

कृभको न्यूज

KRIBHCO News

अंक 63, जनवरी-जून 2020 • Vol 63, January-June 2020

PERCEPTION &
REPUTATION





Dear colleagues,

We are living in unprecedented times. The devastation caused by COVID-19 to the way we live our lives is enormous and leaves a lasting impact that would continue to be felt for many more years to come. As the saying goes, what cannot be cured must be endured. It is our sincere hope that a vaccine is found sooner and we will be able to lead a normal life once again. Till then, please follow the guidelines, wear masks and maintain social distance to combat the virus.

You have in your hands yet another issue of KRIBHCO News, covering a wide spectrum of activities across the organisation during Jan-Jun 2020.

The cover story is a Guest Column on 'Perception & Reputation', written by Shri Suresh Gaur, a PR & Communication Expert. Perception management is a strategy aimed at guiding the motives, emotions, and conclusions of another party to alter that party's perception of past events and the projections of future events. Reputation, on the other hand, is a matter of perception. An organization's overall reputation is a function of its reputation among its various stakeholders. Hope the article gives you an insight into working of PR. An article in the issue, informs you about the various measures taken by our organization in our fight against COVID-19. It is remarkable to note that our Hazira Plant remained operational during the lockdown, the success story of our Plant operation has been covered by Shri Ravichandran in this issue. There are many more articles and poems of everyone's interest.

Like we do in every issue, all the activities during the period are covered under On the Growth Path, Plant News, HRD, GVT and KFL. Wedding Bells and Farewell are also part of the issue as always.

Hope this issue gives you an overview of the activities that took place during the period and you enjoy reading it. Please do share your feedback!

Please take care of your health and those of your near and dear ones, during these tough times.

Happy reading!

Umesh Mishra
umeshmishra@kribhco.net

EDITORIAL BOARD

Chairman	VS Sirohi
Members	Poonam Sharma NK Sahoo NK Bhadu Sanjay Kumar Singh Devjeet Singh
Editor	Umesh Mishra
Associate Editors (English)	Ashutosh Singh Poonam Verma
Assistant Editors (Hindi)	SL Meena SS Rathore
Assistant Editor (Plant)	A Ravichandran
Production & Distribution	OP Rao

CORRESPONDENTS

Andhra Pradesh	P Ramakrishnaiah
Bihar	RPS Pundir
Chhattisgarh	JP Singh
Gujarat	PB Patel
Haryana	Gajendra Singh
Jharkhand	VK Tripathi
Karnataka	SN Narayanaswami
Maharashtra	CA Kulkarni
Madhya Pradesh	Pradeep Kumar
Odisha	Arvind Singh
Punjab	Hardam Singh
Rajasthan	HS Ranwa
Tamil Nadu	S Arunachalam
Telangana	DP Reddy
Uttarakhand	Gajendra Kumar
Uttar Pradesh	VK Tomar
West Bengal	NKS Chauhan
HRD	Neha Gupta
Gramin Vikas Trust	Geetarani Bhatnagar
KFL	Bipin Phuloria

CONTENTS

Guest Column 2	On the Growth Path 4	
An Ongoing Fight Against COVID-19	14	
Plant News 16	KRIBHCO'S Success Story 24	
Corporate HRD 30	My Cycling Learnings 38	
GVT 40	KFL 44	Wedding bells 47
Farewell 48		

FROM THE MD'S DESK



Dear Colleagues,

The Financial Year 2020-21 entered with several challenges starting with Pandemic disease COVID-19, putting not only the entire nation but also several countries under lockdown. COVID-19 has created havoc around the globe due to non-availability of vaccine, treatment drugs and created socio-economic crises. Another challenge appeared when the swarms of desert locusts entered western India from Pakistan and destroyed crops in Rajasthan, Uttar Pradesh and Madhya Pradesh. The cyclones in West Bengal, Orissa and Maharashtra posed its own challenges.

Amid a nationwide COVID-19 lockdown, the fertilizer industry has performed exceedingly well and there was a record sale of fertilizers raising expectations of good growth in agriculture production in the current financial year. The sales of all major fertilizers have increased significantly during quarter April to June 2020.

Overall fertilizer production of the Industry has increased by 2.7% during FY 2019-2020 after registering muted growth in the last three fiscal years. Improvement in demand due to a good southwest monsoon, resulted in higher sowing, aided the increase in production. Imports have increased sharply by 16.6% supported by the increase in urea imports which constitutes around 40% of the overall fertilizer imports.

It is noteworthy that our Hazira Plant remained consistently operational during lockdown period against all odds of acute labor shortages and stretched availability of bags. The plant followed complete Gol guidelines and took all precautions for employees' health & safety, resulting into smooth supply of Urea to farming community during tough times.

Despite lockdown, we have registered a record increase in KRIBHCO Hazira urea sales through point of sale (PoS) to farmers on all India basis during April to June 2020 with 5.12 Lakh MT, which is 100% higher than the sales of 2.56 Lakh MT in the corresponding period last year. It is a matter of great pride to all of us that KRIBHCO have broken all previous records by registering the highest-ever sale of Urea, DAP, NPK, Compost and Bio-Fertilizers during April to June 2020. An all-time high of 11,82,887 MT total Urea and 2,22,086 MT Phosphatic fertilizer was sold to farmers by KRIBHCO all over the country during pandemic Quarter-1 of 2020-21.

Gramin Vikas Trust is gearing up to take-up higher challenges of growth and visibility in competitive environment and committed to improve rural economy through its relentless efforts. GVT has brought a positive change to uplift living standards of marginalized and tribal folks. GVT has expanded its operations to 3,951 villages from 104 Districts of 17 States of the country.

KFL produced 10.336 Lakh MT of Urea and 6.261 Lakh MT of Ammonia during 2019-20. The capacity utilization was 119.55% and 124.82% for Urea and Ammonia respectively.

Despite the good achievement on the production and marketing front, fertilizer industry is facing liquidity crisis due to inordinate

delays in payment of subsidy dues from Government of India. The delays are primarily due to budget constraints of the Gol. Subsidy represents about 75% of the total cost of production of urea and non-receipt of subsidy severely impacts the working capital cycle. Weekly urea subsidy bill payments of KRIBHCO are outstanding since December 2019 leading to erratic cash flows and increased borrowings. Hence, KRIBHCO is under tremendous burden of borrowings and undergoing a financial stress.

Department of Fertiliser (DoF) had notified Modified NPS-III (MNPS-III) for existing urea units on 2nd April, 2014. On the basis of notified MNPS-III Policy, KRIBHCO has already accounted income by considering re-imbursement of minimum fixed cost of Rs.2300 PMT during April 2014 to March 2020 and also paid Income Tax on the same.

However, the said Notification could not be implemented by DoF due to its ambiguous language. In March 2020, the Cabinet has decided to delete the earlier approved and notified provision of Minimum Fixed Cost of Rs.2,300 PMT w.e.f 02.04.2014 while removing the ambiguity through an Amendment to MNPS-III. Due to this retrospective amendment in MNPS-III, KRIBHCO will get fixed cost re-imbursement of Rs.1,834 PMT instead of Rs.2,300 PMT. KRIBHCO, RCF and NFL have been severely impacted due to the deletion of the clause of minimum fixed cost of Rs.2,300 PMT and have immediately represented to the Government of India on this matter. If immediate remedial action is not taken by Government of India, KRIBHCO will have to book losses in excess of Rs.600 crore on this account.

A non-conducive government policy, coupled with non payment of subsidy bills since December 2019 amidst the global pandemic of COVID-19 has placed us in a very difficult working environment.

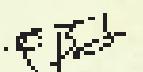
Great people make a great organization and we value our people. Our positive and supportive culture encourages our people to do their best, every day. I am sure, with the synergic efforts of all of us, we will attain newer heights in the time to come.

A problem is a chance for you to do your best.

- Duke Ellington

I urge all of you to keep the health of yourselves and your extended families.

Best wishes!



Rajan Chowdhry
Managing Director

PERCEPTION & REPUTATION

Friends, generally the term PR relates to Public Relations but does PR stands for Public Relations only or this term can be used in other references also?

'YES'.... We can use 'PR' for 'PRESS RELATIONS', 'PRESS RELEASE', 'PERSONAL RELATIONS', 'PROFESSIONAL RELATIONS', and now for PERCEPTION-REPUTATION also which is one of the core activities of public relations nowadays - 'Managing Perception & Reputation' of the clients.

Hence, there is a need to understand 'Perception' and 'Reputation' also.

P for Public = Perception

Perception is how we think about a particular person, situation, event, or anything for that matter based on the stimuli we receive and the feelings and thoughts that we have about that entity. Edward de Bono Physician, author, and originator of the term lateral thinking said that 'Perception is real even when it is not reality'.

Perception means perceiving, i.e., giving meaning to the environment around us. It can be defined as a process which involves seeing, receiving, selecting, organising, interpreting and giving meaning to the environment. Perception is an intellectual, cognitive or psychological process and also becomes a subjective process as different people may perceive the same event differently. People can be at the same place, at the same time and still come away with different opinions about what actually happened and, because everyone perceives the world in different ways, each person thinks that their version of events is correct.



By - Suresh Gaur

Therefore, the art and science of perception management is all about how entities create a favourable impression of themselves to their stakeholders be it prospective or existing employees, shareholders, consumers, and society at large. Thus, organizations have to ensure that they are perceived well by their stakeholders.

Perception Management operations have become a mainstream part of information management procedures in a variety of modern organisations. Perception Management can be carried out as part of a wider international Public Diplomacy initiative between governments, or it can function as a tool of domestic Public Affairs communications between a government and its citizens.

R for Relation = Reputation

Although, reputation is often difficult to define since the perception of what is and what is not reputable is in 'the eye of the beholder', a variety of definitions of reputation have been offered from a number of different academic and professional backgrounds.....

"It takes many good deeds to build a good reputation, and only one bad one to lose it."

- Benjamin Franklin

"Character is like a tree and reputation like its shadow. The shadow is what we think of it; the tree is the real thing."

- Abraham Lincoln

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

- Warren Buffet

"Reputation is the general estimation in which one is held by the public."

- American Heritage Dictionary

Reputation is the subjective qualitative belief a person has regarding a brand, person, company, product, or service. Reputation is the key to success and is best defined as a third-party perception of you, or your brands, and character. Reputation is an expectation of future behavior based on past experiences, which means first impressions and your stakeholder's experiences with your brand are critical to developing a positive reputation. Reputation can mean different things to different people. If you ask 100 people what reputation means to them, you are likely hear some of its synonyms.

Reputation is a matter of perception. An organisation's overall reputation is a function of its reputation among its various stakeholders i.e. investors, customers, suppliers, employees, regulators, politicians, non-governmental organizations, the communities in which the organisation operates, in specific categories e.g. product quality, corporate governance, employee relations, customer service, intellectual capital, financial performance, handling of environmental and social issues. A strong positive reputation among stakeholders across multiple categories will result in a strong positive reputation for the organisation overall.

As per 'RepTrak Model' of The Reputation Institute, there are Seven Dimensions or Drivers of Reputation: Products & Services, Innovation, Leadership, Workplace Environment, Citizenship, Governance, and Financial Performance. As per Schreiber there are 'Six Pillars of Reputation': Differentiation, Relevance, Esteem, Expectations, Knowledge and Experience to know how the company or organisation is perceived by its stakeholders on each of these pillars. Charles Fombrun (USA) and Cees Van Riel (Netherlands) model 'Reputation Quotient' measures Six Drivers contributing to Corporate Reputation i.e. Emotional Appeal; Products & Services; Vision & Leadership; Workplace Environment; Financial Performance; and Social Responsibility.

Reputation Management

Reputation management refers to influencing and controlling an individual's or business's reputation. Reputation management is making the effort to influence what and how people think of a person or brand. Sharing positive information about a brand or person to increase positive sentiment is an effective strategy for Reputation Management. Reputation management in its simplest form involves the following three steps:

Build: You must first BUILD up the reputation of your organisation to establish yourself in your particular industry.

Maintain: This is daily maintenance of reputation and is what is meant to keep a organisation's good standing in place. Organisations with an established brand presence will use this the most.

Recover: This is for an organisation who has earned or received a negative reputation, whether in the general public or within their own target audience. Experts in reputation management are trained to insert positive pieces of information to 'push down' the negative press or make it seem less significant.

PR = Public (Perception) Relations (Reputation)

Varied definitions of public relations have been given by academicians, public relations professionals and international bodies of public relations practitioners. Out of those many, I have just taken the following five definitions that also conveys PR as Perception and Reputation Management.

"PR is an attempt by information, persuasion, and adjustment to engineer public support for an activity, cause, movement or institution."

- Edward L. Bernays

"Public Relations is the art of getting believed."

- Ivy Ledbetter Lee



Suresh Gaur

Author of three books 'Public Relations 4 You', 'P R 4 Everyone', and 'Events 4 You', Shri Suresh Gaur, widely acknowledged as P R GURU, is a PR & Communication Expert. He has over 25 years experience of planning, strategising and execution of communication programmes including 11 years of teaching Public Relations, Advertising and Event Management at various top notch media colleges as a Visiting Professor.

His key skills are Public Relations, Advertising, Integrated Marketing Communication, Event Planning & Management, Brand Management, Media Management, Corporate Communication, Communication Skills Development, Soft Skill Development, Creative Writing, Direction, and TV & Radio Serials Production.

"Public relations is the management function that identifies, establishes, and maintains mutually beneficial relationships between an organization and the various publics on whom its success or failure depends."

- Cutlip, Center, & Broom

"Public relations is the business of creating and changing attitudes."

- Harold Burson

"Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics."

Chartered Institute of Public Relations - UK

Basic function of public relations is to help build trust and credibility with groups of public that are important for the organization. What people think about the organisation much depends on views of others (perception). *Public Relations is a discipline that looks after perception and reputation of an organisation, with the aim of earning understanding and support (perception) and influencing opinion and behaviour (reputation).* It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.' The end result of public relations as perception and reputation management is creating goodwill of the organisation and mutual understanding between the target public and the organisation.

Perception and Reputation Management is an appealing concept for public relations professionals as it links public relations to the organisation it represents, and suggests a dialogue with the top management around a topic of pressing importance. Perception and reputation is not to be viewed or managed in isolation, but as part of the incessant public relations strategy of the organisation.



