



COVER STORY

ENVIRONMENT SPECIAL

In this issue:

THE NATURAL WORLD, AS A WHOLE

This day pushes individuals to think about what they consume from the ecosystem and gives them a chance to build a greener future.

STORE OF THE MONTH - DHAMNOD

Know more about Dhamnod teams success.

TRULY PEST SOLUTION – BUSINESS EXPANSION

Know all about our new division of 'Fumigation' of stored food grains.

Our Krishaj family understands the importance of the natural world, as a whole. We must consider it our responsibility to nurture and protect it for the future generations to come. We must also help educate and bring about awareness and positive change in our fellow human beings.

Let us all at Krishaj, pledge to do our level best to be positive agents of change.





Mr. Atul Churiwal
- Chairman cum Managing Director



Mr. Rajesh Agarwal
- Jt. Managing Director

Dear Krishaj Family,

As we continue to weather the crisis of the second wave of COVID-19 pandemic, it is heartwarming to see how we have all come together as a **Krishaj Family** to help and support each other. We would like to express our heartfelt gratitude and thanks to all our team members for everything you are doing.

Since many of us have been personally impacted by the current pandemic, Management has decided to provide support to all Krishaj Team members through KREPL's COVID Outreach Programme. This is to extend support to the deceased team members' family who have lost his/her life to the dreadful COVID-19. We request you to kindly note following pointers with reference to the same:

- 50% salary last drawn or 25,000/- per person per month whichever is lower will be given to the deceased employee's spouse payable on monthly basis for 1 year.
- An additional amount of 3,000/- per child per month will be given for school/college going children if any, for 3 years, on submission of supporting documents.

Team members who have been a part of Krishaj family for more than 3 years will be eligible for the above benefits. We plan to extend this policy for any team member who loses his/her life due to COVID or any accidental death

While any monetary compensation cannot make up for the loss of life, we aim to support the families of those impacted. All of us at Krishaj are a family, and we would do our best to support each one of you during this difficult time.

Stay Safe and Take Care of your loved ones!



KRISHAJ WARRIOR



Thank you!
For being true warriors despite
these difficult times.

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



WORLD ENVIRONMENT DAY

BY APURVA

World Environment Day, which is celebrated on June 5 every year, offers a global platform for inspiring positive change in the environment. It pushes individuals to think about what they consume from the ecosystem and gives them a chance to build a greener future.

The ongoing pandemic that the whole universe has been dealing with for more than 1.5 years now has shown how disastrous the consequences of ecosystem loss can be. By playing with our ecosystem, we have created ideal conditions for pathogens – including coronaviruses – to spread. The fact remains that only healthy ecosystems can enhance people's livelihoods, respond to climate change and stop the collapse of biodiversity.

The theme of this year is Ecosystem Restoration; According to UNEP "aims to prevent, halt and reverse the degradation of ecosystems on every continent and in every ocean." The global environmental body says, this will help in tackling poverty and combat climate change and taking the theme forward will be successful only if there is people's participation, according to the UNEP.

For too long, humans have been exploiting and destroying the planet's ecosystems. It is estimated that every three seconds, the world loses enough forest to cover a football pitch and over the last century, we have destroyed half of the wetlands. As much as 50 per cent of the world's coral reefs have already been lost and up to 90 per cent of coral reefs could be lost by 2050. We must now fundamentally rethink our relationship with the living world, with natural ecosystems and their biodiversity and work towards its restoration.

So, this World Environment Day when the pandemic has left us angry and shattered, we know today more than ever before that mere talking does not save lives. We need to walk the talk. The oxygen in this battle for a greener and more inclusive tomorrow is our common anguish – this is our fight for survival. Nothing less.

Let's read some famous quotes that will inspire us to conserve the earth's habitat.

1. "Earth provides enough to satisfy every man's needs, but not every man's greed." -Mahatma Gandhi
2. "Birds are indicators of the environment. If they are in trouble, we know we'll soon be in trouble". Roger Tory Peterson
3. "There's so much pollution in the air now that if it weren't for our lungs there'd be no place to put it all."-Robert Orben
4. "We cannot despair of humanity, since we ourselves are human beings." -Albert Einstein
5. "A nation that destroys its soil, destroys itself". – Franklin D Roosevelt



