

# KRISHAJ TIMES

January 2023 Vol 12 Issue 01



*Happy*  
**New Year**

May the coming year be full of  
opportunities & fruitful encounters.

## IN THIS ISSUE

### 74TH REPUBLIC DAY CELEBRATIONS

India celebrates Republic Day on 26 January with a grand parade which is visited by thousands of eager Indian citizens to view.

### SEWING MACHINES DISTRIBUTION IN KOSI KALAN, UTTAR PRADESH

Our team gifted sewing machines to less privileged women so that they can pursue financial independence even after marriage.



INDIA  
**Republic**  
DAY

**गणतंत्र दिवस**  
की हार्दिक शुभकामनाएँ

जय **जवान**  
जय **किसान**



# 74TH REPUBLIC DAY CELEBRATIONS

BY SHREYA JAIN

Every year since 1950, India celebrates Republic Day on 26 January. This day is commemorate the establishment of the Indian Constitution, which was made under the vision and leadership of Dr. B R Ambedkar.

The highlight of event, since the past seven decades, is the extravagant parade that is held at India Gate in the capital city of New Delhi. This parade features the cultural, historical and military performances from all across the country. To kick start the event, the Prime Minister lays a wreath at the arched war memorial of Amar Jawan Jyoti in the memory of all the soldiers who had sacrificed their lives for the country. This is followed by a moment of silence for expression of gratitude and sorrow for the fallen soldiers.

The president of India then hoists the flag at the Kartavya Path (formerly, Rajpath). This year, our president Shrimati Droupadi Murmu did this honour. There are citizens from all of the country who come to witness the Republic Day parade, even though the weather around that time is chilly and often rainy. This portrays the dedication and patriotism of our citizens. There is also a live broadcast of the entire event on the television and radio for all people to behold.

Another major event in the ceremony is the honouring of the soldiers whom we had lost in the past year. Their families are invited, and the President honours them by presenting them awards in the memory.

This year the chief guest for the ceremony was Egypt's President Abdel Fattah El-Sisi, who had received the ceremonial welcome at the Rashtrapati Bhawan.

For any country, a set of rules that guides it, is very important. This day is for us to remember that, and make sure we abide by it. We fulfil our duties as citizens and demand for our rights whenever and wherever the need be. This day is to honour that constitution and the people who had made it.

Wish you all a very Happy Republic Day!



# REPUBLIC DAY CELEBRATION AT OUR PANOLI MANUFACTURING UNIT

BY ISHAN WADEKAR

To add to the enthusiasm of our employees working at the Manufacturing Unit in Pnaoli, Gujarat, the Human Resources, along with the Administration team had organised a Republic day flag hoisting ceremony on the campus. All the team members joined the event with great zeal. They hoisted the flag, sang the National Anthem, followed by high tea and discussions about the constitution. This also helped strengthen their team spirit and their overall knowledge about the day and its importance. Many people also came forward to deliver speeches and recite poems.



