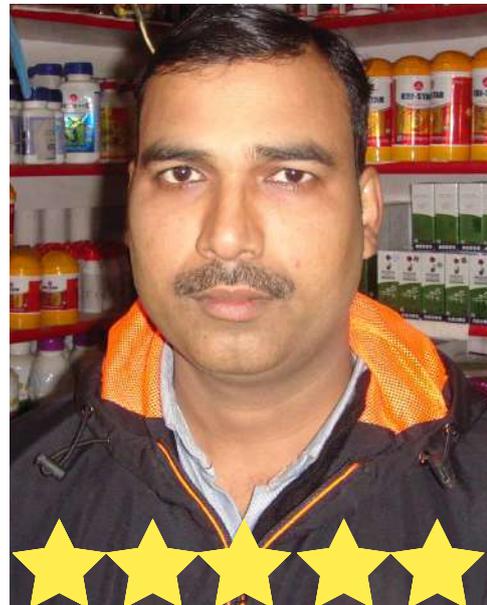


Sales Person of the Month - ALSC December'19	
	Sale Person Name
ANDHRA PRADESH	GUN-RAMANA NAGA GANESH
HARYANA	HR-VIJAY KUMAR
MAHARASHTRA	Pun-Uttam Navnath Munde
WEST BENGAL	KOL-SUSHIL CHANDRA DAS
PUNJAB	HR-KIRAN PAL SINGH
TAMILNADU	TAM-VENKATESAN GANESAN
GUJRAT	AHM-HITESHKUMAR HASMUKHBHAI PATEL
MADHYA PRADESH	IND-BALBEER SINGH RATHORE
RAJASTHAN	JAI-AMIT KUMAR
UTTAR PRADESH	LUC-RAMESH KUMAR PAL
KARNATAKA	HYD-AYAJ AHAMAD
ORISSA	ORI-SATTI RAMA REDDY
TELANGANA	GUN-RAMANA NAGA GANESH
CHATIS GARH	IND-SUNIL KUMAR DESHMUKH

STAR PERFORMER for KREPL

Mr. Anand Kumar

Mr. Anand Kumar, Sales Representative, HQ. Haripur, is a hard working & forward looking sales person. He joined Krishi Rasayan Exports Private Limited in the year 2016 as FDA & due his excellent contributions made towards the business growth of the company was absorbed on payroll of the company. Looking into the ability of handling business & the channel partners of the area assigned independently, he was given the responsibility to develop business in the districts of Araria & Kishanganj as territory- in- charge since last 2 years. His hunger for sales & success is growing day by day leading to an all round development of his territory. His success can be attributed to his better understanding of the territory, a friendlier approach towards distributors & especially towards retailers, an active participation in field promotional activities & finally a farmers' problem solving attitude. His analytical instinct to tackle technical problems in the field has earned an appreciation & faith amongst the farmers of his area.



STAR PERFORMER for KREPL

M/s. Shankar Khad Beej Bhandar

Shankar Kumar

M/s. Shankar Khad Beej Bhandar, Haripur, District Araria (Bihar) is a dedicated channel partner for the company. The firm is having the distributorship only for KREPL. In a small operational area with tremendous potential of business, the achievement of the firm is highly commendable. Due to the whole hearted approach to establish the company & its products in the area.



STAR PERFORMER for ALSC

Mr. Raman Naga Ganesh

Naga Ganesh is well experienced (6 Years) sales person and has previously worked with Aries Agro Limited, Sumitomo Chemical India Pvt Limited and Sulphur mills Ltd. At Cultivo his head quarter is Gudivada. He has maintained good rapport with channel partners. He is aiming to be one of the top performers in the organization.



STAR PERFORMER for ALSC

M/s. Akhil Kumar Bhowmik

The firm was established by Mr. Akshil K Bhowmik 25 years ago. He is a very well reputed partner in the Uttaar Dinajpur Sistrict West Bengal. Currently his son Mr. Ankush K Bhowmik is promoting our key products amongst the farming community. He is merely 25 years old and plans to taking the family business to new heights, while growing and changing with the current market scenario. The key products sold by them are Agro Power and Byte.



WE WELCOME "New Members Of Our Family"



