

## COVER STORY

## DIWALI SPECIAL! A REVIEW

In this issue:

### SAVE WATER: OUR PRECIOUS RESOURCE

Big cities will run out of water by 2020 in our country.

### KING CROP OF MADHYA PRADESH: SOYBEAN

The crop has been a life line of MP Farmers for last 20-25 years.

### RECENT TRENDS IN FOOD SUPPLY AND DEMAND

A detailed and insightful report.

## THE JOYFUL FARMERS

We celebrated another festive Diwali season with great fervour and gusto this October. Many were seen lighting traditional diyas, hanging magnificent lanterns and treating their loved ones to a whole lot of mouth-watering treats. Many this year resorted to a greener Diwali celebration by avoiding fireworks and burning Rakshasas.

At work, we toned down our celebrations but kept the spirit alive by sharing festive treats and gifts with our colleagues. Diyas and lanterns were also lit.

All in all, it was a celebration to be remembered.



# PM SPEECH DURING 73RD INDEPENDENCE DAY CELEBRATION

PM Modi calls upon farmers to cut usage of chemical fertilisers, pesticides Prime Minister Narendra Modi made an emotional appeal to farmers to reduce use of chemical fertilisers and pesticides by 10-25% to save the soil and environment. He invoked the sacrifices of freedom fighters and asked farmers to get blessings in saving 'Mother Earth' by reducing the chemicals used in agriculture. Pointing out that no one has the right to damage soil health, Modi said: "Have we ever thought about the health of the Mother Earth? The way we are using chemical fertilisers and pesticides, we are destroying the earth." The prime minister also said that a campaign should eventually start to stop their use completely. According to a FICCI study, the current use of pesticides and other agrochemicals in India is 0.27 kg per hectare. The Indian pesticides industry terms this usage as very low compared to 4.58 kg/hectare in the US. Out of about 9 lakh tonne of agrochemicals produced in India annually, the bio-pesticide segment has only 3% share, which indicates huge potential for it as the government shifts focus towards natural farming. Over 50% of the agrochemicals produced in the country are exported every year.

Paddy (26%-28%) and cotton (18%-20%) are the two major crops where these chemical pesticides are used. Andhra Pradesh is the top consumer of agrochemicals with a share of 24% while eight states – Andhra Pradesh, Maharashtra, Punjab, Madhya Pradesh, Chhattisgarh, Gujarat, Tamil Nadu and Haryana – account for more than 70% usage of agrochemicals in India, the FICCI study shows.

Indian farmers use about 55 million tonne urea, DAP (phosphatic), MoP (potash) and complex fertilisers annually every year to increase the productivity. The per capita consumption of fertiliser is 1.65 quintal/hectare. Any reduction in fertiliser use will also help the government to reduce the subsidy, which is estimated at Rs 79,996 crore (Rs 53,629 crore for urea and Rs 26,367 crore for nutrient-based subsidy) for FY20.

Earlier, finance minister Nirmala Sitharaman in her Budget speech had said: "We shall go back to basics on one count: Zero Budget Farming. We need to replicate this innovative model through which a few states farmers are already being trained in this practice. Steps such as this can help in doubling our farmers' income in time for our 75th year of Independence." Under Zero Budget Farming, no chemical fertiliser or pesticide is used, while bio-fertiliser and bio-pesticides made from cow dung, cow urine, neem leaves etc by the farmer himself are used.

The prime minister also reiterated the government's commitment to double farmers' income and mentioned that Rs 90,000 crore under the PM Kisan Scheme to provide direct income support to farmers would help achieve the target. In Budget 2019-20, a provision of Rs 75,000 crore has been allocated for PM-Kisan, under which Rs 6,000 (in three equal instalments) will be transferred to banks accounts of 13.8 crore eligible farmers annually..

Key takeaways – what does this mean to us: How do we help the farmers in increasing / improving the soil health, deteriorating because of excessive use of soil fertilizers? While making maximum number of farmers using "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold". How we can be the party of helping the govt machinery in using less fertilizer to reduce the fertilizer input subsidy burden? While making maximum number of farmers using "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold". How we can sync with the Govt commitment of doubling the farmers' income? While making maximum number of farmers using "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold". How we can be party of low chemical pesticide usage by the farmers? While making maximum number of farmers using "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold". Let's promote the concept of using our "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold" along with powdered dry Cow dung as a carrier instead of urea or DAP. Let's promote the concept of using our "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold" mixing with FYM or Compost at the time of land preparation. We welcome more concepts – market proximity innovations from the field for effective and efficient promotion of "K Max Energy - K Max Super" & "Agro Power Energy - Agro Power Gold". Please share your concepts - market proximity innovations and win surprises....



# SAVE WATER

New Delhi: The recent report of NITI Ayog on groundwater level says 21 Indian cities including Delhi, Bengaluru, Chennai, and Hyderabad - will run out of groundwater by 2020, affecting around 100 million people. It also says that 40 percent of India's population will have no access to drinking water by 2030. The situation is alarming, given the fact that the year 2020 is not very far. Three rivers, four water bodies, five wetlands, and six forests have completely dried in Chennai despite having better water resources and rains than any other metro cities, the report said.

"The government is depending upon the desalination in Chennai which is very expensive also however they forget that the earth is a limited planet and oceans will dry. What will we leave for our children and grandchildren? We may have a lot of money but we cannot ask our children to drink money instead of water. Using ocean water and desalination is not the solution but water harvesting is" said former director of National Water Academy professor Manohar Khushalani. "It is a collective responsibility of the government and people of the country to save water and contribute to increasing the groundwater levels," he added.

Khushalani is presently working as professor in Indraprastha Institute of Information Technology Delhi and has also authored books 'Irrigation Practice and designed in five volumes'. "It is not very difficult and expensive to harvest rainwater. One can easily do it commonly in group housing societies or individually. We will just have to make our heart little bigger and more responsible to be thinking about our next generation," the professor told ANI.