STORE OF THE MONTH - DHAMNOD STORE

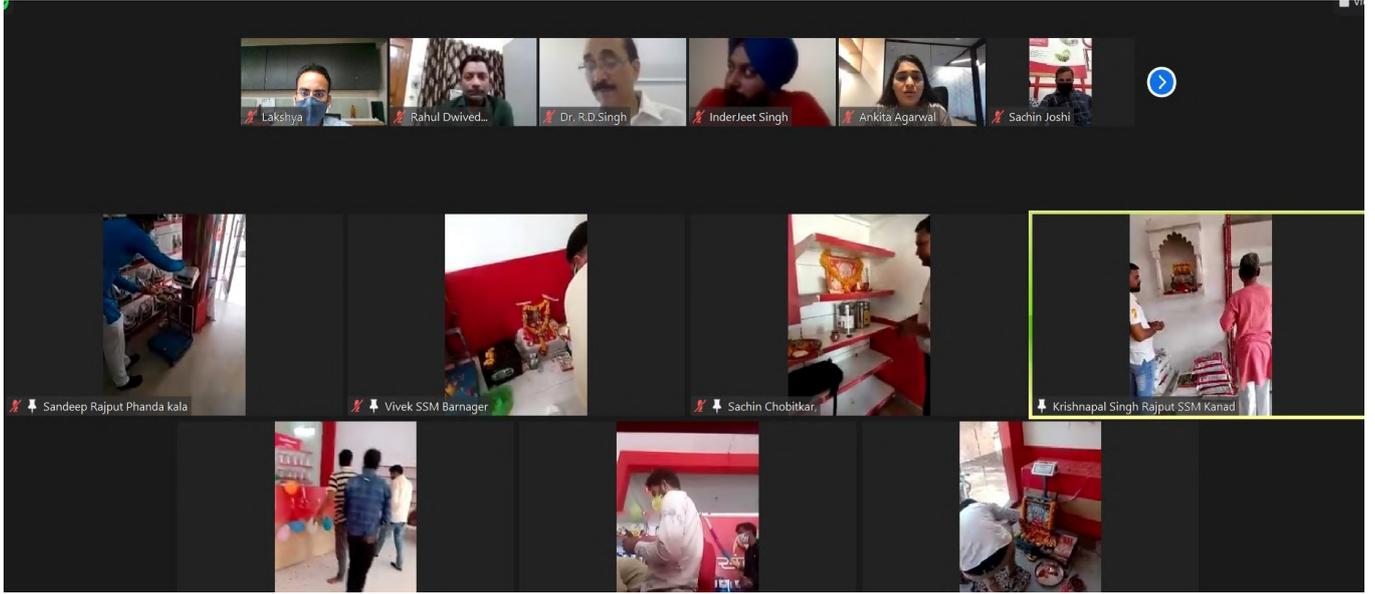
Our wholehearted congratulations to “Dhamnod” store team for the best performance in Madhya Pradesh region, in the month of May’21. May month was very challenging for business due to Covid-19 lockdown and restrictions, but to overcome this Dhamnod team have modified their strategies accordingly to reach this position. Dhamnod team focused on 3 main strategies. Firstly, they have given major focus on Unnat Kisan’s (HNI farmers), our team have collected orders from them and facilitated them by delivering their orders directly to their home. Secondly, Dhamnod team have a very strong tell-calling connect with farmers, during this time they address queries and collect orders from farmers majorly on calls. Similarly, Dhamnod team have also focused on door to door visit, under this strategy they have covered farmers particularly during evening visit and collect orders respectively. With all these strategies and team work Dhamnod team succeeded to achieve this position.



NEW STORES OPENING

BY LAKSHAY GARG

We are glad to inform you that Sankalp has launched some more stores in MP and UP state. In MP all seven stores were launched together in a single day at a same time, by following all Covid-19 safety protocols. Keeping in mind the safety of our staffs, these stores were launched virtually on zoom meetings in presence of Dr R.D Singh, Ankita Agarwal and Sankalp Head office team. Please find attached some glimpse of the Launch day.



KRISHAJ
जड़ों से जुड़ी... एक सोच बड़ी

साँसे हो रही हैं कम
आओ पेड़ लगाएं हम

पेड़ लगाओ
जीवन बचाओ

Vinay Kumar | Designer (KREPL)

CROP PATTERNS FOR THE MONTH OF 'JUNE

After the India Meteorological Department (IMD) predicted a 'normal' monsoon, the government has set a record target to raise food grain production by 2% (y-o-y) during 2021-22 crop year, starting July. With prices of all rabi crops currently ruling either near or above the minimum support prices (MSPs) despite bumper harvest, the government can safely bet on next kharif crops to increase the overall agriculture growth and boost the rural economy.

Total food grains production for 2021-22 is set at a record 307.31 million tonne (MT), comprising 151.43 million tonne in kharif season and 155.88 million tonne during rabi. In 2020-21, production was 303.34 million tonne, against the target of 301 million tonne. (Source: Ministry of Agriculture)

For 2021-22, the target for rice production has been fixed at 121.1 MT, wheat at 110 MT, pulses at 25 MT, coarse cereals at 51.21 MT and oilseeds at 37.5 MT.

Rice is the most important cereal food crop of India. It occupies about 23.3% of gross cropped area of the country. It plays vital role in the national food grain supply. India had approximately 44 million hectares of land area for cultivation of rice. West Bengal is the largest rice producing state in India. Almost half of its arable land is under rice cultivation. Paddy is the main kharif crop, the sowing of which has begun with the onset of the Southwest monsoon. The Met Department has projected a normal monsoon for the June-September period.

The Cabinet has approved an increase in the MSP of paddy (common variety) to Rs 1,940 per quintal for the 2021-22 crop year (July-June) from Rs 1,868 per quintal in the year-ago period.

Kazuki Energy/Paushak Super should be spray in nursery for better growth and healthy nursery. Seeds and seedling should be treated with CM 75 to avoid seed borne and soil borne diseases.

Farmer must need to apply K Max Energy at early stage of crops for better soil health, root growth, improve fertilizer use efficiency, more no. of effective tillerings, more no. of healthy Panicles, more no. of spikelets/panicles

Cotton: Cotton is one of the most important fiber and cash crop of India and plays a dominant role in the industrial and agricultural economy of the country. Cotton is a kharif crop which requires 6 to 8 months to mature. Its time of sowing and harvesting differs in different parts of the country depending upon the climatic conditions. In India, there are ten major cotton growing states which are divided into three zones, viz. north zone, central zone and south zone. North zone consists of Punjab, Haryana, and Rajasthan. Central zone includes Madhya Pradesh, Maharashtra and Gujarat. South zone comprises Andhra Pradesh, Telangana, Karnataka and Tamil Nadu. Area of cotton is 129 Lakhs Ha in India. Gujarat is leading state in terms of sowing of cotton.

Sowing of cotton crop has been started in full swing in HR, PB, Rajasthan, MP, MH and Gujarat.

K Max Energy /Super should be applied at time of sowing and irrigation to improve yield crops. It will help crop to better root growth, more sympodial branching and better growth of plant.

Soybean: The total area under last year Kharif soyabean crop was to the tune of 12.12 million hectares.

Soybean is the major oilseed crop cultivated during Kharif season, Production of soybean in India is dominated by Maharashtra and Madhya Pradesh which contribute 89 per cent of the total production. Rajasthan, Andhra Pradesh, Karnataka, Chhattisgarh and Gujarat contribute the remaining 11 per cent production. Optimum time of sowing is from mid of June to end of June subject to availability of soil moisture/rainfall.

