

KRISHAJ TIMES

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KISAN DIWAS SPECIAL



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INDIA AGRIBUSINESS AWARD 2022

Read more about the annual event India International Agro Trade and Technology Fair & Summit held in New Delhi

FROM THE DESK OF JT. MANAGING DIRECTOR...

On the Occasion of National Farmers Day, we express our gratitude to all farmers.



FROM THE DESK OF JT. MANAGING DIRECTOR...

...On the Occasion of National Farmers Day

“भारत देश की प्रगति व अर्थव्यवस्था में किसान भाइयों का बहुत बड़ा योगदान रहा है। इनकी कड़ी मेहनत और श्रम की बदौलत ही आज देश खाद्यानमें न केवल आत्म निर्भर है, बल्कि विश्व की आवश्यकताओं को भी पूरा कर रहा है। कृषि रसायन सदेव आपके साथ है। हमारी सोच है, "जड़ों से जुड़ी, एक सोच बड़ी"।

किसान दिवस के उपलक्ष पर, सभी किसान भाइयों को दिल से हमारा आभार व हार्दिक शुभकामनाएं।”

“India can rightfully owe a major part of its Development and Economical growth to the farmers of our country. It is their tireless and diligent work, that has helped India become self-dependent in fulfilling the nutritional needs of its people; and also emerge as a rigid exporter of raw food items. Krishi Rasayan Exports Put. Ltd. is and will always be there for you! Our core ideas are, “Deep Rooted, yet Thinking Big”.

On the occasion of Farmers Day, we express our sincere gratitude to all farmers and wish everyone a very Happy Farmers Day!”



Shri. Rajesh K Agarwal

HAPPY FARMERS DAY BY SHREYA JAIN

It won't be an exaggeration to say that farmers play a vital role in the progress of any country. They provide all the citizens with one thing humans need the most; nutrition. If there is no food on our plates, we will not be able to get through the days. Every year on 23rd December, India celebrates Rashtriya Kissan Diwas or National Farmers Day to honour the hard work and perseverance of all the farmers throughout the country. To make this day special, numerous activities benefitting farmers are carried out by companies and non profit organisations. These also include spending quality time with them so that they make have a break from their tedious everyday routines.

More than anything, people come together to portray their gratitude for all farmers. To remind them that they are not alone and we all are stand by them, not just for one day, but everyday.

Happy Kissan Diwas to all of us! Krishaj would be honoured if we could help them in any ways possible.



किसान दिवस की हार्दिक शुभकामनाएं



KISAN DIWAS CELEBRATION AT SANKALP STORES -BY LAKSHYA GARG

Sankalp Retail Stores have celebrated National Farmers Day on 23rd December 2022 in Pan India stores which includes Haryana, Punjab, Madhya Pradesh, Uttar Pradesh, Andhra Pradesh and Telangana.

On this occasion, there were farmer meetings organised across all stores. The motive behind these meets was to talk to farmers and make them aware of the latest trends in agriculture and in what way can they optimise their output. In the meetings, the Sankalp team also explained to farmers the importance of farmers' day and why it is celebrated.

As a way of expressing our gratitude, special discount schemes for farmer's day were launched and farmers were also provided with free demo material during this event.

At the end of the meeting, the Sankalp team presented the farmers with shawls, as a token of respect.

Farmers were very happy and touched to attend this meeting.



GLIMPSES OF KISAN DAY EVENT



INDIA AGRIBUSINESS AWARD 2022

The Indian Chamber of Food and Agriculture hosted its annual event India International Agro Trade and Technology Fair & Summit on the 9th of November 2022 in New Delhi. This 3-day event witnesses a footfall of hundreds of people from all across the country. These included farmers, agricultural scholars and other industry icons. On the first day of the event, there was an award ceremony held where Krishi Rasayan Exports Pvt. Ltd. was awarded in the category of Best Crop Protection; Among other categories such as fisheries, farm machinery irrigation etc.