He has made a water harvesting structure inside his residence, in which he has been harvesting rainwater since 2003, helping the raise the groundwater level in his area. "I made this water harvesting structure in 2003 when my sixty feet deep tube well dried up. I decided to put all the rainwater collected on my terrace into it. There are two conditions in doing rainwater harvesting. Number one, first rainwater should not go into it, secondly filtered water should go into the ground otherwise it will contaminate the groundwater.

The rainwater which is collected on my terrace flows through a pipe which is connected to the bore. After sixty feet, the soil filters the water by itself. The water which falls from the terrace or from height should be harvested but not the water on the roads during rains because it carries lots of dirt with it which may lead to groundwater contamination," he said.

Khushalani further suggested that the regions which are facing drought should not do farming of sugarcane as it absorbs a lot of groundwater. "By becoming aware today we can avert the danger tomorrow," he concluded.



# **PROUD MOMENT- MS RINKU KAMALSINGH DEWAL**

It is a proud moment for us that Ms Rinku Kamalsingh Dewal, daughter of Mr. Kamal Singh Dewal (Development Manager – Gujarat) passed NEET 2019 exam and she has got admission in “MBBS” at a reputed college in Gujarat. Hearty congratulations to the Dewal family and wishes for a bright future in the medical line for Rinku!!!!



# POETRY EMOTION

My Daughter Neha Sharma who is working as Manager( scale 2) in Punjab National Bank since last 4 years. She is very talented in Academic, awarded many times on school, state level and university level ( PU chandigarh ).She had send a poem yesterday to her head office & to me also.She will be contesting on a topics :Water conservation, problems and ways to overcome it on 14 th Sept in Her Head office .

# Dealer Meeting in Aligarh

We organized a Dealer meeting in Hotel Ruby in Aligarh on Dated 11th July 2019. We participated in the meeting with State Head Mr. Kuldeep Bishnoi Ji, A. S. M. Simon Panwar, A.S.M. Shivkumar Singh, S.O. Brajesh Kumar, Devendra Singh and Sunit Vashisth. 35 dealers attended the meeting. We introduced our Brands, Agro Power Gold, Joy Super, Netlife, Agri Check, Klip-5, Lock++, Polis, and Kriweed. Meeting is very successful with queries about Our Brand. Many of dealer shared about success stories of Our Products like Agro Power Gold, Joy Super, Klip-5. Farmers as well as dealers are satisfied with our products.



## FA training programme for Maharashtra

In the last month we arranged FA training programme for Maharashtra state and the training programme agenda are as follow:

Company Information: Mr. Namdeo Ghule

(MM)Product Information: Dr. Dwarkadas Phuke (DM)

Demo Protocol: Mr. Babasaheb Harne (DS)

FA Apps Information: Miss. Pooja Murtarkar (DO)

Prize Distribution



# KING CROP OF MADHYA PRADESH: SOYBEAN

Soybean (*Glycin Max*) is a kharif crop of Madhya Pradesh, the cultivated area is nearly 54 lakhs hectare or 135 lakhs acre in the state. Due to the mass production rate Madhya Pradesh is also referred to as the 'Soya State'. Soybean is a major source of Oil and Protein in the proportion of 40% Protein and 22% Oil. The crop has been a life line of MP Farmers for last 20-25 years.

**Krishi Rasayan's Support for Farmers-**  
KREPL MP team has very good reach amongst the soybean farmers and dominating regions. The entire agricultural practices can be divided in the following steps:  
**Land preparation:** Farmers have a very aggressive approach and start agricultural operation from the month of May, last week of June and first week of July is the appropriate time for sowing. During land preparation our involvement starts with control of soil borne insects like Termites and White Grubs by 'Rock 10%', some farmers also use pre emergence weedicides, to manage the narrow and broad leaf weeds, KREPL team recommends 'Kristop Gold' and 'Kristop Super.' 'Kristop Gold' is our new product, a combination of Pendimethlin 30% and Imezathapyr2%. The product is giving fantastic results.  
**Sowing Period:** During sowing time, we recommend mainly 'CM-75' and 'Seodoxam FS' for seed treatment to protect the embryo and early crops from insects and diseases. Between 15 to 25 days of Crops, farmers mainly manage weeds, which is a major problem with soybean. In soybean narrow leaf weeds and broad leaf weeds is a major problem for farmers, to tackle the problem we recommend mainly, 'Perfect,' 'Naka Super,' and now 'Pack Up.' 'Pack Up' is also a new product that has been introduced this year for control of Narrow leaf weeds, (*Echinocloa*, *Dinebra*, *Digitaria*, and *Cynodon decilon*, *saccharum spontaneum*) we have received fantastic results of same product.

**Insects and Diseases Management:** Below are some other major insects of soybean, and its control by KREPL products:

- Blue beetle:** Feeding on leaf in early stage. KREPL recommendation: Ant super, Ant505, LOC++ use @ recommended dose.
- Stem Fly:** A harmful insect which damages the stem in early stages of Crop. KREPL recommendation: Krifas super, LOC++.
- Girdle beetle:** Major insect of Soybean. It attacks on stem and full life cycle completed in the stem. Approximately 60 to 75% yield loss is recorded. KREPL recommendation: Krifas super, with LOC++.
- Semiloopers:** it belongs to the family of caterpillars. KREPL recommendation: Ant505, Ant Super and LOC++.
- Heliothis , Spodoptera, Pink wall worm and Bihar harry caterpillar:** These insects mainly damage pods of the crop. KREPL recommendation: Kristar and Kare.
- Sucking pests:** Presently attacking the soybean crop, many sucking pests attacks lead to losses of yield. White flies is the major sucking insect. KREPL recommendation: We mainly promote Ekka and Krioxam.
- Root rot, Calar rot, leaf spots, Rust, yellow mosaic:** CM75, Key, Krisulf +, Super hit and Win.

With the introduction of new technology, developing techniques and interactive market the farmers are moving towards change. Keeping in mind the need of the crop, a throughout the season product we recommend is PGR. It acts as a growth regulators for good health of crop and gives higher yield. Some of our KREPL products are Paushak Super, Krikelp and K Max Super. These are the main practices of Soya farmers and KERPL contribution to manage the major pests of Soybean crop in Madhya Pradesh.



