

HAPPY
HOLI



COVER STORY **HOLI SPECIAL! A REVIEW**

In this issue:

WOMEN'S DAY 2020

This year's IWD theme is #EachforEqual, which focuses on a gender-equal and enabled world.

KRISHAJ WOMEN

Meet our Super Heroes at our work place. Find out what our women work force have to say.

CORONA VIRUS PREVENTION: ATTENTION PLEASE

Get familiar with the Corona virus and learn simple ways you can prevent the spread of this deadly disease.

HOLI HAI!

We celebrated Holi, the festival of colours with great gusto at work as well as worked simultaneously with great enthusiasm on our various projects to help bring colour to the lives of our farmers.

It was truly a magnificent, fun day.



WOMEN'S DAY 2020

BY APURVA

On 8th March, we celebrate International Women's Day. International Women's Day (IWD) is dedicated for celebrating women's achievements in the social, economic, cultural, and political spheres. This day also brings attention to gender parity and women's rights.

This year's IWD theme is #EachforEqual, which focuses on a gender-equal and enabled world. We can actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations, and celebrate women's achievements. Collectively, each one of us can help create a gender equal world. Let's all be #EachforEqual."

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We as a country has done a lot in promoting gender equality. Our government has a focused approach towards promoting gender equality and has launched numerous programme towards achieving the goal. Recently, the Union Cabinet Minister for Women and Child Development Smriti Irani took to Twitter to announce the start of a week-long celebration for International Women's Day. Smriti Irani tweeted, "Starting today, each day will be celebrated with special focus on one area where Indian girls or women are excelling and contributing to women-led development of New India." The celebrations focus on empowering women through education. The Beti Bachao, Beti Padhao campaign, which was launched in January 2015, is one of the Narendra Modi-led government's flagship campaigns.

For those who believe in promoting gender equality, they can do their bit for the women around them. Easiest would be to begin by calling out inequality. One should remember that while we are all individually responsible for our own thoughts and actions, collectively we can harness our power and create a world that sees all genders as equal. Our thoughts, actions, behaviors and mindset can change the very course of the world, and a world that is free of bias can help other people broaden their perception.

Also, acknowledging what the women in their family have done and been doing, whether it is for the house and the family, or for their careers. While no one day will be enough to truly champion the cause of women, Women's Day is a reminder that we can all begin somewhere, and that it is not too late to admit that women really do run the world.

#KRISHAJ WOMEN



Ankita Agarwal – Ms. Ankita has been leading company in Sustainability and CSR, Social, Branding and other domains. She is a strong believer that a society can grow when the women are educated, work (be it household or office) and take a stand in all social matters.

#KRISHAJ WOMEN



Chandra - It has been a pleasant journey since my joining in this organization. I have learned to finish any assignment in stipulated time with the help of my seniors. This organization gave me a friendly atmosphere and liberty to work independently under a superior's guidance.



Meenakshi - I am working at KRISHAJ for past 3 years, it has been a great journey till now; good and friendly atmosphere to work, colleagues and staff in this office are very helping and cooperative. I am happy that I am a part of this organization.



Ratna - I am working here for past 4 years. I have had good experience with KREPL. The process of working and environment is very friendly. The seniors are very corporative in nature and always willing to help us. The overall experience in KREPL is good.



Rohini - The company is a coordinated n well managed one with great future prospects n spreading its wings across the globe. The working environment is not only friendly but also the staff is also very cooperative. It's offices have prime locations and easy connectivity and nurtures good talent.



Poonam - my experience of working at KREPL has been great so far. I can go and ask anyone a question in my department and they are always willing to help. The process of working and environment is very friendly.



Pratiksha - Working as an employee of Krishi Rasayan is great opportunity for me. I have been working here for more than 10 Years and it has always been employee friendly and also provided great support in maintaining work life balance it's a great place to work, grow and learn.



Monika - My experience working at KREPL has been merely 1 year but It has been one of the best. There is excellent environment, good team work and specially security for girls.



Apurva - I completed 2.5 years in this organization. Over these years not only have I grown as a professional but also as an individual. In the last few years, I've made good friends and have met wonderful leaders. I consider myself fortunate enough to have encountered such talented, inspiring, and enthusiastic colleagues.



Ruby - KREPL is a great place to work. I feel proud to work here. Something I really want to appreciate the culture and values of the company, positivity & friendly environment and freedom to work. Friendly Environment helped me to settle here in very short time. I am determined and eager to learn.



Snehlata - All staff members from senior to junior are very good, cooperative & supportive here. I got to learn many things from all. All over, my journey of working with KREPL is very good, it's my pleasure to work in such a big & good organization.



Rashmi - I would like to thank the management for consider my golden part of life in this esteemed organization. This is the 1st organization I joined and have successfully completed 13+ years and gained a lots of knowledge & experiences from my seniors and management. Working environments is very good.



Priyanka - I am very positive while working at Krishi Rsayan. The people are very cooperative and humble. I feel so motivated, encouraged and looking forward. The work culture is truly inspirational. I feel very comfortable while working in the office ambience.



Puja - It's a pleasure for me being a part of KREPL. Working here feels me very comfortable and safe. Our bosses are very kind and supportive and always ready to help their employees and give us opportunity to grow and build a bright future.