जैसलमेर पंचायत समिति भवन में सहकार गोष्ठी

कृभक भारती कोऑपरेटिव लिमिटेड द्वारा दिनांक 14 फरवरी, 2020 को जैसलमेर पंचायत समिति भवन में एक सहकार गोष्ठी का आयोजन किया गया जिसमें मुख्य अतिथि डॉ सतीश चंद्र, महा निदेशक, भारतीय उर्वरक संघ तथा विशिष्ट अतिथि श्री वी एस सिरोही, विपणन निदेशक, कृभको थे। डॉ सतीश चंद्र द्वारा उर्वरकों के बारे में विस्तृत वर्णन किया गया। विपणन निदेशक, कृभको ने संतुलित उर्वरक प्रबंधन तथा जैविक खेती के बारे में विस्तार से बताया।



सहकार गोष्ठी

कृभको द्वारा 25 फरवरी, 2020 को श्रीगंगानगर में एक सहकार गोष्ठी का आयोजन किया गया, जिसमें श्रीगंगानगर व चुरू जिले के व्यवस्थापक बंधुओं ने भाग लिया। इस कार्यक्रम के मुख्य अतिथि श्री एन के भादू, महाप्रबंधक-विपणन, कृभको, नोएडा एवं विशिष्ट अतिथि श्री हवासिंह रणवा, वरिष्ठ राज्य प्रबंधक, जयपुर थे। इसके अलावा इस गोष्ठी में सहकारिता विभाग के उप रजिस्ट्रार श्री गौरीशंकर बंसल, केंद्रीय सहकारी बैंक श्रीगंगानगर के वरिष्ठ प्रबंधक श्री विकास गर्ग, कृषि वैज्ञानिक डॉ सुबोध विश्वोई एवं क्षेत्रीय प्रबंधक श्री देशराज विश्वोई ने भी भाग लिया। इस सहकार गोष्ठी में 80 व्यवस्थापकों ने भाग लिया। व्यवस्थापकों को संबोधित करते हुए श्री एन.के. भादू ने बताया कि सहकारिता के क्षेत्र में ग्राम सेवा सहकारी समिति यही हमारा आधार है इन्होंने ही हमें चलना सिखाया है। उन्होंने बताया कि कृभको किस प्रकार से विपणन के अंतर्गत कार्य करते हुए निरंतर आगे बढ़ रही है उसी प्रकार समितियों को भी अपने व्यवसाय को आगे बढ़ाना चाहिए ताकि किसानों को अधिक से अधिक लाभ मिल सके। उन्होंने किसानों को दी जा रही सेवाओं के बारे में विस्तार से जानकारी देते हुए बताया कि कृभको का हर कर्मचारी किसान तक सुविधा उपलब्ध करवाने हेतु कठिबद्ध है। इसके लिए समय-समय पर विभिन्न कार्यक्रमों द्वारा किसानों को नई-नई तकनीकें उपलब्ध करवायी जा रही हैं।



आय उपार्जन कार्यक्रम एवं किसान सभा



दिनांक 28 फरवरी, 2020 को कृभको द्वारा बीकानेर जिले के जोधासर ग्राम सेवा सहकारी समिति में आय उपार्जन कार्यक्रम एवं किसान सभा का आयोजन किया गया, जिसमें मुख्य अतिथि के रूप में कृभको के विपणन निदेशक महोदय श्री वी.एस. सिरोही ने भाग लिया। इस कार्यक्रम के विशिष्ट अतिथि श्री एन.के. भादू, महाप्रबंधक-विपणन, कृभको नोएडा थे। इस कार्यक्रम में श्री हवासिंह रणवा, वरिष्ठ राज्य प्रबंधक, जयपुर, श्री पी.एस. शेखावत, अनुसंधान निदेशक, स्वामी केशवानंद, राजस्थान कृषि विश्वविद्यालय, बीकानेर ने भी भाग लिया।

कार्यक्रम में महिलाओं को सिलाई मशीनों का वितरण किया गया तथा कार्यक्रम के समापन पर विपणन निदेशक महोदय ने विश्वविद्यालय के अंतर्गत कृषि अनुसंधान केंद्र का भ्रमण किया जिसमें श्री डॉ एस.आर. यादव, निदेशक, कृषि अनुसंधान केंद्र बीकानेर ने परिसर में लगाए गए विभिन्न प्रकार के प्रदर्शन क्षेत्रों का भ्रमण करवाया। उन्होंने विभिन्न प्रकार के पोषक स्तर पर किए जा रहे प्रयोग, ग्रीन हाउस सैड नेट की खेती का प्रभाव, जैविक कार्बन के स्तर को बढ़ाने हेतु किए जा रहे प्रयोग, विभिन्न प्रकार की फसलों का जल स्तर पर प्रभाव, शुष्क क्षेत्र में आने वाले प्रमुख फल वृक्ष जैसे बेर, मौसमी, खजूर आदि प्रयोगों के बारे में विस्तार से जानकारी दी। उन्होंने बीकानेर में बरवाद हो रही भेड़ की ऊन का उचित तरीके से प्रयोग कर कंपोस्ट बनाने की विधि कि भी विस्तृत जानकारी दी। इसके पश्चात विपणन निदेशक एवं महाप्रबंधक को विश्वविद्यालय के अधीन संचालित गृह विज्ञान महाविद्यालय में तैयार किए जा रहे बाजेरे के बिस्किट की लैब का भी भ्रमण करवाया गया। जिसमें उन्होंने बाजेरे से तैयार हो रहे बिस्कुट के बारे में विस्तृत जानकारी देते हुए बताया कि यह एक अच्छा नवाचार है इसके माध्यम से महाविद्यालय में अध्ययनरत छात्र अपने कौशल में वृद्धि कर उपार्जन का एक अच्छा उद्योग स्थापित कर सकते हैं। भ्रमण के अंत में उपनिदेशक महोदय ने विश्वविद्यालय के कार्यों की सराहना करते हुए बताया कि यह एक अकल्पनीय उदाहरण है क्योंकि क्षेत्रों में इस प्रकार के प्रयोग देखकर ऐसा प्रतीत होता है कि क्षेत्र को भी कृषि के क्षेत्र में आगे ले जाने से कोई नहीं रोक सकता। विपणन निदेशक ने कहा कि विश्वविद्यालय का भ्रमण कर तथा यहां के कर्मठ वैज्ञानिकों से मिलकर प्रसन्नता हुई। अंत में उन्होंने सभी का आभार व्यक्त किया।



State Level Cooperative Conference

A State Level Cooperative Conference was organized at Hotel HK Clarks Inn (Amritsar) on 26 December, 2019. Around 87 officials from NAFED, NCU & KRIBHCO delegates attended the programme. Dr. Chander Pal Singh Chairman, KRIBHCO was the Chief Guest of the programme & the function was presided over by Dr. Bijendra Singh, Chairman, NAFED.

Shri Hardam Singh, Sr. SMM - Punjab KRIBHCO, Chandigarh welcomed the Chief Guest, Hon'ble Chairman KRIBHCO & other dignitaries & all the participants on behalf of KRIBHCO Punjab.

Shri N.K. Bhadu, General Manager (Mktg.) - NZ, highlighted the marketing activities of KRIBHCO on national level as well as promotional programmes conducted by KRIBHCO for the benefit of farmers & other cooperatives.

Dr. Bijender Singh, Chairman, NAFED discussed about NAFED, its products & activities beneficial to farmers.

Dr. Chander Pal Singh, Chairman, KRIBHCO, highlighted various running projects of KRIBHCO & to be taken-up in future and Cooperative Movement in India. He promised that supply of Urea to Punjab will be increased in the coming year. He also ensured that KRIBHCO will continue 20% dividend to its members.

Shri R.S. Goswami, Sr. Area Manager, Ludhiana highlighted the activities of KRIBHCO in the area and the programmes being carried out by KRIBHCO for the welfare of farmers.



KRIBHCO UREA SALES DOUBLES

during Country-Wide COVID-19 Lockdown



Sapling Distribution Campaign

Sapling distribution campaign was arranged at Madana village as a part of the **Village Adoption programme** cluster under the chairmanship of Shri Bhikhbhai Vora, President of Sarasvati Kelvani Mandal, Madana. A total of 300 samples of different plants including Guava, Sita fal, Lemon, Neem, etc. were distributed to the farmers ensuring adherence to COVID-19 guidelines. Shri R.K. Patel, Sr. Area Manager shared his views on the importance of the trees and requested everyone to take care of the samples given to them. Shri Bhikhbhai Vora has taken the responsibility to grow trees in his high school.

Soil Sampling Campaign

Soil sampling campaign was organized in cluster villages of Tapi district, Kikakui village. Sr. Area Manager Shri P.V. Kachhadia addressed the participants about the soil sampling needs and procedure. Shri Dharmesh Naik, Field Officer in Surat, showed the correct procedure of soil sampling by method demonstration in Cluster village Tapi. Office furniture was distributed to KRIBHCO adopted society - Uchchhal MKSSM in Tapi district by Sr. Area Manager.

Farmers' meeting was organized at Dhavat Centre of Karjan Taluka with complete adherence to COVID-19 guidelines and norms. The meeting was attended by 28 key and progressive farmers, and Shri Sanjaybhai Patel, Gujacomasol Liaison Officer. The discussion points were the current situation of Nitrogenous and other fertilizers in Vadodara district and the use of the alternate sources such as NPK bio-fertilizer and compost. A total order of 24 MT Compost and 100 liters bio-fertilizer was received from the village.



DBT 2.0

Training to Sales Force of Gujarat

The DBT 2.0 in fertilizer was launched by Shri Sadanand Gowda, Union Minister of Chemicals & Fertilizers in the month of July 2019 with an aim to further improve the DBT System. DBT 2.0 was launched with three new technology initiatives to transfer fertilizer subsidy. These initiatives are - a **dashboard** (www.urvarak.nic.in) with the details of fertilizer supply, availability and requirement at National, State & District level, **advanced version of Point of Sales (PoS) software** and **desktop PoS version**.

In order to upgrade the knowledge of our Field Force on DBT 2.0, various training programme(s) were designed & organized at SMOs level. State Marketing Office - Ahmadabad organized such awareness programme in March, 2020 under the Business Plan Meeting. Shri Pradeep Singh, Sr. Manager (Mktg.), DBT Cell, Corporate office at Noida delivered a lecture on DBT 2.0 programme to field force of Gujarat state. ← →



29 अगस्त, 2019 को जनपद रामपुर में श्री मनोज कुमार, क्षेत्रीय प्रतिनिधि, रामपुर द्वारा साधन सहकारी समिति, रठौण्डा पर आयोजित वृक्षारोपण कार्यक्रम में श्री गजेन्द्र कुमार, वरिष्ठ प्रबन्धक (विपणन) कृभको मेरठ, चेयरमैन, साधन रहकारी समिति, रठौण्डा एवं चेयरमैन, साधन सहकारी समिति, श्यामपुर कार्यक्रम में उपस्थित अतिथियों के साथ वृक्षारोपण करते हए।



16 जनवरी, 2020 को जनपद रामपुर में श्री मनोज कुमार, क्षेत्रीय प्रतिनिधि, रामपुर द्वारा आयोजित सहकारी समिति अंगीकरण कार्यक्रम में उपस्थित अतिथिगण सहकारी समिति को कृभको द्वारा प्रदत्त फर्नीचर भी फोटो में दिखाई दे रहा है।



17 फरवरी, 2020 को जनपद सम्भल में श्री राकेश कुमार सिंह, उप प्रबन्धक (विप.) चंदौसी जनपद सम्भल द्वारा कलेन्ट्रट हॉल बहजोई पर आयोजित उर्वरक विक्रेता संगोष्ठी कार्यक्रम में श्री गणेन्द्र कुमारी, वरिष्ठ प्रबन्धक (विप.) कृष्णको मेरठ (बाए) एवं श्री राकेश कुमार सिंह, उप प्रबन्धक (विप.) चंदौसी (दाए) द्वारा मध्य अतिथि मध्य विकास अधिकारी, सम्भल को समिति चिन्ह भेंट करते हए।

ON THE
GROWTH PATH

ग्रामीण खेल-कूद प्रतियोगिता

कृभको द्वारा चंदौली जनपद के करनवल ग्राम में दिनांक 22 फरवरी, 2020 को ग्रामीण खेल-कूद प्रतियोगिता का आयोजन किया गया। इस कार्यक्रम के मुख्य अतिथि, ब्लाक प्रमुख श्री बच्चन सिंह जी थे। उक्त कार्यक्रम में ग्राम की दो टीमों के बीच वॉलीबाल मैच कराया गया। मैच खत्म होने के पश्चात कृभको के क्षेत्रीय प्रतिनिधि श्री आदर्श कुमार सिंह ने खिलाड़ियों एवं ग्रामवासियों को सम्मानित करते हुए कहा कि आज हमारे युवा खेल और मैदान से दूर होते जा रहे हैं। अतः गांव में खेल-कूद को प्रोत्साहन देना अतिआवश्यक है। इसलिए कृभको द्वारा विभिन्न प्रकार की खेल सामग्री ग्रामीण समाज को दी जा रही है जिससे ग्राम के युवा वर्ष भर खेल सकें। उक्त अवसर पर मुख्य अतिथि श्री बच्चन सिंह जी ने कहा कि खेल को हार-जीत नहीं बल्कि खेल की भावना से खेलना आवश्यक है। खेलने से स्वास्थ्य तो अच्छा रहता ही है बल्कि गांवों से ही हमें अंतर्राष्ट्रीय स्तर के खिलाड़ी भी मिलते हैं। कृभको जौनपुर से आएं वरि. प्रबंधक, श्री ओ.के. सिंह जी ने आएं हुए अतिथियों एवं खिलाड़ियों का धन्यवाद किया।



स्वच्छ पेय जल सुविधा

कृभको द्वारा चंदौली जनपद के करनवल ग्राम में दिनांक 28 फरवरी, 2020 को ग्रामीणों को स्वच्छ पेयजल उपलब्ध कराने हेतु हैण्ड पम्प लगवाया गया। इस अवसर पर गांव के प्रधान एवं कृभको वाराणसी के क्षेत्रीय प्रतिनिधि श्री आदर्श कुमार सिंह ने हैण्ड पम्प चलाकर उसका शुभारम्भ किया। इस कार्यक्रम में गांव के 20 पुरुष एवं महिलाएं सम्मिलित हुईं।

कार्यक्रम के अंत में आएं हुए ग्रामीणों का क्षेत्रीय प्रतिनिधि श्री आदर्श कुमार सिंह ने धन्यवाद प्रकट किया।

पशु चिकित्सा शिविर का आयोजन

कृभको द्वारा चंदौली जनपद के सुलतानपुर ग्राम में दिनांक 25 फरवरी, 2020 को पशु चिकित्सा शिविर का आयोजन किया गया। इस कार्यक्रम में साहबांज ब्लाक के पशु चिकित्सा अधिकारी श्री दयानन्द सिंह व पशुधन प्रसार अधिकारी श्री रमेश प्रसाद चौरसिया अपनी टीम के साथ आएं और सुलतानपुर एवं आस-पास से आएं किसानों ने अपने पशुओं गाय, भैंस, बकरी आदि जानवरों की स्वास्थ्य की जांच कराई। इस अवसर पर लगभग 80 पशुओं को कृभको द्वारा दवाओं का निशुल्क वितरण किया गया। इस अवसर पर कृभको जौनपुर के वरि. प्रबंधक, श्री ओ.के. सिंह ने पशुपालकों से वार्ता कर उन्हें पशुओं की सही ढंग से देख-रेख करते हुए समयानुसार टीका लगाने की सलाह दी।

कार्यक्रम के अंत में कृभको वाराणसी के क्षेत्रीय प्रतिनिधि श्री आदर्श कुमार सिंह ने आएं हुए अतिथियों एवं पशुपालकों का धन्यवाद किया।