Soybean seeds must be treated with CM 75 and Seedoxm to get rid of seed borne disease.

Sowing of Soybean crops has been initiated; K Max Energy /Super should be applied at time of sowing to improve yield crops. It will help crop to more no. of Nodules with Better Growth, More Nitrogen to plants, more branching, increase no. of Pods, bold beans, and increase weight of seeds

Groundnut: It is one of the most important oilseed crops and occupies an area of 5.86 m ha. The main groundnut growing states are Gujarat, Tamil Nadu, Andhra Pradesh, Maharashtra, Karnataka, and Rajasthan. It is raised mostly as a rainfed kharif crop, being sown from May to June, depending on the monsoon rains.

K Max Energy/Super must be applied at time of sowing for more no. of root nodules/plant with better Growth; it also helps to increase no. of pod/plants, increase weight of kernels.

Groundnut seeds must be treated along with Maxcure and Seedoxm to avoid seed borne and soil borne diseases.

Sugarcane: At time earthing up or first irrigation K Max Energy must be used along with Krimla for better growth, better germination, to improve soil health, to improve nutrient use efficiency, increase intermodal difference and improve weight & thickness of sugarcane

CROP PATTERNS FOR THE MONTH OF 'JUNE-CONT

Crop Map India



K Max Energy/Super - helps to improve soil health and crop health

Seedoxm + CM 75 Seed Treatment



- MH: sugarcane/ Ginger/Tomato
- Rajasthan: Cotton/ Groundnut
- MP: Cotton
- UP: Sugarcane/Mango/Mentha
- Uttrakhand: Mango/Apple
- Bihar: Sugarcane/Mentha/Litchi
- Gujarat: Groundnut/Cotton
- WB: Paddy
- Assam: Tea
- Orrisa: Paddy
- PB: Cotton
- HR: Cotton
- J & K: Apple
- HP: Apple
- KT: Sugarcane/Ginger
- TN: Paddy/Sugarcane/Veg
- AP & TLG: Mango/Tomato/Banana

KRISHAJ FOUNDATION – E RICKSHAW DONATION

BY PANNEERSELVAM GANESAN

Dr Arul Sah is a renowned pediatrics specialist in Muzaffarpur, who is also running the 'Dr. Arul Sah Foundation' based out of Muzaffarpur. He is doing tremendous work on rural health in and around the area. Since he and his foundation are doing tremendous health based social works during the pandemic and other times, our Krishaj foundation provided E- Rickshaw for his foundation for carrying patients for treatment.

This facility will be useful to commute more than 50 patients in a day. On behalf of Krishaj foundation let us feel proud for contribution towards healthiness of people.



KNOW YOUR MANUFACTURING UNIT - PANOLI

KREPL's unit at Gujarat is a state-of-the-art manufacturing facility spreading over an area of 37834 Sq. ft. The production started here long back in 2012 and since then it has proven its track record in quality manufacturing of Agrochemical formulations. The unit manufactures the following major products.

1. Insecticide EC
2. Herbicides EC/SL
3. Soluble Granules

The facility produces 60 KL of Agrochemicals & 12 MT of Granules in a single day. The output is transported across the country along with export to various countries including Brazil, Iran, Turkey, Russia etc. The unit has been adopting the standard protocols published by BIS, FAO to maintain the quality of product as well as implementing the test protocols.

The facility employees total 280 manpower (Company Role - 80 & Contractual - 200). The plant's factory in charge is Mr. G. Raghvendra Rao (grrao@krepl.in) and Quality In charge is Mr. Illiyas Mansuri (gc@krepl.in)



PEST AND DISEASES

ASSOCIATES – COCKROACH

BY RAVI KUMAR

A pest is any living organism which has a harmful effect on humans, their food or their living conditions. There are thousands of different kinds of pests which are harmful to humans. The great majority of these are **Cockroaches (OrderBlattodea)**

Cockroaches are found throughout the year in homes and offices. They are responsible for spreading diseases like:

1. Allergy

Cockroach allergies occur when an individual's immune system overreacts to proteins in the feces, saliva, and/or body of a cockroach. Patients may develop a reaction after inhaling the cockroach allergens in the insect's feces or saliva or after the insect touches the skin. Common symptoms include itchy skin or nose and scratchy throat. Individuals with allergic asthma are the most likely to develop allergies to cockroaches. When these patients are exposed to cockroach allergens, they may have an asthma attack. The most severe allergic reaction, called anaphylaxis, may cause shortness of breath, low blood pressure, and shock, all of which are potentially life threatening

2. Cholera

Cholera is an infection in the small intestine caused by the bacterium *Vibrio cholera*. The main symptoms are profuse, watery diarrhea and vomiting. Transmission occurs primarily by drinking water or eating food that has been contaminated by the feces of cockroaches. The severity of the diarrhea and vomiting can lead to rapid dehydration and electrolyte imbalance, and death in some cases.

3. Typhoid

Typhoid fever, also known as typhoid, is a common worldwide bacterial disease, transmitted by the ingestion of food or water contaminated with the feces.

4. Viral Hepatitis A

Viral hepatitis is liver inflammation due to a viral infection. Hepatitis A or infectious jaundice is caused by hepatitis A virus (HAV), a picornavirus transmitted by the fecal-oral route often associated with ingestion of contaminated food.

5. Dysentery

Dysentery (formerly known as flux or the bloody flux) is an inflammatory disorder of the intestine, especially of the colon, that results in severe diarrhea containing mucus and/or blood in the feces with fever, abdominal pain, and rectal tenesmus (a feeling of incomplete defecation).

If left untreated, dysentery can be fatal. Dysentery results from viral infections, bacterial infections, or parasitic infestations. These pathogens typically reach the large intestine after entering orally, through ingestion of contaminated food or water.





