



COVER STORY **WOMEN'S DAY SPECIAL: A TRIBUTE**

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CROP FORECASTING

For most of the Rabi crops, Harvesting has been started for many crops.

STORE OF THE MONTH - RAJPURA

"Our wholehearted congratulations to "Rajpura" store team for the best performance in February month

INSECT GROWTH REGULATORS (IGR)

Insect growth regulators are chemicals that can disrupt the normal process of development of insects.

This Women's day, we saluted every female employee in our Krishaj family in a special and memorable way by writing them each a special and sincere note of thanks for their contribution to our growing company. We hope we made their day!

These special women were also gifted with sweet treats, flowers and other presents by our co-workers to show their appreciation and gratitude.



INTERNATIONAL WOMEN'S DAY

BY APURVA

Every year 8th March marks International Women's Day, when countries all over the world celebrate the achievements of women and come together for gender equality. First celebrated in 1911, International Women's Day is an opportunity to celebrate women who have made history and continue to champion change and encourage future generations.

When we talk about women in the organization, we must remember that this goes beyond the office employee. Several women play an important role contributing to the company's success and go unseen. These may include women who work as housekeepers, security personnel, and other support staff. Bringing their stories to the forefront helps take a step towards ensuring a more inclusive workplace for everyone. This can be done by involving them in the celebrations, sharing their stories with the rest of the workforce, and giving them the space to express themselves and what this day means to them.

This year's Women's Day is very different. Countries and communities started slowly to recover from the pandemic. We have the chance to finally end the exclusion and marginalization of women and girls and there is lot to be done in this field. Women must have the opportunity to play a full role in shaping the pivotal decisions being made right now as countries respond to and recover from the COVID-19 pandemic – choices that will affect the wellbeing of people and the planet for generations to come.



#KRISHAJ WOMEN



#KRISHAJ WOMEN

Happy Women's Day



Ankita Agarwal

We are so proud to be led forward by an amazing person. It's a privilege for the entire team to work under your leadership. Thank you!

Happy Women's Day



Akansha

We want to thank you for your efforts in handling Regulatory works. Thank you so much for your dedicated performance!



Trupti Manish Khatri

Thank you so much for helping us connect with our customer through various channel.



Rashmi Sharma

Thank you for managing ERP & SAP ! A big Thank you from us!



Pratiksha Kumar

We are really impressed by the way you handle accounts department. Thank you!



Preeti Banga

We really appreciate how you use your skills and talent in handling entire Front office works. Kudos to your incredible performance!



Sneh Lata

You are a true superstar. The effort you put for handling the accounts through ERP & SAP is commendable. Thank you!

Happy Women's Day



Puja Arya

We just wanted to let you know how much we appreciate your work. You put a lot of effort in handling packgaing material procurement .



Ratna Kumar

You have the best combination of talent, skills and attitude which reflects in the way you handle accounts. Keep up the good work!



Poonam Rawat

You are always responsible and strive to complete your work in handling Financial Activities. It is very appreciated.



Shikha Negi

We really appreciate how you use your skills and talent in handling Regulatory works. We really appreciate your can-do attitude.



Apurva

We are really impressed by your Marketing works. Thank you for being someone we can rely on!



Monika

We want to thank you for your efforts in handling Regulatory works. Thank you so much for your dedicated performance!

Happy Women's Day



Priyanka

Thank you for good work towards FA reporting. Keep up the good work!



Ruby Kumari

We just wanted to let you know how much we appreciate the way you handle the entire portfolio. Thank you for being such a great professional to work with.



Kanchan Chauhan

You do great work in handling Export related activities! Thank you from us!



Nisha Kumari

Your hard work and commitment in managing FA's is commendable. We are grateful to have you with us!



Meenakshi Paswan

Thank you for coordinating with entire Sankalp Team! Your positivity motivates us!



Swati Sharma

Your hard work in reaching out to Sankalp customers is commendable! Thank you for being your best every day!

#KRISHAJ WOMEN

Happy Women's Day 



Amita Vritik Dakwala
We appreciate your efforts in managing FAs. Congratulations!



Priyanka Mishra
We want to thank you for your efforts in managing sales of your area. Thank you so much for your performance!



Narmada Reddy Punyala
Your hard work in marketing activities is commendable! Thank you for being your best every day!




Gopu Srilakshmi
Your hard work and commitment in marketing activities commendable. We are grateful to have you!




Subashini
Thank you for handling office related work. Great job!



Yogita Kale
We want to thank you for your efforts in managing Regulatory affairs and international registration of pesticides. Thank you so much for your dedicated performance!

Happy Women's Day 



Vaishali Narendra Brapatre
We are really impressed by the way you carry on the promotional activity and product development. We are glad to have you!




Anjali Ashok Dhotkar
Thank you for handling accounts works. Awesome job!



Pooja Sanjay Murtarkar
We very much appreciate your efforts in carrying our development related works. Thank you for your hard work!



Chandra Das
You do great work in handling Accounts! Thank you from us!



Shweta Mishra
You put great efforts in marketing activities! Thank you from us!



Bindu
Thank you for hard work in Print related activities. Keep up the good work!

Happy Women's Day 



Mamta Singh
Thank you for using your remarkable talents in managing accounts.



Navneet Kaur
Thank you for our monthly Krishaj Newsletter and all the creative posts on our social media accounts.



Shivangi Patel
Thank you for good work in Marketing activities. Kudos!



Krishnawati
Thank you so much for helping us manage our day to day office function.



N. Kavitha
Thank you for good work in Telecalling. Keep up the good work!



Vinita Saini
Thank you for handling office related work. Wonderful Job!

Happy Women's Day 



Deepti Sen
Thank you for coordination office work. Awesome job!



Aakriti Arora
You put great efforts in Coordination! Thank you from us!