# SEWING MACHINES DISTRIBUTION IN KOSI KALAN, UTTAR PRADESH

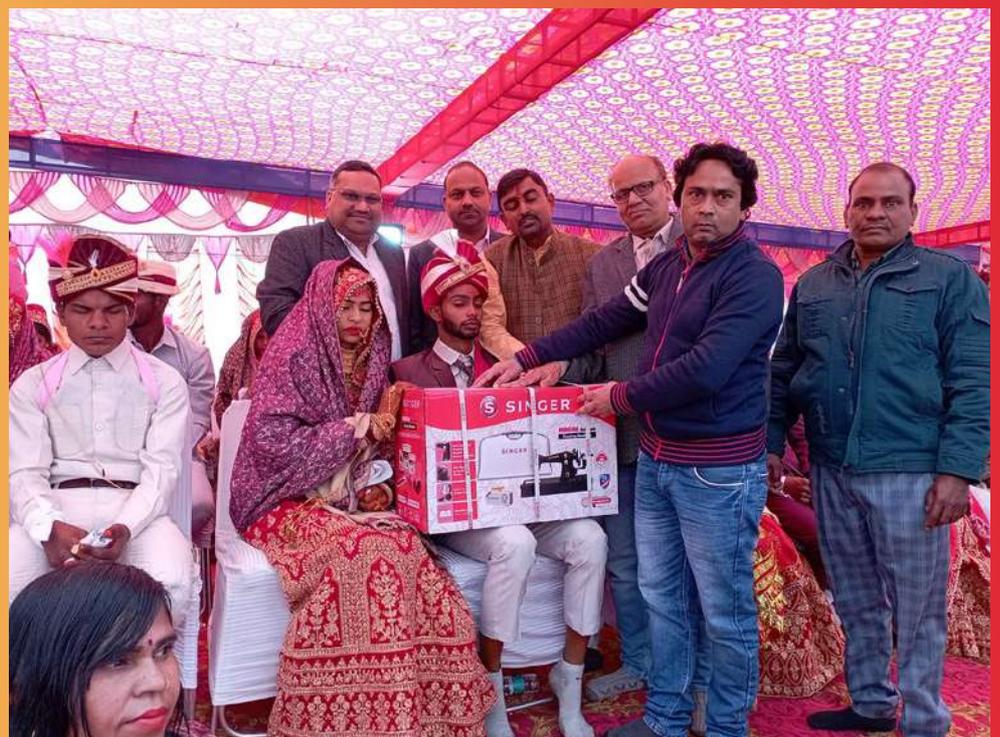
BY BHARAT LAL SHARMA

Krishaj Foundation has always made efforts to help society become a better place. Earlier this financial year, we approached all our Krishaj Sahayak across the country asking them to take up CSR projects so that our efforts are not just limited to the Delhi, NCR communities. Throughout the year, there have been several activities across the country under the umbrella of Krishaj, which have benefited people at large.

In the month of January, the KREPL team from Uttar Pradesh had taken up the initiative to help about 65 poor, young women get a livelihood. There was a collective communal marriage function in the town of Kosi Kalan (District- Mathura).

The team, led by Bharat Lal Sharma Ji, under the leadership of Anirudh Biswas Ji, in association with our channel partner Agrawal Khad Beej Bhandar; gifted sewing machines to these women so that they can pursue financial independence even after marriage.

There was also a team from the Delhi- HO who had visited the event on ground. The event saw a large gathering of people from all across the Kosi Kalan town area. We hope that our minor efforts bring about significant changes in the lives of all the women as well as their families.



# STORE OF THE MONTH - ATMAKUR STORE

BY LAKSHAY GARG

Atmakur store is located in the old Mahaboob Nagar District which is part of Telangana, the location is quite remote, but it has got high potential in the aspect of Agriculture due to the Good level of groundwater sources. Joorala project back water is another source of irrigation water, we have identified this is one of the best location to establish a Sankalp Store to serve better for farming community, we have started our business in front of Rabi Season with lot of pre-planned promotion work in the villages, it's given good coverage to our store before the store opening itself. One another program Farmers Day celebration is also helped us to get quick conversion in to sales, last but not least our Hard working team make store as a successful with in five months of store opening.



# REPUBLIC DAY CELEBRATION AT SANKALP STORES

BY LAKSHAY GARG

The Sankalp team organised a contest in the Republic day week that is from 23.01.2023 to 29.01.2023. The premise of which was for “best clean and well decorated store” on the theme of Republic Day. To add an extra element this time, the judges also considered the tidiness of back offices and godowns.

Contest was organised at PAN India level, and most of the Sankalp stores had participated in it.

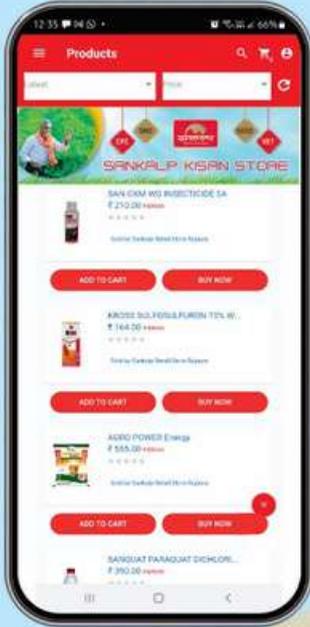
The first position was bagged by Hoshiarpur Store in Punjab and the second position was bagged by Kachwa Store in Uttar Pradesh. Congratulations to all the winners as well as the participants!