TRULY PEST SOLUTION – BUSINESS EXPANSION



BY RACHIT AGARWAL

Beginning this year, we have taken a leap to expand our business towards food security. Our new division of “FUMIGATION” of stored food grains has commenced. As India is an agrarian country, food grain storage & security plays a very vital role, carving a path for us to establish this division. We aim to lower the spoilage of food grains through this process from the stored grain pests such as rice weevils, flat gain beetle, red flour beetle, cadelle, warehouse beetle & many more.

Fumigation is a modern technique of pest management in grain storage warehouses & silos. The process fills the covered area by gaseous fumigants, to suffocate the pest within. The unique characteristics & the great adaptability of fumigation technique can provide effective, economical control where other forms of pest management are not feasible. Fumigants are not to be confused with smoke, which are solid particles in air or any aerosols, or fogs which are liquid droplets. Fumigants are toxic gases which reach deep into the infestation of commodities & structures. They act as a respiratory poison, or as suffocates in cases of controlled or modified environment. The whole process of fumigation mainly takes from a day to week depending upon the type of grain, storage & temperature. Pre – monsoon & Post – monsoon treatments are the most important as the pest starts to enter the warehouses & silos to find a place to breed.

We have invested with the capacity of 1.50 lakh MT on monthly basis which will be scaled up as the market demand rises. Different grains currently available in the market for fumigation are wheat, barley, black gram, cotton seed, ground nut, paddy, maize, coriander, funnel seeds & many others. We are currently carrying out fumigation in warehouses & grain silos whilst both have it's own different service protocols.

The current operations is in the state of Rajasthan. We have further planned to commence operations in Madhya Pradesh & Telangana as soon as we receive the necessary government approvals.



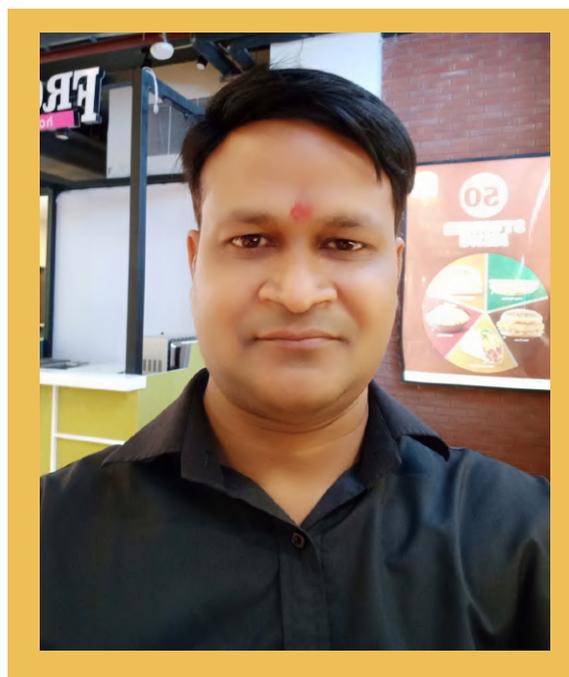
THE ROLE OF AN OPERATION MANAGER

BY SANJAY KUMAR

Operation Manager in the service industries is a key person in management that makes sure the company is performing to its best potential. They keep an eye on multiple areas within the company assuring productivity and efficiency while seeking to reduce cost. They also manage other key leaders within several departments and guide groups of people to complete their individual task to achieve companywide goal.

They are responsible for the overall wellbeing of the company's operations. They can solve problems as they arise. They need to be critical thinkers who can analyse situations and make decisions instantly. They also need to resolve conflicts as they arise between employees and set policies. In terms of skills and abilities, operation managers need a healthy mix of hard and soft skills. They must be able to manage people effectively using good listening, motivation and communication skills. They should be engaged in cost-benefit analysis. An operation manager should also have a quality of handling the staffing requirements of the organisation.

Having a great team to support and being able to help them grow into a new individual is great to see. It's worth the opportunity this role gives to lead change and continuous improvement across your organization.



COVID-19 CORONAVIRUS

PRECAUTIONS



Wear a Mask



Wash your Hands



Use Hand Sanitizer



Avoid Contact



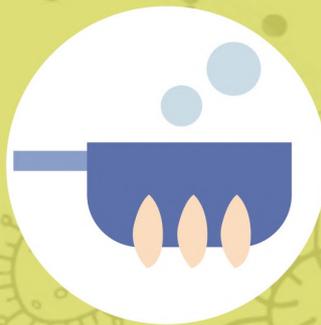
Stay Home



Cover Mouth when Sneezing or Coughing



Throw tissue in Bin after use



Cook Food Thoroughly



Avoid Touching Face



KNOW YOUR TEAM

MR. VIKRANT GAJANAN MOHITE



Mr. Vikrant Mohite has recently joined KREPL as Executive International Business. Mr Mohite has done B.Tech in Agri Engineering and previously worked for 2 years with Prokheti Technologies Pvt Ltd. Mr Mohite comes from Middle class joint family and he is glad to be part of KREPL.

Mr Mohite is happy about his new role and finds exciting for learning about International Market. We wish him a wonderful stay at KREPL.

MR. JITENDRA KUMAR SINGH



Mr. Jitendra Kumar Singh hails from Kushinagar (U.P) and completed his master (M Sc -Ag) in Agriculture Economics from BRDPG College Deoria (DDU University Gorakhpur).

Mr. Singh joined KREPL in Jan'21 as Area Manager In Lucknow (UP) and he is working towards developing networks in Eastern and central UP. Mr. Singh has more than 20 years of work experience in companies like DASP, Tata Chemicals, Yara Fertilisers.

KND HEADING TOWARDS BECOMING A LEADING PLAYER IN SPECIALTY FERTILISER BUSINESS

Global Market for specialty fertilizers is expected to grow at a CAGR of 7.5% during the period 2020-2025 and reach a value of USD 52 Bn. Global Growth will be driven by factors like increase in global area under precision farming, need for improvement of fertilizer use efficacy, favorable govt. policies, increasing concern towards sustainable farming, focus on enhancing productivity while minimizing environmental damage, etc.