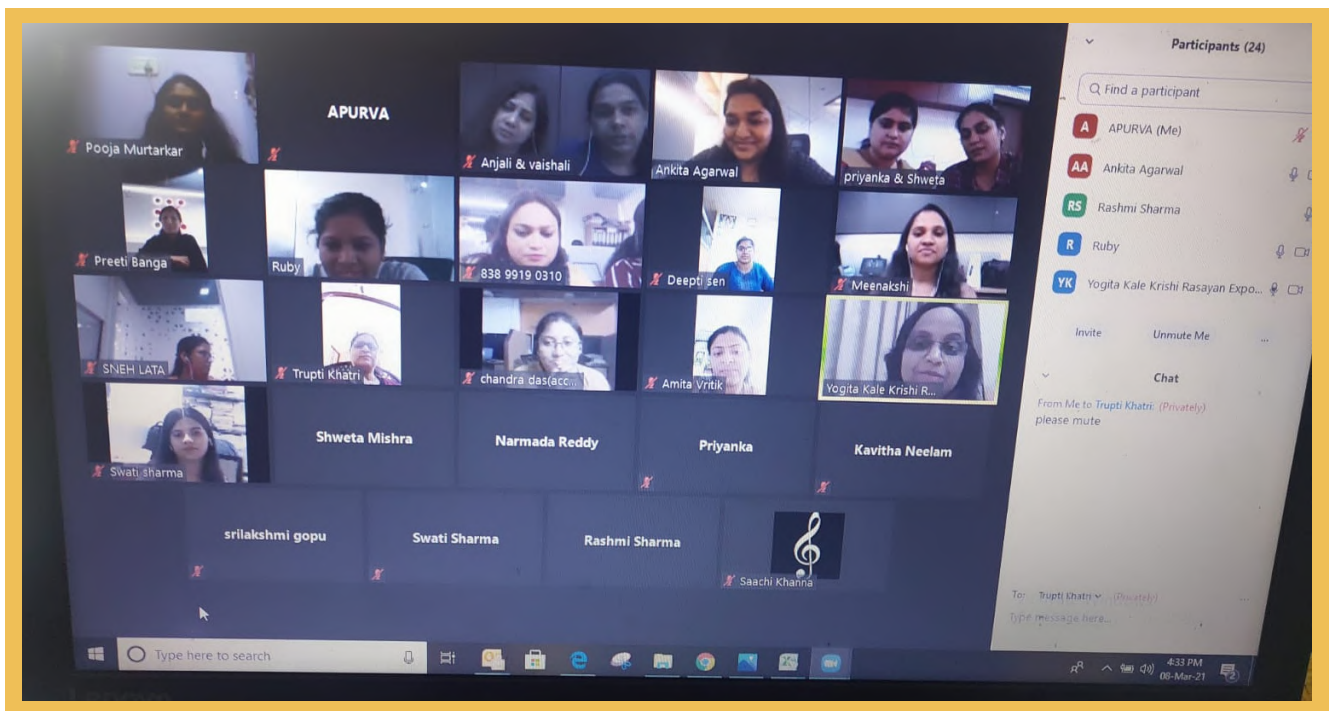
Rohini Gupta
We appreciate your effort in Handling HR function. A big Thank you!



Saachi Khanna
We appreciate your effort in Handling HR function. A big Thank you!

WOMEN'S DAY MEET BY APURVA

International Women's Day was celebrated with enthusiasm and zeal on 8th March 2021. All women employees of KREPL, ALSC, Sankalp and Truly from different parts of the Country were connected together virtually on Monday through Zoom Call Video Conferencing. More than 30 Women employee participated in the event and shared their life experiences. The session was addressed by Ms Ankita Agarwal (Director – Strategic Initiative). She has shared her thoughts and experiences underlining the role and importance of women in the changing world especially during the COVID pandemic. She extended heartiest congratulations and best wishes to all the Krishaj women on this occasion. The session was very inspirational and it was lifelong learning for all the employees. Few employees also shared their journey and milestones with the organization. All the women employees were given gift hampers to celebrate the Women's day. We should always remember that Women are an inspiration to our family, society and the nation and they are the essential base of the social structure.



COVID SAFETY

कोरोना को अनदेखा न करें।



कोरोना से अगर बचना है, मुंह पर मास्क पहनना है।



स्वास्थ्य का ध्यान रखें





मास्क जरूर लगाएं दो गज की दूरी बनाएं सैनेटाइजर का प्रयोग करें

Vinay Kumar
KREPL_Designer




- ☒ जब भी घर से बाहर जाएं
- ☒ मास्क जरूर लगाएं
- ☒ मास्क को ठीक से लगाएं

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 - RAJPURA

"Our wholehearted congratulations to "Rajpura" store team for the best performance in February month , In month of February'21 they have topped as per overall score criteria. To reach this position Rajpura team have worked hard on various points, out of which the 3 main strategies were. At first, Rajpura team have focused on farmers meeting, they have conducted various instore meetings which helps them to convert more farmers and bring sales. Next, To improve their farmers data base they have worked on referral farmers data collection, which helps them to bring new farmers in Sankalp stores. Furthermore, they have concentrated on customer satisfaction which helps them to bring new and repeated customers. With the proper execution of all these strategies, Rajpura team succeeded to achieve this position.



KNOW YOUR MANUFACTURING UNIT - JAMMU

KREPL's unit at Samba in Jammu & Kashmir is a state-of-the-art manufacturing facility spreading over an area of 117177 Sq. ft. The plant is located at 1st Parallel Road, Industrial Area, Phase 1, SIDCO, Samba J&K 184121. The production here started long back in 2005 and since then has been producing quality products for continuous 16 years. The unit manufactures the following formulations.