KREPL is now a strong player in the Crop Protection and Nutrition segment after its humble start five decades ago. With 8 robust manufacturing units, impeccable R&D capacities, 20 marketing offices and 8600 channel partners across India, this award has added one more star to the glory of Krishaj. As we march towards the goal and vision of achieving an annual turnover of USD 1 billion, we are delighted and proud recipients of this honour.



SANKALP AT AGRO WORLD 2022

BY SHREYA JAIN AND LAKSHAY GARG

India International Agro Trade and Technology Fair & Summit is an annual event that is hosted by the Indian Chamber of Food and Agriculture (ICFA). This is mostly a two to a three-day event held at the IARI, Pusa, New Delhi. Each year, Agriculture based companies from all over the country participate in this event. Business leaders from across the industry share their insights.

The event witnesses a footfall of huge masses of people; with the audience ranging from farmers, government employees, corporate executives and other agro enthusiasts. At this event, there are trade shows, companies put up immensely creative exhibitions and business leaders address the audiences.

This year it was held on the 9th, 10th and 11th of November. KRISHAJ was a proud partner of this event this year. The Sankalp Team from the Delhi Head Office had put up a huge stall where they very creatively replicated the décor of the real Sankalp Stores!

We catered to an audience of more than 2000 farmers from all across the country. Along with the main Sankalp stall, there were also KREPL, ALSC, AgMa, and SND stalls with some product-specific stalls, like for K-Urea. This was indeed a huge step towards the journey of Sankalp becoming a lead one-stop store for all agricultural needs. A lot of effort was required for the smooth running and management of this event and more than 20 employees from Delhi voluntarily put in their hard work.

We look forward to Agro World 2023 with the hopes of Sankalp managing a larger stall and catering to more customers!

SANKALP LEAVING ITS MARK AT AGRO WORLD 2022





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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 - KAPTANGANJ STORE BY LAKSHAY GARG

Our wholehearted congratulations to “Kaptanganj” store team for the best performance in Uttar Pradesh region, in month of Nov’22. They have scored the highest in their region as per overall score criteria.

To reach this position they have worked very hard and focused on 3 main strategies. Firstly, Kaptanganj team have focused on field work, they have conducted various one on one meetings which helps them to convert more farmers and bring sales. Secondly, Kaptanganj team is regularly in touch with farmers via SMS and tele-calling, which helps them collect many orders on calls itself. Thirdly, Kaptanganj team have also focused on in-store farmers meeting and village campaigns. With the proper execution of all these strategies, Kaptanganj team have succeeded to achieve this position.

Keep up the good work!



INTRA-STATES SANKALP CONTEST -BY LAKSHYA GARG

To add to the enthusiasm of Sankalp Team Members, a contest was organised during farmer's day week at store level. For this contest, state-wise winners were declared, that is, from each state, there was a winner.

There were three parameters set by the moderators from Delhi Head Office. These included:

- Which store had the highest turnover in three days (23rd, 24th and 25th Dec'22)
- Which store had the highest footfall during these three days
- How well in-store farmer meetings were arranged on the farmers day (that is 25th Dec'22)

The winners from each state were:

1. Andhra Pradesh- Kalyandurg Store

Team members- M Karena (SSM), S Ramu (SFA), V Ramu (SFA), C Eranna (SFA)

2. Punjab- Rajpura Store

Team members- Vivek Chauhan (SSM), Jaswinder (SFA), Sahil (SSA)

3. Haryana- Sanoli Store

Team members- Sachin Kumar (SSM), Vishal Kaushik (SSA), Ankit (SFA)

4. Madhya Pradesh- Depalpur Store

Team members- Mahendra (SSM), Bandilal (SFA), Dheeraj (SSA)

5. Uttar Pradesh- Chauri Chaura

Team members- Vijay (SSM), Satyanand (SFA), Salesh (SSA)

Winner store teams from each state were awarded with Amazon Gift cards. All the stores had put in commendable efforts to make sure the farmers were satisfied and benefitted from the three day programs. It was indeed a learning experience for both Sankalp Team and farmers.