Indian Specialty Fertilizer market size is around Rs.8,500 – 10,000 Crore and is growing at a CAGR of 12-15%. Major Product Categories viz. Water Soluble Fertilizers, Secondary Nutrients, Micronutrients, Organic are growing at a healthy CAGR of 7% to 30%. Leading players in Indian market include Yara International, ICL, Campo Experts, Omex, Coromandel International, Smartchem Technologies (Deepak Fertilisers), Nagarjuna Fertilisers, IFFCO, Rallis, Aries Agro, Ranadey, Dayal Fertilisers, Multiplex, Transworld, Sulphur Mills, etc. Agrochemical companies are trying to make entry in the market due to Specialty Fertiliser being natural extension to Agrochemicals business, necessity for farmers and growing high potential green business.

Indian Specialty Fertilizer market has been riding high on the demand driven by increase in area under quality fruits and vegetables, increase in area under precision farming like Drip and Sprinkler Irrigation, Sharp increase in Bulk P and K containing Fertilisers Prices and entry of global established players which has led to new product development and formation of strategic alliances. Asia Pacific Region as a whole and emerging economies like India, Brazil, etc. are going to offer immense growth opportunities for the sector in the upcoming decades.

KREPL launched its Krishaj Nutrients Division (KND) to harness the potential of Indian Specialty Fertilizer Industry and work towards achieving the India vision of doubling the farmers' income by focusing on 3 critical factors viz. Crop Yield, Quality of Produce and Farm gate Price of Produce. KND business was launched with objective to provide complete Specialty Fertiliser solution to the customers and be leading Specialty Fertiliser Company in India by providing Best Quality Products, Most Competitive Price and Best in class Farm Services to its customers. The KND business is operating in domestic Brand business, Domestic B2B business as well as International business.



KND HEADING TOWARDS BECOMING A LEADING PLAYER IN SPECIALTY FERTILISER BUSINESS CONT.

The business has been growing by staying true to its value proposition of providing Best Quality Products, Most Competent Price and Best-in-class Farm Service. KND Business has successfully facilitated establishment of strategic tie-ups with leading global (Rio Tinto, Rosier, RNZ, etc.) and Indian players (Deepak Fertilizers, Coromandel International, ICMC, Transworld, Universal, Prabhat Fertilizers, etc.) to source superior quality technical products. Many more tie-ups with leading global and local companies are in process. These tie-ups has enabled KND to become a complete Specialty Fertilizer Player providing offerings encompassing all the major categories viz. Micronutrients, Secondary Nutrients, State Specific Micronutrient Mixtures, Water Soluble Fertilizers (WSF), Crop Specific Fertilisers, Bio Fertilizers. The SLL/LL products in range includes high-tech, most modern, high potential products like Zinc Oxide Suspension (Zinc 39.5%), Zinc EDTA 12%, Liquid Boron 10%, KRICALMAX (Liquid Calcium), K-Max / Agropower Energy, Boron 20%, Granular Boron 14.5%, Crop Specific Fertilisers (Cotton, Cereals, Banana, Vegetable), etc. The business in in process to include some more SLL products during current season including Liquid Urea and Calcium Boron.

The KND domestic brand business is operating with 2 Brand (KREPL and ALSC) and 4 Channel (KREPL, ALSC, SND and Sankalp) approach. KND has been engaging with its channel partners to deliver a value proposition driven by 4R Approach: Right Specialty Fertilizers, Right Dosage, Right Time and Right Method. Apart from selling KND products through well-established KREPL, ALSC and Sankalp channel, SND business has engaged more than 475 Channel Partners through its exclusive channel in the states of its focus including Maharashtra, Karnataka, AP, Telangana, Gujarat, MP, Chhattisgarh, HP, UP, Uttarakhand, Punjab and Haryana. The business is process to add Bihar and West Bengal during current season. SND business with competent and dedicated team at HO and Filed not only selling products but also working hand in hand with KREPL, ALSC and Sankalp team to attain its objective to grow profitably and become a leading Specialty Fertiliser company in India.

Today KND has designation of having almost complete Specialty Fertiliser range and active presence across the country. KND has obtained requisite approvals to operate in all most all high potential states in the country, except Bihar and West Bengal, which is expected during current season. This has helped the KND - a new entrant in the segment to make its noticeable presence in its first year of operation. The business with its strengths and active involvement of team across all channels (KREPL, ALSC, SND and Sankalp) aims with confidence to achieve a turnover of ₹150 Crores and ₹250 Crores in 2021-22 & 2022-23, respectively.

SOCIAL DISTANCING AT OFFICE

COVID-19 CORONAVIRUS

Office Etiquette



Sanitize your desk, car and other possessions and spaces



Wear your mask so it covers your 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.



New Packaging in the Making

MAX KURE 100g box

KRISHAJ MOMENTS



Harish Anjana associated for 13 Years

Business Manager – Madhya Pradesh

I have been working KREPL for so many years because it has given importance to my work all the time, has encouraged me, motivated me, appreciated my work and my team's work. The above reasons are also my source of motivation to improve myself every day. While working in this company, I cannot forget the moment when I was selected for having the Top Sales in 2016 by the management. Ultimately, I would like to say that I see my future bright here.



Mukesh Jha associated for 11 Years

Accounts Executive – Delhi

I updated myself in a healthy environment of our renowned organization; KRISHAJ is an organization that is always ready for change and adopting new techniques and technology.

I and my family always pray in front of God for this organization to grow with each year and shine bright like the Sun.



Mukesh Choudhary associated for 14 Years

Deputy Manager Accounts – Delhi

I completed my graduation from Shyam Lal College in 1995 and Joined KREPL in 2005. Majority of my career I have been associated with this organization and it has been great for my career growth. Through the years I have looked at different segments of Accounts like Bank Reconciliation, payrolls and taxation. Seeing my potential and efficiency I was given the responsibility to handle the account of Truly Pest Solutions Pvt. Ltd. for 4 years. Currently, I am responsible for Punjab and Haryana Accounts for KREPL and ALSC.