New Members			
Emp Name	Designation	Company	Branch
ASHISH MAHESHBHAI PATEL	BUSINESS DEVELOPMENT EXECUTIVE	Agro life Science Corporation	AHMEDABAD
BHARATBHAI RAMANLAL PATEL	BUSINESS DEVELOPMENT EXECUTIVE	Agro life Science Corporation	AHMEDABAD
AMIT KUMAR TRIPATHI	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH
BALJINDER SINGH	SALES OFFICER	Agro life Science Corporation	PUNJAB
TINKU SAINI	SALES TRAINEE	Agro life Science Corporation	PUNJAB
LOKESH CHOUDHARY	SALES OFFICER	Agro life Science Corporation	JAIPUR
GURDEEP SINGH	SENIOR SALES OFFICER	Agro life Science Corporation	JAIPUR
LAKSHYA GARG	BUSINESS COORDINATOR	Agro life Science Corporation	NEW DELHI
RAHUL DWIVEDI	REGIONAL BUSINESS MANAGER	Agro life Science Corporation	INDORE
SOURAV VYAS	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH
PRAMOD KUMAR	SALES EXECUTIVE	Agro life Science Corporation	PUNJAB
LAXMINARAYAN SINGH YADAV	ASST AREA MANAGER	Agro life Science Corporation	CHHATTISGARH
ARUN KUMAR SINGH	REGIONAL BUSINESS MANAGER	Agro life Science Corporation	LUCKNOW
PRABHAKAR SHARMA	AGRI CLINIC DOCTOR - SANKALP RETAIL STORE	Agro life Science Corporation	PUNJAB
PANKAJ KUMAR	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH
CHEMIKALA RAMESH REDDY	SALES EXECUTIVE	Agro life Science Corporation	HYDERABAD
B GURAVIAIAH	SALES EXECUTIVE	Agro life Science Corporation	GUNTUR
ANKIT RANA	SANKALP STORE MANAGER	Agro life Science Corporation	PUNJAB
MALLIKARJUNA K	SALES OFFICER	Agro life Science Corporation	BELLARY
HARIBHAN SINGH	DEVELOPMENT TRAINEE	Krepl-Baddi	LUCKNOW
SHRIKANT SAXENA	SENIOR SALES OFFICER	Krepl-Baddi	JAIPUR
VEERA BABU NAGANABOYINA	STATE HEAD (SPECIALITY FERTILIZER)	Krepl-Baddi	PUNE
DURGESH KUMAR CHAUDHARY	DGM - IPR, R&D SUPPORT	Krepl-Baddi	NEW DELHI
SANJAY KUMAR JUNEJA	MANAGER CREDIT CONTROL AND AR MANAGEMENT	Krepl-Baddi	PUNJAB
AMIT SHAKYA	SALES OFFICER	Krepl-Baddi	PUNJAB
ANILBHAI BACHUBHAI VASAVA	PRODUCTION SUPERVISOR	Krepl-Baddi	PANOLI
CHETANBHAI MAGANBHAI PATEL	SALES SUPERVISOR	Krepl-Baddi	AHMEDABAD
MANISHBHAI KESHAVBHAI PATEL	PRODUCTION SUPERVISOR	Krepl-Baddi	PANOLI
JATINKUMAR L PATEL	STORE ASSISTANT	Krepl-Baddi	PANOLI
SIDDHESH SHANKAR UBHARE	DEPUTY MANAGER - INTERNATIONAL BUSINESS	Krepl-Baddi	PUNE

Weather Update

Skymet Weather Forecast
30th Jan, 2020

Rainfall

- 75 mm
- 60 mm
- 45 mm
- 30 mm
- 15 mm
- 5 mm

Jaipur Max 22°C, Min 9°C, Humidity 90%, Wind 18 km/h



RAIN BUTTON

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Jan Birthday Cloud #TogetherWeCelebrate

REHMAT MASIH SOHAN SINGH
 SUMIT CHANDEL CHALLA SREENIVASULU REDDY
 TEJASKUMAR SHARADBHAI PATEL RAMESH KUMAR PAL LAXMAN KISANRAO DATEY
 MEHUL NARSIHBHAI RAMANI MUKESH KUMAR CHOUDHARY SURESH CHANDRA WAILA AJAY SHRIVAS
 RAVI KUMAR SAXENA VIRENDRA SINGH PANWAR ZAKIR HUSSAIN BHAT S P SHARMA
 MOLOY KUMAR KOLEY BALBEER SINGH RATHORE VIVEKANAND TIWARI BISWANATH SAHOO
 RAVI SHANKAR MISHRA MUKESH KUMAR ASHISH MAHESHBHAI PATEL RAJESH KUMAR JHA
 SHESHMANI GUPTA RAJENDRA DHAKAD NAMDEO S. GHULE SUBHASH MANDLOI
 NARENDRA KUMAR SUKRAM PAL SINGH SUBHASH MANDLOI PRAVEEN GUPTA GIAN SINGH
 ELANGOVAN R ASHISH UPADHYAY TARACHAND MUKHAN SINGH
 ARVIND KUMAR PARVEEN SINGH R.RAVI KUMAR ASHOK KUMAR TOTAN GHOSH
 KAPIL SHARMA BISHAMBER ARVIND KUMAR

DIPEN J VYAS L. C. BAIRWA
 SAHDEV NAYAK SHANKAR KUMAR RAJAL BHARAT F
 PITRI DEV SHRUV DHRUV LAKSHYA MOHIT KUMAR
 KAMAL SHARMA GARG
 YOGITA AJAY PAL
 KALE DEEPAK SHARMA NIRMAL
 VIKAS JAMLIYA BRAJESH KUMAR

YOGENDER KUMAR SHARMA MAHENDRA AMBALAL PATEL DHARVENDER SINGH JADON
 MAHESWARA RAO KETA VIVEK KUMAR AADHRAN MOULALI APPASO NADAF
 EDARA RAMAKRISHNA SHASHIKANT BHOSALE CHAMPA LAL NAGAR MUKESH KUMAR
 POONAM RAWAT TEJASKUMAR PRATAPBHAI PATEL NAGENDRA BIHARI SINHA MOHAN LAL
 DHARMAVIR KUMAR MADDESHIYA MOHAN SINGH RAGHUWANSHI AJAY KUMAR SINGH
 DARSHAN SINGH RAWAT LOKENDRA SINGH RATHORE JEEVANSINGH ANJANA PHILVAS GILL
 PAWAN KUMAR PATEL RAJESH KUMAR SINGH SHANKAR KUMAR YADAV ZIAUL HAQUE
 MANMOHAN PATEL SHAH MAYUR KUMAR SUNIL KUMAR SINGH ABHIJIT KARMAKAR
 ANIL KUMAR RANJAN SANTOSH CHAUDHARY SACHIN MACHINDRA GORE MANOJ RAM
 SUBHASIS SASMAL ARJUN KUMAR SAH ANUROOP KUMAR RACHIT AGARWAL
 LAKSHYA GARG ANILESH KUMAR
 PRADEEP LOHARE



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