

KRISHAJ TIMES

June 2022 Vol 11 Issue 6

World Food Safety Day



IN THIS ISSUE

WORLD FOOD SAFETY DAY

A detailed review of measures taken to make food consumption safer globally.

KRISHI RASAYAN EXPORTS PVT. LTD. IS THE FIFTH LARGEST AGROCHEMICAL COMPANY IN INDIA!

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Our hearts are bursting with pride to announce that KREPL is now the fifth-largest Agrochemical Company in India. The below report was published by Agropages.

This is indeed a prestigious moment for all of us associated with KRISHAJ and it could not have been possible without the support of all our stakeholders who have been associated with us for the last 5 decades. It is not just the company that is being recognised but the effort and hard work that each and every one of you has put in! We have indeed come a long way and this is a recognition of all our joint efforts.

We are sure that with all the support and faith put in us by our Krishaj Sarthi and most important; our farmers, we will reach the top in no time! Once again, thank you for everything, we are extremely delighted and proud of the Krishaj Group.

AGROPAGES Sales of top 20 Indian agrochemical companies 

Ranking	Company ¹	FY2020-21 sales ²		FY2019-20 sales ³		Growth ⁶
		Cr INR	mn US \$ ⁴	Cr INR	mn US \$ ⁵	
1	UPL Ltd.	34,628.00	4,662.00	31,626.00	4,461	+9.49%
2	PI Industries Ltd.	3,556.60	479.00	2,815.70	397	+26.31%
3	Gharda Group	3,245.00	437.00	2,854.30	402	+13.69%
4	Bharat Group	2,186.00	294.00	2,106.00	297	+3.80%
5	Krishi Rasayan Group	2,183.20	294.00	1,790.40	252	+21.94%
6	Indochem Industries Ltd.	2,111.54	285.00	1,506.00	200	+12.00%
7	Coromandel International	2,083.87	281.00	1,685.40	300	+23.64%
8	Sharda Cropchem Ltd.	2,058.46	277.00	1,685.00	238	+22.16%
9	Crystal Crop Protection	2,057.00	277.00	1,586.90	224	+29.62%
10	Tagros Chemicals	1,990.00	268.00	1,732.00	244	+14.90%
11	Rallis India Ltd.	1,880.90	253.00	1,719.40	242	+9.39%
12	SML Group	1,651.00	222.00	1,450.00	204	+13.86%
13	Willowood Chemicals	1,534.65	207.00	1,286.30	181	+19.31%
14	Insecticides India Ltd.	1,420.23	191.00	1,363.20	192	+4.18%
15	Best Agro	1,405.43	189.00	1,152.00	162	+22.00%
16	Dhanuka Agritech Ltd.	1,387.47	187.00	1,120.07	158	+23.87%
17	Heranba Industries Ltd.	1,218.65	164.00	945.00	133	+28.96%
18	NACL Industries Ltd.	1,191.37	160.00	1,014.90	143	+17.39%
19	GSP Crop Science	1,132.89	153.00	912.90	129	+24.10%
20	Meghmani Organics Ltd.	1,045.06	141.00	973.40	137	+7.36%

Note:

- The list of rankings focuses only on the sales of pesticide products (TC & Formulation) of Indian native enterprises, excluding the branches of multinational companies in India.
- Fiscal Year 2020-21: from April 1, 2020 to March 31, 2021.
- Fiscal Year 2019-20: from April 1, 2019 to March 31, 2020.
- Data was converted by using the average annual exchange rates for FY2020-21.
- Data was converted by using the average annual exchange rates for FY2019-20.
- Growth rate was calculated by INR.

Data is from the enterprises and/or their financial reports. The data and the rankings in the list are for reference only.

ANIMAL SHELTER VISIT & DONATION DRIVE 2.0

BY SHREYA JAIN

Ever since the establishment of the Krishaj Foundation, it has hoped to give back to society and do something for the community in whichever way possible. We try to touch new horizons with every activity that we do under Krishaj Foundation.

Over the past 2 years, we had stood by the people during the adversities of Covid-19 and raised awareness about various socially important topics like sanitation, among many other campaigns! This time, understanding our responsibility towards the voiceless animals, we visited a home for wounded and abandoned dogs on June 4th, 2022. Established in the year 2018, Nishabd- a wounded dog shelter, based in Dadri is a non-profit organization, which raises voices for the welfare of animals, on the behalf of those who cannot raise it themselves. They rescue and treat the unwell, ill-treated, and injured dogs from Delhi and NCR region.

This was a second visit to the shelter after it was a huge success in December 2021. This time, even after the scorching heat, 15 employees volunteered for joining hands with this noble cause. Krishaj Foundation came together and donated food supplies, essential medicines, toys, and coolers for beating the extreme summers in the North, to about 75+ needy dogs. All of our volunteers were extremely humbled to see the sick animals being taken care of.

This visit was an eye-opening experience for all our volunteers! One thing that stood out the most, was the fact that all the employees took out time to do their part in being a socially responsible organization and showering the needy animals with care and best wishes.



WORLD FOOD SAFETY DAY

BY SHREYA JAIN

Even though we all consume different food according to our body's requirements, we all need food. Food is what has helped life thrive on Earth, not just for humans, but also for animals, plants, and microorganisms. Food gives us the energy we need to get through the day and helps strengthen our body parts, keeping us far from diseases.

Food is one of the most basic yet essential requirements for sustaining life. People work to earn money to buy food for their families and themselves. Even though it all comes down to food, it is ironic that it is one of the most wasted things in the world. People are doing everything for food but there is also a major chunk of the population that dies from malnutrition and other food-borne diseases.

The World Health Organisation observes June 7th as World Food Safety Day. This is done to generate and emulsify awareness regarding the prevention, detection, and management of foodborne health and the overall improvement of human health worldwide. It was first observed in the year 2018 and has since become an annual thing.

"This year's World Food Safety Day highlights the theme "Safer food, better health." Safe food is essential to human health and well-being and is one of the most critical guarantors of good health. The benefits of safe food include improved nutrition and reduced absenteeism in schools and the workplace."

- World Health Organization, 2022

According to WHO, foodborne diseases affect 1 in 10 people every year. These range from diarrhoea to cancer and can affect people and children equally. Although, this is a problem that can be resolved if proper corrective measures are taken by food-producing companies as well as when food is cooked properly, retaining nutrients.

"Food businesses must comply with international food standards and engage employees, suppliers, and other stakeholders to grow and develop a food safety culture.

At the same time, educational institutions and workplaces need to promote safe food handling and support food safety. And consumers need to practice safe food handling at home and keep informed and promote food safety. "

- World Food Organisation, 2022

Food safety is not only an individual duty but something which will be a reflection of all of our collective efforts.

We should all come together and make food more delightful and safer.

Sources: <https://www.who.int/news/item/07-06-2022-world-food-safety-day-2022-safer-food-better-health>

कचरा यहा वहा मत फेकिए, कचरा पेटी का प्रयोग करे।



KRISHI RASAYAN EXPORTS PVT. LTD.