# संकल्प किसान स्टोर

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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](mailto:speakup@krepl.in)





**वोट करें वफादारी से ।  
चयन करें समझदारी से ।।**



**KRISHI RASAYAN EXPORTS PVT. LTD.**

**Vinay Kumar**  
KREPL\_Designer

# Crop Map India



- MH: Sugarcane, Onion, Mango, Paddy
- Rajasthan: Onion/Garlic
- MP: Garlic/Onion/Moong
- UP: Mango, Wheat, Sugarcane
- Uttrakhand: Apple, Litchi
- Bihar: Maize, Sugarcane, Wheat, Mango
- Gujarat: Mango, Cumin, Pomegranate
- WB: Paddy, Mango
- Assam: Tea
- Orrisa: Paddy
- PB: Sugarcane, Citrus, Maize
- HR: Sugarcane, Citrus
- J & K: Apple
- HP: Apple
- KT: Pomegranate, Vegetable, Cardamom
- TN: Paddy, Cashewnut, Cardamom
- AP : Paddy/ Mango
- TLG: Paddy, Mango
- Kerala- Cardamom



दानों के भराव  
एवं वजन में वृद्धि

प्ररोह व कलियों का  
बेहतर विकास

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पारंपरिक यूरिया की  
तुलना में बेहतर लाभ  
नाइट्रोजन तीन रूप में  
उपलब्ध- एमाइड,  
नाइट्रेट और अमोनिकल  
पत्तियों एवं जड़ों द्वारा अवशोषण  
नाइट्रोजन की तुरंत और  
लम्बे समय तक पूर्ति  
ज्यादा उपज अधिक मुनाफा

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# TEAM MEMBER SPOTLIGHT



**Mr. Pradeep Kumar Jha**

Mr Pradeep Jha joined us in November 2022 as Senior Manager for Accounts and Factory. He reports in the Delhi Office, and carries with him and experience of 24 years in the industry. He has been associated with companies like BR Agrotech Limited and Sudarshan Consolidated Limited in the past. He has completed his education in MBA in Finance filed. He resides with his family in Delhi.

We hope for a lasting association with Mr Jha and that him and KREPL grow together!

# TEAM MEMBER SPOTLIGHT



**Mr. Jasubhai  
Hirabhai Patel**

Mr Patel joined the KREPL Gujarat Team in July. He has been working in the Krishaj Nutrition Division (KND) after his joining in July 2022. Before joining us, he was associated with companies like Godrej Agrovet and Shivalik Crop Science in Chandigarh. He has completed his education in BRS Agri and Physical Agriculture.

He started his career journey as a teacher first, and then switched to marketing field. Ever since his joining, he has conducted numerous field activities to promote KND business division in East India. He lives in Gujarat with his family.

It has been noted that these on ground field activities are proving to be extremely beneficial for the company, especially when compared to last year. We look forward to a remarkable growth in KND business division of Gujarat.

# UPCOMING TECHNOLOGY; MICRO FARMING

BY SHREYA JAIN

This is the time of technological boom the field of agriculture too. Going as per the internet, “Micro farming is small-scale, high-yield, sustainably-minded farming, generally conducted by hand in urban or suburban areas.”

The above definition implies that instead of farming on a 75 acre field, which is usually difficult to finance and work on, there are smaller fields/soil containers which are put to use instead. This is especially good for the farmers in urban areas where there is a shortage of land.

One major advantage of micro farming is that it uses less raw materials and less manpower.

This technology revolves around the idea that one does not need a large field of land for farming, and that it is possible to get a good yield even on small piece of land. Micro farming is still an upcoming technology and there is more development that will be seen in this area of agriculture.



# CAMPAIGNING HELD IN UTTAR PRADESH

BY SHIVANGI PATEL



# HOW TO TAKE CARE OF STRAY ANIMALS DURING WINTERS

BY SHREYA JAIN

Winters can be harsh; equally for humans and animals. We are lucky that we live in well built houses with warm sweaters and blankets for surviving winters. But there are people who are homeless and those living below the poverty line who find it very difficult to survive through winters specifically in the northern and north-eastern India. Thankfully, there are numerous non profit organizations and government programs under which everyone can get the necessary aid, especially for winters.

However, in cities, there are stray animals like dogs, cats and cows who find it extremely difficult to get through the biting cold weather. Being on the privileged end between animals and humans, it is our moral responsibility to help the poor animals whenever and however we can.

We all take a good care of our pets at home; here are some things we can do for the ones who live in the streets too:-

## Finding animal care NGOs nearby

Calling the local NGOs to help provide a safe and secure shelter for the stray cats and dogs in your locality is always a great option. This will also make sure that the animals are vaccinated and receive the required nutrition.