We send our regards and best wishes to all the participants and the winners.





क्रि-डायमंड पीडीएम

नैचुरल पोटाश

(पोटाश समृद्ध जैविक खाद)

फसल जोरदार
मुनाफा दमदार



“क्रि-डायमंड पीडीएम जैविक खाद” के तकनीकी लाभ

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- ✓ मृदा स्वास्थ्य और सूक्ष्मजीवों की संख्या में सुधार

“क्रि-डायमंड पीडीएम जैविक खाद” के फसल में बेहतर लाभ

- ✓ जैविक पोटाश की उपलब्धता व पोषक तत्व उपयोग क्षमता में बढ़ोतरी
- ✓ बेहतर गुणवत्ता के साथ फसल की अधिक पैदावार।
- ✓ फलों के आकार, वजन, रंग, चमक और भण्डारण क्षमता में वृद्धि
- ✓ फसल के सूखा प्रतिरोध एवं तनाव सहने की क्षमता में सुधार
- ✓ मिट्टी को अधिक भुरभुरा एवं नमी बनाए रखने में सहायक



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TEAM MEMBER SPOTLIGHT



**Mr Dinesh Kumar
Srivastav**

Dinesh ji joined us as the State Head for Retail in the Uttar Pradesh Sankalp team, in July 2022. He brings with him a fascinating 23 years of experience in retail department in the industry.

Dinesh ji talked about how good the working environment in the company is. He finds his team to be great, and the leaders support and guide everyone very well. He mentions how this might be the best team that he has worked with; this is because all the employees respect each other, be it a senior or a junior! This creates a healthy and positive working environment throughout.

Before joining us, he was associated with companies like PI Industries and BACL. He is currently residing in Uttar Pradesh with his family.

TEAM MEMBER SPOTLIGHT

Kunwar Jitendra Bahadur Singh

Kunwar Jitendra Bahadur Singh ji joined us in October 2022 as Category Manager for Fertilizers in Delhi Head Office. He holds a total work experience of 26 years after starting his career in 1996 with Rallis India Limited. Later, he worked with companies like Mahyco Seeds Ltd and Deepak Fertilizers and Petro Chemicals Corporation Limited.

Jitendra ji holds a PhD in Seed technology from Kanpur. He belongs to the town of Sultanpur in Uttar Pradesh where his wife and two children live.

He believes that, whatever a person does, if it is done with honesty, it will definitely pave way for success.

We are delighted to have him on board and look to a lasting association!

Clean India

Journal

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Products-Processes-Technologies

MEETING CHALLENGES WITH
NEW SOLUTIONS



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Disbarring Rodents as Co-passengers

Can manual inspection of rail facilities for rodents be done away with? With his newly launched Ti Cam system, **Rachit Agarwal, Director, Truly Pest Solution Pvt. Ltd** (Krishi Rasayan Group) believes so.



Finding a rat scampering from under one berth to another, or rummaging through spilled food in the middle of the night is a frightening and unpleasant experience for any passenger. And even though electrical panels of coaches may be protected with anti-rodent coatings, the chances of wires being chewed through still exist.

Currently, pest management companies carry out pest control activities before and after a journey; during the journey itself, rodents have free reign. What is needed is a system to detect rodents during the journey, so that they may be conclusively tackled on-board and en route.

Ti-Cam is the solution that the Railways has been seeking. It is a 24-hour security system against rodents, consisting of a camera installed inside a rodent bait station which actively monitors the inward and outward movement of all rodents. Even in the relatively little light available inside bait stations, the camera can capture rodent activity, which is transmitted in real-time to the on-board housekeeping staff.