# WESTERN MAHARASHTRA: FIELD STAFF TRAINING PROGRAM AUGUST 2019.

Field assistants are the base line company person for communication among the stakeholder farmers. They are the brand ambassadors of company among end customers, so imparting technical crop and product knowledge makes difference. So considering upcoming seasons of fruits and vegetables in WMH, we organized training session for all field assistants on 22nd and 28 Aug 2019 at Sangamner and Satara respectively.

## Objectives:-

1. Technical training SLL products- Flick super and K-Max-Energy
2. Updating knowledge of field staff for proper recommendation of KREPL products.
3. KREPL- Vision and detailing the change in market of WM In the training session, the opening remarks were given by Mr. L. K. Datey, State Head- Proper ways of communication and recommendations to farmer were explained. DOs and DON'T s in field were explained in detail. Product presentation of K-Max- energy and Flick super conducted Mr. Jaydeep Kadam, Area development manager.

In the presentation proper recommendation of K-Max energy and flick super for different crops along with the testimonials of Old FA's and DO who have worked on these products were given, crop pest training was given for Grapes, Tomato, Cole crops, Pomegranate etc.

Total 24 Field Assistants, 5 Development officers were present during the training program.

At the end the experience sharing, product results and question -Answer session was conducted to solve the queries of the team. The session went well and it will be very useful for branding and product promotion in upcoming season.



## VAN CAMPAIGNING IN CHHATISGARH

Van Campaigning starts in most of the Territories in the state. It's a great reminder activity and the focus products are K- Max Super and Korect.



# RECENT TRENDS IN FOOD SUPPLY AND DEMAND

Cereal grain production kept pace with rising populations in some nations, such as India.

Many other countries turned increasingly to imports to feed their people, either because domestic production was too low or because income rose far faster than population, escalating demand for food and feed grain. Argentina, Australia, Europe, and North America responded with a flood of exports.

The volume of cereals traded internationally more than doubled over 30 years to more than 250 million tons by the late 1990s. During part of this period, particularly in the early 1980s, government subsidies to farmers helped fuel cereal production in Western Europe and North America. Such subsidies led to a glut of grain, driving down food prices on world markets and leading to the emergence of Western Europe as a significant net exporter of grain. In the late 1980s and the 1990s, however, North America and Western Europe partially reduced subsidies (and revised the form of subsidy to less directly influence production decisions), and growth in production of cereals slowed. Livestock consumed a growing share of cereal production.

Rising incomes in many parts of the developing world fueled a boom in meat consumption, particularly of poultry. Starting from very low levels, per capita consumption of meat in the developing world more than doubled from 1967 to 1997, with even more spectacular increases in the consumption of poultry.

Nevertheless, a typical person in the developing world still consumes only a third as much meat, on average, as a typical person in the developed world. Defying consistent predictions to the contrary, both India and China have managed to satisfy the bulk of their own cereal market demands—though in the case of India, this situation has been due in large part to slow income growth and policies that raised food prices and Population.

Worldwide, prices for maize, rice, and wheat have each declined by 50 percent or more over the last 20 years, and consequently food has been available to satisfy the market demand for these commodities. Meeting demand, however, does not necessarily mean assuring food security. When people lack the money to buy this food, their needs are not translated into market demand. Food insecurity remains persistent but not necessarily because of shortfalls in global food production.

Significant improvements have been made—the proportion of children under the age of five who suffer from malnutrition fell sharply from 45 percent in the late 1960s to 31 percent in the late 1990s.

However, because of population growth, the absolute number of malnourished children has fallen much less sharply, from 187 million to 167 million children during this period. East Asia has led the way in tackling child malnutrition, while progress has been difficult to sustain in South Asia, which significantly lowered the number of malnourished children during the 1970s but experienced an upturn during the first half of the 1980s.

The situation is bleakest in Sub-Saharan Africa, the only region in which both the number and proportion of malnourished children has been consistently rising in recent years. In a world that has experienced astounding advances in knowledge and growth during the past century, one third of all children in Sub-Saharan Africa continue to go to bed hungry and have their mental and physical development compromised by the ravages of hunger.



Figure 1. Population and global food production indices, 1966–1998

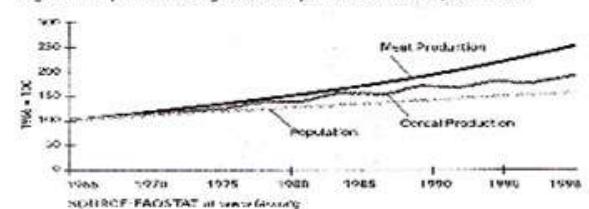
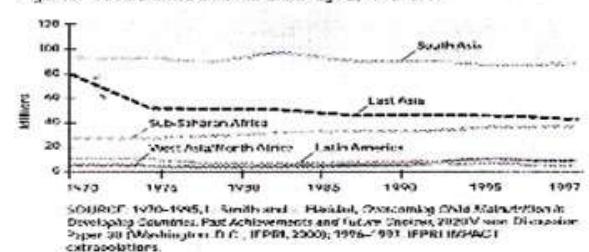


Figure 2. Malnourished children under age 5, 1970–1997



*Surinder Mattoo*  
Krishi Rasayan Exports Pvt. Ltd.

# CELEBRATIONS AND JOYFULNESS

On the occasion of Shri LR Agarwal Ji's birthday fondly addressed as 'Bau ji' by the entire organization celebrated his birthday amongst the family of KREPL. All the staff members whole heartedly greeted him jointly and in response he showered his best of the affection and blessing to all with the slogan "Be happy always and try to keep all others concerned with you happier.