1. PRETILACHLOR 50% EC
2. PROFENOFOS 40% + CYPERMETHRIN 4% EC
3. CAPTAN 50% WP
4. EMAMECTIN BENZOATE 5% SG
5. CLODINAFOP 15% WP
6. METALAXYL 35% WS

The facility produces 540 MT of Granules, 2800 Tons of Powder & 8960 KL of Liquids per annum. The output is transported across the country along with export to Bangladesh & Iran. The facility employees total 150-225 manpower. The plant has special focus on quality and all raw materials, packing materials, technical and formulated products are regularly tested as per standard requirement. The plant's factory in charge is Bimal Kumar (bimal@krepl.in) and Quality In charge name Sh. Sushil Pal (sushil.pal@krepl.in)



CROP FORECASTING

BY RUBY

Crop Patterns for the Month of 'March'

The major Rabi crop in India is wheat, followed by barley, mustard, sesame and peas. Peas are harvested early, as they are ready early: Indian markets are flooded with green peas from January to March, peaking in February. For most of the Rabi crops, Harvesting has been started for many crops.

Mango, Sugarcane, Apple crops and summer Mung are major crops for month of March- April

Progress of Area Under Rabi Crop

It has been reported that rabi (winter crop) planting of all crops has reached 171.1 million acres. This is up 2.86% from the same date last year

Wheat: About **346.6 lakh ha** area coverage has been reported compared to last year (336.6 Lakh ha). Thus 9.93 Lakh ha more area has been covered compared to last year. Wheat is varying at stage 80 days to harvesting stage.

Rice: About **35.23 Lakh ha** area coverage has been reported this year compared to last year (41.79 lakh ha). Thus **5.02 Lakh ha** more area has been covered compare to last year. Rice stage is varying transplanting/sowing to Panicle initiation stage. For better tillering, **K Max energy** along with **Krimila** should be apply at early stage of crop and Paushak super/ Kazuki Energy should be sprayed at panicle initiation stage

Pulses: About **167.38 Lakh ha** area coverage has been reported compared to last year (162.87 lakh ha). Thus 4.51 lakh ha more area has been covered compared to last year. Pulses are at harvesting stages, Summer Mung crop is at sowing stage in MP. **K Max /Agro Power** along with **Krimila** should be applied at time of sowing or along with fertilizer for better quality and better production.

Mango: India Ranks first among worlds mango producing countries accounting 50%of worlds mango production, Mango has been grown in India since long and considered to be king of fruits. Mango is commercially cultivated in AP, KT, Kerala, Bihar, UP, Uttrakhand, Maharashtra, and Gujarat. Mango cultivated over area of 23 Lakhs Ha. Flushes of new growth have been started in month of February. Growth and flushes depends on many factors like irrigation, nutrition and cultivar type. There should be good and healthy soil for better quality and production . To improve the quality of soil and improve fertilizer use efficiency , **K Max Energy/K Max Super/Agro Power along with Krimila** must be used. It has been observed that plants supplied with good qty of bio fertilizers along with chemical fertilizers flourish more. Mealy bugs pest attack during flowering and fruiting stage (from January to April). Mango Hoppers are very active during Feb- March at the time of emergence of inflorescence. Recommended Insecticide should be applied along with **Paushak Super / Kazuki Energy and Kribor** to improve crop health/ better flowering and fruiting

Apple: It is mainly grown in HP, J & K & Uttrakhand, apple tree stage is at dormancy to green tip stage. Most of the apple varieties require about 1500 hours below 7 degree to break the rest period. The main source of nutrient in apple is organic manures and chemical fertilizer. Bio-fertilizer like K Max energy should be applied to improver fertilizer use efficiency and improve soil health. Right now crop is from dormancy stage to green tip stage. **Kriclmax and Kri- Captan** can be sprayed at green tip stage.

Sugarcane: it is mainly grown in UP,Maharashtra, Karnataka, Gujarat Bihar Taminadu etc.New Planting of Sugarcane and harvesting of sugarcane in March month are in full swing. For better production, selected setts for planting of sugarcane should be healthy and disease free. Sugarcane takes 20-25 days to get emerge, for better germination Kripon should be spray on setts , ratoon or to be treated to break dormancy and early germination. At time of Sowing K Max Energy must be used along with Krimla for better mileable canes, better growth, better germination, to improve soil health and to improve nutrient use efficiency.

CROP FORECASTING

Crop Map India



AUDIO FARMERS MEETING

Mr. Shailendra Shukla, Sankalp Agri doctor in MP region, use to organise a very effective and efficient audio meetings for farmers.

The way he handle the audio meetings shows high level of experience and knowledge. In his audio meetings farmers listen to his advice very carefully, ask relevant questions and stay connected for whole session. Which makes his meetings very productive and proficient.

Mr. Shailendra Shukla Ji, we and your team are fortunate to be able to witness and work amongst an industry expert such as you. Your work will bring a lot of learnings and set examples for others. Keep on doing good work.



MOTIVATION OF THE MONTH



KRISHAJ VEER

कृषज वीर

वह जिसने समाज कल्याण के लिए कुछ असाधारण किया है यानि किसी ऐसे व्यक्ति की मदद की जो वास्तव में मदद की ज़रूरत में था और अपने कठिन समय में उन्हें वीर दिखाई दिया।

आत्म अनुशासन :- एक वीर है, जिसने एक महत्वपूर्ण परियोजना के लिए दृढ़ता, इच्छाशक्ति और समर्पण दिखाया है, यह संतोषजनक रूप से पूरा हो गया है और जिसने कंपनी को एक पुरे (पूर्ण) रूप में मदद की है।

जिसने कंपनी 'कृषज' के मूल मूल्यों को किसी भी कहानी में जीया है।

प्रक्रियाओं या उत्पादन में सुधार के लिए कोई असाधारण सुझाव जो व्यवसाय प्रक्रियाओं, उत्पादन या बड़ी हुई बिक्री में उन्नति का कारण बना।



KNOW YOUR TEAM

MR. Y VENKAT REDDY



Mr. Y Venkat Reddy has done his Bachelors from Osmania University and has been associated with ALSC for a year now. He brings with him a diverse experience of more than 10 years. Before joining ALSC he was associated with UPL. Mr. Reddy writes he is very proud to be associated ALSC and looking forward to contribute in the growth of the organization

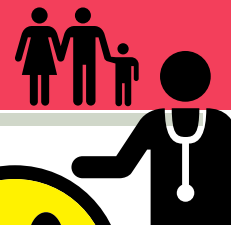
Mr. Reddy lives with his wife, daughter and son. We wish him a great time at ALSC.