Photo Evidence

The evidence of rodent activity inside the bait box will be sent to a gateway. Every camera has a gateway that is connected to a cellular network which is provided by the company. This photographic evidence is shared immediately, creating conditions for an immediate response. In fact, such a notification can be sent minutes before the rodent moves out of the bait box, giving the technician time to reach the mapped bait box and tackle the rodent according to SOPs. Instead of responding to a complaint at the end of the journey, the technician can respond in real-time.

“As a service provider, we provide a ready-to-use gateway which is pre-installed with a SIM card. No design intervention is needed by the Railways; our solution is compatible with all kinds of rodent bait stations and works automatically, without the need for constant supervision.”

Reduces Manpower

With a digital detection system, the weekly or monthly inspection of coaches by personnel becomes obsolete; at the same time, rodent surveillance is increased. Ti-

Cam compiles the data gathered from coaches (and stations) and creates a trend analysis report to determine which train (or station) has a high level of rodent infestation, and which has little to none, thus allowing optimisation of manpower.

Sustainable Investment

The system comes with mesh security, and each gateway can connect up to 100 boxes that are placed 90 feet apart. No electricity is consumed; gateways are powered by batteries that have a 90 day life.

Since the system is connected online, the back office team will periodically update it as and when upgrades come in; no in-person upgrades are necessary.

Clear Advantages

This system enables faster root cause analysis and reduces business disruption due to manual inspections. A VIP portal will allow the Railways to check anytime if the photo evidence is relevant or not. There is no exposure of passengers to chemicals whatsoever, and turnaround time is reduced as well.

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Naveen Sharma associated for 15 Years

ASSISTANT MANAGER ACCOUNTS – Uttar Pradesh

As I reach this milestone in my career with Krishi Rasayan Exports Pvt. Ltd, I take great pride to be associated with them. I have seen my growth being readily appreciated, my flaws being taken as a learning curve and always my seniors were there as a lighthouse to guide and support me. In this company, I have found stability, security, reliability, and opportunity for better prospects which is truly proved by my stay over here for more than a decade without any grudges. I love to be a part of it and find myself truly blessed.



Sunny Deol associated for 10 Years

MANAGER HR - New Delhi



My time here is nothing less than a beautiful journey. I never expected that this journey will be so long, how the years have passed by completing 10 and hoping to continue for many more. KREPL has a very positive environment and management relations between the employees. Rajesh Agarwal Ji is a real inspiration for everyone in their work life. I am very thankful to the company at this juncture. The journey always will remain memorable will all ups and downs, the good and bad decisions taken and make myself capable to handle all adverse situations. I will always remain wishful that the company should achieve its goals in near future and also in the longer vision.

Ajay Mohale associated for 10 Years

SR. EXECUTIVE LOGISTIC - Delhi

I am glad to mention that the last 10 years in this organization were full of experience, knowledge and growth. Being a newcomer in Logistics Department I was nervous with day to day challenges I faced but with such a cooperative and friendly management and working culture I became so comfortable. Thereafter all these years seem to be like a dream cum true where I have worked to the best of my ability. Whatever I am today is not only because of my hard work and ability but the real credit goes to my seniors. I can say that I have learnt so many new things on a personal and professional level. It's great to grow with a growing company like this and being its part for such a long period.



WEATHER ANALYSIS

BY SHREYA JAIN

Weather analysis is the methodology of forecasting weather and analyzing how it can affect your business. This is surprisingly a cost-effective technique in itself as helps the business to manage its operations better.

Significant day-to-day changes in weather vastly affect businesses. For example, if it is raining heavily lately, it is not a great day for logistic dispatch. Factors like humidity and hours of sunshine can also affect the production processes which can further impact future costs.

Most companies invest in weather analysis reports to plan their operations. This stands especially beneficial for a company like ours, whose major business revolves around chemicals and logistics. Apart from influencing day-to-day business activities, these reports can also assist farmers to get to know about the monsoon, which is one optimum element in agriculture.