किसान महोत्सव



पशु चिकित्सा अभियान



कृभको के अंगीकृत ग्राम समुह तेंदुबारी विकास खंड गौरीबाजार जनपद देवरिया में दिनांक 16 मार्च, 2020 को पशु चिकित्सा अभियान का आयोजन कृभको प्रबंधक (वी.) - देवरिया श्री बी.के. तिवारी द्वारा कराया गया। जिसमें मुख्य अतिथि मुख्य पशु चिकित्सा अधिकारी मौरीबाजार थे। इस कार्यक्रम में गांव के 350 पालतू जानवरों (गाय, भैंस, बकरी) आदि का शारीरिक बीमारी का जाच कर निशुल्क दवाइयों का वितरण किया गया। पशु पालन विभाग के पशु चिकित्सा अधिकारी ने गोकुल योजन, केसीसी व पशुओं के टिकाकरण के बारे में बताया।



खेल-कूद का आयोजन



कृभको के अंगीकृत ग्राम समुह तेंदुबारी जनपद देवरिया में दिनांक 1 मार्च, 2020 को ग्रामीण खेल-कूद का आयोजन ग्राम प्रधान, श्री प्रद्युम्न नाथ दुबे की अध्यक्षता में किया गया जिसमें ग्राम तेंदुबारी एवं पड़ोसी गांव के बच्चों के मध्य कबड्डी प्रतियोगिता का आयोजन किया गया। इस प्रतियोगिता में ग्राम तेंदुबारी के प्रतिभागी विजयी रहे। विजयी प्रतिभागियों को शील्ड एवं खेल-कूद का सामान जैसे क्रिकेट, बैडमिंटन, वॉलीबाल, फुटबाल, कैरम एवं डिस्क किट उपलब्ध कराए गए। कार्यक्रम का आयोजन कृषक भारती सेवा केन्द्र गौरीबाजार के कार्यक्षेत्र में श्री बी. के. तिवारी, प्रबंधक(विप.) देवरिया द्वारा किया गया।



COOPERATIVE Conference

A cooperative conference, presided over by Shri Hridayam, Additional Commissioner & Additional Registrar - Aligarh Division, Aligarh with Chief Guest JDA - Aligarh Division, Aligarh, was organized on 14 February, 2020 at Hotel Abha Regency, Aligarh. Shri Anakul Jain, Regional Manager, PCF, Aligarh Division, Aligarh; DDA Aligarh, Assistant Commissioner & Assistant Registrar of Aligarh District, Hathras, Etah & Kasganj also took part in the programme. About 110 ADO, ADCO, CEO Zila Sakhari Bank, DGM, Zila Sakhari Bank & Branch Managers of Aligarh Division, Aligarh, participated in the programme.

Shri Hridayam, Additional Commissioner & Additional Registrar - Aligarh Division, Aligarh was the Chairman of the programme.

Cooperative Society Adoption

A Cooperative Society Adoption programme was conducted by KRIBHCO at FSS Chapraula in Gautam Buddha Nagar district, Uttar Pradesh. The Chief Guest of the programme was Shri Choudhary Sheespal Singh, Chairman, IFFCO CORDET. The society was provided with furniture and printer by KRIBHCO.



Farmers' Meeting During Visit of Ma'aden Delegates

A Farmers' Meeting was conducted by KRIBHCO at FSS Moiddinpur, Meerut, Uttar Pradesh during the visit of delegates from Ma'aden, Saudi Arabia to the state. The programme was attended by officials from the Agriculture Department, Cooperative Department, Scientists from KVK as well as delegates from KRIBHCO. The delegates from Ma'aden had a fruitful interaction with the farmers of the nearby villages and collected feedback regarding the

performance of the DAP being imported from Ma'aden, Saudi Arabia.



Crop Seminar

A Crop Seminar on Rabi crops was conducted by KRIBHCO in the premises of CCDU Baghpat in district Baghpat, Uttar Pradesh. The programme was attended by officials from the Agriculture Department, Cooperative Department, Scientists from KVK as well as delegates from KRIBHCO. The Chief Guest of the programme was Dr. Satyapal Singh, Member of Parliament. Around 700 farmers from nearby villages attended the programme and were made aware of the various production practices and latest innovations with regard to Rabi crops. The farmers were also presented with mini-kits and liquid biofertilizer samples from KRIBHCO.



Cooperative Society Adoption

A Cooperative Society Adoption programme was conducted by KRIBHCO on 24 February, 2020 at FSS Kakroli in Muzaffarnagar district, Uttar Pradesh. The programme was attended by delegates from the society as well as from KRIBHCO. The society building was renovated by KRIBHCO and the society was provided with furniture by KRIBHCO.



Drinking Water Programme

A Drinking Water Programme was conducted by KRIBHCO at Village Chandan ki Madaiya in Bulandshahr district, Uttar Pradesh. A tube well was installed by KRIBHCO in the village looking into the problem of shortage of clean water. The programme was attended by officials from KRIBHCO as well as from the local administration.



Income Generation Programme

An Income Generation Programme was conducted by KRIBHCO on 28 February, 2020 at Village Chandan ki Madaiya in Bulandshahr district, Uttar Pradesh. The programme was attended by officials from the Agriculture Department, Cooperative Department, Scientists from KVK as well as delegates from KRIBHCO. Around 15 sewing machines were gifted by KRIBHCO to needy women of the village so as to provide them a source of their livelihood.



Dealers' Conference

A Dealers' Conference was organized by KRIBHCO on 25 February, 2020 at Hotel Naveen, Meerut in the presence of officials from KRIBHCO and fertilizer dealers of all the districts under Area Office, Meerut. Around 30 dealers from various districts attended the conference which was organized with the aim of maintaining cordial relationship with the dealers of the area.



Rural Sports

A Rural Sports programme was conducted by KRIBHCO at Village Chandan ki Madaiya in Bulandshahr district, Uttar Pradesh. The programme was attended by officials from KRIBHCO as well as from the local administration. Various sporting events were conducted on this occasion which included Kabaddi, Basketball and Cricket. Prizes were distributed by KRIBHCO to the winners of the events.





नवीन उत्पाद संवर्द्धन संगोष्ठी



कृषक भारती कोआपरेटिव लिमिटेड द्वारा 31 जनवरी, 2020 को ग्राम - रुस्तमपुर, जिला खण्डवा के शिव मंदिर प्रांगण में श्री दसरे जी, प्रबंधक, सेवा सहकारी समिति - रुस्तमपुर की अध्यक्षता में नवीन उत्पाद संवर्द्धन संगोष्ठी का आयोजन किया गया।

सभा का शुभारंभ करते हुए श्री ए. के. गुप्ता, वरिष्ठ क्षेत्रीय प्रबंधक, कृभको, इंदौर ने सभी किसान भाइयों का स्वागत करते हुये कहा कि कृभको का उद्देश्य कृषि आदनों का विपणन के साथ-साथ किसानों का समग्र विकास करना है।

कार्यक्रम के विशेष अतिथि डा. वी. के. वाणी ने कहा कि किसानों द्वारा अधिकाधिक रासायनिक उर्वरकों के उपयोग से मृदा की उर्वरा शक्ति खराब हो रही है। मृदा की उर्वरा शक्ति बनाए रखने तथा फसलों द्वारा अधिक उत्पादन मिले इसके लिए हमें तरल जैव उर्वरकों का उपयोग करना चाहिए। तरल जैव उर्वरक मृदा सुधार तथा फसल उत्पादन दोनों पर अच्छा प्रभाव डालते हैं।

कार्यक्रम के मुख्य अतिथि श्री ए. एस. सोलंकी, परियोजना संचालक, कृषि विभाग, जिला - खण्डवा ने कहा कि अब किसानों को मिट्टी की जांच के साथ-साथ जल की भी जांच करनी चाहिए क्योंकि जल की लवणता एवं क्षारीयता से भी फसल चुनाव एवं फसल उत्पादन पर ध्यान दिया जा सकता है। मुझे बड़ी खुशी है कि कृभको द्वारा जल एवं मृदा परीक्षण की निशुल्क जांच की जा रही है।

इस अवसर पर सेवा सहकारी समिति सदस्य एवं किसानों सहित 185 से भी अधिक लोग उपस्थित थे।

सहकारिता संगोष्ठी

कृषक भारती कोआपरेटिव लिमिटेड द्वारा दिनांक 13 मार्च, 2020 को आ. जा. स. स. समिति - गुडी खेडा के प्रांगण में श्री सज्जन सिंह राणा, भूतपूर्व अध्यक्ष, भूमि विकास बैंक, खण्डवा की अध्यक्षता में एक सहकारिता संगोष्ठी का आयोजन किया गया।

संगोष्ठी का शुभारंभ करते हुए श्री ए. के. गुप्ता, वरिष्ठ क्षेत्रीय प्रबंधक, कृभको, इंदौर ने सभी पदाधिकारियों का स्वागत किया और कहा कि कृभको सहकारिता के क्षेत्र एक अग्रणी संस्था है जो आज किसानों की उन्नति हेतु अनेक कदम उठा रही है।

कार्यक्रम के विशेष अतिथि डा. वी. के. वाणी, वरिष्ठ वैज्ञानिक, श्री के. वी. के. खंडवा द्वारा बायो गैस के लाभ, योजना के तहत बिना खर्च इसे स्थापित करने के तरीके तथा सिटी कम्पोजस्टा प्रयोग करने के लाभों के बारे में विस्तार से बताया गया।

श्री शिव कुमार वर्मा, प्रबंधक, जिला सहकारी केन्द्रीय बैंक ब्रांच - गुडी खेडा ने कृभको प्रबंधन को धन्यावाद देते हुए कहा कि विगत कई वर्षों से खंडवा जिले में कृभको ने किसानों की आवश्यकताओं को ध्यान में रखते हुए यूरिया जैसे मुख्य उत्पाद को दूरांचल की समितियों में भी सीधे आपूर्ति कर सहकारिता एवं समिति की मजबूती में सहयोग प्रदान किया है।

कार्यक्रम के मुख्य अतिथि डा. वी. एस. भदौरिया, डीन ऑफ एग्रीकल्चर कॉलेज, खंडवा ने कहा कि मृदा में माइक्रोब्स की कमी होती जा रही है जिससे उर्वरकों की कार्य दक्षता में कमी आती जा रही है। अतः मृदा में माइक्रोब्स की मात्रा बढ़ाने के लिए किसानों को तरल जैव उर्वरकों एवं गोबर की खाद / सिटी कम्पोस्ट का इस्तेमाल करना चाहिए।

इस संगोष्ठी में आ. जा. स. स. समिति सदस्य एवं पदाधिकारियों सहित 191 से अधिक लोग उपस्थित हुए।



कोविड-19 ने पूरी दुनिया पर एक साथ हमला किया है। कोरोना रूपी इस महामारी ने करोड़ों लोगों को ग्रसित कर सबकी जिंदगी को थाम सा दिया है। भारत समेत कई देशों ने लॉकडाउन करके इस बीमारी को नियंत्रित करने का प्रयास तो किया लेकिन फिर भी इस संक्रमण ने अपना रंग दिखाया।

मैं यहां आंकड़ों की बात न करते हुये बताना चाहता हूँ कि कई बड़े देशों की आर्थिक गति कोरोना वायरस ने बिल्कुल धीमी कर दी है। बेरोजगारी बढ़गई है और निर्बल वर्ग और दब गया है। किसानों की हालत काफी बदतर हुई है तो मजदूरों के सामने भी रोजी-रोटी की समस्या आ खड़ी हुई है।

हालांकि भारत सरकार ने इस महामारी से निपटने और इससे बिगड़े हालातों को नियंत्रित करने के लिये पुरजोर प्रयास किये हैं। प्रधानमंत्री नरेन्द्र मोदी ने 21 हजार करोड़ रूपये का आर्थिक पैकेज देकर इस संकट से उबारने का प्रयास देशवासियों के लिये किया है। अब देखने वाली बात ये होगी कि इस पैकेज का सही क्रियावयन कैसे हो। कोरोना काल में ट्रेनों के पहिये रुक गये तो वहां हजारों लोगों की जिंदगी हमेशा के लिये थम गई। कुछ लोगों की लापरवाही की सजा देश-दुनिया को झेलनी पड़ी।

कोरोना का एक सकारात्मक पक्ष ये भी है कि इसने लोगों को विषमता में भी जीने का जज्बा पैदा किया। लॉकडाउन के चलते देश में प्रदूषण का स्तर घटा और गंगा जैसी नदियां वास्तव में स्वच्छ एवं निर्मल हो गई। पशु-पक्षियों को भी स्वतंत्र जीने का मौका मिला और प्रकृति को भी थोड़ी राहत महसूस हुई। आध्यात्मिक गुरु श्रीश्री रविशंकर और अभिनेता अनुपम खेर की वर्चुअल मीटिंग में मैंने मुगा जिसमें श्रीश्री ने हर साल पूरी दुनिया में 7 दिन का संपूर्ण लॉकडाउन करने की वकालत की ताकि प्रकृति को संतुलन बनाने का मौका मिले और दुनिया के हर जीव को विश्राम करने का मौका। उन्होंने कहा कि मैंने दुनिया भर के राजनेताओं को पत्र लिखकर इस दिशा में विचार करने का आग्रह किया है।

कोरोना संक्रमण काल के दौरान किसानों को सबसे ज्यादा टिड्डी दल (डेजर्ट लोकस्ट) ने देश के कई प्रदेशों में किसानों की फसलों के साथ खिलवाड़ किया है। अब देश ओमान में बारिश के बाद ये टिड्डी दल भारी संख्या में पैदा हुआ और इसने अफगानिस्तान और पाकिस्तान होते हुये भारत में राजस्थान से प्रवेश किया। इसके बाद तो पंजाब, हरियाणा, उत्तर प्रदेश और मध्य प्रदेश में इन टिड्डी दलों ने आतंक मचाया। ये टिड्डी दल एक समूह में लगभग 4 करोड़ की संख्या में रहते हैं और ये 16 से 20 किमी प्रतिघंटा की रफतार से उड़ते हैं। कृषि विशेषज्ञ डॉ. रिचा अग्रवाल बताती हैं कि एक बार में ये टिड्डी दल लगभग 35 हजार लोगों के भोजन बराबर फसल चट कर जाती हैं। इन टिड्डी दलों का बसेरा वहां होता है जहां जमीन में नमी होती है। इनकी उम्र 3 से 5 महीना होती है। तेज आवाज से ये टिड्डी दल डरती हैं। इसीलिये टिड्डी दलों ने जब आक्रमण किया तब कई जिलों में प्रशासन ने तेज आवाज में डीजे साउण्ड बजाया। इतना सब होने के बावजूद टिड्डी दलों ने हजारों किसानों की फसल नष्ट कर दी।

बहराल वर्ष 2020 में देश को कई विषम परिस्थितियों का सामना करना पड़ा है। जिसमें प्रमुख रूप से कोरोना संक्रमण ने पूरे विश्व को परेशान कर दिया है। फिलहाल कोरोना से जंग जारी है और इससे बचाव के लिये सरकार के अलावा हम सबकी भी जिम्मेवारी है कि सावधानी के साथ इस संक्रमण से अपना और राष्ट्र का बचाव करें।



धर्मेन्द्र साह
मीडिया कंसल्टेंट
कृभको, नोएडा



An Ongoing Fight Against COVID-19, an Invisible Menace for Mankind

With the outset of this dreadful disease, there was an air of fear among the township residents. Even before the disease was declared as PANDEMIC by WHO on 11 March, 2020, the KRIBHCO management released a Health Advisory on 6 March, 2020. When the COVID-19 was just in its embryonic stage, all the necessary steps were taken by the KRIBHCO Management. On 20 March, 2020 a meeting of all the medical staff was held with GM (HR) and AGM (HR) under the chairmanship of Operations Director, Shri M.R. Sharma where all the measures to be taken were discussed in length and necessary guidance was given to the all the staff of Medical Department. A three pronged strategy was planned against COVID-19.