Preeti - I feel happy and proud to be part of KREPL. I have completed 9 years in this organization. Over these years not only have I grown as a professional but also as an individual and enjoying working with top management of the company.



Aakriti - I am glad to be a part of Truly Nolen India -I am able to challenge my limitations and acquire new skills. I hope to utilize my knowledge and experience for further growth and development of the company.



Shristy - I am having a great experience working over here. The work environment over here is really friendly. A lot of things could be learnt from the staff of KREPL.

#KRISHAJ WOMEN



Deepti - My experience working at TPS is so amazing and the behaviour of my superiors is also friendly and cooperative.



Navneet - Krishi is one organization which through its gender balanced policies has always strived to encourage women to come forward and follow their workplace dreams. Its a to be place for any woman who has a passion to work. Proud of being part of KREPL.



Shristy - I am having a great experience working over here. The work environment over here is really friendly. A lot of things could be learnt from the staff of KREPL.



Mamta - I have good working experience with your organization. All senior are very cooperative with all the employees. A Strong woman believes strong enough to face her journey- but a woman of strength has faith that in this journey, she will become strong!!



Kavitha - "No part of World can exist without WOMEN. MEN are symbolically part of WOMEN. So world revolves on WO-MEN". If WO-MEN are empowered, MEN are also empowered. I am TRULY glad to be a part of KRISHAJ.



Kartika - Being a member of Krishi Rasayan, is an amazing experience. I still remember my first day when I was thinking how I would manage things but my team member's and Leader always encouraged me while saying that you should be fearless.



Yogita - I am very happy to be part of the Krishi Rasayan family. It has been merely a few months since I joined but with all the warmth that I received from the members of KREPL, I feel I already belong here.



Bindu - I am very happy with the people I work and the atmosphere provided to me.



Poonam - I work at a supervisor level at Truly Pest and feel so good and safe in this environment. The staff is very good with women and management is very supportive.



Sreeja - During my journey I am highly satisfied with my responsibilities & have learnt a lot in different fields from KREPL. I am very much thankful to my Management for their support & guidance as and when required. I am proud to be a part of this company as they always stand for their employees.



Pooja - I feel proud to be a member of ALSC family, ALSC is the best place to work in the service sector, rich culture and values, very good work life balance, concentrates highly on women's safety.



Vaishali - I have learnt a lot in my tenure at KREPL and explored elements like dedication and hard work. I have had access to learning tools which helped me improve my skills n ability to understand materials effectively.



Ishani - Beautiful environments nurtures excellent women. I am really thankful to my seniors for giving me an opportunity to become part of Krishaj family. They have encouraged me to bring new ideas to improve my skills and supported me in my journey, made me more efficient and balanced than before.



Anjali - I feel honored & proud to be a part of ALSC Family. It's a Best place to work in the service sector, Professional & flexible work environment for women.



Trupti - I am delighted to have very cooperative and helpful colleagues. I really enjoy my work with great satisfaction and it has been possible only because of my team and my superiors. Our team will continue the journey with the same zest and zeal.



Amita - My joining date at KREPL was 8 March on Woman's Day. I am proud to be a part of this organization. Company believes that employee is the most valuable asset and encourages those who show the ability and desire to grow. We all together try to make the company meets the highest pinnacle.

GEARING UP

BY R KUMARAVEL

Training programme were conducted at our ALSC Trichy office for Field Assistants & Officers. Mr.Sujai Anand (General Manager) conducted training programme for the new joinees to brush up their skill for the season and familiarize them with the company policies. Mr. Sujai explained about our star products Agro Power, Joy Super, Super Focus, Scala, Licin, Relax 72 & 35.

He also recommended to all AAM & Sales Officer the best practices to help promote these products like concentrate field work, conduct demonstrations & farmer meeting day onwards. Each officer will be conducting demos for Joy super and Agro power every week.



DEMO DEMONSTRATIONS BY DR. DWARKADAS PHUKE

Field days were conducted in large scale in Maharashtra by ALSC team members to educate farmers of the benefits of Agro Power Energy. The fields were treated with Agro Power Energy showed major difference in root growth and productivity. Nearby farmers were collected at the treated field and they saw difference between treated and non-treated crop.



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..**



STORE OF THE MONTH - NABHA

Sankalp Store, Nabha is headed by an efficient team leader Mr. Ram Krishna (Store Manager) with Mr. Bhupender Singh (Accountant) and Mr. Tirath Singh (Field Assistant). The entire team is very enthusiastic, energetic and hardworking. The team work and dedication put forward by Nabha team is commendable. The success mantra of the team lies in a customer centric approach; they try to go out of their way to maintain customer satisfaction and retention. They go an extra mile to bring a smile on their customers face. Nabha team conducts meetings with farmers at village level to create brand awareness and resolve farming related issues and queries.



DAIRY FARMING – SANKALP STORE MADHYA PRADESH

Currently, we are conducting different activities at Sankalp Stores – Madhya Pradesh. In the farmer contact programme we are conducting night meetings at Bhaniyakedi Village under Kalapipal Store MP and Gudbhela Village under Sehore store; in these meetings Mr. Ashutosh Jha (Category Manager) explained the farmers on how to increase milk production and improve FAT & SNF in cattle milk by ration balancing and by having a balanced feed. Over 50 farmers participated including Mr. Alok Sharma (Cluster Manager), and store teams. They were highly interactive sessions and farmers found value worth in it.