## OUR NEW POWER ANTHEM

### WAKE UP. SHAKE UP. RISE UP.

As KREPL moves towards a growth driven organizational culture change, the organization growth anthem for this year is chosen to be- **WAKE UP. SHAKE UP. RISE UP.** This is based out of an idea from organization's success and growth journey in past 3 years, which is still far behind the true potential. The anthem looks to sensitize all relevant stakeholders to know the organization strengths, prepare well and rise up to the successful execution of growth plans. This anthem would be promoted across different verticals of the organization and through different modes.

Watch out for more communications on the same soon!

**WAKE UP.  
SHAKE UP.  
RISE UP.**



**BIG LEAP 3.0**  
BECOME UNSTOPPABLE

# KRISHAJ-MOMENT

Have you ever shared a truly memorable moment with your bosses or fellow-workers that has stayed on in your memory and that you are thankful for?

You can pen down your moments on a sticky note which will be attached to a board and later made into a collage and shared on the social media.

Do share this moment with us. We truly would love to hear your stories and showcase them for the viewing pleasure of all.



## KREPL IS NOW LIVE ON [BIGHAAT.COM!](http://BIGHAAT.COM)

Cruising ahead on its growth journey while leaving no stones unturned, KREPL has decided to explore the world of internet for its business growth through India's largest e-commerce portal of agri-inputs.

BigHaat is an online market place providing wide choice of quality inputs to farmers at their doorstep. Currently we have launched around 20 products on this platform and we are exploring to add a few more in near future.

So go ahead, log into BigHaat.com and explore KREPL going Digital!



# HOW KRISHI RASAYAN PLANS TO TACKLE FARMERS PROBLEMS

"As the government plans to double the income of farmers by 2022, Krishi Rasayan Exports Private Limited takes it as a challenge to help the farmers through its Agri-inputs & technical support" said Mr. P. Suresh Reddy, President of the company in a Company-Distributor Interaction Meet held at Purnea (Bihar) on 24 July, 19. Mr. Reddy addressed the distinguished distributors of the Kosi Region & suggested them to extend their cooperation towards the noble cause of helping the farming community in order to make them economically strong. The distributors highlighted the strengths of their specific area & business potentials. They gave emphasis on their problems based on their local conditions & suggested the company to tackle the farmers' problems on one to one basis. Mr. Reddy asked the crowd to look beyond field activities & participate in CSR activities, where Krishi Rasayan contributes substantially. He invited them to come out with their proposals to act swiftly.



## FIELD ACTIVITIES IN UP

During April, May the pesticides consumption crops are mainly cucurbit vegetables and Mint (Mentha) . Cucurbit vegetables like cucumber, kakri, water melon and musk melon are very susceptible to powdery and downey mildew. we conducted many demonstrations of Flick super against the disease and got excellent results. Apart from that there are attacks of shundi in both mentha and cucurbits, for which we carried out demos of krimax 80, which also yielded nice result. For both the crops plant vigour is a big problem due to extreme weather, our old warhorse Paushak super takes nice care of that. Not only that it's a farmers practice to at least carry out one paushak spray in Mentha, which increases the oil content as the plant becomes more succulent. All the demonstrations were carried out with a untreated plot beside it, to show the distinctive result of our products. Demonstration always followed by a farmers meeting to show them the results.



Before and After Flick Super used downy mildew of cucumber



Before and After Flick Super used blight of tomato

# OBSERVATION OF FIELD ACTIVITIES GUJARAT



## Observation of field activities

As part of super vision, Our state head has visited demonstration plot of K Max Super at Vasda village, Deesa , Banaskantha District Gujarat.



Discussion and taking feedback of K Max Super from leading farmer of Vasda village.



Our Development Manager is giving training to farmers on application of K Max Super at Vasda village, District Banaskantha Gujarat.

# INTERACTION MEET, PURNEA

An Interaction meet in Purnea was conducted to help welcome distributors.



# SPOT MEETINGS : NORTH ZONE

We are doing the Spot meetings in the North Zone all across the zone in Haryana and Punjab. In these meetings our front line staff plays a vital role in doing these meetings; while going to the villages our FDA/KS Manage to capture the key Farmers present. In a particular time our SO/SE reaches at the village and gave the brief introduction of our company, product and uses of product. This meeting was very effective in area because it has an interactive session. Farmers always made inquiries about product and company. Major focus products are K- Max energy , Flick Super , Konnect , Krown and Now a days Kritap Gold. Highlight of the meeting is to visit the field for inspection of farmers , which was nearby.



# MEGA FARMER MEETINGS : NORTH ZONE

Mega Farmer Meeting is the Most effective tool for the success of our focus products in the field. In this meeting front line Team organize the Meetings in the central place of surrounding 5-6 villages. First our team invited the farmers from different villages on the certain date and place. On the Fixed date farmers came and from Organization RBM/BDM/SO participated in the meeting to address the farmers. Sales officer took initiative to stats the meeting and gives the introduction of the Speaker of the meeting. Chief Speaker (RBM/BDM) gave the introduction of the Company , gave the brief introduction of the products recommended for the particular crop and more important took the commitment from the farmers. These meeting organized in every region and more than 100 farmers covered in one meeting. In this month in Haryana and Punjab Major crop was paddy and Major focus products were K- Max Energy, Krown, Konnect and Padan 4G.



# DEMO CONDUCTION : KOTA ( RJ)

A Demo was conducted by Mr. Suresh Pitelera (Head- Regulatory Affairs & Product Development) and Mr. Ashok Suneha (B D M) with the Local Kota AM Mr. Rajeev Kumar. Details of the Demonstration as below mentioned :-

Product – Combination of Fungicide and Pesticide

Crop – Soya Beam

Stage – Pod formation

Target Pest – Lepidoptera spp.

Target Diseases- Fungal Diseases

Motive – Is to control the pest and diseases by one spray.