Past all these years KREPL family have always lent a helping hand wherever I required. Our boss Shri. Rajesh Ji has always been a good mentor and motivated us. His good behaviour and cool personality has guided us from time to time.

“CHILADANGI” NOT ONLY A PLACE, IT CAN BE RENAMED AS “AGRO POWER GOLD”

For FY 21 we at CULTIVO West Bengal have achieved a sale of 100 MT of our key product Agro Power Gold with '0 days credit policy and 0 sales return.' Total material was sold in cash and movement of every single granule of AGRO POWER GOLD is tracked from C&F to Distributer to Retailer to Farmer to make sure no product is idle at a single point of contact.

By guidance of our State Head Mr. Moloy Koley Sir, we all piloted this project in entire West Bengal. Among entire state “CHILADANGI” a small place of Hooghly district has shown remarkable result with involvement of Mr. Amitava Mohanty (sales executive), Mr. Mriganka Dhara (Field Assistant), Mr. Suvasis Sasmal (Area Manager) and most important Mr. Dinabandhu Samanta (Channel Partner).

Around 90 retailers are doing business with our distributor but we selected only 30 best retailers and categorized them into A, B, & C category according to their ability, crops in their area, eagerness to do Agro Power business and payment history (to the channel partner). Then, we sat and planned the promotional part i.e.- number of days field visit/retailer visit, number of demonstration, number of organised farmer meeting, number of days group campaigning, and number of days movement of promotional vehicle. We also divided the promotional job date wise and person wise and prepared pre season promotional calendar. Then we placed Agro Power and tracked everything in a pre-determined plan .

As a result we got a sale of 26 MT of Agro Power Gold sale in a small and distant village and are planning 40MT this financial year at CHILADANGI .

We all are indebted to ALSC for offering us with a great working and learning environment .

“ TOGETHER WE CAN & WE WILL MAKE THE DIFFERENCE “



KNOW YOUR TEAM

MR. SUMIT SOLANKI



Mr. Sumit Solanki joined KREPL in Dec'20 as Sr. Manager Accounts at Delhi Office. He has completed his B.Com and is CA by profession. Mr Solanki has already worked with us from 2015-19 and came back to join again. Mr Solanki tells the culture, environment, constant support of management, seniors and colleagues have prompted him to join back the organisation.

We congratulate Mr Solanki for joining KREPL team.

MR. PRADIP KUMAR JHA



Mr. Pradip Kumar Jha has joined KREPL in Mar'21. He has completed his bachelors in Agriculture from Gujarat Agriculture University Anand -Gujarat in 1999. Mr. Jha has rich experience of 22 Years in Sales & Marketing across Gujarat . Prior to his joining, he has worked for 14 years in Godrej Agrovet, 03 years in Sumitomo Chemicals & 05 years in FMC India pvt Ltd .

He lives with his wife and two children. We wish him a wonderful time at KREPL.

K-MAX: SUCCESS IN PUNJAB

BY DS JADON

Our Punjab state team has created brand ambassador groups of progressive farmers. Till now 872 progressive farmers are associated with these groups and their goal is to connect 2500 progressive farmers. Within these groups they send information like literature of the products, video testimonials of farmers and other information. The team provides crop solution and new technology to farmers in these groups. These farmers represent each part of Punjab. Till now they have organised 18 farmers meeting through audio conference in which 2500 farmers participated and established contact with farmers of paddy and cotton in total 52,500 acres. The team also established contact with the farmers who were satisfied with the result of last year's K Max Energy. Those farmers bought K Max Energy for kharif crop and through them other farmers also bought K Max Energy. The team has also started to conduct demonstration of K Max Energy on paddy and cotton crops. Their next step now will be to start group meetings on those demonstration plots after 10 to 15 days.



KRISHAJ SAARTHI BUMPER DRAW FY 2019-20 & LAUNCH OF KRISHAJ SAARTHI LOYALTY PROGRAM FY2021-22 BY RAVI KANT SINGH

We take pride to inform all our Elite Channel Partners that our initiative of Krishaj Saarthi Loyalty Program embarking into 5th year very successfully. We are extremely moved and thrilled by the response expressed by our valuable channel partners so far and we are expecting similar kind of support and participation in the coming years too. As part of our commitment to our Elite Channel Partners, we conducted virtual lucky draw for the year 19-20 which could not be conducted physically due to pandemic conditions. In this context during the event our top management shared their Vision, KREPL future plans and future of Agro-Chemical Industry how it is going to be in next 4-5 years. We are thankful to our top management Mr. Atul Churiwal – MD cum Chairman, Mr. Rajesh Agrawal – Jt. MD, Mr. Suresh Reddy – President (Sales & Marketing) and Ms. Ankita Agrawal – Director (Strategic Initiatives) for their valuable time and guidance.

KREPL has recently organized virtual Krishaj Saarthi Bumper Draw of FY19-20 for their Elite Channel Partners on 16th June'21. The event was a huge success with 100% participation. On behalf of the KREPL family, we would like to take this opportunity to thank all the participants who made this event a huge success. Looking at the positive feedback we have been receiving, we look forward to host similar events in future.

KREPL congratulates our 13 lucky winners of the Bumper Draw which was announced by Mr. Anirudha Biswas- GM (Uttar Pradesh). The winners have got Gold Prize of 50 GMs to 10 GMs in different categories and rest participants were assured with 1 GM consolation Gold Prize. Bumper draw is a way by which we, at KREPL, try to return the gratitude to our Elite Channel Partners. We wish that our relationship with the customers grows to greater heights.