KISAN SAMWAD BY RK SINGH

Our Sankalp Haryana Team are doing a lot of promotional activities on ground. Multiple farmer contact meeting are being conducted in the areas near the stores.

Farmer contact is done through various activities like one to one contact and group farmer meeting. Mr. R K Singh (State Head) participated in Village level Meeting with the Sankalp Store Managers and Sankalp Field Assistants. Multiple crop demonstration sites were also visited by the team. Nearby farmers were asked to join and team showcased the results of K-Max Energy in different crops. Active participation by our Mr. Amit Kumar and Mr. Anuroop Singh (Agri-Clinic Doctors) in conducting Village level meetings create a positive impact amongst the farmers.

Each meeting had a participation of over 50 farmers and they are convinced to avail the facilities given at Sankalp Stores and the good quality products.

Several stores and fields were visited by Dr. R D Singh (President.) He motivated and charged the Sankalp Team Members to conduct more activities at village level.



SANKALP – FARMER INTERACTION

BY ASHOK SUNEHA

Sankalp team Haryana organized a large farmer meeting in Barota Village. Over 40 farmers actively participated in the meeting. The meeting was led by Dr. AmitKumar (Sankalp Leader) and Dr. Yashpal Sharma (Godrej Agrovet.)

The meeting was organized to educate farmers about our star product K-Max Energy and cattle feed at the stores. Dr. Amit Sharma explained the benefits of K-Max Energy in the coming season crops ocr a sowing and sugarcane. He also explained as to how K-Max Energy increases the soil fertility and effective yield. Dr. Yashpal Sharma elaborated on the benefits of cattle feed and problems animals face. He also explained how good quality cattle feed helps increase milk productivity.



WATER SOLUBLE FERTILIZERS

BY N VEERABABU

Crops Need sixteen essential nutrients, including, Primary, secondary and Micronutrients for proper growth and development. Over the years, mining of nutrients from the soil has been more than the replenishment through external application of nutrients in the form of fertilizers and other sources such as organic manure, crop residue, city compost, Bio fertilizers etc, Yet, currently there are deficiencies of primary nutrients as well as secondary and Micro Nutrients in the soil which are limiting the required growth in the Indian agriculture. There is a need for balanced and integrated use of various nutrients in the soil for required growth in agriculture.

Krishi Rasayan Exports Pvt. Ltd and Agro Life Science Corporation has been taken an initiative to promote balanced application of plant nutrients, these include WSF, Secondary Nutrients and Micro Nutrients for strengthening Indian Agriculture and Farming sector.



NEW STAR ON THE MAP

With the Growing Business Krishaj is proud to announce a new establishment on the Globe. We have opened an office in Kiev, Ukraine. from 01 November.

Address: Office 532, Business Centre "Crystal", Str. Lobanovskovo 119, Kiev, 03039, Ukraine.



AGRO BELGRADE 2020 BY ARBIND CHAURASIA

Agro Belgrade 2020 is the leading trade fair and conference event for the Western Balkans and South - Eastern Europe, bringing together the most important companies in the field of fruit growing, viticulture, vegetable growing, as well as most agricultural cooperatives from Serbia. Our KREPL team participated in the exhibition with extreme enthusiasm and confidence. It was a very well organized exhibition and our team met many potential customers for Serbian Market.



CORONA VIRUS PREVENTION

ABOUT CORONA VIRUS

Coronaviruses (CoV) are a large family of viruses that cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS-CoV). A novel coronavirus (nCoV) is a new strain that has not been previously identified in humans. Coronaviruses are zoonotic, meaning they are transmitted between animals and people. Detailed investigations found that SARS-CoV was transmitted from civet cats to humans and MERS-CoV from dromedary camels to humans. Several known coronaviruses are circulating in animals that have not yet infected humans. Common signs of infection include respiratory symptoms, fever, cough, shortness of breath and breathing difficulties. In more severe cases, infection can cause pneumonia, severe acute respiratory syndrome, kidney failure and even death.

There is only one thing you need to understand about how a Corona Virus spreads.

The virus spreads when the droplets from an infected person can get into your eyes, nose and mouth. So if you see someone who is visibly coughing/sneezing/sick, you can choose to keep your distance.

2meters to 0.5meters can keep you safe from large droplets. Or, you can give them a mask so that they can cough and sneeze into it while protecting others. And in general, it is a good idea to avoid crowded places as the virus can spread quickly and affect a large number of people at once. People who are infected can show no symptoms, but are still highly infectious. However, a sick person's saliva can get on other things like their hands, door knobs, pens, mouse, digital devices etc even on the outside of the face mask. If you touch any of these things and then touch your face, or rub your eyes, you can contract the virus. Virus can last for upto 48 hours on an object. The only effective way to get rid of them is to wash them off with soap.