## Providing food and water

This kind gesture can go beyond seasons. Just putting a bowl of water outside your homes along with two to three chapattis can keep the animals stay well fed. This way animals can also sleep peacefully.

## Providing temporary shelters

It does not have to be very fancy. We just need two small old blankets: one to place on the ground, and the other so that the dog or cat can keep warm. This will even be helpful for the female dogs to keep its puppies safe and cozy. This shelter can easily be kept in a corner of your housing locality. Old cardboard boxes can also be put to use for making shelters.

## Motivating others to also join in for the cause

When five neighbours come together, the goodness will also be amplified. This way, all of us together can even buy affordable jackets for the animals.

## Banging on the four wheelers before getting in them

Many dogs and cats would hide under the cars and trucks to stay warm. Banging on the hood of the car before getting it in action, would make them come out from their hiding and save their life.

Although nature has given survival instincts to every living organism, things are always better when we help each other. Stray animals in cities/villages could really use our help during those one to three weeks of intense cold in December-January.

Hope this helps the needy animals who live on the streets near us.

## **Amit Kumar associated for 14 Years**

New Delhi

During my journey, I have gained lots of experience, self-reliance, interpersonal skills, problem-solving skills, teamwork, business communication & commercial awareness. The best thing is the constant support by the higher management on its staff and the culture of the company. It's as great feeling working at Krishi Rasayan and being a part of this family. I have grown along with the company professionally.



## **Bharat Lal Sharma associated for 16 years**

Area Manager – Uttar Pradesh

Working in the country's foremost company Krishi Rasayan Exports Pvt Ltd, which is a symbol of excellence and quality among farmers & sellers.

They provide undivided support to farmers to increase their yield by margins at low investment costs.

I have thoroughly enjoyed working at KRISHAJ which has helped me in developing my career and keeping at par with my long-term goals. My Sales skill set is up to the market standards due to the regular training and valuable hands-on experience I get.

I have the best experience working with KRISHAJ and wish the company the best of luck for the future.



## **Preeti Banga associated for 12 years**

Secretary to Director - New Delhi

I'm so proud to announce that I have completed more than 10 years of working with KRISHAJ. It has been a great experience to be led into the future with such a great organization. The support which I got from my seniors, management and colleagues has been excellent. I always enjoyed each and every moment with Krishi Rasayan Organization. At last, I would like to thank the Krishaj family for providing me with support and a growing environment.



# CHANNEL PARTNER OF THE MONTH-ALSC BORAH FERTILIZERS, WEST BENGAL

Mr. Bibhuti Borah, who is the proprietor of Borah Fertilizers West Bengal has been doing commendable business with Agro Life Sciences Corporation even though it has just been three months. They joined us in October 2022, but have been in this line since 1991. In their team, there is one field assistant, one Area Sales Manager and other employees who make up a solid team of 8 members. They are very experienced and very committed towards their work.

We wish Borah Fertilizers all the best and hope for a lasting association.

# CHANNEL PARTNER OF THE MONTH-KREPL BANSAL KRISHI SEVA RAKSHA KENDRA, UTTAR PRADESH



Bansal Krishi Seva Kendra, Beswan, Alighr district is associated with agricultural inputs business since the year 1990. This is their 2nd generation running the business. We started our journey with them from 2017. Proprietor Mr Atul Kumar Bansal is a very dynamic and well behaved person. He plans in advance with all of his principal companies and his market knowledge and command is laudable. He is very fond of shayari and has showcased his talent in last two of our DLS meets. One thing which stands out the most about them is that they still maintain their father's introduced practice of gaddi and white bed sheets with takiya in his shop and one have to sit without shoes with folded legs. This practice takes us back in time joins us with the roots of our country.

We hope for a lasting association with them.