- Corona Awareness Campaign
- Corona Surveillance Campaign
- Corona Prevention Campaign

WE SHOULD JOIN OUR HANDS TOGETHER TO FIGHT COVID-19



Corona Awareness Campaign

- A team of Doctors and Paramedical staff visited almost all the control rooms of different plants where face-to-face interactive sessions were held with employees so as to make them aware of the facts and alleviate their fears against the disease.
- The preventive aspects of COVID-19 were illustrated and demonstrated with regard to social distancing, hand hygiene and respiratory hygiene.
- Awareness sessions were arranged for all the bagging workers of PHP (Product Handling Plant) and their family members residing in the Labour Colony. Facts and figures were explained to them which made them feel comfortable and at-home.
- Posters on COVID-19 awareness were invited from KRIBHCO employees and their dependents which were displayed all over the Plant and KRIBHCO Hospital.

KRIBHCO Contributes Rs. 2 Crore to PM CARES Fund

KRIBHCO (Krishak Bharati Cooperative Ltd.), a world's premier fertilizer cooperative organization, has contributed Rs. 2.0 Crore to the Prime Minister's Citizen Assistance and Relief in Emergency Situations (PM CARES) Fund for combating Corona menace. Dr. Chandra Pal Singh, Chairman, KRIBHCO, mentioned that Corona is a threat to the mankind across the world and we need to jointly fight it. While social distancing is the most crucial step, it is our responsibility to help our fellow citizens who have been affected because of COVID-19. He also appealed to all economic organizations to come forward and fight unitedly against Coronavirus.

Shri Rajan Chowdhry, Managing Director, KRIBHCO, mentioned that KRIBHCO employees have always been compassionate and have helped in the noble cause of relief from disasters. In these unprecedented times too, the employees have contributed their one day's salary towards COVID-19 relief works.

Corona Surveillance Campaign

- Rounds of door-to-door visit to all the quarters of KRIBHCO township by medical teams to distribute face masks, tab vitamin C to elderly people, thermal screening, oxygen saturation level and vital sign monitoring.
- Door-to-door visit to the houses of bagging workers residing in labour colony by medical team for the distribution of face masks, vitamin C tablets, thermal screening, oxygen saturation and vital sign monitoring.
- All the residents coming from COVID-19 affected zones are being home quarantined as per the laid down guidelines of Government of India and Government of Gujarat. Updating of home quarantined people is made to the local health officials, HR and Security Department on regular basis. A constant surveillance by security guards were made to ensure the compliance of Home Quarantine.
- All the visitors to KRIBHCO township are first thermally screened before entering the township followed by comprehensive COVID-19 based Medical Examination in KRIBHCO Hospital is conducted.
- Day-to-day medical screening is being carried out in the Plant by medical staff in coordination with Security Department.



- PPEs are compulsory for all the staff working in Medical Department.
- Floor demarcation to maintain social distancing while in queue.
- Gaps between 2 Seats demarcated to keep social distancing between patients in the OPD area.
- All the routine OPDs of visiting specialists were suspended. However emergency medical services were in operation.
- Tele-services for minor ailments were encouraged to avoid crowding in the Hospital premises
- Door to door delivery of Medicines for chronic illnesses was implemented to minimise cross infection.
- All the children below 10 years, elderly above 65 years, pregnant & lactating mothers and Immuno compromised persons were advised to avoid their visit to Hospital as far as possible.
- Diet related advisory was issued.
- All the medical staff are taking HCQS tablets as advised by ICMR.
- Inventory of Hospital supplies through Pradhanmantri Bhartiya Janaushadhi Kendra and Apollo Pharmacy was adequately maintained.

India is going through a **Linear regression stage** where the cases are getting doubled every fortnight.

The next stage is likely to be **Surge Stage** where the cases will multiply by 5 to 10 folds every fortnight (Mid-June - Mid-August 2020). July 2020 is likely to be a very critical month of this Corona Crisis Phase. With the arrival of monsoon season, vector-borne and water-borne diseases are going to add-on the health problems.

Then **Peak Stage** (will be different for state to state) will follow after which there will be **Stagnation and Regression** when there will be flattening followed by bending of the curve which we can expect from August end onwards.



Corona Prevention Campaign

- A washbasin with an automatic dryer and sanitizer is installed at the entrance of the Hospital.
- An isolated corner is designated in the Hospital for medical examination of persons coming from COVID-19 affected area.

New Year Meet with KKS & KOA

New Year Meet was organized on 1 January, 2020 with Office Bearers of KRIBHCO Karmachari Sangh and KRIBHCO Officers Association chaired by Operations Director with senior officials to exchange New Year greetings. Operations Director briefed about Plant performance and future project activities on this occasion. Both office bearers of KKS & KOA assured their full cooperation for the interest of progress of KRIBHCO.



Celebration of 71st Republic Day at KRIBHCO Hazira Plant

71st Republic Day was celebrated at KRIBHCO Hazira Plant at open air ground of KRIBHCO township with great honour, respect and enthusiasm. On this occasion, Operations Director Shri M. R. Sharma, KRIBHCO unfurled the National Flag, followed by march-past by security personnel, students of Kendriya Vidyalaya and New Flower School. Students of both the schools and kids of Bal Bhavan (run by Prerna Ladies Club, KRIBHCO) presented patriotic songs & dance in front of large gathering. Senior officials, employees and their family members gathered to celebrate the occasion.



Prizes and certificates were given away by Operations Director for their excellent performance and commendable suggestions for betterment of KRIBHCO Plant. Awards were also distributed to the children who excelled in sports activities in Regional State & National level.

Makar Sankranti (Patang Utsav)

Makar Sankranti is a blissful festival celebrated by Hindus. All enthusiasts step out of their houses and enjoy flying kites. Colourful kites fill the sky on the auspicious day of Sankranti. Gujarat is probably the best place to experience Makar Sankranti in its most popular form with kite flying competition. This year, KRIBHCO Staff Club organized Patang Utsav (Kite Festival) at KRIBHCO Sports Complex and traditional food stalls were also arranged wherein all township residents participated with great zeal.



Sai Mandir Puja & Mahaprasadam

Shree Sai Satsang Mandal, KRIBHCO Nagar celebrated Sai Mandir Puja on 16 January, 2020, devotees from KRIBHCO and nearby villages attended the Puja and feasted the Mahaprasad served on the occasion. Shri M. R. Sharma, Operations Director graced the occasion with his presence.



Annual Function Kendriya Vidyalaya No.2, KRIBHCO Nagar

The Annual Function of KV-2 was celebrated at KV Auditorium on 6 February, 2020. Shri M. R. Sharma, Operations Director inaugurated the function by lighting the lamp followed by Saraswati Vandana. Smt. Mamta Singh, Principal of KV-2, presented the school annual academic report for the year 2019. The students performed dance & drama wherein parents, Sr. Officers from KRIBHCO were present.



Orientation Programme for Agriculture Officers, Govt of Gujarat



KRIBHCO sponsored orientation programme for Government Agriculture Officers at KV Auditorium on 30 & 31 January, 2020 at KRIBHCO Nagar which was inaugurated by Shri M. R. Sharma, Operations Director and KRIBHCO extends its infrastructure facilities to Government Departments for such events.



Bharat Mandir Karylaya Trust, KRIBHCO Nagar celebrated Bharat Mandir Patotsav on 7 February, 2020 at Bharat Mandir. Large number of devotees attended the ceremony and took blessings. Shri M.R. Sharma, Operations Director offered Pooja. Employees and their families and people from nearby villages were participated and Mahaprasad was distributed at the end of the pooja.

Visit of Managing Director

Shri Rajan Chowdhry, Managing Director and Shri S. S. Yadav, Director (HR) visited plant on 24 February, 2020. During his maiden visit to plant as Managing Director, KRIBHCO site employees extended a warm welcome to him.

A meeting was convened by Shri S. S. Yadav, Director (HR) with HR personnel during his visit.



Annual Sports & Games

The annual sports & games committee organised the final badminton matches at KRIBHCO Staff Club on 8 February, 2020. During this occasion Shri M.R. Sharma, Operations Director and other senior executives were present and given away the prizes.



Celebration of 49th National Safety Day

The 49th National Safety Day (Week) was celebrated at KRIBHCO to highlight the importance of Safety in all spheres of life, so as to prevent any mishap and accident due to negligence or lack of awareness. During the week-long celebrations, various safety activities and competitions were carried out to promote safety in Plant and Township. The concluding ceremony and the prize distribution for Safety Week competitions were organized on 4 March, 2020 (Wednesday). Shri M. D. Tarpara, Dy. Director (Factory), Government of Gujarat was present on this occasion and gave away the prizes.



અંતરાષ્ટ્રીય મહિલા દિવસ

હર સાલ 8 માર્ચ કો અંતરાષ્ટ્રીય મહિલા દિવસ પૂરે ઇતિહાસ ઔર દુનિયા ભર મેં મહિલાઓં કી ઉપલબ્ધિયોં કા સમ્માન કરને કે લિએ મનાયા જાતા હૈ। કૃભકો હજીરા સથંત્ર, સૂરત મેં ભી 2020 કે થીમ #Each for Equal કે સાથ અંતરાષ્ટ્રીય મહિલા દિવસ મનાયા ગયા, જિસકા ઉદ્દેશ્ય રૂઢિયોં કો ચુનૌતી દેના ઔર મહિલાઓં કી ઉપલબ્ધિયોં કા જશ્ન મનાના થા। ઇસ સમારોહ કા ઉદ્ઘાટન કૃભકો કે પરિચાલન નિદેશક, શ્રી ઎મ. આર. શર્મા ઔર કૃભકો પ્રેરણ લેડિજ ક્લબ કે અધ્યક્ષ શ્રીમતી મંજુ શર્મા ને આશીર્વાદ કે શબ્દોં કે સાથ કિયા। કાર્યસ્થળ પર મહિલા કર્મચારીયોં કો સશક્ત બનાને કે લિએ, 'લાઇફ એંડ ઇન્સ્ટ્રુક્શન વેલનેસ' કોચ દ્વારા એક ઇન્ટરાક્ટિવ સત્ર ભી આયોજિત કિયા ગયા થા। ઇસ અવસર પર કૃભકો કે સખી મહિલા કર્મચારી ઉપસ્થિત થોંણીં।



વિશ્વ પર્યાવરણ દિવસ

કૃભકો દ્વારા 5 જૂન, 2020 કો વિશ્વ પર્યાવરણ દિવસ કે અવસર પર કવાસ ઔર ઇચ્છાપોર ગાંધો મેં વૃક્ષારોપણ કાર્યક્રમ કા આયોજન કિયા ગયા। ઇસ કાર્યક્રમ મેં, કૃભકો કે ઉચ્ચ અધિકારીયોં, ગાંધું કે સરંચં, પંચાયત કે સદસ્ય મૌજૂદ થેં। કૃભકો ટાઉનશિપ મેં ભી વૃક્ષારોપણ કાર્યક્રમ આયોજિત કિયા ગયા થા ઔર કંપની કે અધિકારીયોં કે સાથ કર્મચારીયોં કી ઉપસ્થિતિ મેં વૃક્ષારોપણ કિયા ગયા।

કૃભકો પ્રદૂષણ કો કમ કરને કે લિએ પ્રતિબદ્ધ હૈ ઔર પ્રદૂષણ સ્તર કો કમ કરને કે લિએ વિભિન્ન અભિયાન ચલા રહા હૈ। ઇસી કે એક ભાગ સ્વરૂપ મેં, પર્યાવરણ કે રક્ષા કે લિએ વૃક્ષારોપણ કિયા ગયા થા।



Saraswati Puja Celebration

Like every year, this year too Saraswati Puja (Goddess of Learning) celebrated on the day of Basant Panchami i.e., on 29 January, 2020 at KRIBHCO Officers' Club Auditorium. KRIBHCO Township residents, devotees from nearby area took part in the Puja and Prasad distribution. This festive moment is considered as one of the greatest moments of cultural heritage of India; wherein people meet and greet, express love and gratitude to each other. By the benign presence of devotees, Puja and its celebrations had a great success.



WELL DONE !

This year, the 'Shram Award' goes to workers of KRIBHCO Hazira Plant.

To encourage and recognize innovative work done by industrial workman in the field of production, productivity, Industrial peace, presence of mind, and steps taken by the workman to save the life and limbs of fellow workers and property of the public at large, of the affected area in the event of any calamity/emergency and also any special work done for the welfare of worker 'Shram Award' is being awarded by Labour Department, Government of Gujarat.

This year, the 'Shram Award' was presented to the workers of KRIBHCO Hazira Plant with an appreciation letter and cash award of Rs.5,000/- Shri M. R. Sharma, Operations Director, handed over the award to Mr. Jai Prakash, Jr. Operator (Prod) & Mr. Kirshten P. Patel, Jr. Operator (Prod).



Activities of KRIBHCO Officers' Club



Lagori, Kancha, Gilli-danda, KhoKho - recognize any of these names? If you're in your 40s or 50s, the mere mention is bound to evoke nostalgia for summer days spent playing outdoors with friends. If you're in your 20s or 30s, your parents and grand-parents could tell you a tale or two about the magic of these childhood games. But will the children of this generation have the same memories? Most likely not, because many of them spend their time playing video games in a virtual world.

This addiction has brought the classic Indian games mentioned above, and many others, to the brink of extinction. KOC conducted various 'Desi Games' in KRIBHCO Township on 23rd January, 2020, wherein ladies participated with great zeal.