Follow these 5 precautions:

- Wash your hands thoroughly with soap and water for at least 20 seconds after touching a suspected contaminated surface. Wash the back of your hands, between the fingers, under the nails etc.
- Cover your cough with a disposable tissue or use a mask and discard them immediately in a waste bin. Don't wear a mask for more than a day as bacteria can grow on the insides of your mask if you wear them too long. Avoid touching the outside of your mask. If you did touch the outside of your mask, wash your hands thoroughly.
- Avoid coming in contact with people who are sick or share the personal items, food, utensils, cups and towels.
- Avoid touching your eyes, nose and face.
- Seek medical advice if you are sick.

STAY SAFE!





PEST MANAGEMENT IN SCHOOL

BY DR. ABDUL RAUF



Schools are regularly treated for infestation of various insects and other pests. The school environment is a sensitive environment as the children are more vulnerable to pesticides. Their bodily systems are in developing stage and are less capable to detoxify the pesticides. The development of brain and the immune system of children are badly effected by pesticides exposure.

The management of school generally takes some precautions during pest control treatment like the treatment is scheduled during holidays or on Sunday when the school is closed. They also ask for use of safe products and do not allow to store any toxic product inside the school premises. All the pesticides have residual effects. Therefore, the accumulated pesticides may effect the children. Many pesticides can accumulate on desks, doors, windows chairs and table after treatment in classrooms. The pesticide vapor may also contaminate the school environment and air indoors.

Still some pest control companies are using the dangerous pesticides like organophosphate and carbamates. These may adversely effect the children by inhibiting cholinesterase.

The pesticide exposure effects the stamina, memory and coordination. The exposure at minor level may cause skin and eye irritation in children. Other symptoms like nausea, headache, vomiting and convulsions may also happen. It is alarming as these toxic pesticides may cause cancer and damage the nervous system.

The long term effects of mild and low dose pesticides exposure are still unknown. Truly Pest Solution Pvt. Ltd., does not use Organophosphate and carbamates in its pest management program. TPS has its unique Integrated pest Management (IPM) program for schools. We render a five steps and three zone service in school premises. We do not use any toxic pesticide indoors. Our main product used is less toxic than the common salt to human being. Non toxic repellent products are used to manage rodents and other pests.



LIVING SOILS: THE ROLE OF MICROORGANISMS IN SOIL HEALTH

Soil fertility comprises three interrelated components: physical fertility, chemical fertility and biological fertility. Biological fertility, the organisms that live in the soil and interact with the other components, varies greatly depending upon conditions and it is highly complex and dynamic. It is the least well-understood fertility component. In addition to soil fertility, soil microorganisms play essential roles in the nutrient cycles that are fundamental to life on the planet. Fertile soils teem with soil microbes. There may be hundreds of millions to billions of microbes in a single gram of soil. The most numerous microbes in soil are the bacteria, followed in decreasing numerical order by the actinomycetes, the fungi, soil algae and soil protozoa. A better understanding of soil microbiology is essential if agricultural production is to meet the needs of a growing world population. In many regions, the healthy microbe population is still being threatened, and not promoted, by agricultural practices.



(Source: - Future Directions International Pty Ltd.)

K- MAX ENERGY CHAMPIONSHIP WINNER

K-Max
Energy Championship
JANUARY RESULTS



Surendra Sharma
Madhya Pradesh

Sandeep Sharma
Madhya Pradesh

Subhash Chander
Rajasthan

Manoj Choudhary
Madhya Pradesh

Kanha Singh
Rajasthan

Krishna Sharma
Madhya Pradesh

CONGRATULATIONS!!!

K-Max
Energy Championship
FEBRUARY RESULTS



Surendra Sharma
Madhya Pradesh

Harpal Singh
Punjab

Dinesh Choudhary
Bihar

Manoj Mishra
Madhya Pradesh

Anand Kumar
Bihar

Vinod Barod
Madhya Pradesh

CONGRATULATIONS!!!

CASH CROP – MENTHA

BY ANIRUDH BISWAS

Mentha cultivation has become extremely popular in central and west-central part of UP . Ever since the rate of Mentha oil has touched Rs. 2000/lt⁶, farmers are getting excited for this crop. Popularly known as peppermint, Mentha oil has got very high demand in cosmetic and beauty care industry, tooth paste and mouth freshener products, ayurveda ointment, oils and many more. The fresh leaves are also used for salads and health drinks, people in India fondly refer to it as 'Pudina ke Patte.' It is a sub-tropical, shrubby plant and the duration of the crop is 100 -120 days. Mentha arvensis is the most popular variety, known as Japanese peppermint, which contains higher oil, due to succulent nature of its leaves and stems. Generally the runner roots, locally known as 'jwar,' are planted as nursery bed during the month of February. After 30 days the transplantations takes place. It needs lot of irrigation and that's why the problem of broad and narrow leaved weeds are prevalent in this crop. Generally Pendimethilin is used as pre emergence herbicide, after first irrigation given within 2 days of sapling sowing. For post emergence, people use oxyflurofen and for narrow leaved weed control the use of quizalofop 5 is popular. Among the insect pest the borer or Heliothis is the most menacing pest; white fly also causes considerable damage to the crop.