There are several tools like anemometers, which help measure wind speeds; radars and satellites to detect rainfall; hygrometers to measure relative humidity etc which can be used to analyze the weather.

All in all, the weather has an important influence on businesses. Technologies are coming up and teams of professionals are being formed that will assist businesses plan operations more accurately.



PAUSHAK SUPER STAR PAHUNCHA GAON GAON! BY SANJAY ANJANA

The Ujjain team of Madhya Pradesh conducted a “Gaon Gaon Campaign” where the team visited the villages in Mahidpur and Jharda regions. They covered as many villages as they could, giving demo for Paushak Super Star. Team members Sanjay Anjana ji, Ashok ji and Virendra ji gave 27+ demos making this a very successful campaign altogether.



JEEP CAMPAIGNING IN UTTAR PRADESH

Uttar Pradesh team carried out jeep campaigns in the Khreagarh area of Uttar Pradesh which is in the territory of Agra. They had mainly focused on products K-Max Super and Flick Super this month. They distributed leaflets and gave demonstrations for the same.

The team worked very hard as they personally met the farmers on their fields.



CHANNEL PARTNER OF THE MONTH-ALSC M/S GANESHA AGRO TECH – BANGALORE



Kumar Vinod P Nadagouda, the proprietor of M/s Ganesha Agro Tech, has been supplying plant protection chemicals, biopesticides, botanicals, plant growth regulators, fertilizers, water-soluble and micronutrients, to the Agriculture department (Government of Karnataka) for the past 22 years. They have also supplied to the University of Agriculture and Horticulture.

In the industry, they are associated with companies like Coromandel International Ltd, Rallis India Pvt Ltd, Crystal Crop Protection Ltd etc.

One thing which stands out the most for Ganesha Agro Tech is that they also manufacture Neem Cakes & PROM.

CHANNEL PARTNER OF THE MONTH-KREPL M/S SRI LAKSHMI AGRO CHEMICALS, NELLORE



Mr Anjaneyulu Pentyala, who is the proprietor of M/s Sri Lakshmi Agro Chemicals, Nellore, is associated with KREPL since last 3 years. He is an Agricultural graduate and he worked as and was an employee in various companies in the industry for 25 years. Three years back he started Agro chemical distribution in Nellore district and now he has more than 100 Retail customers for pesticides.

He maintains commendable relations with all customers and has a vivid knowledge of the Agrochemical market.

CHANNEL PARTNER OF THE MONTH-KREPL

State	Party Name
Uttar Pradesh	Om Traders (Hathras)
Madhya Pradesh	Bharat Krishi Sewa Kendra
Bihar	Gupta Fertilizer Rahta
Andhra Pradesh	Sri Lakshmi Agro Chemicals (Nellore)
Telangana	Sri Venkateshwara Agro Agencies (Nalgond)
Haryana	Vardhman Trading Company-Uchana Man
Gujarat	Shri Bhavani Agro Center
Maharashtra	Vardhaman Krishi Center(Pimpalgaon Basva)
Punjab	Cheema Pesticide-Ludhiana
Rajasthan	Anjana Agro Traders
Chhattisgarh	Kisan Beej Utpadak (Kurud)
Uttarakhand	Virk Agro Sales Services
Jharkhand	Sahdeo Beej Bhandar
Karnataka	Sri H H Kaveri Agro Traders (Muginagondi)

SALE PERSON OF THE MONTH - KREPL

State	Emp.Name
Telangana	Ch. Venkataiah
Bihar	Rajesh Kumar Singh
Madhya Pradesh	Krishna Kant Mali
Andhra Pradesh	Thavva Ramamuni Reddy
Uttar Pradesh	Rajesh Kumar
Gujarat	Jaydip N Sorathiya
Rajasthan	Mohit Kumar
Maharashtra	Rahul Vilas Mali
Punjab	Naveen Kumar Sujjan
Haryana	Amarjeet Singh
Chhattishgarh	Naresh Vaishnav
Karnataka	Praveen Kumar S
Uttarakhand	Ram Singh