Vinay Kumar
KREPL_Designer

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



STORE OF THE MONTH - PUNGANURU

Punganuru store was launched recently. Their major focus at the moment is on mass promotion on the field alongside data collection from farmers.

Evening farmers meeting, in store meeting, individual farmer contact, Unnat farmer contact, Telecalling, village camps etc. were major activities carried out by the store staff.

They also did village wise campaign and door to door handbill distribution for mass campaigns.



NIGHT PROJECTORS IN MADHYA PRADESH

BY LAKSHAY GARG

A project was recently taken up by the Sankalp team where they installed projectors which can be used in evening meetings with farmers. These meetings are done by store team which includes Sankalp store manager and Sankalp field assistant. A team of Agri doctors also participate in this whenever the need be.

In these meetings, we highlight the Sankalp value proposition, show them product videos, farmer testimonials and crop package of practice.

Currently these projectors are installed across Madhya Pradesh but the team plans to cover other states also.



YOGA SE HOGA

BY SHREYA JAIN

Yoga - It is one of the oldest forms of exercise that has been a gift of India to the world for 5000 years now. Originating in India and found in the Rig Veda, yoga benefits both physical and mental well-being.

The number of ways in which Yoga is beneficial is endless! Right from making us fitter, it singlehandedly strengthens the mind, muscles, and bones and improves flexibility and body posture. It also helps resolve several health problems like blood pressure (which is very common among people these days), reduces stress levels, helps to reduce the tensions in the body, and helps maintain energy levels. Alike most exercises, Yoga also helps us to be happier.

Studies have shown that after the age of 40, people start to lose muscle mass and strength. A disciplined Yoga routine can prevent this from happening and also be helpful even after the 40s to reduce the adversities.

Even though Yoga benefits people of all ages and from all parts of the world, it works like magic, especially for people living in urban areas with busy schedules and unhealthy lifestyle habits.

After not acknowledging the power and benefits of Yoga for so many years, the Indian Government declared June 21st as the International day of yoga in the year 2015. It is observed worldwide ever since.

When most people living in the urban setting work a 9-5 job, with little to no time to invest in taking care of our physical and mental well-being, it can be difficult to remain healthy and maintain a hale and hearty lifestyle.

Well, the good news is that now you can do some Yogasanas easily while in the office with a little space available. Below is the video link for a quick 10-minute yoga session that can be done whilst sitting on your chair at the office.

1. <https://youtu.be/9AedkLvqmXk>
2. https://youtu.be/w3C08dhJ_SM

This will boost your energy levels, release tensions in the body, improve breathing as well as boost immunity. Yoga will help us be healthier both physically and mentally. Be sure to add it to your routine and avoid that stiffness and those cramps!



ALGA ENERGY WINS BIG!

BioAg Asia 2022 brought all bio-input and bio-stimulant businesses from around the world along with other key stakeholders on one platform. This provided an insight into the future trends and dynamics in the agriculture industry while showcasing the potential, achievements, latest products, advanced technologies, bio-Ag models of these institutions and corporations, aiming to also connect with the farmers and among the Agri industry.

This two-day conference + exhibition was organized on April 20-21 by Agriculture Today Group in New Delhi, and was commemorated by the Union Agriculture Minister of India, Shri Narendra Singh Tomar. Addressing the audience on the occasion, Shri Tomar talked about how the Indian government is on a mission to bring greater prosperity to farmers. He also highlighted the government's upcoming strategies that aim at doing away with the practice of middlemen in the agriculture value chain so that the farmers get the rightful price for their produce and do not face any discrimination.

AlgaEnergy, which is based in Spain, also a very trustworthy partner company of ours, received an award for the Best Bio-Stimulant Products for the year 2021-2022. Mr Debabrata Sarkar, Vice President- Asia Pacific, AlgaEnergy, was an esteemed guest at the conference who accepted the honour on the company's behalf. The company's products are definitely one of the best in the industry and we are extremely delighted on their achievement and rightful recognition! We wish the company more success in its future endeavours.



ALGA ENERGY WINS BIG!-CONT.



BIOAG ASIA 22 AWARDEES

Best BioAg Startup 2022	»»»	ORGANIKRISHI
Best Bio- Agriculture Products	»»»	BIOSTADT INDIA LIMITED
Best Bio- Stimulant Products	»»»	ALGAENERGY, MADRID, SPAIN
BioAg Innovation	»»»	AGRILAND BIOTECH LIMITED
BioAg Market Impact	»»»	GREENSTAR FERTILIZERS LIMITED
Best BioAg Company in R&D	»»»	PRATHISTA INDUSTRIES LIMITED
Best BioAg Company	»»»	IPL BIOLOGICALS LIMITED
Best BioAg CEO	»»»	MR DEBABRATA SARKAR
Best BioAg Farmer	»»»	SH HARPAL SINGH CREWAL
Policy Leadership	»»»	DR SK MALHOTRA
Best District in Bio- Agriculture	»»»	PILIBHIT DISTRICT, UP
Best State in Bio- Agriculture	»»»	ANDHRA PRADESH
BioAg Asia Leadership	»»»	VALAGRO
BioAg Global Leadership	»»»	UPL GROUP
Special Recognition	»»»	DR ASHOK K YADAV
Special Achievement	»»»	DR NUTAN KAUSHIK
Lifetime Achievement	»»»	DR AJIT VARMA
Special Recognition	»»»	DR MS REDDY

ALGA ENERGY WINS BIG!-CONT.



**Brainstorming
at BioAg Asia
2022**



LABOUR DAY

BY SHREYA JAIN

The sincere, dedicated, devoted, hardworking, and intelligent labour force is the backbone of any country. Without them, there will be no buildings and no factories will operate! It is well said that “A worker is a creator and greatest asset to any organization”.

Every year, to celebrate and recognize the efforts and achievements of the workers; International Labour Day is observed on the 1st of May. This day is also called May Day or Shramik Diwas. In India, it was first celebrated on May 1st, 1923 by Malayapuram Singaravelu Chettiar, who was the leader of the Labour Kisan Party of Hindustan. It was considered a national holiday to celebrate the efforts of workers.

All the people who do physical labour are indeed the strongest and most important hands behind the development. Yet, these are the ones who get overlooked the most. When a highway is developed, the minister is appreciated. When a house is built, the architect is credited. But we forget the ones who put in their blood and sweat to make that happen! Labourers are the ones who go through the hazards of working in difficult environments and have to settle for minimum wages, even after the most amount of hard work. The sole purpose of Labour Day is to recognize these efforts and hard work. To make all the people who work aware of their rights and to make their employers aware that they, too are humans and must be treated with basic human decency and respect.

On this day, posters and banners, highlighting labourer rights are put up around the country, organizations organize events and celebrations for the workers, and workers are rewarded for their achievements. In many countries, it is a holiday. It is this one day when we must make a promise to be kind to all the people who work manual jobs.