## FIELD AND MARKET VISIT: FROM H O



Our President Mr. Suresh Reddy with Mr. Surinder Mattoo (Business Head – North) recently visited a market and field in the Haryana Paddy Belt. Both of them travelled with Mr. S K Sharma (RM – Karnal) in the Territory of Mr. Ankur and with Mr. A Pandita (R M – NCR) in the Territory of Mr. Ajay Kumar. The purpose of the visit was to observe the results of our new product KRITAP GOLD in the field. Many demos have been placed in Karnal, Panipat and Sonipat districts. According to our President Mr. Reddy "The demo plots of KRITAP GOLD where we visited has excellent results. The attack of leaf folder is under control and no other insect infestation was found. We feel all team members along with managers should take very seriously all projects at field level and work at field level." Also during our visit we interacted with farmers to access the results of the product. In the Market interaction with distributors was very fruitful and business oriented. They all are very convinced with the product performance in the field.

# KRISHAJ-GUNTUR REGION ACTIVITIES

On the Occasion of August 15th Independence day celebrations in Guntur Agro club Association ,Our GM of KREPL (AP & TS) Mr. Anjaneyulu Garu participated and felicitated DDA Mr. Suresh Garu (DDA in Agriculture Commisionerate.



## K-Max Liquidation in Paddy Crop:

The Kharif paddy acreage of Macherla Territory in Guntur region is 22000 Acres, now the crop stage is nursery to transplaning stage,we have started our activities on K-Max energy. Initially we have placed 1.5 MT of K-Max energy out of that 0.6 MT got liquidated ,we have about 25 MT plan in this month ,currently we are doing mass demo's and followed by Field visits.



## K-Max Demos in Chilli Crop:

In Guntur district Chilli is a commercial crop the total acreage of chilli crop is two lakh acres, we have a good scope for our K-Max energy we have started doing mass demos of K-max energy on chilli crop, and this month we are going to conduct field visits.



Since the season has just begun in Guntur, these are the few activities which we have done in last month ,this month onwards our activities pace will be speeded-up





# RODENT MAY CAUSE FIRE!



Rodents (Rats and Mice) cause many damage to the house structure and property. They damage wooden structure, papers, plastics and electrical wirings. It has been established that a number of fires are caused by rodents.

Rodents gnaw every thing they get. Rodents' teeth are constantly growing, which have to be filed. So they gnaw things continuously. If they do not gnaw frequently to file and size their teeth their teeth can grow so long that they can no longer feed themselves and die of starvation. If they find the electrical wires they chew it too. The electrical wires have insulations for safety. When rodent gnaw the wire, it gets short circuited causing a spark, that causes fire in some wood, paper or other material nearby.

Always remember the Ten Signs of presence of rodents. It help in a very thorough inspection. While it is very difficult for the service technician to inspect gnawed wires. But presence of excreta old and new near electric wires or in electrical room will confirm the rodent activity where proper treatment is required.

The houses should be thoroughly cleaned as the rodents are attracted towards the junk and waste to feed and make their nests. Secondly, the houses should be made rodent proof. There should not be any gap, hole or entry point through which the rodent may enter your property. Even a gap of less than half inch is enough for mice to enter.

Truly Nolen's Three Zone Rodent Management Plan is implemented by our professional team to manage the rodents. It closes all the entry points in Yellow Zone with the help of clients. Several types of treatment are rendered in Green Zone in outside area along with installation of rodent bait stations. In inside areas we do not use any poisonous bait. Only Glue baits and cages are used in Red Zone inside the houses. Our proactive method makes a premises safe from zoonotic diseases, structural damages and safety from electrical short circuit leading to fire.



# **STAR PERFORMER for KREPL**

## **Mr. Samandar Singh**

Mr. Samandar Singh is working with Krishi Rasayan since 2016-17, as Sales Supervisor based at Berasiya, District Bhopal MP.

He is a very aggressive, innovative, energetic, and dedicated worker. He always thinks of betterment for promotional activities and delivers very good results because he takes a lot of interest. He has a very good communication ability with good subject knowledge. His main focus has converted all activities into real, positive results by increasing the sales figure, he actively is involved in daily village activities to promote the super life line and life line products among the farmers.



# **STAR PERFORMER for KREPL**

## **M/s Bala Sundri Trading Company, Kaithal (Haryana)**



Partner name – Mr. Jai Kumar Kaushik

Mr. Jagdish Kaindal has been working with us from 2015. Had great a business with the subsequent growth with KREPL. Both of them have a good business sense of rural Marketing. This year they reached at sale of 35+ lac. Distributors have maximum retail sale. Also they are doing business with some branded companies. Both are young and energetic .In the morning time both of them approach prospective farmers on daily basis.

# **STAR PERFORMER for ALSC**

## **Kota's Agri Genetics**

Kota's Agri Genetics is established to serve the farming community and they have manufacturing of pesticides and spread the business across Andhra Pradesh, Telangana and Karnataka. Also under the establishment of Kota's Agrigenetics, they are doing distribution for Gharda, Ish Agro, Indofil and Agro LifeSciences Corporation spread across Guntur and Krishna Districts of Andhra Pradesh.

Their total distribution turnover is Rs 10 Crores and as manufacturers they are doing a business of another 10 Cr.



# **STAR PERFORMER for ALSC**

## **Mr . Sukhrampal**

Mr. Sukhrampal has been associated with ASLC since July 2017.

Sukhrampal is a very good planner, smart worker, and good learner. He is very loyal towards the company and he has very good communications skills.

He gets up early in the morning and goes to the field regularly, he keeps a good grip on the farmers, This is the reason of his regular growth in retail.

Due to Above mentioned reasons He is selected as Sales Person of the Month .



# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- KREPL



### Dealer of the Month- KREPL

State	
Harayana	Bala Sundri Trading Co. Kaithal
Madhya Pradesh	Kisan Traders
Andhra Pradesh	Sri Bhavani Agro Agencies (Gollapudi)
Uttar Pradesh	Sri Balaji Traders
Rajasthan	Deeksha Agro Traders- Dholpur
Chattish Garh	Shradha Krishi Kendra
Maharastra	Ashok Krishi Kendra ( Karanji )
Patna	Prasad Beej Bhandar, Buxar
Gujarat	Milan Agro Center-Jamkhambhaliya
Punjab	Cheema Pesticide-Ludhiana
Uttranchal	Kisan Khad Bhandar ( Gadarpur)
Telangana	Sri Dhana Laxmi Agencies
Jharkhand	Shree Balaji Agro(Ranchi)
Muzzafarpur	Mahavir Beez Bhandar(Gaya)

## Sales person of the month- KREPL



### Sales Person of the month- KREPL

State	Sale Person Name
Madhya Pradesh	Ind-Samandar Singh Yadav
Rajasthan	Jai-Mohit Kumar
Harayana	Hr-Amarjeet Singh
Gujarat	Ahm-Savalia Bharatbhai Khodabhai
Uttar Pradesh	Luc-Sachin Chandel
Maharastra	Pun-Mohite Dipak Damodhar
Telangana	Hyd-Gade Srikanth
Andhra Pradesh	Gun-Parisa Srimannarayana
Chattish Garh	Ind-Naresh Vaishnav
Punjab	PB-Talwinder Singh
Jharkhand	Muz-Shankar Pahan
Patna	Muz-Sunil Kumar Yadav ( Sasaram)
Uttranchal	Luc-Pradeep Mehta
Muzzafarpur	Muz-Saroj Kumar

# DEALER AND SALES PERSON OF THE MONTH

## Dealer of the Month- ALSC



Dealer of the Month- ALSC	
State	Party Name
ANDHRA PRADESH	Sri Kota Agri Genetics Pvt Ltd.(Gollapudi)
HARYANA	Mahindra Fertilizers-Khaithal
UTTAR PRADESH	Manama Beez Bhandar(Jhansi)
ORISSA	P.N. Traders (Balasore) (Odisha )
MAHARASHTRA	Gayatri Krishi Kendra ( Amravati)
MADHYA PRADESH	Raghuvanshi Traders (Nateran)
PUNJAB	Zimidara Sewa Kender (Ahmedgarh)(Sangrur)
WEST BENGAL	BANERJEE KRISHI UDDYOG(BURDWAN)
TAMILNADU	Stars Enterprises(Attur)
CHATIS GARH	MOHAN TRADERS ( DHAMTARI)
KARNATAKA	Sri Basava Traders
TELANGANA	Sri Rama Traders(Kothuru)
GUJRAT	Chamunda Agro Chemicals (Sayla)

## Sales Person of the month- ALSC



Sales Person of the month- ALSC	
State	Sale Person Name
HARYANA	HR-SUKARAM PAL
ANDHRA PRADESH	GUN-RAMANA NAGA GANESH
MAHARASHTRA	Pun-Manik Suresh Dhumale
MADHYA PRADESH	IND-ALOK KUMAR BAJPAI
PUNJAB	HR-KIRAN PAL SINGH
UTTAR PRADESH	LUC-VIPRO NASKAR
WEST BENGAL	KOL-TAPAS KUMAR DUTTA
KARNATAKA	HYD-AYAJ AHAMAD
TAMILNADU	TAM-VENKATESAN GANESAN
ORISSA	ORI-PRABIR KUMAR GIRI
TELANGANA	HYD-VALLURI RAJU
CHATIS GARH	IND-SUNIL KUMAR DESHMUKH
GUJRAT	Ahm-Raval Bharat F



# FEATURED ON PRINT

**संकल्प**

# सबसे अच्छी क्वालिटी

## सबसे सस्ते दाम

### संकल्प करे कीटों और बीमारियों का काम तमाम

संकल्प रिटेल स्टोर

**फायदे :**

1. शहरी भी ग्रामीणों को मिल रही प्रति ग्राम जड़ती
2. सांस्कृतिक विकास और सांस्कृतिक धरान
3. सांस्कृतिक सामग्री को खरीद रखने का एक पार्थी
4. दूष-विनाशक फिल्टर जो जीव सामग्री को सुखाता है
5. जीव विनाशक जो जीव सामग्री को जीवाणु वाला
6. बीमारी की सांस्कृतिक विकास की निवेदन कुम करता
7. दोनों भी उत्तम कारबोर्ड

संकल्प रिटेल स्टोर

कृषि पद्धति | कृषि इनप्रूट | कृषि सेवा |

# WE WELCOME "New Members Of Our Family"



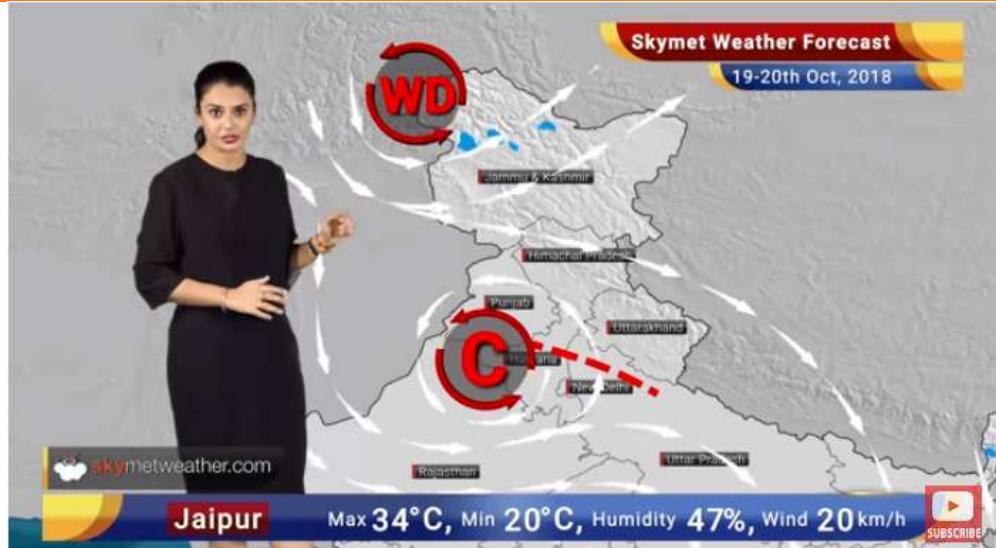
## New Joinees for the month of August 19 in Krishi and Agro