KNOW YOUR TEAM

MR. SUNIL KUMAR PANDEY



Mr. Sunil Kumar Pandey hails from Ballia, UP and joined KREPL in July 2020 as GM for MP. Mr. Pandey has diversified experience of more than 22 years in Sales, Marketing & Demand Generation. In his last assignment, he was working as State Head in Crystal for MP and prior to that he was associated with UPL for 19 years where his career progressed from Sales Representative to DGM. Mr. Pandey has done his bachelors in Agriculture and lives with his wife and two children. Wife is a home maker & daughter is perusing her Law degree from National Law University, Cuttack & son is doing his schooling from Bhopal & playing cricket under 15 categories for MP.



INSECT GROWTH REGULATORS (IGR)

BY DR. ABDUL RAUF

Insect growth regulators are chemicals that can disrupt the normal process of development of insects. These are not toxic to mammals, vertebrates and other organisms. They only affect insects and closely related organisms. IGRs have been used in pest management since more than three decades. Broadly IGRs can be divided into two groups.

Juvenile Hormone Analogs (JHAs):

Chemicals that mimic the Juvenile hormones are called Juvenile Hormone Analogs. The chemicals like methoprene, hydroprene, and pyriproxyfen mimic the natural hormones that control the development of immature insects. These have been successfully used to control insects. It is effective specially in those insect that have complete metamorphosis in their development and the damage is caused by adult stage. IGR methoprene is used to control mosquitoes. It prevents the emergence of adult mosquitoes. Juvenile IGRs can also cause sterilization of adult insects such as cockroaches. Due to the effect of IGR the adult insects fail to develop sexual organs and retain the characteristic of immature juveniles. Similar effects are seen when hydroprene or pyriproxyfen are applied in cockroach control program. Juvenoid IGR can also prevent the hatching of eggs if the eggs are sufficiently treated before hatching. Some formulations of Juvenile IGR are applied to the fur of the host to block the flea eggs produced by adult female from hatching after they fall to ground.

Chitin Inhibitors:

Another group of IGRs is called Chitin inhibitors. They inhibit the production of chitin in insects. Chitin is the major part of insects exoskeleton. Chitin Inhibitor disrupts normal moulting of insects by disrupting an enzyme called chitin synthetase. This hormone is responsible for the synthesis of chitin when it is required during development of Insects. Affected insect die as they are unable to shed their old chitin during moulting. Sometimes the new cuticle does not give the strength and stability required at changing weather conditions. The effected insect die of desiccation as the new cuticle does not prevent water loss. The IGRs hexaflumuron and lufenuron have been developed for the control of termites and flea respectively. There are chitin inhibitor IGR for cockroach control also.

Still more studies are required about the effects of IGRs on environment and other organisms. They are effective but are slow acting and not economical. Truly Pest solution Pvt. Ltd., uses a safe, non-toxic and effective product Truly dust. It effectively controls adult cockroaches, fleas, mosquito larvae, fly larvae and is totally safe for environment.



KRISHAJ MOMENTS



Rajesh Jha associated for 11 Years

Manager: ERP – Delhi

Great ongoing stable journey since 13 years! At Krishaj I have gained skills, opportunities and experiences that I never imagined. I am lucky for being a part of such a great and co-operative management, healthy environment and supportive colleagues. I can explain my journey as 'Transforming Skills into Action'.



Virendra Anjana associated for 16 years

Business Manager – Madhya Pradesh

I am very grateful to the company management for showing trust in me and my team for CSR activities 'Kanya.' It was related to the health awareness amongst women which was organized for the first time in Madhya Pradesh. The event was a great success with the help of my efficient and dedicated team. 5000+ women were benefited by this activity, which the management greatly appreciated; it was a happy moment for me and my team.

The core reason why I am associated with KREPL is due to the managements trust and transparency with the team, teams dedication towards the work and appreciation of work.



Abdul Quadir associated for 13 Years

Factory Head – Panoli

When I joined KREPL in 2006 I was working in the Delhi office and looked after the taxation department. In 2015, I was relocated to the Panoli as the Accounts Head – Panoli Unit. When I learnt from the management that I had been selected to head the department I felt pride and a great sense of responsibility taking up the post. Under the guidance of Shri Sushil Agarwal Ji and Shri Rajesh Agarwal Ji I was able to handle, manage and control my team and do justice to the post.

One of my special moments in the tenure was when I was selected to go to Hyderabad for a Top Level Managerial Training Camp. I was extremely excited and felt overwhelmed while sharing my experience with the Team members and learning from their experience too. Another milestone in my career was when I had been given the complete responsibility of the factory for a couple of months when the previous head was on a leave. I Thank Shri Sushil Ji and Shri Rajesh Ji for believing in me in every step of the way.

ROAD AHEAD : NEW CHALLENGES IN THE AGROCHEM INDUSTRY DURING AND POST PANDEMIC

BY JJ PATTANAIAK JI

2020 was not a normal year in any aspect. The COVID-19 pandemic caused wide spread disruption across all sectors everywhere in the world. Nothing like this has ever been witnessed in the history of mankind. The entire Indian Agriculture industry was pushed out of its comfort zone and saw its share of challenges which no one had foreseen. Agriculture provides livelihood for 58% of the Indian population and 44% of country's workforce is employed in related professions.