To make this event more exciting KREPL has taken an opportunity to Launch the KRISHAJ SAARTHI LOYALTY PROGRAM for FY21-22 by Mr. Himadri Bhadra - VP, North Business. Current Year Scheme what we call "Go to Gold" at maximum level and get additional benefits by keeping on the top of club. The value based scheme provides the opportunity to our elite channel partners to win up A to Z benefits announced in Circular.

Our Channel partners belonging to Titanium, Platinum and Gold categories who made this event a success, have been our pillars of strength across years. In 2019-20, their business has witnessed a year-on-year growth of 87%, which has boosted KREPL's growth by 25% over the same period. We feel proud and honored in being ranked as 7th largest Agrochemical player in India and with all your similar support we are aiming to move up the ladder to gain 5th rank. The progress, support and encouragement of all our Elite Channel Partners we will be taking this partnership to new heights in future.

WINNERS

KRISHAJ Saarthi

CHANNEL PARTNER LOYALTY PROGRAMME

MADHYA PRADESH	RADHIKA BEEJ BHANDAR	50 GM GOLD
UTTAR PRADESH	SINGH SEEDS & PESTICIDES	20 GM GOLD
UTTAR PRADESH	NEELKANTH ENTERPRISES (HAPUR)	20 GM GOLD
MADHYA PRADESH	PATIDAR AGRITECH (NEEMUCH)	10 GM GOLD
UTTAR PRADESH	GOEL BROTHERS	10 GM GOLD
MADHYA PRADESH	KUNJ AGENCIES (DABRA)	10 GM GOLD
RAJASTHAN	SHRI VINAYAK AGRO TAKE	10 GM GOLD
MADHYA PRADESH	MAA CHAMUNDA KRISHI SEWA KENDRA	10 GM GOLD
UTTAR PRADESH	ADITYA BEEJ BHANDAR	10 GM GOLD
BIHAR	HIRA BEEJ BHANDAR	10 GM GOLD
BIHAR	JAISWAL ENTERPRISES	10 GM GOLD
ANDHRA PRADESH	SREE LAKSHMI SREENIVASA FERTILIZERS	10 GM GOLD
RAJASTHAN	KHAWAJA BEEJ BHANDAR-DHALIA	10 GM GOLD

Rest assured 1GM GOLD COIN to all the
Krishaj Saarthi 19-20 qualifiers.



MAN OF THE MONTH



MAN OF THE MONTH AWARD 2021-22

MAN OF THE MONTH AWARD FOR K MAX & AGRO POWER

Category	No. of Award	Reward & Recognition	Minimum Sales Eligibility
STATE HEAD	TOP 1	Rs. 5000	50 MT IN PARTICULAR MONTH
AREA MANAGER/ REGIONAL MANAGER	TOP 2	Rs. 3000	30 MT IN PARTICULAR MONTH
TERRITORY MANAGER	TOP 5	Rs. 2000	10 MT IN PARTICULAR MONTH

Note: Rewards are applicable for month of June, July, August



DEALER OF THE MONTH

Dealer of the Month- KREPL

Channel Partner of the Month- KREPL May-2021

State	Party Name
Madhya Pradesh	Bharat Khad Beej Bhandar
Harayana	Luxmi Sales Corporation-Kurukshetra
Uttar Pradesh	Sri Balaji Traders
Andhra Pradesh	Sri Lakshmi Agro Chemicals
Gujarat	NAVBHARAT AGRO AGENCY
Punjab	Jiya Ram Jawahar Lal-Malout
Telangana	Sri Venkata Ramana Trading Co
Bihar	Manish Trading Co
Rajasthan	Mataji Beej Bhandar Balotra
Chattish Garh	Pooja Printing And Krishi Kendra (M
Maharastra	Trimurti Krushi seva kendra
Uttranchal	Himgiri Agro Traders
Jharkhand	Sahdeo Beej Bhandar
Karnataka	Anjanadri Agro Distributors

Dealer of the Month- ALSC

Channel Partner of the Month- ALSC May-2021

State	Party Name
Chatisgarh	Shri Ganesh Krishi Kendra, Thankham
Orissa	Ramgopal Sharda
Tamilnadu	S P Manivannan Chetpet
Maharashtra	Dnyandeep Krushi Udyog Khadak
West Bengal	Piru Prasad Goswami
Haryana	Sukhmani Agriculture Store Ratia
Karnataka	Basaveshwar Agro Agencies Ratkal
Madhya Pradesh	Anand Mangal Agro Agency (Rajod)
Uttar Pradesh	Shiram Beej Bhandar(Thariyaon)
Andhra Pradesh	Rythu Mitra Fertilizers Kalyandurga
Punjab	Panj Aab Kheti Store
Rajasthan	G.S. Kissan Agro-Bhinyad
Gujrat	Baba Traders Dhoraji
Telangana	Sivaram Fertilizers Peruru

STAR PERFORMER for KREPL

Bharat Khad Beej Bhandar, Ujjain

Shri Vijay Jain (Proprietor of Bharat Khad Beej Bhandar – Ujjain) is a well-known personality and has been in the Agro-chemical business for more than 25 years. He has completed his Masters in Commerce (M.Com). Mr Jain says that this firm was started by his father and uncle in 1990 and for more than 30 years they have been serving the farmer community. They have been associated with KREPL for more than 22 years and for past 16 years generated the maximum sales in MP for KREPL.

Mr. Jain believes that quality of products plays an important role in today's world and it is the quality of KREPL products that has helped him grow his business manifold. We wish him very best in his future endeavours.



STAR PERFORMER for ALSC

Shree Ganesh Krishi Kendra, Thankhamariya, Chhattisgarh

Mr. Abhishek Jindal is one the newest member as our channel partner. He started his association with ALSC on 10th October, 2020. He has two brothers & one sister. He is from an agriculture family & till date he has more than 25 acres of cultivable land in which he grows Soybean, Paddy, Green Pea, Wheat, etc.