# CHANNEL PARTNER OF THE MONTH-KREPL

State	Party Name
Uttar Pradesh	Bansal krishi Raksha Kendra Beswan
Madhya Pradesh	Navrang Store (Khirkiya)
Andhra Pradesh	Sri Lakshmi Agro Chemicals (Nellore)
Bihar	Shankar Khad Beej Bhandar
Gujarat	International Agri Equipments Himmatnaga
Maharashtra	Vasundhara Agro Chemicals
Haryana	Kissan Kheti Sewa KendraJammu
Rajasthan	Shri Shyam Beej Bhandar
Chhattisgarh	Krishak Seva Kendra (Sarangarh)
Telangana	Bhagya Lakshmi Traders
Punjab	Harry Seed Store-Panjawar
Uttarakhand	Virk Agro Sales Services
Jharkhand	Anil Beej Bhandar
Karnataka	Chandana Agro Kendra

# SALE PERSON OF THE MONTH - KREPL

State	Emp.Name
Uttar Pradesh	Sachin Chandel
Madhya Pradesh	Dheerendra Pratap Singh Thakur
Bihar	Ashish Kumar Pathak
Andhra Pradesh	Thavva Ramamuni Reddy
Rajasthan	Rohit Kumar Jat
Telangana	Surender Bommagani
Gujarat	Prajapati Arvindbhai Shravanbhai
Haryana	Javendra Singh
Maharashtra	Manoj Patil
Punjab	Amit Kumar
Chhattisgarh	Anjani Kumar Garg
Uttarakhand	Devendra Pal Singh
Karnataka	Praveen Kumar S

# CHANNEL PARTNER OF THE MONTH-ALSC

State	Party Name
West Bengal	Borah Fertilizer Stores
Karnataka	Ganesh Agro Tech Bangalore
Chhattisgarh	Shri Ganesh Krishi Kendra Thankhamaria
Tamil Nadu	Covai Implex Coimbatore
Gujarat	Agro Traders - Himmatnagar
Andhra Pradesh	Sri Venkateswara Agro Agencies
Rajasthan	Ridhi Sidhi Sales Corporation Bhadra
Uttar Pradesh	Garg Trading Company
Haryana	M K Traders (Hisar)
Madhya Pradesh	Chouksey Krishi Sewa Kendra (Ganjbasoda) Ganjbasoda
Maharashtra	Girish Krishi Seva Kendra Kabnoor
Telangana	Sri Ganesh Seeds Pesticides AndFertilizers Ramachandrapuram
Punjab	Malerkotla Agro Centre MKT
Orissa	Maa Maunei Fertilizers andPesticides

# SALE PERSON OF THE MONTH - ALSC

State	Emp.Name
West Bengal	Prosanjit Biswas
Tamil Nadu	Shanmugaraja K
Madhya Pradesh	Gopal Lal Dhakad
Karnataka	Santosh Ganapati Pujari
Chhattisgarh	Kuleshwar Kumar Chandraker
Telangana	Bichala Kannaiah
Uttar Pradesh	Rustam Singh
Andhra Pradesh	Segireddy Thirumala Reddy
Rajasthan	Nagender Singh
Gujarat	Nitesh Kumar Jha
Maharashtra	Samir Suresh Kulkarni
Haryana	Gopal Singh
Orissa	Sanjaya Kumar Das
Punjab	Hammir Singh

**WE WELCOME**  
**"NEW MEMBERS OF OUR FAMILY"**

S.N.	Name	Designation	Branch
1	Vishal Jain	Sr. Area Manager	Haryana
2	Roshan Singh	Guard	New Delhi
3	Sonu Brijesh Mishra	Store Officer	Panoli
4	Bhatt Jaimish Kandarp Kumar	EHS Officer	Panoli
5	Thakor Abhijit Sinh Kishorsinh	Store Officer	Panoli
6	Prajapati Hareshbhai Mansukhbhai	Forklift Operator	Panoli
7	Deepak Kumar	Sales Trainee	Hissar
8	Lokendra Kumar	Deputy Regional Manager	Jaipur
9	Jitendra Pratap Singh	Sales Representative	Lucknow
10	Tanvir Chandrakar	Sr. Sales Officer	Chhattisgarh
11	Somkashyap Patel	Sales Executive	Indore
12	Arun Kumar	Marketing Officer	Punjab
13	Neetu	E-commerce Sales Executive	Punjab
14	Priyanka Dhaker	E-commerce Sales Executive	Indore
15	E Ramanjaneyulu	Sankalp Store Manager	Guntur
16	B Kiran Kumar	Sankalp Store Manager	Guntur
17	Bandaru Ekantha Naidu	Sankalp Store Manager	Guntur
18	Dasari Narasimhulu	Agri Clinic Doctor	Guntur
19	Bhupin Singh	Vet-expert	Hissar

# Weather Update



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## January Birthday Cloud #TogetherWeCelebrate



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