Production and marketing were adversely impacted due to labour and logistical constraints during the pandemic. The northern states like Punjab and Haryana which rely on migrant labour coming from east India suffered the most. Another blow to the market came with negative income restricting access and increased food prices affecting consumption pattern. The pandemic has wreaked a substantial physical, social, economic and emotional havoc on all the stakeholders involved in the Indian agriculture industry. Seizing this crisis as an opportunity, will require a new approach and new strategies.

The Agrochem industry was categorised under essential goods, so manufacturing activities were permitted after the first week of lockdown. Private players in the industry recommenced their operations in phased manner beginning in the first week of April. However, restriction on manpower usage at plants limited the plant operating rates. Additionally, some local authorities limited permission to resume operations, movement of goods, labour due to Covid-19 cases in their respective territories.

Despite challenges in manufacturing, supply and logistics related activities, the Agro-chem manufacturers regained their strengths and started to serve the farmers as soon as the lockdown was gradually relaxed. Normal monsoon forecasts by the Indian Metrological Department (IMD) and good water reservoir levels across the country maintained a positive start for the upcoming Kharif season. In this way, demand remained resilient for the Agro-chem industry and manufacturers who were able to push their products to retailers are expected to show good performance in the second quarter.

The agrochemical Industry undertook various initiatives to protect employees, communities, and operations to ensure supply chain was not impacted. We encouraged non-critical operations to work from home and carry out interactions electronically while adhering to social distancing norms across its manufacturing sites. The biggest impact of Covid-19 on agrochem players in India was witnessed in January-March quarter, however only partially towards the end of the quarter. A pronounced impact was experienced in April-June quarter during which the manufacturing operations were closed along with stress on logistics and supply chain, however the same was sporadic across some agrochem players. Nonetheless, strong demand momentum, lower input prices, onset of early monsoon, and good water reservoir levels is expected to benefit overall performance for the agrochem players in India.

Temporary disruptions in operations during the initial days of the lockdown resulted in partial deferment of the company's revenues from the month of March to April-June quarter. Plant operations were resumed in a phased manner from the beginning of April as per Government directives. Since, the company's product portfolio falls under essentials category, hence the company doesn't foresee any major impact on the business due to the coronavirus pandemic. Due to rise in Covid-19 cases globally, the company's management took a strategic decision to strengthen its balance sheet and focus on reducing inventory and cash collections in view of challenging times ahead.

Despite of the uncertainty because of the Covid-19 pandemic, the future looks bright for the Indian agrochemicals sector.

CAMPAIGNING IN CHATTISGARH

BY DHARMENDRA MALVIYA

Farmers meeting in Kondagaon



Demonstration



Mega Farmers Meet at Jagdalpur area



Farmers meeting



KNOW YOUR TEAM

MR. MANOJ PATHAK



Mr. Manoj Pathak joined KREPL in August 2020 and is working as Manager – Credit Control at New Delhi Headquarter of KREPL. Mr. Pathak is a qualified CMA with major experience of working as Manager-Accounts with a Russian Oil & Gas company. Mr. Pathak in his earlier role was taking care of payments relating to exploration business via LC, foreign remittances, preparing budgets, cash call, maintaining accounts, payroll, MIS, Balance sheet finalization liasoning with RBI, Income tax, and other statutory bodies etc. He has also visited countries like Russia, Germany and Netherlands.

Mr Pathak believes Agro chemicals Industry has huge potential to grow and he is happy to be associated with KREPL.

KNOW YOUR TEAM

MR. CHANDRA SEKHAR RAGHUNATH PANDIT



Mr Raghunath has completed his bachelors in Agriculture and MBA in marketing and has over 28 years of work experience. He started his career with Syngenta in 1993 and thereafter worked with organization like SWAL Corporation, HPM Chemicals and Fertilizers Limited.

Mr. Raghunath lives with his wife and son. We wish him a wonderful stay at ALSC.

FARMER AWARENESS CAMPAIGN WITH GOVT DEPT.

Bhopal Zone is doing excellent field activity for Demand Generation. In same line our Bundelkhand RM Mr Dinesh Shukla & his team have participated in Agriculture dept. sponsored Two Mega Farmers Meeting at Barkheda Village of Jaitpur block, Mahoba. Mr Dinesh Shukla has addressed the Sugarcane & Mentha farmers on Intervention & benefits of new technologies in farming sector to increase productivity & he also talked about fitment of our products in their practices. Along with this his team showcased KREPL products in stall & captured good farmer database which is utilized by team to give farmers a strong KREPL solution. This coverage was also published in Local & National Newspapers like Amar Ujala, Naitik Awaaz etc



किसानों को किया गया जागरूक

जैतपुर। विकासखंड क्षेत्र के ग्राम पंचायत बड़खेरा में कृषि विभाग की आत्मा योजना के अंतर्गत एक गोष्ठी एवं प्रदर्शनी का आयोजन किया गया। जिसमें किसानों को नई तकनीकी से बुवाई कर गन्ने का उत्पादन बढ़ाने के गुर बताये। साथ ही कृषि योजनाओं के विषय में जानकारी दी।

गोष्ठी में उपस्थित कृषि वैज्ञानिक दिनेश शुक्ला ने कहा कि नई आधुनिक तकनीक से फसल की बुवाई करके किसान फसल का अच्छा उत्पादन ले सकते हैं। उन्होंने किसान के हित में चल रही योजनाओं को बारे में बताया और उनका लाभ उठाने की बात कही। रवि नारायण व्यास ने गोष्ठी में आए किसानों को नवीन तकनीक अपनाकर बसंतकालीन रवि फसल में होने वाली समस्या एवं आगामी मेंथा और गन्ना के लिए उन्नत तकनीक के द्वारा ज्यादा से ज्यादा कैसे लाभ ले इस विषय पर भी चर्चा पर भी जोर दिया। गौपालकों को उन्नत दुग्ध उत्पादन एवं बीमारियां की चर्चा की। यह गोष्ठी एग्री क्लीनिक एग्री बिजनेस सेंटर द्वारा आयोजित की गई। इस मौके पर ग्राम प्रधान लकचंद्र राजपूत सुशील कुमार, डॉ राम सिंह राजपूत, हरिसिंह पाठक, पशु चिकित्सा अधिकारी सहित तमाम किसान मौजूद रहे।



RETAILER TRAINING PROGRAM

We have successfully conducted our Retailer Training Program at Vijayanagaram(AP) on 29th December-2020. The event was attended by more than 30 retailers. The event started with Corporate Presentation and later on Training was provided on organic products like K-Max Energy, Kazuki energy and Masaki energy and our Specialty products like Kritap gold & Flick super. The retailers were explained about our newly launched products like Galwan, King Rock, Kristar gold and Kick start.