Farmers generally use lesser toxic insecticides like Emamactin benzoate, acetamiprid and bio pesticides. People believe that with the use of toxic insecticides the aroma of the oil gets reduced, so will the market value of the batch. Paushak is a very popular brand of plant growth regulator in mentha, and in the adjoining areas of Lucknow, farmer believes that Paushak increases the oil content by making the plant more succulent. After the harvest of the crop, the oil is extracted in simple distillation method, and during the oil extraction process, the entire area is filled with fragrance and aroma. Farmers used to spend sleepless nights, until the process of extraction is completed. The general yield is 50 lts per acre and the average rate is 1500/lt. So if the cost of cultivation is assumed to be 30-40k/acre, the profit is huge. That is why, Mentha is becoming such a popular cash crop in the region. The oil is stored in earthen pot for keeping the aroma intact over an year. Farmers used to use it as Gold or cash and sell as per his money requirement and market rate.

From pesticide consumption point of view, it is also a very potential crop, and KREPL has created its own brand of product range like Kri-Stop, Kroll, Kristar and Paushak etc. Everybody like farmers, traders, company people are being benefitted by its increased area.

Happy farming!

HARYANA MEIN HARYALI

BY KRISHNA KUMAR

We have done following field activities to promote and generate demand of K-Max Energy at field level. We have also started promoting Kazuki Energy and Flick super in Wheat crop during these field days. Details of activities are given as under.

We organized field day/ field visit to show result to farmers, trade partners. We also highlighted our product Kajuki Energy in these field days. A detail of field visit region wise is given as under:

- A. Mr. Suresh Reddy President KREPL and Mr Surinder Mattoo along with State Head Haryana Mr RK Phutela have visited in these field days along with SKS in Karnal Region.
- B. Kishan Kumar with Ashiwani Pandita in Sonipat territory along with Ajay Kumar in these event in this week.

Mr. Ashok Suneha has also participated in this event in Safidon and Kaithal territory to promote K-

- C. Max Energy along with Kazuki Energy and Flick Super in wheat crop.



FIELD CAMPAIGN IN PUNJAB

BY DS JADON

Punjab team has taken initiatives to conduct field campaigns region wise details are as under.

Abohar territory under Bathinda Region

We have started field campaign on citrus crops to promote K Max Energy, Kazuki Energy and Masaki Energy as a brand. Our team contacted more than 250 Farmers and more than 50 Channel Partners. Mr. Anilesh Kumar, Mr. Harpal Singh, Mr. Amit Kumar and Mr. Makhan Singh and Mr. DS Jadon - participated with their respective FDAs in this campaign.

Malerkotla Territory under Patiala Region

Our team started campaigning on vegetable crops to promote K Max Energy, Kazuki Energy and Flick Super through field work. Dr. Chhote Lal, Mr. Ziaul Haque, Mr. Talwinder Singh, Mr. Shiv Kumar and Mr. DS Jadon participated with their FDAs.

Kapurthala and Phagwara Territory under Ludhiana Region

Our teams started campaign on vegetables crop to promote K Max Energy, Kazuki Energy and Flick Super through field work. Mr. Gian Singh, Mr. V S Rana and Mr. Kulbeer Singh participated in this campaign with their FDAs.



K – MAX ENERGY SAPTAH

BY LAXMAN K DATEY

Maharashtra KREPL Team organized crash campaign for K-Max Energy in main pockets of Onion - Nasik Districts – Jaikheda, Mulher, Patne and Bhaur markets to create awareness of KREPL brands i.e. K Max Energy and other SLL products. The objective of this campaign was also to promote KRISHAJ Brand. These promotional activities will also benefit our channel partners in liquidating their stock. The entire team of Sales Officer from nearby districts too joined this campaign to gain maximum impact. The team comprised of Mr. LK Datey, Mr. Vivek Jadhav, Mr. Nikhil Sahastrabuddhe, Mr. Sandeep Parkhe, Mr. Akshay Divekar, Mr. Mahesh Kharade, Mr. Jaydeep Kadam and Mr. Khushal Borse.

Promotional activities included of visiting and interacting with progressive big farmers, retail visits, demo conduction and village meetings. Over 300 interactions took place with big farmers they felt very positive about Krishaj products and gave a positive response. Multiple product demos were conducted to show farmers a live demonstration of how Krishaj products help increase the yield in crops. The after effects of the campaign is very fruitful. The liquidation speed has increased. Demand amongst farmers for K-Max Energy has increased. The channel partners are also showing confidence for liquidation of other KRISHAJ products. In all, farmers are happy with the results.



ALSC MAHARASHTRA TEAM ACTIVITY

Field day conducted on a large scale in Maharashtra under the supervision of Dr. Phuke (DM) & Mr. Ghule (MM). The fields were treated with Agro Power Energy showed major difference in root growth and productivity.



DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL



Channel Partner of the Month- KREPL	
State	Party Name
Uttar Pradesh	Om Traders (Hathras)
Patna	Gayatri Fertilizer (Shivnar, Mokama)
Gujarat	Milan Agro Center-Jamkhambhaliya
Andhra Pradesh	Sri Lakshmi Rythu Depot
Madhya Pradesh	Bharat Khad Beej Bhandar
Maharashtra	Shriram Agro Agency (Vaduj)
Harayana	Sohan Lal Agarwal-Shahbad
Rajasthan	Kalapana Agro Agency
Punjab	Harry Seed Store-Panjawar
Jharkhand	Shree Balaji Agro(Ranchi)
Telangana	Sri Dhana Laxmi Fertilizers Pesticides & Seeds(Yerrabelli)
Chattish Garh	Kisan Beej Utpadak (Kurud)
Muzzafarpur	Jaiswal Enterprises
Uttranchal	Deep Fertilizer & Chemicals

Sales person of the month- KREPL



Sales Person of the month- KREPL	
State	Sale Person Name
Patna	Muz-Vikash Kumar
Uttar Pradesh	Luc-Sarvan Singh
Gujarat	Ahm-Kailash Devara
Telangana	Hyd-Akula Devender
Madhya Pradesh	Ind-Karu Singh Sisodiya
Andhra Pradesh	Hyd-Thotireddy Kondareddy
Maharashtra	Pun-Mohite Dipak Damodhar
Chattish Garh	Cg-Anjani Kumar Garg
Rajasthan	Jai-Vijay Pratap Singh
Punjab	PB-Kulvir Singh
Harayana	HR-Jagtar singh
Muzzafarpur	Muz-RAJESH KUMAR SINGH (HARIPUR)
Jharkhand	Muz-Shankar Pahan
Uttranchal	Luc-Pradeep Mehta

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Channel Partner of the Month- ALSC	
State	Party Name
WEST BENGAL	KAMALA KRISHI NURSERY(RADHANAGAR)
TELANGANA	MRB Crop Care (Khammam)
ANDHRA PRADESH	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
TAMILNADU	S.P. Manivannan - Chetpet
HARYANA	Khattu Shamji Pesticides (Add.Mandi)(Sirsa)
MAHARASHTRA	Emperical Agro Mart And Resources (Ghoti B.)
ORISSA	PARAMESWARI AGRICARE (KALAMATI)
MADHYA PRADESH	Choudhary Krishi Sewa Kendra (Doublechowki)
RAJASTHAN	Sri Ganganagar Krishi Seva Kendra-Kolayat
CHHATTISGARH	CHATTISGARH KRISHI KENDRA, DANITOLA
UTTAR PRADESH	Ram Bhahadur Beej Bhandar-Jagdishpur(Amethi)
KARNATAKA	Sri Venkateshwara Traders (Near Mandakal Cross Gabbur)
GUJRAT	Shree Gayatri Krupa Agro Clinic (Kamrej)
PUNJAB	Shree Ganesh Sales Centre(Mansa)

Sales Person of the month- ALSC



Sales Person of the month- ALSC	
State	Sale Person Name
ANDHRA PRADESH	GUN-RAJASEKHARA REDDY KUSAM
CHHATTISGARH	IND-LAXMINARAYAN SINGH YADAV
GUJRAT	AHM-TEJASKUMAR SHARADBHAI PATEL
HARYANA	HR-VINOD KUMAR
KARNATAKA	HYD-AYAJ AHAMAD
MADHYA PRADESH	IND-BALBEER SINGH RATHORE
MAHARASHTRA	PUN-SWAPNILKUMAR SAMBHAJIRAO DESHMUKH
ORISSA	ORI-Harekrushna Biswal
PUNJAB	HR-Bhim Singh
RAJASTHAN	JAI-AMIT KUMAR
TAMILNADU	TAM-VENKATESAN GANESAN
TELANGANA	HYD-POLIMERA RANJITH KUMAR
UTTAR PRADESH	Luc-Mukesh Kumar
WEST BENGAL	kol-Santu Dutta

STAR PERFORMER for KREPL

Mr. Vikas Kumar

A journey towards growth is well evident through the phenomenal rise in career from FDA to Sales Supervisor of Mr. Vikas Kumar. Learning has been a key-word in his life's dictionary. Through perfect understanding of the field situation & application of soft-spoken words, he has always been successful in motivating the channel partners, thus achieving the goals set by him. In the most potential market of Patna district, his operational area, Mr. Vikas Kumar is well recognised by others as a self-achiever in the field of marketing.



STAR PERFORMER for KREPL

M/s. Om traders Hathras

Om traders Hathras, is a reliable agricultural input shop of the district. Mr Manoj is managing the firm very efficiently since 2010. They are dealing in almost all the leading pesticides companies like Syngenta, Rallis, PI, Excel, Indofil etc. With a turnover of 15 crore the company plans to grow with years to come.

This year, they have done a business of 1.5cr with KRISHAJ.



STAR PERFORMER for ALSC

Mr. Kusuma Rajasekhar Reddy

He has above 20 years of experience in the Agro chemical Industry. He has very good contacts with the channel partners and operates very smoothly. His strength is to convince the partners for the business and is very loyal to the Organization.



STAR PERFORMER for ALSC

M/s. Kamala Krishi Bhandar

This 16 year old firm has been owned by Mr. Siddeshwar Sarkar who is a very reputed channel partner in the Paschim Midnapur, West Bengal. He is very humble and a very energetic person. In his business area he personally promotes our products: Super Focus and Agro Power Gold. They have a family business, his brother also helps and contributes.