प्रेरणा लेडीज क्लब

प्रेरणा लेडीज क्लब, कृष्ण को टाउनशीप की महिलाओं एवं सामाजिक कल्याण के लिए समय समय पर परम्परागत तरीके से विभिन्न कार्यक्रमों का आयोजन करके अपने सदस्यों की प्रतिभा को निखारने व संवारने की दिशा में निरंतर प्रयत्नशील रहता है।



नये साल में नई सखियों का आगमन व उनका स्नेह से भरा स्वागत। मंकर संक्रान्ति व हल्दीकुमकुम थीम पर रिवाजो से सभी को अवगत करवाया। जनवरी में ही बहुत ही बढ़िया तरीके से महाराष्ट्रियन रीति रीपब्लिक थीम पर क्लब को देशभक्ति में रंग दिया।



फरवरी माह में वसंत पंचमी व वेलेंटाइन थीम पर टर्न देकर सखियों ने प्यार भक्ति व विश्वास का अनूठा उदाहरण पेश किया। साथ ही क्लब अध्यक्षा श्रीमती मंजू शर्मा ने वसंत कीन व वेलेंटाइन चुनी। श्रीमती शर्मा का कीन चुनने का अंदाज हर बार कुछ हटकर होता है। वे अपने क्लब की हर सदस्या का विश्वास है। उन्होंने फरवरी माह में अपनी प्यारी बिटिया थेता की शादी क्लब की हर सदस्या को सादर आमंत्रित कर साबित किया की वो उनके लिए सिर्फ एक क्लब नहीं अपितु उनका परिवार हैं।



मार्च माह में रंगों का त्योहार होली बड़े ही रंगीले अंदाज में मनाया गया। उसके बाद तो हम सभी जानते हैं न सिर्फ हमारा देश बल्कि पूरा विश्व COVID-19 कोरोना महामारी से जूँझ रहा है। सभी की जिंदगी जैसे थम सी गई है। देश में किसी भी तरह की कोई गतिविधियाँ नहीं हो रही, इसके

बावजूद भी चैत्र माह में आने वाले चैत्री नवरात्रि में पूरे नौ दिन माँ दुर्गा की भजन गांगा की जो चेन सालों से टाउनशीप में बह रही है वो टूट न जाये इसलिए क्लब ने Duo pp पर ग्रुप बनाकर मतारानी की आराधना अविरत की।

मई महीने में हमेशा की तरह क्लब की तरफ से गरीबी रेखा के नीचे अपना जीवन व्यापन करने वाले गरीब परिवारों को खाध - सामाग्री व मास्क का वितरण किया, ये करने समय सरकार की तरफ से जारी की गई गाइड लाइन को पूरी तरह से फॉलो किया गया। Gloves व Mask पहन कर Social Distance का पूरी तरह से पालन किया गया।

इस समय सारा देश इस महामारी से जूँझ रहा है। इस समय भी टाउनशीप के सभी निवासी अपने मुखिया की अगवानी में चैन से साँस ले पा रहे हैं पर मन के एक कोने में दर भी हैं की आगे क्या होगा? क्लब के अध्यक्ष ने सभी के नाम के संदेश से दिया हैं की:

“घबराओ नहीं दोस्तो, अक्सर घने अंधेरों के बाद ही चमकदार रोशनी दिखाई देती है। ये दिन भी पर लगाकर उड़ जाएँगे और नए संसार की रचना करेंगे हम सब मिलकर।”

सुना है दुनिया में हर रिश्ता बना बनाया मिलता है, माँ-बाप, दादा-दादी, भाई-बहन लेकिन एक रिश्ता हम दिल से चुनते हैं, का आज आपको इस दिल से चुने रिश्ते की कसम है ‘दोस्ती’, अपना ख्याल रखिए, भीड़ से दूर रहिए, मास्क पहनिए और हमेशा हँसते रहिए, मुस्कुराते रहिए, खुश रहिए।



Installation and Commissioning of Motor Driven CO₂ Compressors

V. K. Singh
General Manager (TS)

KRIBHCO had carried out major revamp of Ammonia Urea Complex in 2012. Post revamp the plants have been operating above the designed production levels i.e. 6,665 MTPD urea.

KRIBHCO, at plant level always strive for performance improvement on continuous basis. Accordingly, efforts were made in-house to reduce energy and the best yearly energy ever achieved was 5.628 GCal/MT of Urea in year 2016-17.

Gol's New Urea Policy (NUP-2015) mandated to achieve urea energy norm @ 5.50 Gcal/MT of urea on annual basis effected from 1 April, 2018. Further, Gol provided extension of effective date till 31 March, 2020 with minor penalty. In order to save energy and to bring the yearly average to 5.50 GCal/MT of Urea, it was identified that steam turbine driven CO₂ compressors (2 nos.) in Urea Plants should be replaced with electric motor driven CO₂ compressor. The expected energy saving due to operating two motor driven CO₂ compressor was approximately 0.10 GCal/MT of Urea.

KRIBHCO also commissioned a closed cycle Gas Turbine based power plant in 2013 with a base load capacity of 72 MW and associated HRSG for 190 MT/hr steam generation. The GT was operated at 32-34 MW load to meet the existing plant requirement. Approximately 14 MW of power was required to run the two proposed motor driven CO₂ compressors and sufficient capacity was available in GT to meet this electric power requirement.

M/s. SAIPEM India Project Pvt. Limited were appointed as engineering consultant for Revamp of CO₂ Compressors System to achieve mandated Urea Energy Norm @5.50 Gcal/MT on annual basis. KRIBHCO evaluated various combinations of the proposed CO₂ compressor system revamp with consultant and finalized to procure two new CO₂ compressors, one for each Urea Stream, with required Inter-stage coolers, knock out drums Valves, Pipe & fittings, instrumentation, electrical items-based Cost Benefit Analysis & time required to commission the project by 31 March, 2020 to achieve the mile stone.

In consultation with M/s. SAIPEM India, Purchase Order was placed on M/s Hitachi - Japan for Design, Engineering, Testing & Supply of 2 Nos. Motor Driven CO₂ Compressor with VSD having delivery date as 22 November, 2019 (For set-I) and 22 December, 2019 (For set-II) FOB basis. In addition to



Motor Driven CO₂ Compressors, Inter-stage coolers, Knock out drums, Valves, Pipe & fittings were also ordered on urgent basis to match delivery schedule of compressor.

In spite of all efforts and follow-ups from KRIBHCO and consultant side the delivery of the Motor Driven CO₂ Compressors got delayed. In order to shorten the delay in delivery the port of shipment in India was changed to Hazira port from Mumbai. This saved time not only in custom clearance of the consignment but also the compressors were at site within a day of arrival at Hazira port. The first compressor set was delivered at site on 8 January, 2020 and second set was delivered on 17 February, 2020, therefore, there was a delay of more than 1.5 months in the delivery. There were delays in delivery of some other equipment and piping materials as well. All possible efforts were made to get the materials as soon as possible and kept pre-fabrication going-on on war footing basis. Many of the site activities were planned to be executed



in parallel. The civil work was carried out day and night in spite of the heaviest and longest rain fall in the decade.

In spite of delay in receiving of main equipment i.e., Motor Driven CO₂ Compressor sets, KRIBHCO team was able to commission first set of compressors on 14 February, 2020 and second set on 10 March, 2020. Site erection activities including pre-commissioning was completed in 24 days for the 61-unit compressor against a planned site activity schedule of 45 days by M/s Hitachi. Meanwhile, the COVID-19 pandemic spread in the world and KRIBHCO team was working with experts from Italy and Japan. The experts from Italy & Japan were called in early to avoid any travel restrictions. The progress of project was monitored minutely by the top management on daily basis.

In spite of all the odds, KRIBHCO was able to successfully complete the project about 21 days before the target date 31 March, 2020 that is also without compromising any safety feature and without a single accident or mishap.



The 51-Unit Compressor was put in service in the maiden feed and 61-unit compressor was commissioned within 2 days due to some commissioning troubles. The compressors were taken in line with a very short shutdown of 4 hrs of the Urea streams, since all tappings to connect the new compressor with existing plant were taken at available opportunity, this avoided long shutdown of the Urea plants for hook up and commissioning of Motor driven CO₂ compressors.

The estimated project cost was approx. Rs. 240.00 Crores and the project has been completed in approx. Rs. 210.00 Crores.

Subsequent to commissioning of the project, the targeted plant specific energy of 5.5 Gcal/MT of urea has been achieved. The annual energy target of 5.610 G Cal/MT of urea for the year 2019-20 as also been met due to early commissioning of the compressors.



KRIBHCO'S Success Story in Operations During COVID-19

Due to pandemic of COVID-19, Govt. of India at the first instance declared Janata Curfew on 22 March, 2020 and lockdown w.e.f. 25 March, 2020. In order to keep the functioning of the plants, KRIBHCO Management has taken a series of measures which are as under:

KRIBHCO gave first priority to take care of its employees and their wards staying in KRIBHCO Township. For uninterrupted electricity & water supply to KRIBHCO township residents and supply of drinking water to nearby village of Kawas, it was necessary to run the plant. On declaration of Lockdown, KRIBHCO Management has called an emergency meeting for necessary precautionary measures to challenge the pandemic situation and immediately arranged stock of chlorine & other essential chemicals.

Daily Core Group Meeting was conducted to review day-to-day situation and accordingly actions were being carried out. Concerned Heads of Department were advised to visit all control rooms regularly and in case of any difficulties for employees and contract workers, the same was immediately resolved.

KRIBHCO has motivated a committed TEAM for preparedness and precaution measures to be undertaken to meet any emergency situation. KRIBHCO's Top Officials visited to each control room, bagging plant offices to boost morale of employees and labours to challenge the pandemic situation.

Employees & their wards who came from outside India / other States / hotspot areas are home quarantined in consultation with Health Department, Govt. of Gujarat.

Daily thermal scanning, Oxygen pulse checking, door-to-door medical services were arranged. All social gatherings, group meetings were cancelled. Clubs, gym and public activities were abandoned. Shift Marketing bus facilities were discontinued.

Door-to-Door medical services to avoid visit of hospital, distribution of vitamin medicines for senior citizens, daily sanitization of control rooms, labour colony, public buildings, pest control services provided masks to all employees, township residents & contract labours, keeping social distance etc were taken up.

All celebrations like Holi Milan, Farewell Functions, Public Meetings & Public Gatherings have been discontinued w.e.f. 10 March, 2020. KRIBHCO Staff Club, KRIBHCO Officers' Club, Prerna Ladies Club, Senior Citizen Club - 'Ashirwad', Temple, Mosque, Swimming Pool, and Schools were also closed w.e.f. 22 March, 2020. All scheduled interviews for recruitment were postponed. Marketing / Shift / School buses & other plant vehicles were discontinued w.e.f. 23 March, 2020.

FIRST PRIORITY - SAFETY OF OUR EMPLOYEES

Awareness Campaign



Awareness Campaign



- Banners on precautionary measures to fight against Corona Virus were displayed at all public gathering places, plant, and township and entry points. Various advisories were issued to employees and township residents to take necessary measures to prevent spread and infection of Corona Virus including social distancing and strict restrictions of visit of outsiders both to plant and township.
 - Group SMS were sent to all the employees from time-to-time about the situation and precautionary measures to be taken.
 - RFID punching cards issued to all employees to mark their attendance in place of bio-matric punching.

Our Medical Team visited door-to-door to campaign the awareness programme at Township, Plant and Labor Colony.

Service of KRIBHCO Cooperative Society



We have our cooperative society at our township in the name of KRIBHCO Karmachari Sangh Dhiran & Purvata Society Limited. The Cooperative Society is providing all groceries, milk, ice-cream and eatables. To meet the emergency pandemic situation, we have instructed to keep sufficient stock of groceries maintained at our Cooperative Society, Industrial Canteen, Guest Houses. The Society managed to get all groceries from local market with its best efforts. Our township is having all infrastructure facilities like vegetable shops, milk, cooperative society, hospital. We have advised all shopkeepers to keep storage of vegetables, milk, groceries & essential items to avoid any shortage of eatables for township residents. This was great helpful for township residents for timely availability of all essential items and the Team of KRIBHCO Cooperative Society done a wonderful job.





Sanitization & Pest Control Services

Due to huge demand of sanitization materials, it was very difficult to get bulk sanitization from market. We have contacted various local suppliers and through our sources and managed to get sanitization during this tough time. Disinfection by spraying disinfectants in plants and offices, control rooms, public buildings, township is done. Hand sanitizer, hand gloves, face masks issued to all plant offices, including all employees, township residents & laborers. Hand washing facilities provided at the entry point of plant gate, township gate, hospital and cooperative society.



Continuous Production of Urea: For the Interest of Farming Community of Our Nation

- Since our plant is a continuous process unit, it was necessary to run the plant with safety and regular maintenance. We have obtained necessary permission from District Authority and Government Agencies to run the plant as Urea is covered under Essential Commodities Act.
- It was very difficult to get the raw materials from outside. To avoid the break of supply chain, we have lined up with various contractors for timely supply of raw materials. Permission letters were issued to all our suppliers for getting raw materials, bags, neem oil etc. This was only possible due to our cordial relation & liaison with District Administration and State Government of Gujarat.
- Though there was no problem in supply of NG, we have faced shortage of bags, chlorine, neem oil which are very essential for supply of urea to cooperative societies. We have lined up the contractors from various resources and arranged transportation facility for materials from outside Surat.
- Our plant operations continued 24 x 7 with full capacity for production of Urea in the interest of farming community. Our production target for the year 2020-21 is 23.00 lacs MT and we have achieved the monthly production target for April & May. Considering good rainfall in the ensuing monsoon and demand for urea, we hope we will definitely achieve our production target for the year 2020-21.



Our Strong Marketing Network



- Lockdown affected the transport services badly. Considering the ensuing monsoon, it was necessary to supply urea to various parts of our nation. Our strong marketing network team was in constant touch with various cooperative societies and as per their requirement we have arranged to dispatch urea for the interest of farming community.
- Our marketing team with the coordination of railways & transport contractors we have managed to dispatch urea to farming community of nation. Even we have arranged door-to-door urea dispatch where no transportation facility available.



Minimized Manpower

- W.e.f. 25 March, 2020, plant is functioning with skeletal manpower and some employees were remained on call duty and some worked from home. Likewise; minimal manpower deployed in housekeeping, horticulture and other maintenance jobs.
- Manual movement of documents and files were restricted and encouraged digitalization of office activities. Tours, group meetings were discontinued and meetings were undertaken through VC.
- Employees inside the plant were provided with snacks, tea/coffee. Arrangements were made in township to provide accommodation for employees who are coming outside township.



Retention of Labours in the Pandemic Situation

- Retaining of workforce was a herculean task during this lockdown period. Nearby industries were facing lots of difficulties during lockdown due to migration of labours and some of the plants were shutdown. It was a challenging situation to check exodus of labourers during this panic situation, as other labors from nearby industries & Surat city started migrating to their home-town. It was necessary to maintain the required manpower particularly for product handling plant and Jetty operations.
- More than 1500 contract labours are working in plant at various service points like; House Keeping, Maintenance, Pest Control, Bagging, Industrial Canteen and all these services are necessary to run the plant smoothly. However, KRIBHCO Management has taken adequate and timely steps to retain labour force by providing food kits, medicines, shelter, day-to-day sanitization, masks, and vitamin tablets etc. Otherwise it would have been a forced shutdown for want of labourers. We have taken care of the labours as equal to our employees.
- Some of the labours after leaving from KRIBHCO Plant, they realized their safety & job security and wished to come back. We have arranged transportation facility to bring back the labours from MP, Rajasthan, North Gujarat and Bihar.
- For bagging workers, free tea, snacks & food from our Industrial Canteen for 24x7 were provided and paid their wages without any deduction in advance. To keep the labourers contained and continued to their job in the plant, food packets of 2000 nos. were distributed.
- Food packets along with masks were also distributed by Prerna Ladies Club to the labourers working in KRIBHCO Township.