PUNJAB MEIN K-MAX KA PROTECTION BY DS JADON

Punjab Bathinda regional team has taken initiative to conduct a field campaign for capturing K Max Energy, Kazuki Energy and some of our focus products to promote the citrus crop in Abohar territory under Bathinda region. The campaign was aimed at building up a strong base for the upcoming Kharif season.

Citrus farming takes place during Feb-May every year. Keeping in view of the farming season, the campaign started during the month of February and will be continued in March as well. Following person participated in the campaign along with Eight FDAs of Bathinda Region to make it successful.

1. D S Jadon Marketing Manager- Development based at Ludhiana
2. Mr. Harpal Singh RBM- Bathinda
3. Mr. Karan Singh ASM - Bathinda
4. Mr. Mahaveer Singh ASM- Jalalabad
5. Mr. Pawan Kumar TI- Abohar



KRI-STOP GOLD SUCCESS STORY ON SUMMER GREEN GRAM

Bhopal Zone has taken new initiative to explore Summer Green Gram business in Bhopal Zone. This special project aims at targeting all important segment right from Pre-emergent weedicide to Seed Treatment to Foliar spray to defoliators. Bhopal Zone has major Green Gram pockets in Harda, Hoshanganbad, Khandwa & Jabalpur territories with total ~2.5 lakh acres. This has gained traction from the farmer community and already giving wonderful outcome. We would like to congratulate the entire team for this new initiative.



COUNTING OUR BLESSINGS!!

Our Corporate office at Modi Tower has recently been renovated. We organised a small puja to mark the auspicious beginning. The puja was attended by management family and our senior members.



DRONE TECHNOLOGY IN AGRICULTURE

BY VENKATESAN GANESAN

One of our channel partner Vairakannu Fertilizers - Karikalampakkam (Pondicherry) has been using Drone technology in their farm for spraying Pesticides, Fungicides and Other Plant nutrients and is able to reduced their expenses considerably. Use of Drone not only reduces spraying cost, spraying time but enhances the efficiency through wider spray. Drone also helps farmers overcome the labor shortage and constraint of rainy season.

Most of these benefits start from eliminating guesswork. The success of farming normally depends on a plethora of factors where farmers have little or no control like weather, soil conditions, temperature, precipitation, etc. The key to efficiency lies in their ability to adjust, which is impacted by a large extent by the availability of accurate nearly real-time info. The use of drone technology can truly become a game-changer. By gaining access to a vast pool of data, farmers can increase crop yields, save time, reduce expenses and act with unparalleled accuracy and precision.

The world as we know today is fast-paced. Changes, alterations, and transformations happen in almost a blink of an eye. Adaptation is critical, and given the growing population and the global change of weather conditions, farmers will be required to utilize new-generation technologies



DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- KREPL



Channel Partner of the Month - KREPL

State	Party Name
Andhra Pradesh	Tanmai Marketing Corporation Guntur
Madhya Pradesh	Navrang Store (Khirkhya)
Uttar Pradesh	Gupta Fertilizers (Kanpur)
Patna	Shankar Khad Beej Bhandar
Maharashtra	Sunil Krushi Kendra (Nawegaon Bandh)
Haryana	Stan Enterprises-Kotkhai
Telangana	Sai Ram Fertilizers, Pesticides & Seeds (Kothaguda)
Chhattish Garh	Shradha Krishi Kendra
Rajasthan	Khawaja Beej Bhandar-Dhalia
Punjab	Kissan Sewa Kander - Payal
Uttaranchal	Virk Agro Sales Services
Gujarat	Banas Agro Centre
Jharkhand	Sahdeo Beej Bhandar
Karnataka	Anjanadri Agro Distributors (Hiryur)
Muzzafarpur	Kushal Beej Bhandar

Sales person of the month- KREPL



Sales Person of the Month - KREPL

State	Sales Person Name
Andhra Pradesh	Gun-Sanga Lourdu Raju
Uttar Pradesh	Luc-Sarvan Singh
Telangana	Hyd-Akula Devender
Madhya Pradesh	Ind-Yogesh Malviya
Chhattish Garh	Cg-Anjani Kumar Garg
Patna	Muz-Vikash Kumar
Maharashtra	Pun-Santosh kondu Dorle
Rajasthan	Jai-Mohit Kumar
Punjab	PB-Talwinder Singh
Haryana	Hr-Sanjeev Kumar Sharma
Gujarat	Ahm-Kailash Devara
Uttaranchal	Luc-Pradeep Mehta
Jharkhand	Muz-Shankar Pahan
Muzzafarpur	Muz-Biswageet Gaurav
Karnataka	Kat-Kiran Yadav G