CHANNEL PARTNER OF THE MONTH-ALSC

State	Party Name
Tamil Nadu	Stars Enterprises Attur
Karnataka	Ganesh Agro Tech Bangalore
Chhattisgarh	Shri Ganesh Krishi Kendra Thankhamaria
West Bengal	Madhusudhan Ghosh-Silberia
Andhra Pradesh	Sushmitha Agencies (Koilakuntla)
Uttar Pradesh	Tyagi Sales Corporation (Agra)
Madhya Pradesh	Krishna Beej Bhandar And Pesticides
Rajasthan	New Choudhary Krishi Beej Bhandar
Punjab	Brij Lal & Sons Jagraon
Maharashtra	Shri Sai Krushi Udyog Nanashi
Orissa	Ramgopal Sharda (Rairangpur)Rairangpur
Haryana	Yugal Enterprises
Telangana	Sri Bhagyalakshmi Pesticide Kamavarapukota
Gujarat	New Vinal Seeds Iqbalgadh

SALE PERSON OF THE MONTH - ALSC

State	Emp.Name
Tamil Nadu	Murugan V
Andhra Pradesh	Manubolu Hari Prasad
Chhattisgarh	Kuleshwar Kumar Chandraker
Rajasthan	Sanjay Dadhich
Madhya Pradesh	Krishna Murari Sharma
West Bengal	Bijay Saha
Uttar Pradesh	Pawan Kumar Dixit
Karnataka	Venu Babu Thati
Punjab	Komal Singh
Maharashtra	Samir Suresh Kulkarni
Orissa	Sanjaya Kumar Das
Telangana	Bichala Kannaiah
Haryana	Gopal Singh
Gujarat	Mithilesh Kumar Gitaraman Jha

WE WELCOME "NEW MEMBERS OF OUR FAMILY"

S.N.	Name	Designation	Company	Branch
1	Pradeep Kumar Jha	Sr. Manager Accounts & Factory	Krepl-Baddi	New Delhi
2	Neeraj Malik	Assistant Area Manager	Krepl-Baddi	Haryana
3	Bal Krishna Pandey	Store Officer	Krepl-Panoli	Panoli
4	Koli Sagar Baburao	Production Supervisor	Krepl-Panoli	Panoli
5	Ranjitsingh Ramesh Thakur	Project Manager-civil	Krepl-Panoli	Panoli
6	Jaynesh Kumar Khumanbhai Patel	Production Supervisor	Krepl-Panoli	Panoli
7	Rakesh Tedgya Vasave	Production Supervisor	Krepl-Panoli	Panoli
8	Sitaram Mishra	Production Supervisor	Krepl-Panoli	Panoli
9	Neeraj Kumar Aggarwal	Assistant Manager-ehs	Krepl-Panoli	Panoli
10	Sunil	Sr. Sales Executive	Agro life Science Corporation	Jaipur
11	Ashish Kumar	Sales Representative	Agro life Science Corporation	Chhattisgarh
12	Vishal Tandi	Driver	Agro life Science Corporation	Chhattisgarh
13	Kamalakanta Dash	Driver	Agro life Science Corporation	Orissa
14	Sunil Kumar Shrivastava	State Head-snd & B2b	Agro life Science Corporation	Pune
15	Vivek Kumar	Sr. Sales Officer	Agro life Science Corporation	Jaipur
16	Deepak Sharma	Sr. Account Executive	Agro life Science Corporation	Ludhiana
17	Anoop Kumar Singh	Sankalp Store Manager	Agro life Science Corporation	Indore
18	Chanda Kiran Kumar Reddy	Sankalp Store Manager	Agro life Science Corporation	Guntur