Compiled by
A. Ravichandran
Officer (HR)
PR Section, KRIBHCO Hazira Plant

Awareness Program on Boiler Safety and Statutory Compliance

Like previous years, this year also on 18th February, 2020 KRIBHCO has conducted IBR programme on 'Awareness programme on Boiler Safety and Statutory Compliance' organized by Director of Boilers, Department of Labour and Employment, Gujarat State, at KRIBHCO Central School Auditorium where more than 250 participants from renowned organization of Gujarat state, knowledgeable faculty members participated.

KRIBHCO provided all the necessary facilities for this seminar and made the seminar a great success. Shri Shravan Kumar, AGM (M) and Shri I J Parmar, M (M) from KRIBHCO coordinated and made all the arrangements. KRIBHCO has been organising this programme for the last six years.

In the welcome address, Shri A K NAYAK, CGM (Maintenance) highlighted how a tragic boiler explosion in Calcutta in 1863 was the origin of the Indian Boiler Regulation. Similarly in USA, on 27th April, 1865, the steamship Sultana was sunk when three of the four boilers powering the craft exploded. The violent explosions caused a fire, and more than 1,500 people died.

In the 19th century there were literally thousands of boiler explosions took place in the United States and Europe, some of which resulted in many deaths. The consequences of these failures were locally focused and finally the ASME Boiler and Pressure Vessel Code (B&PVC) was conceived in 1911.

In Europe, USA and India, boilers are manufactured as per ISO, ASME sec VIII Div 1, 2&3 and the Indian Boiler Regulation (IBR) respectively. IBR code is the safest for thickness calculation of pipes and vessels as compared to other standards.

Boiler is a very important part of Energy Production. Most of our power needs were met by Coal and Gas Power Plant where Boiler plays an integral and important role. But now climate change becomes an existential threat and the challenge which necessitate an urgent need for transition of more and more towards renewable sources of energy to meet our energy needs and the same is being done by many countries including India.

To make the boiler more efficient, old pneumatic control system has been replaced with DCS control system, pneumatic relay based shutdown system has been taken over by PLC based ESD system. All the field pneumatic instruments have been replaced with electronic one and these will not only



help in better control, but also event happened in micro second can be recorded which help to identify the problem. In this context, he highlighted the role of Instrumentation Department.

IBR also time to time updates its regulations for the benefit of industries of essential commodities, subject to monitoring the water quality to the boiler is maintained up to the requirement of such boilers and on line data of the quality be provided along with other requirement like implementation of RLA etc

For hydro test also now boiler inspector has to be physically present and step up to the floor of boiler drum to take the photograph of himself standing in front of boiler drum where the registration number of boiler is engraved and to take the photo graph of master pressure gauge indicating the pressure of hydro test to make it a full proof procedure.

But the irony of fact is that after implementing so many safeties on line, still accidents do happen. But why this thing happens?

Is it due to negligence, over confidence, by passing of safety trips, casual approaches, overlooking problems or is there any loophole in our safety systems which need to be addressed. Procrastination any decision leads to a wrong decision.

IBR Inspector is a very strict person. And why he should not be? If we just consider the number of boilers installed in Gujarat State and number of IBR Inspectors appointed to look after these boilers then the figure will be roughly 80 boilers per Inspector. It is not possible for an Inspector to know all the details of each boiler under his scope. Lakhs of employees are engaged to run these boilers and one accident can lead to casualty of so many lives and jeopardize whole production downstream. We should religiously follow the statutory and regulatory requirement of boiler for safe operation.

Short Articles

Pandemic and Natural Disaster Double Blow to Our Motherland India

Pandemics are large-scale outbreak of infectious disease that can greatly increase morbidity and mortality over a wide geographic areas and cause significant economic, social and political disruption. Since 1957 there are several pandemic ongoing like:

- 1957-58 - Asian flu pandemic (H2N2 virus)
- 1961 - Cholera pandemic. 1968 Hong Kong Flu pandemic
- 1981 - to ongoing HIV pandemic
- 2009 - Swine Flu pandemic (H1N1)
- 2013 - 16 West African Ebola pandemic

In 2019 widely spread pandemic disease 'COVID-19' or 'CORONA VIRUS'. In India confirmed- 321k Deaths - 9195+386 and worldwide 7.55m+143k Death+5055 with latest reference.

On the other side Natural disaster are catastrophic event with atmospheric, geologic and hydrologic origin. Disaster includes earthquakes, volcanic eruptions, landslides, tsunamis, floods and drought. Natural disaster can have rapid or slow onset, with serious health, social and economic consequences. In recently 'CYCLONE-AMPHAN' May 2020 near India-Bangladesh border as the strongest cyclone in over a decade. Three million people remained in shelters on Friday. More than three million people were evacuated and upward of 1.5 million homes were damaged. As of June 2, at least 128 people killed. Srilanka-4, India-98, Bangladesh-28. Also 12,000 mangrove trees were destroyed. In India many residents lost their shelter and job. Through scientists from Zoological survey of India has reported that seabirds were blown far onshore they are dying from exhaustion and hunger as they attempt to get back to open water.

Still India is surviving from both pandemic and natural disaster, India has a power to recover from this catastrophic event and pandemic as we know India has highest recovering country in world from corona disease. That's what our India is. Hope this pandemic has a medicine from which we all will be winning and start our journey with hope and happiness.

'Let the Mountains crumble into sea, let the oceans roar, let earthquake come we will not fear. As GOD is our refuge and strength. We need to trust each other; we need to carry on as normal. Do not panic.'

'GIVE OUR WORRIES TO GOD'



Jyotshna Rathwa
Staff Nurse
KRIBHCO Hospital

Innocent Lives

They are innocent then why we scare them.

Their aim is not to harm us, then why we beat or kill them?

They want to be friend of ours, but why we are cruel towards them?

Why we beat, torture and kill them? That's a big question!

Stray animals are poor animals, which don't have proper shelter. Don't know whether they will get food or not that day. Sometimes they even don't get water to drink. Actually they are scared of us but we are also scared of them.

Everyone likes to buy a pet from pet shops, which are cute, which play with them, which entertain them. But no one asks stray animals. Aren't they friends of us? Don't they play with us? Aren't we entertained by seeing their activities? Then why we are cruel towards them? We should think about them too. We should take care of them. Become a friend of them. We are having so many human friends, and then can't we have some animal friends? I hope we are having a very big heart to welcome our new friends in our life.

Wild animals are happy in their own forest world, but I think we aren't by seeing our poaching and hunting activities. What harm has wild animals did to us? They did nothing. It was only our greediness which made us do cutting forests and hunting and killing of these animals. Due to this animals are losing their shelters and they have started coming to inhabitant areas in search of food. They die in accidents and some are taken to the zoo.

These animals are killed for their beautiful skin and tusks. Are we human beings being killed for these? That's something we should think upon. Please save wild animals from beating, torturing and killing.

Animals are innocent lives. They don't want to harm us, but then why we harm them! Why we harm them! Why we harm them!



Yashasvi Poonia
(VIII-A).
D/o S C Poonia, ACSO

NATIONAL PRODUCTIVITY WEEK

Productivity Day is celebrated on 12 February every year to commemorate the formation of National Productivity Council and the following seven days as **Productivity Week (12-18 February, 2020)**.

The purpose is to draw the attention of all concerned, towards the concept and encourage implementation of productivity tools and techniques with contemporary relevant themes. The week aims to propagate productivity, quality, competitiveness and efficiency consciousness through seminars, workshops, publications, celebrations of productivity and quality events, campaigns, motivational awards and other suitable methods.

In order to create awareness about the Productivity Week, HRD, celebrated National Productivity Week from 12 to 18 February, 2020 at Corporate Office, KRIBHCO Bhawan, Noida and Plant, Hazira, Surat. The following activities were organized at Corporate Office during the Productivity week:

TALK ON INNOVATION



Slogan Writing Competition

The topic for **Slogan writing** was 'Sustainable Farm Productivity and Farmers Growth', as decided by the Committee. The word limit for a slogan was 15 words and the time given to them was 15 minutes. The four prize winners for the Slogan writing competition are as follows:

Prizes	Winner	Slogan by the Winners
1 st Prize	Mr. Ram Niwas	उत्तम खाद, बीज और पानी किसान को कभी नहीं होगी हानि
2 nd Prize	Mr. Neetish Arya	मिट्टी की उर्वरता जिस से बती उत्पादकता बाये फसलों की जान उत्तम फसल, समृद्ध किसान
3 rd Prize	Ms. Malika	नियमित खाद और सुधारयोग करेगा किसान आमदनी चौगुन

Consolation Prize: Ms. Ekta Mahendru

- Farmers play an important role
- Growing food for the country as a whole
- Farmers growth should be our goal
- Where sustainable farming is the basic pole



Write-up Competition

The topic for the **Write-up competition** was 'Ideas for Enhancing Productivity in KRIBHCO'. The participants had to share their ideas in 100 words in 30 minutes. A lot of great ideas were received which can help improving productivity at KRIBHCO. The prize winners are as follows:

1 st Prize	Ms. Rita Arora
2 nd Prize	Ms. Malika
3 rd Prize	Ms. Parveen Jahan

Consolation Prize: Ms. Ekta Mahendru



Think out of the Box Competition (Reduce, Reuse, and Recycle)

An event introduced for the employees to put on their thinking caps to prepare out-of-the-box models from the waste products. The waste material that was provided to the participants was collected from KRIBHCO building itself in a box kept in front of the Canteen and included newspapers, empty cardboard boxes, old used boxes and bottles, dried flowers, etc. All the teams were given 90 minutes to prepare the models. The prize winners for this competition are:

Prize	Model	Name of the Team Members
1 st Prize	Motorcycle	Mr. Devishit Ms. Raveena Singh Ms. Mitali Arora
2 nd Prize	Peacock	Ms. Rita Arora Ms. Ritika Budhani Ms. Anita Raturi
3 rd Prize	Office Organizer	Ms. Malika, Ms. Ekta Mahendru Mr. Saurabh Bansal
	Rafael	Mr. Sharvan Kumar Mr. P.K. Awasthi
	Podium	Mr. Ankit Naithani, Mr. Amitesh Prashar Mr. Rishav Arora

Consolation Prize - Small Box Organizer

Ms. Anju Chandel, Mr. Ajay Aggarwal, Ms. Sakshi Singh

On 18th February 2020, Dr. Meenakshi Ganesh was invited to deliver her knowledge on 'Innovation'. Dr. Meenakshi Ganesh is a faculty member for M.Sc. (Hotel Administration) at Institute of Hotel Management, New Delhi. She is a seasoned and skilled management faculty member with exemplary skills in comprehension, research, critical thinking, verbal and

written communication skills. During the programme, all the attendees were made to do an activity in which they had to show their innovation with circles on the paper.

The closing ceremony succeeded the talk where in all the winners were awarded with the certificates and prizes by Managing Director and Director (HR).



HRD at Plant



The Training & Development Department creates, promotes and fosters individual and organizational effectiveness by developing and offering an array of innovative and diverse programmes in support of the organization's commitment to employee development, partnerships and organizational enrichment.

Training and Development Centre on their goal i.e., provide development opportunities that enhance knowledge, develop skills and enrich the organization. Training and Development Centre (HRD) is concern with the people's multi-dimensional development.

HRD has organized Developmental Programmes like - 'Productive Communication in the Workplace', 'Moving from Conflict to Collaboration', and 'The World Belongs to Me'. 205 employees participated in above Programmes.



Productivity week - 2020 was organized from 12 to 18 February 2020 on the Theme - '**Positive Work Culture for Productivity Improvement**' to create awareness as well as to encourage positive thoughts and ideas among employees and their family members. Positive Work Culture is the most important tool to enhance the organizational success and productivity improvement. It is vital truth that positive work culture creates healthy work culture for development of the organization.

Positive work culture is providing support to others, including offering kindness with commitment for improvement of productivity as well as inspiring others at work place. Positive Work Culture is essential of treating to human capital with respect, gratitude, trust, integrity and ownership mentality in the interest of organization and productivity improvement. Various activities, poster competition for employees, slogan competition for employees, write-up competition for ladies and talk competition for students of KV-2. And this talk Competition was a grand success. Employees and township's ladies were participated in all activities organized under Productivity Week - 2020



with enthusiasm, happiness and joyous. At the end, Prizes were distributed to all winners by HRD Department.

Developmental Training Topics for 2020-2021 has been finalized and approved by authority. Expected learning from developmental Training will be:
Results driven Goal Setting; Overcome procrastination, Remove distractions, Start small and build from there, Set realistic deadlines, Use the four P's of Positive, Personal, Possible and Prioritized, Motivate by remembering success Plan effectively, Use Specific, Measurable, Attainable, Realistic and Timely (SMART) goals.
Magic of Motivation: Discover various Self-Motivation Myths that are still prevalent, Know how Intrinsic and Extrinsic Motivation works, Understand how Autonomy, Relatedness & Competence boost Self-Motivation, Explore strategies to improve Self-Efficacy, Examine well-known approaches to raise Resilience and Develop workable measures to manage Self-Motivation.

Build Confidence at Your Work: Understand causes of fear and learn solution and take action against fear. Build confidence through efficient management of memory bank, Get a balance view to understand from other fellow, Understand conscious effort to understand and develop confidence. Role of confidence for development of organization & employees. And Learn how, fear is powerful force to win/success.

Discover Body Language: Learn how to translate gestures into words, understand the difference between open & closed body language, learn how to avoid common body language mistakes, gain insight into the differences in body language between genders, understand the signals you're sending to others, learn the role facial expressions play in body language, learn how to use body language to strengthen your negotiations, understand how body language can expose deception, learn how to match words with movement to instil trust.

Power of 'NLP' to Transform Yourself: Learn how to believe in yourself by Neuro-Linguistic Programming (NLP), learn way to overcome these obstacles is to not believe in them and truly believe in yourself, learn ways to improve and increase self-efficacy, make you believe in yourself, speak your way to success. **First Aid:** Statutory requirements as per factory act-1948, section-45. These are the learnings from the above said developmental training programmes. Learning of employees from technical library, e-library and emailed articles are continued.

GETs & Society Trainees: Under our Training & Development Centre (HRD) 105 Nos. of GETs & Society Trainees are completing their training with the completion of induction training. Present status of trainees is as mentioned aside.

GETs	
Discipline	Nos.
Production	11
Material Management	2
Instrumentation	1
Mechanical	5
Electrical	2
F&S	1
HR	1
TOTAL	23

Society Trainees	
Discipline	Nos.
Production	54
LAB	3
F&S	2
HR	2
MECH	18
INST.	1
ELECT.	2
TOTAL	82

After announcement of lockdown, all the training & developmental activities are hindered. We, hope training & developmental activities will be resumed after the situation is normalised.



Photographs of KRIBHCO Township by D. R. Trivedi, KRIBHCO Hospital

HR in ensuring employee motivation and mental health during COVID-19 lockdown!



HRD Bulletin - Lockdown Edition

During the unpredictable times of COVID lockdown, HRD Department took an initiative of circulating informational mails with an aim to keep the employees emotionally and physically healthy. The agenda of the whole activity was - 'A healthy mind, a healthy body, and hence a healthy employee.'

HRD Department ran a series of mails to enlighten the employees with ways to utilize the lockdown period effectively and to remain positively engaged during the period as under:

CORONA MEIN KUCH BENEFICIAL KARO NA

It included tips on effective time utilisation during lockdown such as writing blogs or poetry, yoga, gardening, self-pampering, reading books, skilling up, cookery etc.