Even though, May Day is centred on the workers there is one thing that we must understand;

Labour= श्रम

Labourer= श्रमिक

This implies that Labour Day is not only for the ones who do manual jobs (popularly known as the “working class”) but also for all the people who work to earn a living and sustain life, in whichever way. Even for all of us! There is a beautiful, famous poem “साथी हाथ बढ़ाना” by Saahir Ludhianvi,

“...हम मेहनतवालों ने जब भी मिलकर क़दम बढ़ाया
सागर ने रस्ता छोड़ा पर्वत ने शीश झुकाया
फ़ौलादी हैं सीने अपने फ़ौलादी हैं बाँहें
हम चाहें तो पैदा कर दें, चट्टानों में राहें,
साथी हाथ बढ़ाना

माटी से हम लाल निकालें मोती लाएँ जल से
जो कुछ इस दुनिया में बना है, बना हमारे बल से
कब तक मेहनत के पैरों में ये दौलत की जंजीरें
हाथ बढ़ाकर छीन लो अपने सपनों की तस्वीरें,
साथी हाथ बढ़ाना...”

Wishing all the hard workers and the super employees a Happy Labour Day! More power to you!!



COVID-19 CORONAVIRUS

PRECAUTIONS



Wear a Mask



Wash your Hands



Use Hand Sanitizer



Avoid Contact



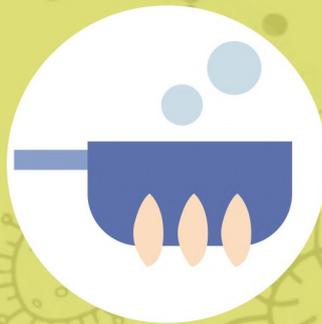
Stay Home



**Cover Mouth when
Sneezing or Coughing**



**Throw tissue in
Bin after use**



Cook Food Thoroughly



Avoid Touching Face



Office Etiquette



Sanitize your desk, car and other possessions and spaces



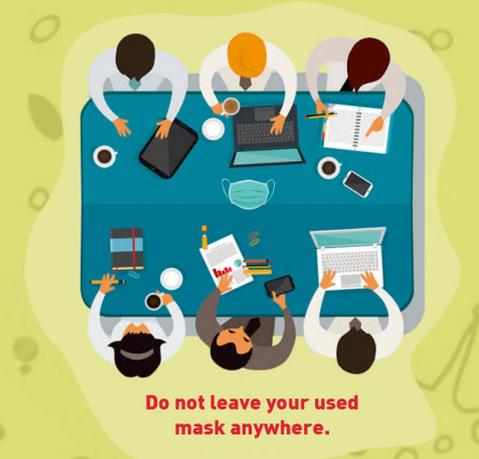
Wear your mask so it covers your entire nose all the way down to your chin. Tighten the loops or ties so that there are no gaps and the mask fits snugly on your face.



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.

Vikash Kumar associated for 11 Years

AM – Accounts – Delhi

I feel proud for associating with KRISHI Group and would like to give special thanks to my seniors for giving me this opportunity for working in this organization. I joined this group just after my graduation and learned and gained my knowledge to a great extent. I have received great support from all Team Members and entire staff is just like a big family”.



Ashutosh Das associated for 11 Years

Accounts Officer - Delhi



It has been a matter of utmost pleasure and great learning experience for me to associate with KREPL. The fellow employees and seniors are always supportive and our management has been very kind to employees like me by providing useful tools, platforms, training sessions etc from time to time for upliftment and growth. This has helped us boost our morale thus motivating to contribute towards organizational goals. I look forward to remain associated with the organization in the decades to come and to continue to grow.

Amit Khullar associated for 11 Years

Sr. Manager – Human Resource - Delhi

Working in a Company for more than 10 years of period, it is evident and I am not shying away to admit that I have also seen ups & down but at the same time it feels extremely encouraging, motivating & provides sense of satisfaction to me that even in the tough period I have got whole support from the Management & my seniors who have never let my down and always extended their best possible support to overcome the obstructions coming in the way and provide best way of solution.



PRECISION AGRICULTURE

BY SHREYA JAIN

Precision agriculture is the practice of optimizing and managing the components required for agriculture (like water, fertilizers etc.) in such a way that the quantity of yield obtained is higher than the quantity of inputs. Precision agriculture also focuses on improvement of quality of the crop as through this technique, farmers can get an idea about the quantity of pesticides and fertilizers they have to put on the field.

Precision agriculture is a mixture of technology and traditional farming methods. It uses techniques like satellite imagery, GPS information etc. to learn more about which part of field requires what.

Precision agriculture also demonstrates a loss in productivity, if any, since it makes it easy to understand all the different parts of a field producing a different output.

This technique also provides an insight on the moisture level of the air around the crops, the soil quality, soil temperature etc. This is done through the sensors that are put in the fields alongside crops. There are also satellite images and data from robotic drones that are share with the farmers who can further process this to make decisions about how much water is needed and where all can new plants be planted. It can also give an information about which mineral to put on which part of the field.

All this makes the whole process of agriculture very efficient and the farmers obtain a good yield without toiling hard and working more strategically. With precision agriculture, farmers can do less hard work and more smart work.



PAUSHAK SUPER STAR LAUNCH!

BY RUBY

The product launch event on May 18, 2022, for Paushak Super Star was held at the ITC Welcome Hotel, Dwarka, Delhi, and about 190 guests were in attendance which comprised Krishaj Saarthi, State teams, and State Heads from all across India. The launch event was the highlight and the most awaited event of Krishaj Connect. And it was rightfully so; since it is the first patented product of the KREPL Group which will be a revolutionary step in the world of agrochemicals!

“We at KREPL are proud to present Paushak Super Star, our first patented yield enhancer in India. The Paushak Super Star is CIB approved yield enhancer that helps in accelerating growth function, stimulates auxin synthesis, reduces transplanting shock, and anti-senescence, induces flowering, and improves the strength of florescence and floral structures. The product promises improved flowering, better quality with no residual effect or phytotoxicity with a dosage recommendation of 1.5ml-2ml/L of water.”

The product was made available for sale PAN India from May 18th. The event was covered by several media houses like Krishak Jagat, Krishak Doot, and Kheti Duniya.