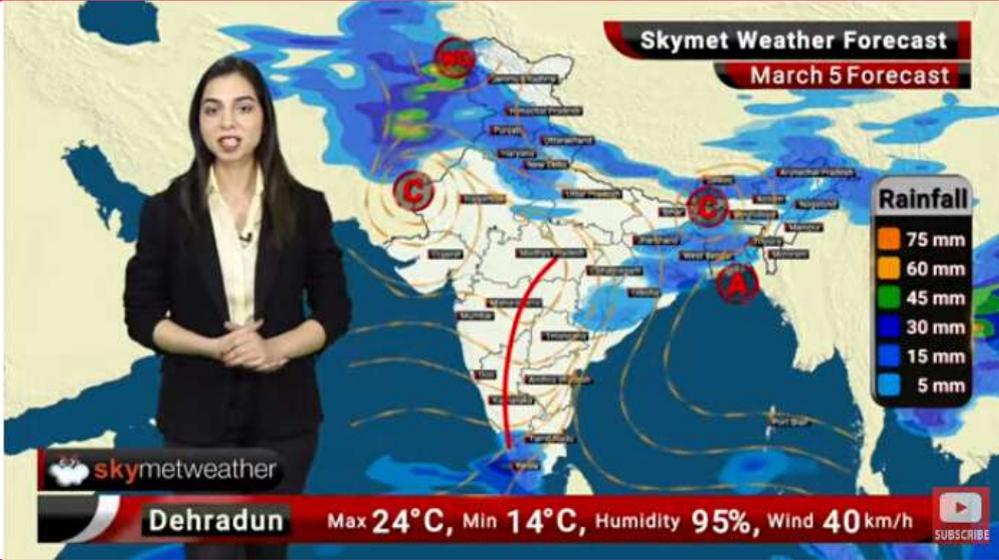


WE WELCOME "New Members Of Our Family"



New Joinees for the month of Jan 2020 in Krishi and Agro				
Emp Name	Designation	Company	Branch	Email id
SUNIL S KAVERI	STATE HEAD SPECIALITY NUTRIENTS	Agro life Science Corporation	BELLARY	SUNILKAVERI@GMAIL.COM
GURJEET SINGH CHEEMA	AREA MANAGER SPECIALITY NUTRIENTS	Agro life Science Corporation	LUCKNOW	GLURJEETCHEEMA14@GMAIL.COM
SACHIN KUMAR JOSHI	SANKALP STORE MANAGER	Agro life Science Corporation	INDORE	JOSHISACHIN2776@GMAIL.COM
JITENDRA SHERIGAR	COMMERCIAL EXECUTIVE	Agro life Science Corporation	TAMIL NADU	SHERIGARJ@GMAIL.COM
SAGAR PRAKASH GAWATE	MARKETING OFFICER	Agro life Science Corporation	PUNE	SAGARPRAKASH09@GMAIL.COM
GOLIKOPPA KRISHNAMURTHY V	REGIONAL MANAGER	Agro life Science Corporation	BELLARY	GKVENKATESH@WILLOWOOD.COM
JITENDRA SINGH JADON	SALES EXECUTIVE	Agro life Science Corporation	INDORE	JITENDRASINGHJADON05@GMAIL.COM
RAJNISH KUMAR	SALES REPRESENTATIVE	Agro life Science Corporation	INDORE	RAJNISHK152@GMAIL.COM
PRADEEP SINGH	ASST AREA SALES MANAGER	Agro life Science Corporation	INDORE	PARDEEP.CHOUHAN121@GMAIL.COM
BIKASH KUMAR NAYAK	DRIVER	Agro life Science Corporation	ORISSA	
KARAN SETIYA	SENIOR ACCOUNTS EXECUTIVE	Agro life Science Corporation	HARYANA	SETIYAKARAN1991@GMAIL.COM
PRAVIN G MALEWAR	MARKETING MANAGER - SPECIALITY NUTRIENTS	Agro life Science Corporation	NEW DELHI	MALEWARPRAVIN@GMAIL.COM
RAJ MANGAL PANDEY	STATE HEAD SPECIALITY NUTRIENTS	Agro life Science Corporation	INDORE	RAJMANGALRPANDEY@YAHOO.COM
NAVEEN KUMAR	SALES OFFICER	Agro life Science Corporation	CHHATTISGARH	NAVFENDEWANGAN4567.DRB@GMAIL.COM
TRUPTI MANISH KHATRI	TELECALLER	Agro life Science Corporation	AHMEDABAD	TRUPTIKHATRI27@GMAIL.COM
AMIT KUMAR	REGIONAL BUSINESS MANAGER - RETAIL	Agro life Science Corporation	PUNJAB	AMITYADAV2226@GMAIL.COM
SIMRANJIT SINGH	SALES EXECUTIVE	Agro life Science Corporation	PUNJAB	SINGH.GHUMMAN7@GMAIL.COM
RUBY KUMARI	PORTFOLIO MANAGER	Krepl-Baddi	NEW DELHI	RUBY.CABM@GMAIL.COM
ASHOK BALAJI SURANAR	DRIVER	Krepl-Baddi	PUNE	
PATEL DEVENDRA B	ELECTRICIAN	Krepl-Baddi	PANOLI	
SHANTILAL CHANDUBHAI PRAJAPATI	ASSISTANT MANAGER ELECTRICAL	Krepl-Baddi	PANOLI	
THAVVA RAMAMUNI REDDY	SALES OFFICER	Krepl-Baddi	GUNTUR	TAVVAMUNIREDDY@GMAIL.COM
NALLAMILI V V S PRASAD	ASSISTANT AREA SALES MANAGER	Krepl-Baddi	GUNTUR	PRASADNVVS1245@GMAIL.COM
SRINIVASU BONDADA	ASST AREA SALES MANAGER	Krepl-Baddi	GUNTUR	MOUNI8303@GMAIL.COM
MANMOHAN KUMAR	ASSISTANT MANAGER - PD & FIELD TRIALS	Krepl-Baddi	NEW DELHI	SIWACH2363@GMAIL.COM
PURUSHOTHAM REDDY S	SALES OFFICER	Krepl-Baddi	GUNTUR	SBOBBY321@GMAIL.COM
MAHAVIR SINGH	AREA SALES MANAGER	Krepl-Baddi	PUNJAB	MAHAVIRBHULLAR.25@GMAIL.COM
SUDHIR KUMAR SAXENA	AREA SALES MANAGER	Krepl-Baddi	PUNJAB	SAXENASUDHIR8205@GMAIL.COM