HAPPY READING

HRD team not only shared the details of accessing the books on online platforms but also provided with a Robin Sharma 10 books pack. At another point, powerpoint presentation was shared regarding learnings from the highly acclaimed book 'Seven Habits of Highly Effective People'.

FITNESS

The employees were apprised with health tips including nutritious foods, exercises, and positive affirmations for improving mental health. A few simple steps to ensure that the mental health of employees shared were meditating, exploring their creativity, sticking to routine, and disconnecting from negative news. Another mail was shared describing the wrist exercises to assist them in daily work and reduce any pain or stiffness.

E-LEARNING

Employees were made aware of ways to utilise the lockdown period to take interactive online courses, learn through pre-recorded videos, learn a new language, improve their skills in various areas like public speaking, Microsoft Office, Leadership etc. and complete department related training on platforms like Udemy and Coursera. Moreover, the best utilization of social media for learning was shared in the mail.

Meera Bisht

CMO - HR

She has learnt to play harmonium and made masks and gloves for NGO.



Mitali Arora

CMO - Finance & Accounts

She is an amazing artist and as we can see from pictures, her food is equally tempting.



Megha

CMO - HR

She has demonstrated her culinary skills, painting streak and has learnt guitar.



Aditi Kohli

HO - HR

Aditi helped her ward Ekam in learning these new activities including colouring, drawing, baking a cake etc.



of the COVID-19. The significant role of Aarogya setu app was emphasized in the mail.

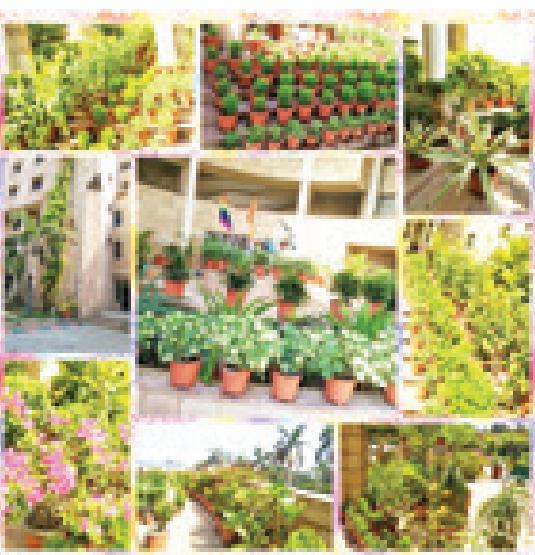
QUARANTINE DIARY

The employees were motivated to share the pictures and videos of activities adopted by them during lockdown to showcase their engagement during the lockdown and spread a positive message. amazing artist and as we can see from pictures, her food is equally tempting.

The role of HR has turned out to be more critical in these difficult times and HRD Department aims to keep making efforts for creating a healthy, positive and effective learning environment.

Horticulture in maintaining excellent greenery at KRIBHCO Bhawan

While the whole country was in lockdown, the horticulture team of KRIBHCO made extra efforts to maintain the greenery at the office. The whole team made regular visits to the office and groomed the plants all around the office building. We can see the glimpse of blooming flowers, smiling leaves, and shining office in the picture below.



HRD ensuring learning and upskilling during COVID-19 lockdown!

The corona virus pandemic has stretched across the world and has created a threat and fear among the people around the globe. To prevent the spread of the virus, India went under lockdown from 22 March, 2020 and is still opening in phases. The regular life came to halt and it filled everyone with anxiety and uncertainty. In these times, Human Resource Development department made efforts to ensure continuous learning and motivate all the employees to pick up a new skill. It was emphasized that devoting some of our quarantine time to self-education would help to bolster your career during this economic uncertainty and learning a new skill can give a persona sense of control that will help cope with anxiety engendered by the epidemic.

Online Training on MS Excel

MS Excel is an incredibly powerful tool for getting meaning out of data and is essential for the office work. Considering the significance of Excel, HRD organized a five-day online programme on 'Microsoft Excel' to assist the employees in working efficiently at home. The programme was facilitated by KRIBHCO IT team starting from designing the curriculum to delivering the sessions. The topics focussed on basics of excel, analysing and formatting, sorting & filtering, charts and formulas such as Vlookup, Sum, Countif, If, SumIf, etc. All the 15 participants were given quiz and hands-on exercise and the doubts and queries were resolved in the sessions. All the participants attended the sessions with full enthusiasm and the feedback received is overwhelming. After the successful implementation for the first batch, other batches including employees from field are also in pipeline.



Opinion

Opinion

I, am Indian

I am Devraj, a Sikh from Bhatinda, and recently I learnt that Punjabi sikhs are divided into categories of Akalis and Nirankaris, with sub-sects of Jats, Khatris, Aroras ('Bhappay'), Sainis, Ramgarhiyas, Bhattis, Mazhabis, Ramdasiyas, Kambojs, and even with area wise categories (of erstwhile united Punjab) like Multanis, Jhangis, Peshawaris, Sargodhias among others. Surprisingly even today, Ramghariya sikhs and Saini sikhs marry only into their own castes, and Jat-sikhs don't even like Khatris entering their homes. People of many other castes don't even mingle with one another, and harbour weird lofty ideas of their own relative superiority! Others are looked down upon. Is this sane thinking?

Meanwhile, there is Sundar, a Vadakalai Iyengar Brahmin hails from Chennai, Tamil Nadu and believes he is quite different from Thenkalai Iyengar Brahmins, who habitually kneel only once, while offering prayers to the celestial Gods. On the other hand, Sundar prostrates four times, while paying obeisance to Lord Vishnu or to his consort Goddess Lakshmi, as do all his other family members. How the divine Gods can be pleased by just one prostration, he often wonders.....but then who is he to object, he tells himself. The other fellows don't ring the temple bell, their widows don't have to shave, they won't even pray to Goddess Lakshmi, but only to Lord Vishnu, butwhat right does anyone have to complain? He respects the fact that the two are so much different, even though both are devout Iyengar Brahmins in their own way.

Sadly however, this mutual respect is largely missing nowadays.

India is a vast country with huge diversity - 4 major races, 6 major religions, 122 major languages and 1599 other languages, 3000 castes and 25000 sub-castes. Instead of thinking of India as a country, it should be considered a mini continent like Europe, packed into a unified geographical area. However all said and done **we are one country, one nation, one ethos and on top of that a federal, secular, socialist, democratic, republic!** Quite a tall order, that! We also happen to be surrounded by nations that are far from docile and friendly. Not easy at all. We desperately need to keep united and strong.

Indian society is multi-hued and comprised of many regions, religions, castes and languages. Even in today's modern and progressive age, the undercurrents of caste still flow vigorously in the ocean of Indian society. Given such a rainbow spectrum of diversity, many differences will naturally crop up, but what is wrong here is the 'superiority or inferiority' perception, besides alienation, hatred and conflict based on such sub divisions, which is undesirable and divisive. Its divisive impact on society is severe, since

it affects everyone's right from the individual to the whole nation.

Taking the example of another state, Rajasthan, there exist many different castes and communities having diversified traditions such as Rajputs, Jats, Ahirs, Gurjars, Meenas, Bhils, Kalvis, Garasia, Baniyas etc. There have been conflicts and differences in Rajasthan also, as in many other states. In case of Karnataka state the major castes are Vokkaligas, Lingayats, Edigas, Kuruba, Bunt, Dhingars, Reddys, Settibailjas etc., and even Karnataka state has witnessed numerous gruesome horrid scenes of violence on caste lines.

When each individual identifies himself with his region or religion first, it will only be a de-unifying factor. This is clearly not in consonance with ideals of national unity. Even today such feeling exists in many of our states like Haryana, Uttar Pradesh, Bihar, Maharashtra, Kerala to name a few. There have been atrocities and crimes based on such differentiation, and thousands have suffered or died on this account. Many sad and shameful stories exist to substantiate this.

What is this! Are we living in a progressive modern society? The moot point here is that when we are so divided among ourselves, where is the scope for national pride and patriotism? Can I call myself just an Indian? The Indian-ness which we should wear proudly on our sleeves, and which should come literally ripping out of our shirts, sadly often gets relegated to the background.

Mouse-click now, to a scenario of a foreign land, where an Indian happens to recognize a fellow Indian, and greets him, saying just **Namastey Bhai**. That's it! Nothing more is required, he may be a Tamilian Brahmin and the other, a Jatsikh. Or may be an Oriya and a Maharashtrian....both will affectionately meet, mingle, mix, unite, fraternize and share bonhomie just as Pure Indians. Just the Indian-ness bonds them. They become close friends, one close strong bound unit in a foreign land, sharing a unique relationship just by being Indian.

That should be the spirit. Our Indian-ness, one-ness, unity and strength should always be evident to one and all. **But most of all, to ourselves.**

Now I want to add just **BHARATI** as suffix to my name, and to drop everything else? Consider my new name: **Devraj Bharati**. Will it be ok?

Devjit Singh
AGM(F&A)



Perception towards Almighty GOD

The photo of roots of '**Adenium Bonsai**' emerging like idol of '**Lord Shree Ganesha**'.

The bonsai has been developed by myself and it took 26 years to be in such form.

It is located at my residence C-2009,
KRIBHCO Township, Surat.

I strongly believe that the nature is the beautiful creation of GOD and we should find HIM in HIS creation.



Mahesh J. Mistry
Senior Manager (Electrical)



journey of the self, through the self, to the self

What is the most important thing we need in today's fast moving world? Is it the power? Is it the money or the happiness? The answer is simple, yet profound. It is the inner peace, balance of thoughts & actions, the power to face the challenges of life-both physical & emotional, which are part of everyone's life irrespective of caste, colour, gender or status in society which ultimately lead to a fruitful life. To take responsibility for your life, is to take responsibility for your powers of thinking, feeling, speaking and acting, because this is the structure of human experience. You create your life with your thoughts, feelings, words and actions. The Bhagavad Gita says, 'Yoga is the journey of the self, through the self, to the self.' The first step towards taking responsibility of your life is taking control of your thoughts & actions which is the most difficult thing to do in the world. The practice of yoga does exactly the same. Yoga is a great practice for both the body and the mind. It offers peace and mindfulness and helps to get through the daily stress.

Yoga is not a work-out; it is a work-in, and this is the point of spiritual practice which teaches us to open up our hearts and focus so that we can know what we already know and be who we already are. The practice of yoga originated on the holy land of our own country thousands of years ago. The word yoga was derived from the Sanskrit word 'Yuj' which means 'to join' or 'to unite'. This union is not, merely, about your nose touching your knees as you bend to touch your toes! The union referred to is that of your mind with your body. You integrate with your surroundings and nature. And, finally, your individual consciousness integrates with the universal consciousness.

We all wish for world peace, but world peace will never be achieved unless we first establish peace within our own minds. We cannot control the whole world, but we can learn to control our inner world through yoga. Thus, the aim of Yoga is Self-realization- defeating all kinds of sufferings leading to 'the state of acceptance' which in turn leads to freedom. Living with freedom in all walks of life, health and harmony shall be the main objectives of Yoga .It is no surprise that the significance of yoga in the resolution of physical and mental problems is accepted all over the world today. Yoga is not only about twisting the body to touch one part to another or being flexible, it is about moving your body & soul in a way that each movement is felt by every cell of the body which generates a feeling of satisfaction & happy hormones. Helping man to flourish completely is yoga. Helping the individual potential to blossom to its fullest is yoga. This year has been tragic so far, make it good for yourself by practicing yoga & feel the change in yourself over a couple of days. Life's too fast...Slow down and do yoga.

Ekta Mehandru
Sr. Officer (F&A) HO-F&A



The Team

In this COVID time, I came across an article mentioning growth of cycling worldwide during lockdown situation and its benefits. It put me on memory lane and I went on a spree of checking my last 3-4 years cycling activities (when I picked it up as a sport). Here am I sharing the experience from one of my best journey.

My cycling journey started with a trip from Manali to Leh in 2017. We were 9 cyclists and all of us became friends for life time. Out of those 9, two of them- Dr Kamal Davra and Preeti Chaudhary (PC) became my cycling buddies for many more cycling trips such as Delhi-Chandigarh-Delhi, Chandigarh-Solan-Chandigarh, Delhi-Surajgarh-Delhi, Dehradun-Dhanolti-Dehradun, Dehradun-Tehri-Dehradun and many more. In March, 2018, we decided to complete an ultra endurance event, Brevet 1200. The event format is self-supported ride with predefined control stations where we must show up and get the card signed and ensure we finish the distance of 1200 kms within the 90 hours given to us. The route for the ride was from Noida to Jammu to Noida and it started on 10th March, 2018 at 5 am and ended in 90 hours i.e., 11 pm on 13th March 2018. Here is our team story of 90 hours of cycling which also

taught real life lessons on teamwork. Below I would just be sharing incidents related to Teamwork which we learnt on the course of these 90 hours and how practicing them in our day to day lives we can build great team.

Stay Committed

To achieve success as a team, it's important that we commit not just to the success but to achieve it together, come what may. This was the base idea on which we three agreed to ride. We committed ourselves to the promise that we will start together and end together and will not leave any of the three teammates during these 90 hours.

Never Say NEVER

We faced lack of sleep, sickness, injuries, heat & punctures but we kept our promise throughout. Commitment is an important value which should be an integral part of the company and team activities are a good way to check employee commitment towards the company and its people too.

Know Your Team Strength and Weakness

Due to our active fitness routine, all three of us would often meet during our training time whether it was gym, running, cycling or boot camps due to

which we were cognizant of how we act in various situations. We also met very often during social gatherings and we could really understand each other behaviours and patterns. Eg: Both my teammates were aware that I get very slow during the day because of heat but I would also cover it up later. Hence, they were patient with me and would ride much slower just to be with each other which was the end goal. It's important for a good team to spend quality time with each other while at work and beyond work too to be more efficient and effective.

My Cycling Learnings...



Friends who woke at 4 am to be at the start line with us

had. Eg: I could not believe I could do a speed non-stop ride for last 90 minutes and it changed me as a cyclist now.

Everyone is a Leader

This is very interesting, I have realised that most of the teams fail because of lack of delegation of authority & responsibility. Divide the tasks as per the skillset & capabilities of the team member and let them be the leader for the task assigned to them. The team should trust the rest of the members and provide support as necessary. E.g. Kamal (my teammate) was responsible for navigation and every time we lost the route, it was his leadership which came into play and it's okay if you fail at times but never lose confidence on your team member skills. I was responsible for keeping the time tracker between each control point and they followed my strategy and contributed as required but I take the lead for this particular task which ultimately made us complete the ride within time allotted to us.

Communication

Communication is key to good teamwork especially when you are not sleeping and eating enough to keep yourself 100% active during the strenuous 90 hours timeline. There were several situations where we were pressed for time and all three of us has different opinions of handling the situation. Irrespective of whatever was chosen as the end result, we all made sure that we communicated to each other how we felt about the decision and if any feedback to make amendments to suit everyone. It really helped us keep our motivation level high and did not let us fall apart as a team till the end. Eg: while riding in the night, I am mostly comfortable to ride as

much as we can without taking a break but as Kamal would feel more sleepy so we would take breaks as per his comfort as he communicated clearly about the challenge and we would adjust our target for the day accordingly but never thought of leaving the team during this time.