He is a graduate in B.A. Till March 2021, he has done a business of more than 50 lakh which is completely on 100% cash basis. He is only into pesticide business with the turnover of more than 20 crs. His success mantra is being aggressive in his approach and up to date knowledge on rate and retailer's demand.

Since it has been 10 months since his team has been associated with us, they feel good about doing business and for this year they have planned a target of more than 1.5 crs. Since our company's USP is our quality so he expects us to provide a broader range of product at competitive price along with field support.



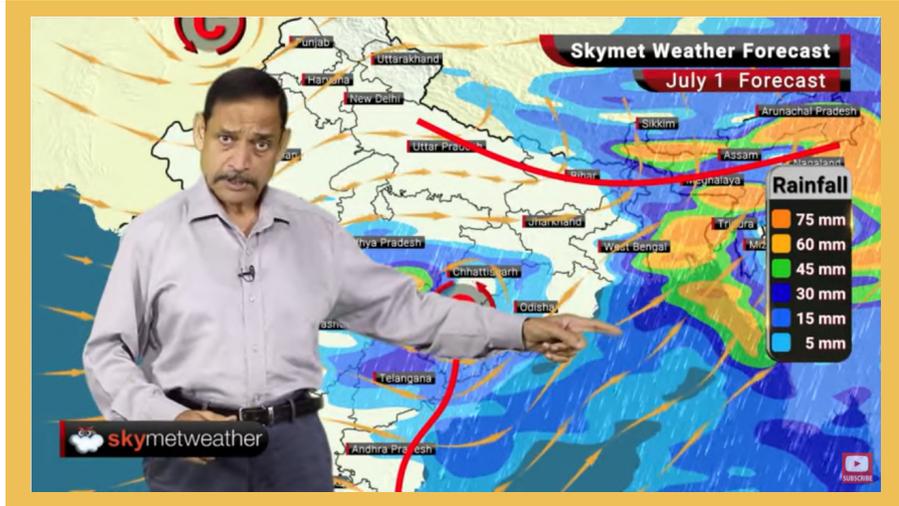
WE WELCOME "New Members Of Our Family"



New Joinees for the month of May '21 in Krishi and Agro

Emp Name	Designation	Company	Branch	Email id
SUMIT KUMAR	SANKALP STORE MANAGER	ALSC	HARYANA	SUMITB668@GMAIL.COM
NEERAJ SHUKLA	SENIOR ACCOUNTS EXECUTIVE	ALSC	NEW DELHI	NEERAJSHUKLA311@GMAIL.COM
KRISHNAPAL SINGH RAJPUT	SANKALP STORE MANAGER	ALSC	INDORE	KRISHNAPALRAJPUT1167@GMAIL.COM
ADITYA NARAYAN	SALES EXECUTIVE	ALSC	LUCKNOW	ADITYANARAYAN206@GMAIL.COM
BHUPINDER SINGH	SANKALP STORE MANAGER	ALSC	PUNJAB	NOKWAL2210@GMAIL.COM
BHAVIK SANJAYBHAI OZA	SALES REPRESENTATIVE	ALSC	AHMEDABAD	OZABHAVIKA98@GMAIL.COM
VIJAY SINGH	MARKETING MANAGER	ALSC	PUNJAB	VIJAYNSLBHAKAR@GMAIL.COM
SHANKHDHAR VISHWAKARMA	SALES REPRESENTATIVE	ALSC	CHHATTISGARH	VISHWAKARMAD89@GMAIL.COM
DEVENDRA KUMAR PATEL	SALES REPRESENTATIVE	ALSC	CHHATTISGARH	DKP4141@GMAIL.COM
NARENDER SHARMA	ASSISTANT MANAGER - PURCHASE	KREPL	NEW DELHI	NARENDEERGOUR@GMAIL.COM
IRFAN MALIK	REGULATORY AFFAIRS - BIO EFFICACY EXPERT	KREPL	NEW DELHI	IRFANHORTI@GMAIL.COM
VIJAY PRAKASH PATHAK	MARKETING OFFICER	KREPL	LUCKNOW	PATHAKNFCL@GMAIL.COM
AMARESH KUMAR SINGH	MANAGER - EHS	KREPL	PANOLI	AMARESH2010@GMAIL.COM
DINESH BHARDWAJ	EXECUTIVE PRODUCTION	KREPL	PANOLI	BHARDWAJDINESH70@YAHOO.COM
SONI JIGNESHKUMAR ARVINDBHAI	MANAGER - Q A	KREPL	PANOLI	JASONI81@YAHOO.COM
JOGINDER KUMAR SAHNI	SENIOR EXECUTIVE PRODUCTION	KREPL	PANOLI	JKSAHNI1966@GMAIL.COM
MOHIT KUMAR	SHIFT IN CHARGE	KREPL	PANOLI	MOHITPAL094@GMAIL.COM
RAJNIKANT SENDHABHAI DARJI	SENIOR EXECUTIVE - Q A	KREPL	PANOLI	DISHANT.DARJI@YAHOO.COM
RAMAVTAR	SHIFT IN CHARGE	KREPL	PANOLI	RAMAVTARBHATT41987@GMAIL.COM
SANJEEV KUMAR PANDEY	SENIOR CHEMIST	KREPL	PANOLI	PANDEYSANJEEVG1993@GMAIL.COM
SHUBHAM SINGH	EXECUTIVE - EHS	KREPL	PANOLI	S.SINGH22115@GMAIL.COM
SUMIT VASANTRAO GAWALI	CHEMIST	KREPL	PANOLI	SUMITGAWALI198@GMAIL.COM
TAPASKUMAR MAITI	ELECTRICAL IN CHARGE	KREPL	PANOLI	TAPASMAITI1975@GMAIL.COM
JITENDRA SHASHIRAJ SAHANI	SENIOR MANAGER SUPPLY CHAIN AND STORE	KREPL	PANOLI	JITENSAHANI@GMAIL.COM

Weather Update



RAIN BUTTON
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June Birthday Cloud #TogetherWeCelebrate



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