Emp Name	Designation	DOJ	Company	Branch	Email id
RUPESH DEVUNOORI	REGIONAL MANAGER	02-08-2019	Agro life Science Corporation	HYDERABAD	RUPI_DEV@REDIFFMAIL.COM
SRINIVASU B	SALES SUPERVISOR	20-07-2019	Agro life Science Corporation	BELLARY	SRINIVAS.HEROOR@GMAIL.COM
G RAMANJANEYULU	SALES EXECUTIVE	25-07-2019	Agro life Science Corporation	HYDERABAD	RAMANJIAGAALLA@GMAIL.COM
BATTU VISHNUVARDHAN REDDY	SALES SUPERVISOR	25-07-2019	Agro life Science Corporation	GUNTUR	VISHNU.BATTU@GMAIL.COM
NALLA OMKAR	SALES EXECUTIVE	09-08-2019	Agro life Science Corporation	GUNTUR	NALLAOmkara@gmail.com
SHASHIKANT BHOSALE	AREA SALES MANAGER	01-08-2019	Agro life Science Corporation	PUNE	BHOSALE.SHASHIKANT24@GMAIL.COM
AYUSH BANSAL	SENIOR ACCOUNTS EXECUTIVE	12-08-2019	Agro life Science Corporation	NEW DELHI	AYUSH_BANSAL1991@YAHOO.COM
TEK CHAND TYAGI	SENIOR ACCOUNTS EXECUTIVE	26-08-2019	Agro life Science Corporation	NEW DELHI	TCTYAGI80@GMAIL.COM
RAKESH BEDI	AREA MANAGER	08-08-2019	Agro life Science Corporation	PUNJAB	BEDI37893@GMAIL.COM
GOPINADH THOTA	SALES EXECUTIVE	22-08-2019	Agro life Science Corporation	GUNTUR	GOPPY2K10@GMAIL.COM
BHIMAVRAPU NAGARAJU	SALES EXECUTIVE	19-08-2019	Agro life Science Corporation	GUNTUR	NAGARAJU.BHIMAVRAPU@GMAIL.COM
RAVINDRA PANWAR	MARKETING MANAGER	16-08-2019	Agro life Science Corporation	JAIPUR	RPANWAR.SUMIL@GMAIL.COM
LAL BABU SEN	SALES OFFICER	27-07-2019	Krepl-Baddi	INDORE	LALBABUSEN99@GMAIL.COM
VIKRAM	SALES TRAINEE	01-08-2019	Krepl-Baddi	LUCKNOW	VIKRAMRAJPOT20893@GMAIL.COM
SURENDER UPPULA	SR AREA SALES MANAGER	01-07-2019	Krepl-Baddi	HYDERABAD	SURENDERUPPAL07@GMAIL.COM
SACHIN MACHINDRA GORE	DGM - SALES	02-08-2019	Krepl-Baddi	PUNE	SACHINGORE1235@GMAIL.COM
AKASH SURESH LOKHANDE	SALES REPRESENTATIVE	22-07-2019	Krepl-Baddi	PUNE	AKASHLOKHANDE50@GMAIL.COM
RIPU DAMAN SINGH	PRESIDENT - RETAILCHAIN AND SND	01-08-2019	Krepl-Baddi	NEW DELHI	RDSINGH@KREPLIN
ZIAUL HAQUE	SALES EXECUTIVE	13-08-2019	Krepl-Baddi	PUNJAB	YOURZIYAKHAN86@GMAIL.COM
NARENDRASINH VIRENDRASINH JADAV	DY MANAGER MAINTENANCE & QA	01-08-2019	Krepl-Baddi	PANOLI	JADAVNARENDRA8998@GMAIL.COM
DHRUDEVSINH PARMAR	STORE OFFICER	06-08-2019	Krepl-Baddi	PANOLI	DHRUDEVSINH.PARMAR@GMAIL.COM
PRADEEP ISUKAPATI	REGIONAL MANAGER	10-08-2019	Krepl-Baddi	GUNTUR	ISUKAPATI009@GMAIL.COM
RAKESHKUMAR GUNVANTBHAI PATEL	DEPUTY MANAGER - STORE	22-08-2019	Krepl-Baddi	PANOLI	
SHARADCHANDRA JADHAV	DEPUTY MANAGER - EXPORTS	23-08-2019	Krepl-Baddi	PUNE	SHARADJR@GMAIL.COM
SUNIL KUMAR RATILAL YADAV	FFS MACHINE OPERATOR	10-07-2019	Krepl-Baddi	PANOLI	
DIVYESHBHAI RAMANBHAI PATEL	PLANT ASST SUPERVISOR	01-08-2019	Krepl-Baddi	PANOLI	
BRAJESH KUMAR	DRIVER	18-08-2019	Krepl-Baddi	NEW DELHI	
PRADEEP LOHARE	ASSISTANT MANAGER - IT AND DIGITAL TECHNOLOGY	23-08-2019	Krepl-Baddi	PUNE	PRADEEPLOHARE@GMAIL.COM