किसानों की आमदनी बढ़ाने में सोमानी सीड्स का प्रमुख योगदान

नई दिल्ली, (ए.एस. चव्हा)। खेती को लाभकारी बनाने में अग्रणी सीड्स कंपनी सोमानी सीड्स की अहम भूमिका है। सोमानी सीड्स के सभी तरह के उन्नत किस्म के बीज आधिकारिक उत्पादन के साथ किसानों को आपदनी बढ़ाकर उन्हें आर्थिक सक्षमता प्रदान कर रहे हैं।



सोमानी सीड्स के अध्यक्ष व प्रबंध निदेशक श्री के.वी. सोमानी ने किसानों से जुड़े कई अहम मुद्दों पर चर्चा की। देश की वित्तीय स्थिति और किसानों के आर्थिक परिदृश्य पर चर्चा करते हुए उन्होंने कहा कि दोनों लगभग एक दूसरे से संबद्ध हैं। उन्होंने कहा कि आधुनिकीकरण के इस दौर में किसानों को भी आधुनिक तरीके से खेती करने में सक्षम होना चाहिए। आज किसानों के लिए देश में कई तरह की योजनाएं और प्रशिक्षण दिए जा रहे हैं जिसका उन्हें लाभ उठाना चाहिए। वहीं कंपनी के बारे में विस्तृत जानकारी देते हुए श्री सोमानी ने कहा कि उनकी कंपनी किसानों की आय और लोगों के जरूरत के अनुसार कई तरह के बीज मुहैया करावाती है। इसके साथ ही बीज की मदद से किस प्रकार किसानों की आय दोगुनी की जा सकती है इसके उपर अनुसंधान जारी है। उन्होंने कंपनी की गाजर की कुछ किस्मों की विशेषता बताते हुए कहा कि ये किसानों के लिए काफी लाभकारी है। सोमानी सीड्स उन्नत बीजों के निर्माण के लिए जाना जाता है। किसानों को कंपनी द्वारा सब्सिडियों के कई तरह के अनेक बीज दिए जाते हैं। देश के कई हिस्से में किसान सोमानी सीड्स के बीज को इस्तेमाल करके अपनी आय बढ़ा रहे हैं। देश में कई सारी ऐसी मॉडियां हैं जहां कंपनी के बीज से विकसित सब्सिडियां थडल्ले से बिक रही हैं और उनकी मांग भी काफी अच्छी है। इसके साथ ही किसानों को भी इन बीजों से

अच्छी पैदावार मिल रही है और वो इससे काफी खुश हैं। सोमानी सीड्स के मैनेजिंग डायरेक्टर श्री सोमानी के पास विभिन्न कृषि आधारित उद्योगों का 40 वर्षों से अधिक का सफल अनुभव है। जिसमें बी के बिड़ला समूह, महिषी समूह, सनगो सीड्स और कृषिधन जैसी कई नामी कंपनियों के नाम शामिल हैं। उन्होंने 2004 से 2010 के बीच 6 वर्षों के लिए एपीएसएफ (एशिया-पैसिफिक बीज एसोसिएशन) के कार्यकारी समिति सदस्य के रूप में कार्य किया। उन्होंने 2009-2012 के बीच दिल्ली सरकार की बीज परियोजना पर समिति के सदस्य के रूप में भी कार्य किया है।

नाम से बिकती है वंडर रेड गाजर



सोमानी सीड्स द्वारा विकसित हायब्रिड वंडर रेड गाजर किसानों की पहली पसंद है। इस गाजर की प्रमुख विशेषता यह है कि तैयार होने के एक माह बाद भी खुदाई करने पर बर्दिया गाजर निकलती है। इसका चटकदार, गाढ़ा लाल रंग होने से बाजार भाव अच्छा मिलता है। खाने में अत्यधिक स्वादिष्ट ये गाजर लंबे समय तक भंडारण के लिये उपयुक्त है। इसकी सर्वाधिक पैदावार मिलने से किसानों के बीच अत्यधिक लोकप्रिय है। 80 दिन में पककर तैयार हो जाती है। 30 सेमी लम्बी यह गाजर सितंबर से अक्टूबर के मध्य घेने पर सर्वाधिक उत्पादन देती है। गहरा लाल रंग वंडर रेड गाजर को सर्वश्रेष्ठ बनाता है।

कृषि रसायन का पौषक सुपर स्टार लांच



नई दिल्ली। कोटनाशक उद्योग की अग्रणी कंपनी कृषि रसायन एक्सपोर्ट्स प्राइवेट लिमिटेड ने विगत दिनों देश की राजधानी नई दिल्ली में अपने प्रमुख उत्पाद पौषक सुपर स्टार की भव्य लांचिंग की। कृषि रसायन का यह अपना पहला पेटेंट उत्पाद है जो फसलों का उत्पादन बढ़ाने में उपयोगी है। लांचिंग के मौके पर देशभर से कंपनी के 180 से अधिक एलीट चैनल पार्टनर (कृषज सारथी) उपस्थित थे।

इस मौके पर कृषि रसायन एक्सपोर्ट्स प्रा. लि. के संयुक्त प्रबंध निदेशक श्री राजेश अग्रवाल ने बताया कि कंपनी अपना पहला पेटेंट उत्पाद पौषक सुपर स्टार लांच करते हुए गौरवान्वित है। कृषि रसायन खेती को फायदेमंद बनाने में उपयोगी उत्पादों को लाने पर अपना पूरा ध्यान केंद्रित कर रही है। कंपनी के नूट्रिशन प्रभाग ने पादप स्वास्थ्य के पोर्टफोलियो में 52 उत्पाद शामिल किये हैं। कृषि रसायन वर्तमान तकनीकी प्लॉट का विस्तार करने जा रही है। गुजरात के पनोली, साइका और दहेज में नये तकनीकी प्लॉट शीघ्र शुरू होने वाले हैं। कंपनी के नये प्लॉट शुरू हो जाने के बाद कृषि रसायन भारत में अग्रणी एग्रो केमिकल निर्माता बन जायेगी। श्री अग्रवाल ने बताया कि किसानों को तकनीकी रूप से सशक्त बनाने के लिये कंपनी कृषक ज्ञान केन्द्र खोलने जा रही है। इन कृषक ज्ञान केन्द्रों की मदद से किसानों को बेहतर सेवा प्रदान की जायेगी।

कार्यक्रम में उपस्थित कृषज फाउंडेशन की निदेशक अंकिता अग्रवाल ने बताया कि कृषि रसायन मूल्यों और सिद्धांतों पर काम करने वाली कंपनी है। कृषि रसायन समाज के वंचित लोगों के उत्थान के लिये कृषज फाउंडेशन चला रही है। इस मौके पर कंपनी के प्रेसीडेंट सेल्स एण्ड मार्केटिंग श्री सुरेश रेड्डी ने कहा कि हमें पौषक सुपर स्टार लांच करके गर्व है। यह भारत का पहला उत्पादन बढ़ाने वाला पेटेंट उत्पाद है। इसके प्रयोग से उत्पादकता वृद्धि के साथ ही फसल की गुणवत्ता भी सुधरती है। किसानों को सर्वश्रेष्ठ उत्पाद उपलब्ध करवाने के लिये कंपनी ने विश्व की ख्याति प्राप्त कंपनियों के साथ तकनीकी अनुसंधान के लिये साझेदारी की है। कार्यक्रम के दौरान एलीट चैनल पार्टनर्स को उत्कृष्ट योगदान के लिये सम्मानित भी किया गया। इस मौके पर कंपनी के संस्थापक और निदेशक श्री एल.आर. अग्रवाल, अन्य निदेशकगण श्री सुशील अग्रवाल, श्री रचित अग्रवाल एवं श्री दिव्यांश अग्रवाल भी उपस्थित थे। कार्यक्रम में श्री देवव्रत सरकार वाइस प्रेसीडेंट एशिया पैसिफिक, एलजी एनजी, डॉ. आर.डी. सिंह, एएनडी अध्यक्ष और श्री जे.जे. पटनायक अध्यक्ष एग्रो लाइफ साइंस विशेष रूप से उपस्थित थे।