DEALER AND SALES PERSON OF THE MONTH

Dealer of the Month- ALSC



Channel Partner of the Month - ALSC

State	Party Name
ANDHRA PRADESH	Sri Venkateswara Agro Agencies
PUNJAB	AGGARWAL SALES CORPORATION NAKODAR
TAMILNADU	Covai Implex, Coimbatore
CHATIS GARH	KAMAL SALES (MALKHARODA)
MAHARASHTRA	Shri Kaleshwar Krushi Seva Kendra (Chimangaon)
WEST BENGAL	Sanjoy Mandal (Kelepara)
ORISSA	BISHNU TRADERS (HUMMA)
KARNATAKA	M.C.DHANASHETTI-INDI
TELANGANA	Sri Balaji Fertilizers, Pesticides & Seeds Thorur
UTTAR PRADESH	Krishi raksha Center Kendra-Harunagla (Bareilly)
HARYANA	Badsikri Beej Bhandar Kalayat
RAJASTHAN	Agarwal Kahd Beej Bhandar-Lalsot
MADHYA PRADESH	Shashwat Agro Agency (Burhanpur)
GUJRAT	Umiya Agro Agencies - Bhuj

Sales Person of the month- ALSC



Sales Person of the Month - ALSC

State	Sales Person Name
TAMILNADU	TAM-VENKATESAN GANESAN
CHATIS GARH	IND-SUNIL KUMAR DESHMUKH
ANDHRA PRADESH	GUN-RAMANA NAGA GANESH
KARNATAKA	HYD-SRINIVASU B
MAHARASHTRA	PUN-SACHIN SAMPATRAO PAWAR
WEST BENGAL	KOL-PROSANJIT BISWAS
PUNJAB	PB-HAMMIR SINGH
UTTAR PRADESH	LUC-ARVIND KUMAR
ORISSA	Ori-Satyabrata Lenka
TELANGANA	HYD-JALLA RAMBABU
HARYANA	HR-PURSHOTAM SINGH
RAJASTHAN	JAI-PRAVEEN SHARMA
MADHYA PRADESH	IND-DINESH YOGI
GUJRAT	AHM-SHAILENDRASINH BHARATSINH RANA

STAR PERFORMER for KREPL

Tanmai Marketing Corporation Guntur

Tanami Marketing Corporation is reputed firm in Guntur. Mr. V V Nagi Reddy (Proprietor of M/s Tanami Marketing Corporation) is into seed, pesticide and fertilizers distribution. Mr Reddy is very passionate about Agriculture and a well-known personality in the field of Agro chemical industry, having more than 25 Years of rich experience in the distribution of Agrochemicals, He is major distributor for BASF, Tata Rallies ,Coromandel & Krishi Rasayan Exports Pvt Ltd. He is having good connection with all the retailers and single point of contact in Various activities associated with Agrochemicals. He is also having a good rapport with State Agriculture department. Mr. Reddy is a President of District Association of Pesticides and Secretary of State Association. He is also a South wing Secretary for All India Pesticide Association. We wish him best wishes in his journey.



STAR PERFORMER for KREPL

Sanga Lourdhu Raju

Mr. S L Raju has joined KREPL as AASM and is looking after Guntur. Mr. Raju is a very committed person and is having more than 20 years of work experience. He is having very good rapport with all the Dealers in Patnam Bazar which is the biggest market in Asia. He also maintains the good relationship with all the big farmers and we expect soon he will become a good asset for the Krishi. We wish him all the very best in his endeavors.



STAR PERFORMER for ALSC

Umiya Agro Agencies - Bhuj

Umiya Agro Agencies is reputed firm in Bhuj, Kutchh. Mr. Bhabin (Proprietor of M/s Umiya Agro Agencies) is into seed, pesticide and fertilizers distribution. Mr Bhabin is also farmer having 28 acres land and doing very good farming, field crop and horticulture crop. Mr. Bhabin is a Commerce graduate and lives with his wife Pravina and two sons (Jeet & Ved). He is a good promoter distributor of ALSC. We wish him best wishes in his journey.



STAR PERFORMER for ALSC

TAM-VENKATESAN GANESAN

Mr G Venkatesan hails from Periyanesalur Village Cuddalore District in Tamilnadu. Mr. Venkatesan has done his bachelors in Agriculture from Annamalai University, Tamilnadu. Mr. Venkatesan has more than 18 years of work experience. He has worked with companies like E.I.D Parry India, Dahnuka Agritech, Coromandel International Ltd, FMC India Private Ltd & Nagarjuna Fertilizers and Chemicals Ltd. He has also received the South Zone Topper Award during his tenure at Dhanuka Agritech Limited. All these years of experience, he has developed diverse skills in the Agro science field.

Mr. Venkatesan lives with his wife and two children. We wish him a wonderful stay at ALSC.



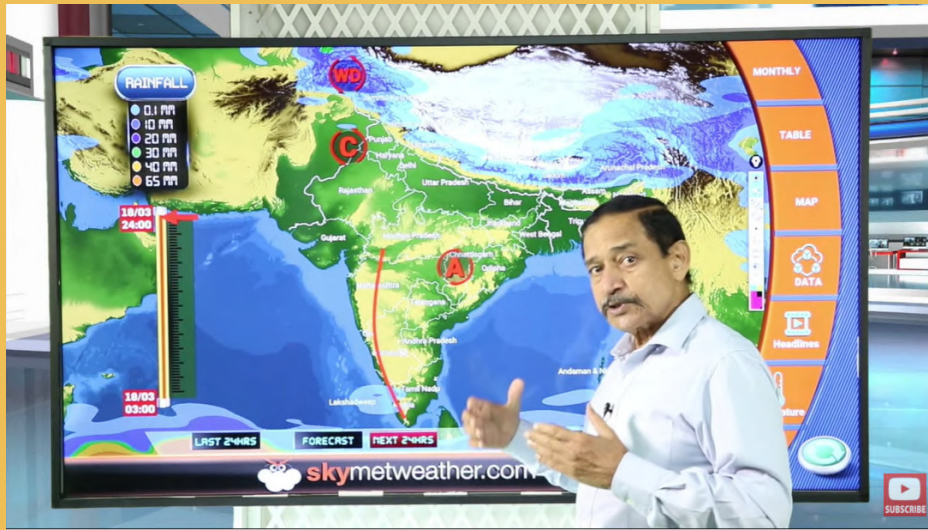
WE WELCOME "New Members Of Our Family"