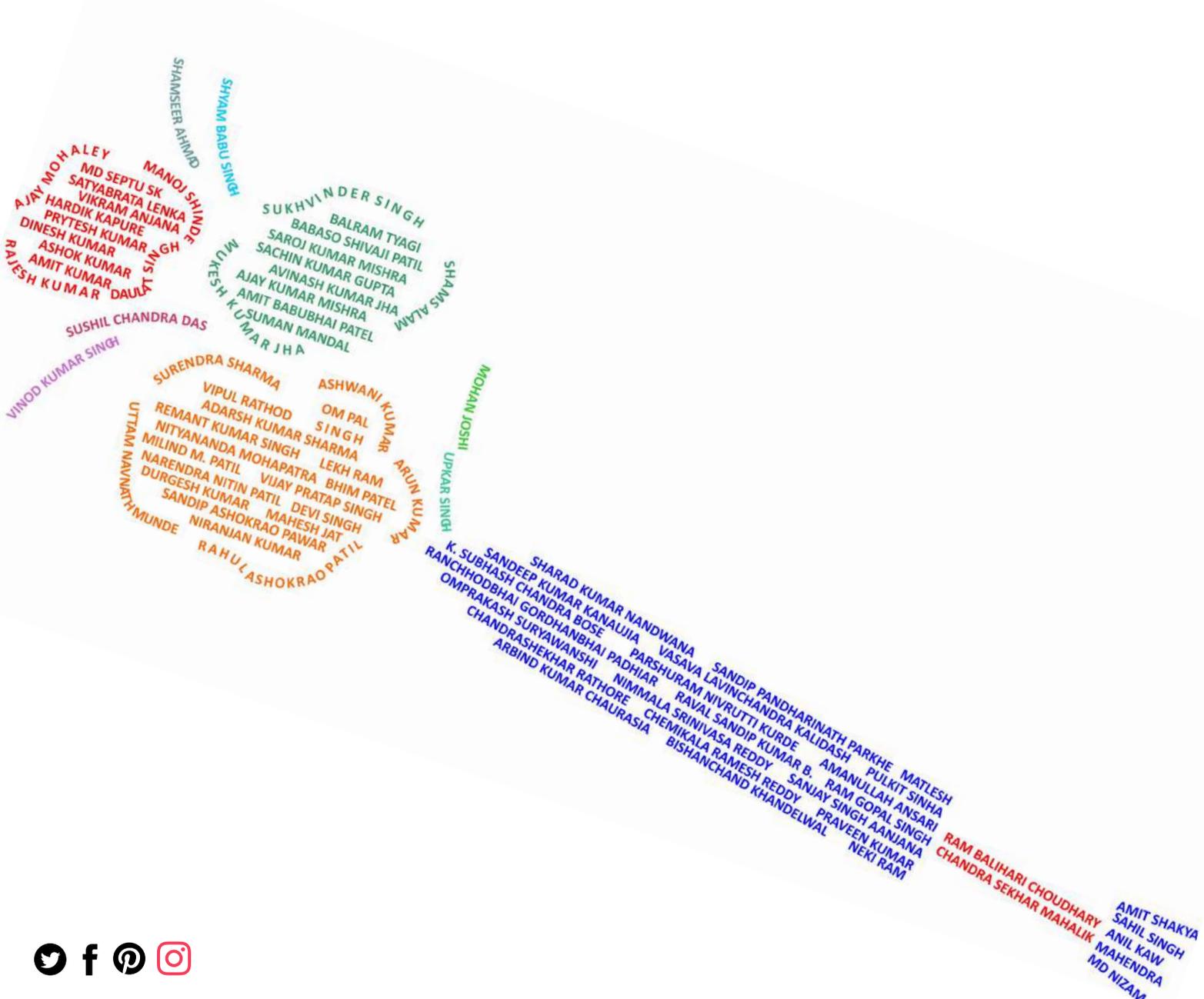
Weather Update



RAIN BUTTON

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Feb-March Birthday Cloud #TogetherWeCelebrate



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