भारत सर्टिस का वितरक सम्मेलन

भारत सर्टिस का लक्ष्य कृषि से जुड़े हर व्यक्ति के चेहरे पर मुस्कान लाना



इंदौर। भारत सर्टिस एग्री साइंस लिमिटेड की डिस्ट्रीब्यूटर मीटिंग गत दिनों इंदौर में संपन्न हुई। जिसमें कंपनी के मैनेजिंग डायरेक्टर धर्मेरा गुप्ता, वाइस प्रेसिडेंट (सेल्स) नरेंद्र कोणाल, डिप्टी वाइस प्रेसिडेंट शिखा मिश्रा (मि.सूई), जापान, नेशनल हेड (लिंगल), एस.एस. जावला, डिजिटल हेड दिनेश कुमार शर्मा, प्रोडक्ट मैनेजर सुधांशु श्रीवास्तव, डिजिटल मार्केटिंग मैनेजर एल.के. त्यागी, मध्यप्रदेश के सभी क्षेत्रीय प्रबंधक सहित बड़ी संख्या में डिस्ट्रीब्यूटर उपस्थित थे।

धर्मेरा गुप्ता ने कहा कि कंपनी की स्थापना 1977 में की गई थी। 45 साल पुरानी इस कंपनी की सेवा और गुणवत्ता को देखते हुए सितंबर 2020 में जापान की दो कंपनियों मित्सुई और निसे ने इसे अपने निबंधन में ले लिया और इस कंपनी का नाम 1 अप्रैल 2021 से भारत सर्टिस एग्री साइंस लिमिटेड हो गया। इससे बाद कंपनी में कई बदलाव हुए। पूरी टीम के लिए ट्रेनिंग डिपार्टमेंट बनाया गया है। कंपनी का टर्न ओवर 5 साल में डबल करने का लक्ष्य रखा गया है। कंपनी का यह दृष्टिकोण है कि कृषि से जुड़े हर व्यक्ति के चेहरे पर मुस्कान आए।

विस्तार देगी। कोरोना काल में ऑनलाइन मीटिंग के बाद किसानों की ई- कॉमर्स प्लेटफार्म में रुचि को देखते हुए प्लेटफार्म और देहात से अनुबंध किया है।

श्री कोशल ने बाजार विस्तार और व्यापारिक गतिविधियों की जानकारी देते हुए कहा कि कंपनी के 4 डिपो के अलावा देशभर में 731 डीलर्स हैं, इनमें से 307 मध्यप्रदेश में हैं। आपने डिस्ट्रीब्यूटर्स के लिए कई आकर्षक योजनाओं की विस्तार से जानकारी देकर इसका लाभ उठाने को कहा। उन्होंने कहा कि गत वर्ष कंपनी के सभी उत्पादों को अच्छा प्रतिसाद मिला है। आने वाले समय में कंपनी हर साल नए विशिष्ट उत्पाद भारतीय कृषकों को प्रतिस्पर्धी मूल्य पर उपलब्ध कराएगी। दिनेश कुमार शर्मा ने डिवाजन की कार्यप्रणाली पर अपने विचार प्रकट किए। डिप्टी वाइस प्रेसिडेंट शिखा मिश्रा ने मित्सुई एंड कंपनी के बारे में बताया। प्रोडक्ट मैनेजर सुधांशु श्रीवास्तव ने तकनीकी प्रदर्शन देते हुए उत्पाद कोसाइड-3000, डेल्टाफन, डबनासोर और कियोशी की विशेषताओं और इससे किसानों को होने वाले लाभों पर चर्चा की। डिजिटल मार्केटिंग मैनेजर एल.के. त्यागी ने सभी का आभार माना।

ऑनलाइन सदस्यता के लिए लॉग इन करें www.krishakjagat.org

कंपनी समाचार

कृषक जगत 15
भोपाल, 23 मई 2022

कृषि रसायन ने उपज बढ़ाने वाला 'पौषक सुपर स्टार' लॉन्च किया

(नई दिल्ली कार्यालय)
नई दिल्ली। कृषि रसायन एक्सपोर्ट्स प्रा. लि. (केआरडीपीएल) ने नई दिल्ली में एक कार्यक्रम में अपना पहला पेटेंट उत्पाद पौषक सुपर स्टार लॉन्च किया। कार्यक्रम में पूरे देश से कंपनी के लगभग 180 एलीट चैनल पार्टनर (कृषज सारथी) मौजूद थे।



पौषक सुपर स्टार सीआईबी द्वारा अनुमोदित उत्पाद है जो पौधे की उपज बढ़ाने का काम करता है। यह पौधे की बढ़वार तेजी से करता है, फूलों के उत्प्रेरण में मदद करता है और फूल के विन्यास में सुधार करता है। यह विना किसी अवशिष्ट प्रभाव या विषाक्तता के बेहतर फूल, बेहतर गुणवत्ता देता है। पौषक सुपर स्टार का बीज 1.5-2 मिलीलीटर पानी है। कंपनी पिछले कुछ वर्षों से मिट्टी के स्वास्थ्य और पौधों के पोषण से जुड़े उत्पादों जैसे सी-बीड आधारित सूक्ष्म पौषक तत्वों, बायोस्टीम्यूलिनेट्स जैसे के-बीएस एनजी, कानुकी एनजी और मासाकी एनजी पर विदेशों की

प्रौद्योगिकियों के सहयोग के साथ काम कर रही है। 'कृषज ज्ञान केंद्र' खोले जाएंगे केआरडीपीएल के संयुक्त प्रबंध निदेशक श्री राजेश अग्रवाल ने लॉन्च इवेंट में कहा, 'कृषि रसायन एक्सपोर्ट्स को अपना पहला पेटेंट उत्पाद पौषक सुपर स्टार लॉन्च करते हुए गर्व हो रहा है। कंपनी किसानों के लाभ के लिए विशेष उत्पाद लाने पर ध्यान केंद्रित कर रही है। हमारा नूट्रिशन डिवाजन ने पादप स्वास्थ्य के पोर्टफोलियो में 52 उत्पाद