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

Emp Name	Designation	Company	Branch	Email id
VIKRANT GAJANAN MOHITE	EXECUTIVE INTERNATIONAL BUSINESS	krepl	PUNE	VIKRANT.MOHITE@KREPL.IN
SACHIN	SALES TRAINEE	krepl	LUCKNOW	SACHINRYA8057@GMAIL.COM
CHILAKA SRINIVASA RAO	HEAD FORMULATION PROJECT AND R & D	krepl	PANOLI	CHILAKASRINIVASARAO036@GMAIL.COM
SHUBHAM GIRI GOSWAMI	MECHANICAL ENGINEERING	krepl	PANOLI	GOSWAMISHUBHAM837@GMAIL.COM
PAWAN GOPAL PATEL	DEVELOPMENT TRAINEE	krepl	INDORE	PP026940@GMAIL.COM
RAVINDRA YADAV	DEVELOPMENT TRAINEE	krepl	INDORE	RY64305@GMAIL.COM
AVINASH MACHINDRA BAISANE	SENIOR EXECUTIVE - INTERNATIONAL BUSINESS	krepl	PUNE	AVINASHBAISANE04@GMAIL.COM
PATEL VRUSHANT JASHWANTBHAI	EXECUTIVE MAINTENANCE	krepl	PANOLI	PATEL.VRUSHANT@GMAIL.COM
NAVEEN KUMAR SUJAN	AREA SALES MANAGER	krepl	PUNJAB	NAVEENSUJAN2010@GMAIL.COM
MUNESH KUMAR KUSHWAHA	SALES EXECUTIVE	krepl	CHHATTISGARH	KUSHWAHAMUNNA2@GMAIL.COM
BASAVARADDI RADDER	STATE HEAD - SND	krepl	KARNATAKA	RADDIBM25@GMAIL.COM
SHAILESH SHARAD GOSAVI	REGIONAL SALES MANAGER	Alsc	PUNE	SHAILESHGOSAVI2006@YAHOO.CO.IN
RAJEEV KUMAR	SENIOR SALES EXECUTIVE	Alsc	HARYANA	RAJEEVKUMARYNR@GMAIL.COM
INDRAJEET YADAV	MARKETING OFFICER	Alsc	PUNJAB	INDRAJEETYADAV221@GMAIL.COM
LAXMI KANT GUPTA	SENIOR ACCOUNTS EXECUTIVE	Alsc	NEW DELHI	LKDIVYE@GMAIL.COM
SUDAM BALA KANFATE	SALES REPRESENTATIVE	Alsc	PUNE	SKANFATE1993@GMAIL.COM
VISHNU TIWARI	AREA MANAGER - SPECIALITY NUTRIENTS	Alsc	CHHATTISGARH	VMTIWARI1985@REDIFFMAIL.COM
ANIL KUMAR GUPTA	MARKETING MANAGER	Alsc	LUCKNOW	ANILGUPTA1295@GMAIL.COM
SACHIN MALU	ACCOUNTS EXECUTIVE	Alsc	INDORE	SACHINMALU786@GMAIL.COM
GOPAL SINGH	AREA SALES MANAGER - SND	Alsc	PUNJAB	GOPAL.KULLU@GMAIL.COM

Weather Update



RAIN BUTTON
CLICK TO KNOW MORE

March Birthday Cloud #TogetherWeCelebrate

PURNA PRATAP TIWARI
HARISH MISHRA

BASAVARADDI RADDER **PRASHANT VIKRAM BANSODE** **PATEL JITESH KUMAR**
RAJEEV KUMAR **MAHESH MARUTI KHARADE** **JITENDRA BHARGAV**

TARACHAND MOTIRAM GONGLE

PATEL VRUSHANT JASHWANTBHAI **RAVINDRA SAH** **MADAN LAL SHARMA**
PATEL NIKUNJ VINODBHAI **MANISH KR.VERMA** **DEVENDRA SINGH** **ASHOK KUMAR SINGH**
PRAGNESHKUMAR PURUSHOTTAMDAS PRAJAPATI **DINESH KUMAR CHAUDHARY**

SWAPAN KUMAR MANNA **MAHESH KUMAR R PATEL** **NIKESH KUMAR** **HARJINDER SINGH**
RAKESH KUMAR GIRI **RANDHIR SINGH** **KAMINDRA KUMAR** **LAKSHMIKANTA GOSWAMI**
RAGHVENDRA SINGH TOMAR **SUNIL KUMAR YADAV** **SANTOSH KUMAR DWIVEDI** **ARUN DEVNATH**
NARMADA REDDY PUNYALA **PRABIR KUMAR GIRI** **TALWINDER SINGH**

RAJINDER KUMAR **ANIL KUMAR SINGH** **VIVEK BALASAHEB JADHAV**
AMITAVA SIKDAR **AMARNATH RATHOD** **BICHALA KANNAIAH**

ANIRUDHA BISWAS **MUKESH BHAKTE** **JITENDRA KUMAR SINGH**
PAWAN KUMAR **KORLA PAPARAYUDU** **NAVEEN KUMAR SUJAN**
RAM SINGH **KAILASH MALODIYA** **SACHIN KUMAR** **RAJ PRAKASH**
NAVEEN SHARMA **JAGANNATHA REDDY** **GOPAL P LAMKA**
YOGENDRA PRATAP SINGH **AKASH SURESH LOKHANDE**
YASH DEV KUMAR **NARENDRAKUMAR SHANTILAL VASAVA**
VAISHALI NARENDRA BRAPATRE **P. NARASIMHA REDDY**
NARESH VAISHNAV **PUSHKAR SINGH BAGRI**
PURUSHOTHAM REDDY S **DAROGA RAI**



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