## New Joinees for the month of September 19 in Krishi and Agro

Emp Name	Designation	DOJ	Company	Branch	Email id
KARAN BADIYAR	SALES TRAINEE	30-08-2019	Krepl-Baddi	JAIPUR	KARANBADIYAR2016@GMAIL.COM
KANHA SINGH	SALES TRAINEE	30-08-2019	Krepl-Baddi	JAIPUR	KANHACHAUDHARY361@GMAIL.COM
ANILESH KUMAR	MARKETING MANAGER	30-08-2019	Krepl-Baddi	PUNJAB	KANILESH@YAHOO.COM
MAMTA SINGH	ACCOUNT OFFICER	10-08-2019	Krepl-Baddi	PANOLI	SINGHMAMTA271@GMAIL.COM
PATIL ANIL P	PURCHASE ASSISTANT	03-09-2019	Krepl-Baddi	PANOLI	ANILP6263@GMAIL.COM
BOLLAM SHYAM SUNDER	SALES OFFICER	01-09-2019	Krepl-Baddi	HYDERABAD	SHYAMBOLLAM1987@GMAIL.COM
SUDHIR KUMAR	SALES TRAINEE	16-09-2019	Krepl-Baddi	LUCKNOW	SUDHIRBALIYAN8294@GMAIL.COM
ASWANI KUMAR	SALES TRAINEE	16-09-2019	Krepl-Baddi	LUCKNOW	ASHWANIKUMARDESHWAL@GMAIL.COM
PRIYANKA	TELE CALLER	16-09-2019	Krepl-Baddi	NEW DELHI	PRIYANKAUMALE2107@GMAIL.COM
DUDIPALLA PITCHAIAH	AREA SALES MANAGER	22-08-2019	Krepl-Baddi	HYDERABAD	DUDIPALLA1989@GMAIL.COM
SURYANARAYANA PAMIDI	SALES OFFICER	04-09-2019	Krepl-Baddi	GUNTUR	PAMIDINARAYANA88@GMAIL.COM
CHAKKERA YEDUKONDALU	SALES OFFICER	04-09-2019	Krepl-Baddi	GUNTUR	CHYEDUKONDALU15@GMAIL.COM
K MARIYADASU	DRIVER	24-08-2019	Krepl-Baddi	GUNTUR	
REVOORI VISHNUVARDHAN REDDY	SALES OFFICER	14-09-2019	Krepl-Baddi	HYDERABAD	REVOORI.VISHNU@GMAIL.COM
JASHANDEEP SINGH	SANKALP STORE MANAGER	01-08-2019	Agro life Science Corporation	PUNJAB	GILLJASHAN8481@GMAIL.COM
SANGRAM PRADHAN	SALES TRAINEE	01-08-2019	Agro life Science Corporation	ORISSA	SANGRAMPRADHAN927@GMAIL.COM
NEETOO SINGH	SALES OFFICER	09-09-2019	Agro life Science Corporation	JAIPUR	NEETOOSINGH111@GMAIL.COM
MUTYALA NARASIMHA RAO	SALES EXECUTIVE	03-09-2019	Agro life Science Corporation	GUNTUR	NRAOMUTHYALA@GMAIL.COM
TIPPI REDDY NAVEEN	SALES EXECUTIVE	03-09-2019	Agro life Science Corporation	HYDERABAD	NAVEENT2003@GMAIL.COM
SAURABH KUMAR	SENIOR SALES EXECUTIVE	09-09-2019	Agro life Science Corporation	HARYANA	SHARMASaurabh801@GMAIL.COM
RAMESH KUMAR PAL	AREA SALES MANAGER	13-09-2019	Agro life Science Corporation	LUCKNOW	RAMESH300K@GMAIL.COM
AMIT KUMAR	SENIOR SALES OFFICER	04-09-2019	Agro life Science Corporation	JAIPUR	AMIT.KUMAR1761992@GMAIL.COM
VINOD KUMAR ASOAP	SALES EXECUTIVE	19-09-2019	Agro life Science Corporation	JAIPUR	ASOPAVK@GMAIL.COM

# Monsoon Update



RAIN BUTTON

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Aug-Sept Birthday Cloud #TogetherWeCelebrate

DINESH KUMAR  
PARTH P PATEL  
HARISH ANJANA  
PRADEEP KUMAR  
ATIQUR RAHMAN  
RANJEET THAKUR  
GAJENDRA SINGH  
RAJINDER PRASHAD  
RITU AGARWAL  
JATIN KULDEEP  
JAINUL HOQUE  
RAKESH KUMAR  
MANOJ KUMAR JHA  
OM PRAKASH PANDEY  
NAMJEET SINGH CHATHA  
AKSHAY SANTOSH DIVEKAR  
SACHIN SAMPATRAO PAWAR  
MOHITE DIPAK DAMODHAR  
KUNCHE GANGADHAR KIRAN  
RAJNISH KUMAR VERMA  
DASARI SRINIVASA RAO  
AMIT SINGH RAJPUT  
RAJENDRA SINGH  
SATISH GUPTA  
RAHUL SATHE

B.R GANDHIPATEL DHARMESHBHAISURESHBHAI NIKHIL SATISH SAHASHRABUDHE SOMAN SINGH  
AVINASH KUMAR SINGH MUKUND KUMAR PRITESHKUMAR LAXMANBhai DODIYA SHIKHA NEGI  
ANKITA RAKESHKUMAR JAIN THALLAPELLI RAJENDER ASHWANI PANDITA YADVENDRA SINGH  
JITENDRA KUMAR SARANGI NANDRAJ BHURAO RATHOD RATNA KUMAR BOLUGULA MALLESH  
JAY JAGANNATH PATTANAIK SANTOSH KONDU DORLE SATTI RAMA REDDY RAHUL SHARMA  
ABHISHEK KR SRIVASTAVA ANJALI ASHOK DHOTKAR S KRISHNA MURTHY BHAVESH PATEL  
DR. RAHISH AHMAD MANOJ KUMAR (SITA PUR) SACHIN PATEL SANJEEV KUMAR SINGH  
KARU SINGH SISODIYA BEANT SINGH RAJESH DAS BAIRAGI MAHESH VASANT SHINDE  
SIBABRATA MISHRA BHASKAR REDDY M V V SHAILENDRA SHARMA BRAJESH KUMAR  
DEVESH SHARMA LAL BABU SEN JAYPAL SINGH RAM KUMAR SINGH KANHA SINGH  
VINOD SOPAN JAGDALE MURUGAN V GURJEET SINGH RAJESH KUMAR JHA  
ASHUTOSH BEOHAR AYUSH BANSAL SANDEEP KUMAR ARYENDRA KUMAR  
ASHUTOSH KUMAR JHA RAJESH AGARWAL JI RAM DAYAL DANGI  
AYODHYA RAM DEEPAK KUMAR MANOJ KUMAR SARVAN SINGH



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