शामिल किये हैं। केआरडीपीएल मौजूदा तकनीकी प्लॉट के विस्तार की प्रक्रिया में है और गुजरात के पनोली, साइका और दहेज में नए तकनीकी प्लॉट शुरू करने की प्रक्रिया में है। नए प्लॉट के शुरू होने के बाद, कृषि रसायन एक्सपोर्ट्स भारत में सबसे बड़ा एग्रोकेमिकल निर्माता बन जाएगा। कंपनी किसानों को बेहतर सेवा और ज्ञान के साथ सशक्त बनाने के लिए 'कृषज ज्ञान केंद्र' खोलने की प्रक्रिया में है।

सुश्री अंकिता अग्रवाल, निदेशक कृषज फाउंडेशन ने कहा, 'कृषि रसायन एक ऐसी कंपनी है जो मूल्यों और सिद्धांतों पर काम करने के लिए जानी जाती है; केआरडीपीएल ने वंचित लोगों के उत्थान के लिए बड़े पैमाने पर समाज के साथ कृषज फाउंडेशन कार्य कर रहा है। श्री सुरेश रेड्डी, प्रेसिडेंट, सेल्स एंड मार्केटिंग, केआरडीपीएल ने कहा, 'हमें पौषक सुपर स्टार को पेश करते हुए गर्व हो रहा है, जो भारत में हमारा पहला पेटेंट

यौल्ट एहसांस है। पौषक सुपर स्टार अधिक फूल और फल प्रदान करता है, बेहतर वनस्पति विकास, गुणवत्ता उपज, अवैकिक तनाव से बचना है और पर्यावरण के अनुकूल है। हमने किसानों के लिए बेहतर उत्पाद लाने के लिए विश्व की सर्वश्रेष्ठ तकनीकी अनुसंधान फर्म के साथ साझेदारी की है।'

एलीट चैनल पार्टनर्स सम्मानित कार्यक्रम के दौरान एलीट चैनल पार्टनर्स कृषज सारथी को उत्कृष्ट योगदान के लिए सम्मानित भी किया गया। पौषक सुपर स्टार लॉन्च इवेंट में कंपनी के संस्थापक और निदेशक श्री एल. आर. अग्रवाल, श्री निदेशक श्री सुशील अग्रवाल, श्री रचित अग्रवाल और श्री दिव्यांश अग्रवाल ने भाग लिया। श्री देवव्रत सरकार, वाइस प्रेसिडेंट- एशिया पैसिफिक, एलजी एनजी, डॉ. आर. डी. सिंह, एएनडी अध्यक्ष और श्री जे.जे. पटनायक, अध्यक्ष, एग्रो लाइफ साइंस कार्यक्रम में लॉन्च इवेंट के दौरान उपस्थित थे।

WORKSHOP ON PINK BOLL WORM IN RAJASTHAN

BY SANJEEV KUMAR

Rajasthan's Hanumangarh District, is one of the oldest civilisations in the West India. One of the most prominent crops here for the Kharif season is Cotton. However, last year Hanumangarh witnessed a Pink Boll Worm attack in Cotton.

To discuss control measures against Pink Boll Worm, the Agriculture Department organized a work shop in which experts from DD Agriculture and other entomologists were present. They discussed the measures on controlling the worm attack on plants, and about what all products the farmers can use for that.

In the workshop, about 500 participants were present, comprising of all the major dealers in the region which comprised of our Krishaj Saarthi too, company employees and all the progressive farmers of the area along with other officials in agriculture field.

The KREPL and ALSC team from Rajasthan was also present in the campaign and had participated actively. It was a very good opportunity for all the agriculture related corporations in the area. It also helped the farmers abundantly as there were no such attacks later!

PAUSHAK SUPER STAR PAVES IT WAY IN KHARGONE

BY AJEET KUMAR PANDEY

Madhya Pradesh's Nimar Region team organised a Krishaj Sarthi meet in Khargone on 24th June for launching PAUSHAK SUPER STAR.

In the meeting, more than 95 selected Sarthi from the neighbouring regions (Khargone district, Badwani district and parts of Dhar district) were invited.

Keeping with the Indian traditions, all the Sarthi in the meeting were welcomed by Kumkum tilak. They were each given a rose as welcome. The event was kick started by Mr Ajeet Kumar Pandey welcoming the guests and the chief guest for the event, Mr Ajay Patil. Everyone present attended the Ganesh Pujan and lamp lighting which was done by Mr Ajay Patil, Mr Ajeet Pandey and some Krishaj Sarthi.

After making an auspicious start, Ajeet ji gave a brief introduction about the event and felicitated the chief guests, Ajay Ji and Sri Rajendra Patidar, who is the president of Krishaj Sarthis Association with flowers. Ajay ji then gave the audience a presentation on the outlook of the company in recent times.

Ajeet Ji then gave a presentation about the star company products like K Max Super and Flick Super. Which brought to the much awaited event lined up; launch of PAUSHAK SUPER STAR!

About 25 Saarthi and the honourable guests unveiled the brand new product on the stage. Ajay ji addressed the audience and briefed about the product. Later, they inaugurated the booking format for the channel partners. About 1650 litres of the new product was already booked by the partners, during the meeting itself!

Finally, the entire team along with Ajeet ji and Ajay ji expressed their gratitude towards all the Saarthi by extending them with tokens of appreciation, followed by dinner.

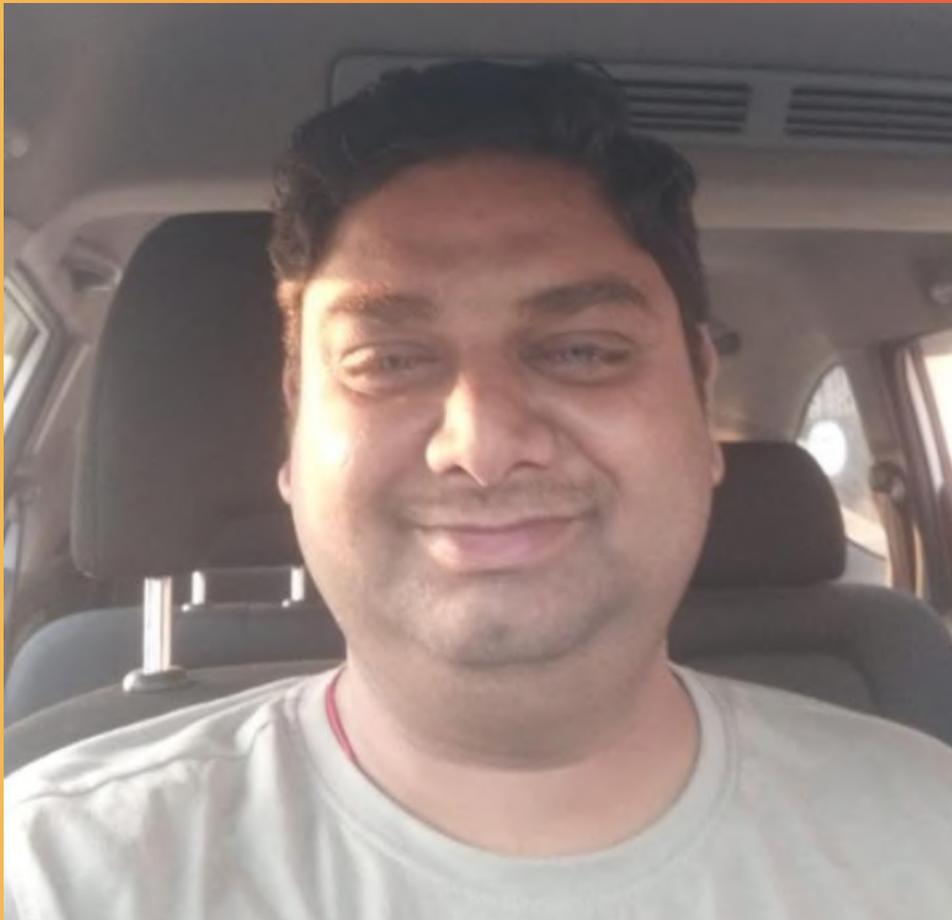
All in all, this event was a great success!



KUMAR AGRO AGENCIES- UTTAR PRADESH

Vijay Singh proprietor of Kumar Agro Industries Gorakhpur. Kumar Agro is associated with Krishaj since last 20 years and Mr Vijay is the second generation after his father Mr S.N. Singh. They are the pioneer in establishing our main brands Ekka, Prince, Kross etc. in eastern Uttar Pradesh.

Very down to earth and polite gentleman Mr Vijay maintain a special bond with the company and recognises KREPL as his principal company.





Champion of the Month Award-May & June-2022



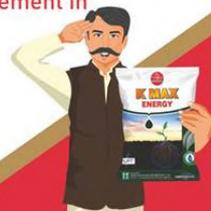
Mr. Arvind Kumar
State Manager - Haryana

Salute for winning Man of the month Award May & June 2022 for remarkable achievement in



**K MAX
SUPER**

**K MAX
ENERGY**



Champion of the Month Award-May & June -2022



Mr. Rajnish Kumar Sharma
Regional Manager (Hissar)

Salute for winning Man of the month Award May & June 2022 for remarkable achievement in



**K MAX
SUPER**

**K MAX
ENERGY**





MAN OF THE MONTH

Champion of the Month Award-for Paushak Super Star-June 2022



Mr. Jaydip Sorathia
Saurashtra



PAUSHAK SUPER STAR™



MAN OF THE MONTH



Man of the Month Award-for Paushak Super Star-June



Mr. Pradeep Jha

Congratulations Your dedication and full concentration on the work are inspiring. Wish you many years of achievement of your target and success!



PAUSHAK SUPER STAR™

MAN OF THE MONTH



Champion of the Month Award-May & June -2022



Mr. Karamjeet Singh
Territory (Jind)



Mr. Vinod Rana
Territory- HR (Kurukshetra)



Mr. Amarjeet Singh
Territory- HR (Fatehabad)



Mr. Jasminder Singh
Territory- (Karnal)

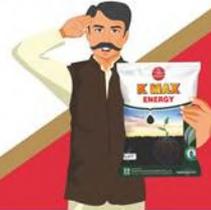


Mr Sandeep Chahal
Territory- (Kaithal)



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ENERGY**



Champion of the Month Award- May & June -2022

Mr. Arvind Kumar
State (HR)

Mr. Rajnish Kumar Sharma
Regional Manager- Hissar

Mr. Prince Gumber
State (PB)

**K MAX
SUPER**



Mr. Karamjeet Cheema

Territory Manager (Safidon & Jind)

Mr. Amarjeet Singh

Territory Manager (Fatehabad + Sirsa)

Mr. Sandeep Chahal

Territory Manager (Kaithal)

Mr. Jasminder Singh

Territory Manager (Karnal)

Mr. Vinod Kumar

Territory Manager (Kurukshetra)

Mr. Javendra Singh

Territory Manager (Gurdaspur)

Mr. Rajendra Kataria

Territory Manager (Mukhtasar)

Mr. Chirag Dhoon

Territory Manager (Hissar)

**K MAX
ENERGY**



MAN OF THE MONTH



NOMINATION

Champion of the Month Award- May & June -2022

Mr. Arvind Kumar
State (HR)

Mr. Rajnish Kumar Sharma
Regional Manager- Hissar

Mr. Prince Gumber
State (PB)

**K MAX
SUPER**



Mr. Karamjeet Cheema

Territory Manager (Safidon & Jind)

Mr. Amarjeet Singh

Territory Manager (Fatehabad + Sirsa)

Mr. Sandeep Chahal

Territory Manager (Kaithal)

Mr. Jasminder Singh

Territory Manager (Karnal)

Mr. Vinod Kumar

Territory Manager (Kurukshetra)

Mr. Javendra Singh

Territory Manager (Gurdaspur)

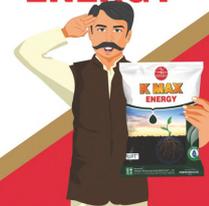
Mr. Rajendra Kataria

Territory Manager (Muktasar)

Mr. Chirag Dhooon

Territory Manager (Hissar)

**K MAX
ENERGY**



NOMINATION

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Territory Manager (Fatehabad + Sirsa)

Mr. Sandeep Chahal

Territory Manager (Kaithal)

Mr. Jasminder Singh

Territory Manager (Karnal)

Mr. Vinod Kumar

Territory Manager (Kurukshetra)

Mr. Javendra Singh

Territory Manager (Gurdaspur)

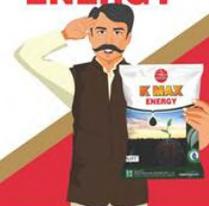
Mr. Rajendra Kataria

Territory Manager (Muktasar)

Mr. Chirag Dhooon

Territory Manager (Hissar)

**K MAX
ENERGY**



CHANNEL PARTNER OF THE MONTH-KREPL

Channel Partner of the Month- KREPL	
State	Party Name
Uttar Pradesh	Kumar Agro Industries
Madhya Pradesh	New Radha Enterprises(Khargone)
Haryana	Mahavir Trading Co.
Gujarat	Krushi Mall Agro Center Manavadar
Chhattisgarh	Rathore Krishi Raksha Kendra (Khokra)
Rajasthan	Mataji Beej Bhandar Balotra
Bihar	Maa Sarswati Agro Chemicals
Maharashtra	FMC India (Aurangabad)
Punjab	Boota Ram Ramesh Kumar-Malout
Andhra Pradesh	Sri Lakshmi Agro Chemicals(Nellore)
Telangana	Sri Anjaneya Traders
Uttarakhand	Virk Agro Sales Services
Jharkhand	Sahdeo Beej Bhandar
Karnataka	Farm Care Solutions (Hubli)

SALE PERSON OF THE MONTH - KREPL

Sales Person of the Month- KREPL	
State	Emp.Name
Madhya Pradesh	Vikram Anjana
Uttar Pradesh	Sarvan Singh
Gujarat	Prajapati Arvinbhai Shravanbhai
Rajasthan	Rakesh Kumar Jakhar
Haryana	Vinod Kumar
Maharashtra	Mohite Dipak Damodhar
Punjab	Amit Kumar
Bihar	Sunil Kumar Singh
Chhattisgarh	Sanjay Dubey
Telangana	Ch. Venkataiah
Andhra Pradesh	Besta Jayaramudu
Uttarakhand	Devendra Pal Singh
Jharkhand	Sunil Kumar Singh
Karnataka	Basavaraddi Radder

CHANNEL PARTNER OF THE MONTH-ALSC

Channel Partner of the Month- ALSC

State	Party Name
Gujarat	Ambika Agro Center - Tharad
Tamil Nadu	Pest Field Business Centre
Madhya Pradesh	Choukesy Krishi Sewa Kendra (Ganjbasoda) Ganjbasoda
Karnataka	Shree Shivashankar Krushi Seva Kendra (A
West Bengal	Dinabandhu Samanta Chilad Angi
Punjab	Punjab Agro Centre Kharar
Rajasthan	Patel Agency-Bhedana
Chhattisgarh	Sinha Traders Patan
Uttar Pradesh	Krishi raksha Center Kendra-Harunagla (BHarunagla Bareilly
Odisha	Utkal Traders (Champua) Champua
Haryana	B&L Agro Universe (Bhatla)
Maharashtra	V.P. Sales And Corporation (Nimani)
Andhra Pradesh	Sri Chaitanya Fertilisers
Telangana	Kishore Seeds Punganur

SALE PERSON OF THE MONTH - ALSC

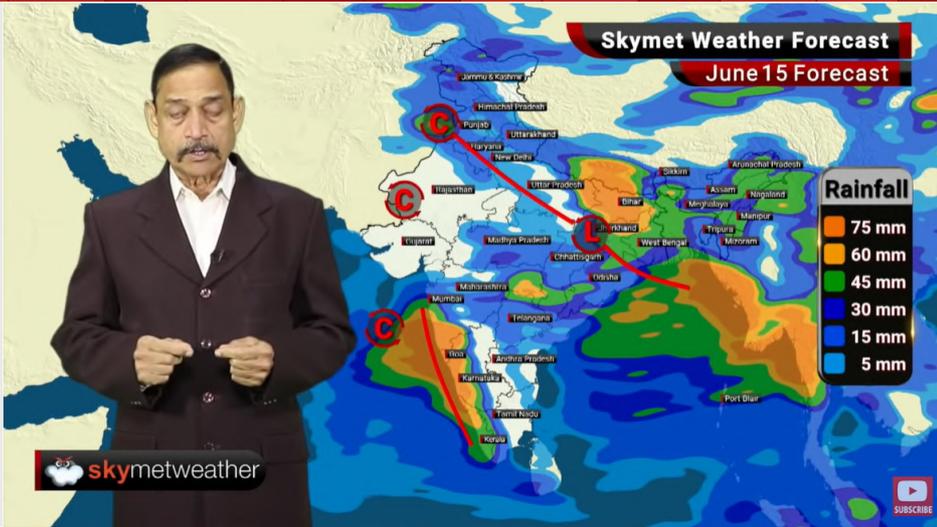
Sale Person of the Month- ALSC

State	Emp.Name
Tamil Nadu	Shanmugaraja K
Madhya Pradesh	Dinesh Yogi
Karnataka	Santosh Ganapati Pujari
Gujarat	Nitesh Kumar Jha
Rajasthan	Nagender Singh
Maharashtra	Sujit Dada Chormale
Chhattisgarh	Laxminarayan Singh Yadav
Uttar Pradesh	Ram Singh
Punjab	Hammir Singh
West Bengal	Prosanjit Biswas
Haryana	Gopal Singh
Odisha	Sanjaya Kumar Das
Andhra Pradesh	Madduru Rajesh Khanna
Telangana	Venkat Reddy Are

WE WELCOME "NEW MEMBERS OF OUR FAMILY"

S.N.	Name	Designation	Branch
KREPL	Jitendra Singh Tomar	Assistant Area Sales Manager	Haryana
KREPL	Rupesh Kumar Ahirwar	Sales Supervisor	Indore
KREPL	Hareram Patel	Sales Representative	Indore
KREPL	Deepak Singh	Sales Officer	Indore
KREPL	Mohan Kumbar	Marketing Officer	Karnataka
KREPL	Lodaryia Amitbhai Ganpatbhai	Assistant Area Sales Manager	Ahmedabad
KREPL	Shreya Jain	Corporate Social Responsibility (csr) Coordinator	New Delhi
KREPL	Tushar Chandrakumar Tahelramani	Production Executive	Panoli
KREPL	Pradhumn Shrama	Production Supervisor	Panoli
KREPL	Chauhan Sanjay	Production Supervisor	Panoli
KREPL	Dharmeshkumar Surendraprasad Trivedi	Manager Qc	Panoli
KREPL	Suneel Kumar Vishwakarma	Quality Control Chemist	Panoli
KREPL	Patil Jayesh Ratilal	Store Officer	Panoli
KREPL	Someswar Khaderao Patil	Production Supervisor	Panoli
KREPL	Patel Sagar Kanchanlal	Production Supervisor	Panoli
KREPL	Sachin Padamsing Girase	Production Supervisor	Panoli
KREPL	Mithilesh Pal	Production Supervisor	Panoli
KREPL	Kuldeep Kumar	Production Supervisor	Panoli
KREPL	Ajay Kumar	Production Supervisor	Panoli
KREPL	Bishal Kumar	Production Supervisor	Panoli
AGRO	Manish Choudhary	Sankalp Store Manager	Indore
AGRO	Rohit	Sankalp Store Manager	Indore
AGRO	Sudesh Kumar Singh Sisodia	Marketing Officer	Punjab
AGRO	Rameshwar	Sales Officer	Jaipur
AGRO	Surendra Singh	Assistant Area Manager	Haryana
KREPL	Chirag Duhoon	Sales Executive	Haryana
KREPL	Devesh Namdev	Sales Representative	Indore
KREPL	Jitendra Madhukar Patil	Production Supervisor	Panoli
KREPL	Dongarsing Himmatsing Girase	Production Supervisor	Panoli
KREPL	Tushar Ravindra Girase	Production Supervisor	Panoli
KREPL	Prashant Sattarsing Girase	Production Supervisor	Panoli
KREPL	Mahendra Hilal Suryawanshi	Production Supervisor	Panoli
KREPL	Dipak Ujjansing Rajput	Production Supervisor	Panoli
KREPL	Brijesh Kumar Maravi	Production Supervisor	Panoli
AGRO	Binoy Biswas	Sales Officer	Kolkata
AGRO	Subhasis Roy	Area Sales Manager	Kolkata
AGRO	Sarwan Kumar	Area Sales Manager	Jaipur

Weather Update



RAIN BUTTON
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June Birthday Cloud #TogetherWeCelebrate



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