Choose How You Give Feedback

In any team activity, there will be situations where there will be a need to provide tough feedback to the teammates. However, what makes it more effective is choosing the right time to give feedback. Everyone is unique and ensuring that they understand the problem without being too emotional is the KEY. We end up losing a great team member because we couldn't manage tough feedback at the right time. From my experience, depending on the urgency of the feedback, if it can be delayed til the end of task will be the most effective as it may impact the completion of task if feedback is not taken with a positive mindset. Positive affirmations work well as it challenges and motivate the person to do better.

Eg: we faced a lot of challenges with Kamal as he was very sleepy on 3rd day morning time and suggested that he sleeps for half an hour. He however kept insisting that we all should rest and wasted a lot of precious morning time. It did make me and PC angry, but we decided not to say anything to him at this point as he is already tired and may not be able to achieve the target. We started our ride, but Kamal could barely manage to ride, and we were worried he may injure himself as we were riding on highways with open traffic. Post 25 kms of ride, we convinced him to sleep for some time, so he can ride while he stays more alert. Later, when

we met after a few days we shared the above situation and explained him how it could have affected us and maybe we could have missed to complete the ride on the last after so much of efforts. He realised the problem and promised to be more aware of his pattern in future.

Visualize the Finish Line

We have heard of the famous line 'If you can dream it, you can achieve it'. I have always believed in power of visualisation, it does wonders. Whenever, I take up a ride, I always imagine myself at the finish line and I would do this repeatedly in my mind before and during the ride too. As a team, we were very confident of achieving the tasks and had zero doubt on our capabilities and practice. Even during the last 90 minutes when we had a rush to cover the distance of over 45+ kms, I kept imagining myself at the finish line with loud cheer from friends and family.

Celebrate Each Milestone

Everyone celebrate once they are at finish line but what is also important is to cherish the smaller milestones. Every big project can be divided into levels or smaller tasks. Once we complete each level, it's important that we celebrate with the entire team. This helps in boosting team motivation and encouraging them to do much better ahead. During the ride we set a target for each day and once we accomplished it, we celebrated each day as we got closer to our final goal.

Amitesh Prashar,
DM (MS)



GRAMIN VIKAS TRUST

CEO



Shri Shiv Shanker Singh is new CEO of GVT

Shri Shiv Shanker Singh, joined as the new Chief Executive Officer(CEO) of Gramin Vikas Trust (GVT). The erstwhile CEO-GVT Shri Alabh Kumar Sinha, gave a warm welcome to Shri Singh and introduced him with the present staff of GVT at HO-Noida.

GVT Participates in 'Mango Festival' Organized by NABARD

Shri A.K. Padhi, Chief General Manager, NABARD, Jharkhand inaugurated the Mango Festival organised by NABARD, Ranchi. Gramin Vikas Trust participated in the 'Mango Festival' and displayed the Mangos of different varieties produced by the WADI farmers. GVT has got a good response from the participants and a large quantity of mangos especially the Amrapali, Mallika verities were sold in the festival.



Shri A.K. Padhi, CGM NABARD at the stall of GVT



GVG's stall at Mango Festival

Deputy Commissioner, Godda visits GVT-KVK, Godda

Shri Bhor Singh Yadav, IAS, Deputy Commissioner, Godda along with other government officers visited Gramin Vikas Trust-Krishi Vigyan Kendra, Godda. The Deputy Commissioner, Godda visited the farm of KVK, Godda especially the paddy field of PY-84 (BVD-111), BVD-203, Sahbhagi varieties has been taken using the SRI Method. They have also visited the orchard of mango (Malda, Mallika & Amrapali) and Guava (Lalit, Allahabadi Safeda and Lucknowa-49. DC appreciated the work of GVT-KVK and was very impressed with the efforts made by the KVK for the benefits especially for tribal communities.



Shri Bhor Singh Yadav, DC, Godda is visiting the orchard of mango

Value Addition of Farm Products through Water Conservation

Gramin Vikas Trust has taken the initiative to conserve the soil & water to increase the productivity of the farm with a view of doubling the income of farmers especially the tribal communities. The projects of Watershed Development have been taken up in Godda and Ramgarh district of Jharkhand with the support of the Department of Rural Development, Govt. of Jharkhand. More than 179

ponds are being excavated covering 146 villages. About 4146 hectares non-agricultural land are being converted in agricultural land and crop variety especially Pulse, Oilseed, Vegetables are being taken up by the farmers. In Godda district, the farmers are being encouraged to take the lemon grass also in their wasteland as a cash crop.

Block	No. of TCB	No. of WAT	No. of Farm Ponds	Dova	Sallow Well	Irrigation Well	Gravity Flow Irrigation	Conserved in Crore Litre
Sundarpahari	17921	43119	31	0	0	0	0	1507
Godda	14772	28746	28	0	0	0	0	1156
Boarijor	18955	38743	47	0	0	0	0	1223
Sundarpahari	0	0	73	9	50	9	1	988
Total	51648	110608	179	9	50	9	1	4874



Farm Pond in the Field



Awareness Campaign on Water

District Magistrate, Bankura visited ADMI Project

Shri S. Arun Prasad, IAS, District Magistrate visited the project area of Accelerated Development of Minor Irrigation (Admi) Project being implemented by Gramin Vikas Trust at Simlapal block of Bankura district in West Bengal.



GRAMIN VIKAS TRUST

District Collector & Government Officials visits Aspiration District

Shri Vijay Kharadi, IAS, District Collector - Dahod & District Administration Officers visited renovation work of existing Check Dams, Community Wells, Community Tube Wells, Agri-Dairy Farming Model Projects interventions for monitoring & to check impact funded by ONGC, Ahmedabad under CSR. They also interacted with project beneficiaries in different villages of Dahod. During the field visit they found quality work done by GVT. GVT achievement are as under:

Sr. No.	Projects	No. of Villages Covered	No. of Units	Beneficiaries Covered	Area Covered (Ha)	Amount (Rs. in lacs)
1.	Community Tube Well with Solar Pump	5	15	100	150	87.95
2.	Community Wells with Solar Pump	6	9	75	105	78.65
3.	Check Dam	3	3	60	62	52.84
4.	Repairing of existing Check Dam	7	22	457	486	92.20
Total		21	49	692	803	311.64

Project	No. of Villages Covered	No. of Households	Providing Milking Animal	Fodder Cultivation (in Acre)	Vegetation through Mandap System	Amount (Rs. in lacs)
Agri-Dairy Farming Model	5	45	90	11.25 (4.5 Ha)	4.5 acre (1.8 Ha)	74.65



GACL Official Visits Mandva Wadi Project

Shri Dinesh Makavana, CSR Co-ordinator & Impact Assessment Team of GACL visited Mandva Wadi of High Risk Mahila (Women) in nine block of Dahod District for Monitoring and Impact Assessment of the project. They interacted with project beneficiaries to check benefits and sustainability of project. Through this project GVT identified, addressed and benefited 90 high risk malnutrition families in 18 villages of 9 block of Dahod District. GVT improved the health of households, quality of life. This has also generated income through sales of excessive vegetables in local market and getting approx. Rs. 30,000/- per beneficiary from the year one of Mandva Wadi vegetable production.



DGM, NABARD visited Wadi Project

Shri Vishal Sharma, DGM, NABARD visited Wadi Garbada Project for monitoring and impact assessment. They interacted with project beneficiaries in Pandadi & Chandawada villages. During the field visit, they observed quality work and were satisfied with the impact of the project and progress. He addressed GVT for value addition and collective marketing of produce for betterment and obtain reliable price.



Helping Hand to Migrant Labours during Pandemic of COVID-19

Government of India is taking all necessary steps to ensure that we are prepared well to face the challenge and threat posed by the growing pandemic of COVID-19 the Corona Virus. Due to lockdown condition most of the migrant labours come back to their home and they have very less resources for essential necessities of daily life during travelling. GVT arranged for necessary refreshment & mineral water to Migrant Labours during travelling from Gujarat to other States at Khangela border of Dahod District. The Labours were moving from Gujarat region such as Vadodara, Surat, and Saurashtra to Madhya Pradesh, Chhattisgarh, and UP. Due to lockdown, they all were returning to their Villages, so it appeared to be a noble work for support during their travelling. Through this event, GVT addressed and benefited 15000 migrant labours during 21-27 May, 2020, funded by Gujarat Alkalies and Chemicals Limited (GACL), Vadodara.



KRIBHCO Fertilizers Limited (KFL)



KRIBHCO Fertilizers Limited (KFL)

Despite, several challenges, KFL achieved the targeted production with the help of team spirit, efforts put together by all employees and good working environment. The plant has been performing well and achieved urea production of **10.33MT** with capacity utilization of 119.5% and with specific energy consumption of **5.4632 Gcal/MT** in the financial year 2019-20. This specific energy of Urea has been lowest ever since inception of the plant. Congratulations to all the employees.



HRD Activities

Training Programme on 'Management Development', was conducted by Shri Kumar Saurabh, Director of M/s Leaderz Walk Life Skills Education Pvt. Ltd., Noida (UP) on 6 February, 2020. They also conducted one-day training programme on 'Communication and Team Building'. The participants attended these programmes enthusiastically and enhanced their skills and knowledge.

Training Programme on 'Supervisory Excellence', was conducted by Dr. R.D. Mishra, Director of M/s Greater Noida Productivity Council, Greater Noida (UP), for the duration of 12 hours, on 14 & 15 February, 2020 and the programme was attended by 46 participants.

Awareness Programme on Income Tax, was conducted by Shri Rajeev Kumar, (ITO) & Shri V.P.S. Bisht (ITO) of Income Tax Department, Shahjahanpur, on 19 February, 2020. This programme was organized in the Training Hall and 66 participants attended this programme.

National Safety Day / Week Celebration

National safety Day / Week was celebrated in KRIBHCO Fertilizers Limited from 29 February to 7 March 2020. On 4 March 2020, National Safety Flag was hoisted by our Hon'ble MD - Shri R. K. Chopra. Safety oath was also taken by the employees. Prizes were distributed by our Hon'ble MD to the winners of safety slogan, poems, quiz and drawing competitions.

National Safety day / week is celebrated every year to renew our commitments towards safety at workplace as well as at home.

Various safety activities such as Fire and Rescue demonstrations were also organized on this occasion.



Environmental Awareness Week Celebration

Environmental Awareness Week was celebrated from 1 to 6 June, 2020 on the occasion of World Environment Day, 5 June, 2019.

The objective of this celebration was to create awareness among employees, their family members & contract labor for protecting environment and motivating them for taking positive environmental actions.



Banners with Slogans on the Theme 'Biodiversity' were displayed at prominent locations inside the factory and township.

Tree Plantation in the lawn situated on the side of Urea plant Unit-11 was done by our Hon'ble MD, Shri R.K. Chopra, along with Heads of Departments & other employees. Tree plantation in the lawn near 'C' Type houses of township by residents, were organized during this week. Tree plantation by school children was also organized.

International Day of Yoga Celebration

International Day of Yoga, with the theme 'Yoga for Health', was celebrated with great enthusiasm on 21 June, 2020 in the township. Shri Pawan Kumar Singh and Shri Rajiv Shukla Yoga expert of M/S. Bhartiya Yog Sansthan (Shahjahanpur) conducted Dynamic Yoga Camp in the morning in which they taught about the importance and benefits of various light exercises, Yogasanas, Pranayama and Meditation towards health & wellness and guided these activities. Employees & their family members attended the dynamic yoga camp.



Aanandam – the Club Activities

Kite Flying Competition

Kite Flying Competition was organized on the auspicious occasion of Basant Panchami, in February, 2020 when township residents flew beautiful kites. Some kites were self-decorated by young children. It was really appreciated. Chinese threads were not used during the event. Winners were felicitated by Club President, Shri R.K. Chopra and other senior officials.



Sports Day Organized

Sports Day was organized on 9 February, 2020 at the Sports Complex in the township. Large number of employees, their spouses and children participated in various track and field events with full zeal & enthusiasm. Main attractions were fun events like Lemon-Spoon Race for ladies, Tyre Rotation Race, Three Legged Race, Ball Balancing Race, Needle-Thread Race for couples, Ball Picking Race for children etc. Prizes were distributed to the winners of each event by our Hon'ble MD - Shri R.K. Chopra & other senior members of club committee.



Mini Marathon Race

A Mini Marathon Race was also organized on 16 February, 2020 in the township for the employees and residents of township. Ladies, gents & children participated in the mini marathon race with full enthusiasm. Prizes were distributed to the winners in each category by our Hon'ble MD.



Where My Eyes Linger

Where my eyes lingered,
around the streets,
the pedestrians walked through
Where the chirping of the birds, marked the beginning
of the day
And where the night fell, leaving the dim moonlight,
to shine across the river,
I used to gaze
Where the hustle of the day was marked by the crowded
buses
Even the night didn't stop them from hanging out with
their long lost friends

Where the giggles of children resembling music to the
ears echoed through the park

Where they waited for Sunday's to come soon,
For grabbing lunch together at noon,

Spending holidays playing at the beach and resting in
the hotel room

Asking for your loved one's out for a date
Or treating yourself on a day off,
Or maybe just a dinner with your mate

But now it's all gone
My eyes don't linger on the street anymore
The empty parks with the screams of nothingness,
made my ears bleed
The feeling of emptiness envelopes the world

But as time passed by,
I learned
Even in my happiest times there were many
Who weren't as happy as me.

While the world was contentedly living with satisfaction
The earth was suffering the consequences of their
actions

When nothing could stop the world from moving
That's when God decided to punish them with COVID-19

Zaina Hyder
D/o Md Ali Hyder,
Manager(Mktg), KRIBHCO, SMO - Kolkata

From the pen of a young girl

COVID Crisis

The fear of losing haunts more,
When you have plenty of things in store.

The virus is acting like a clone,
No one knows its origin zone.

Luxuries have to stop for a time,
Necessities should be the focus for a while.

When you know there may be a scarcity of feed,
Can't you consume what you need.

The difference of power is disappearing at par,
The fear of losing life is same for all.

Faded virtual world seems no more real,
Everyone believes in supreme for heal.

Malika
Junior Accounts
Assistant(F&A)

Sunshine

*Oblivious of the curse of the youth,
I saw innocence so absolute.*

*Their world is a size of crayon box,
It takes every color to draw such Canvas.*

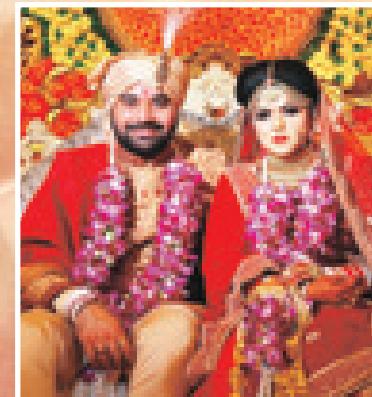
*Outweighed and untouched by the darkness,
They stand in the storm scavenging happiness.*

*Down the memory lane as I went,
I found myself nostalgic at such mutations.*

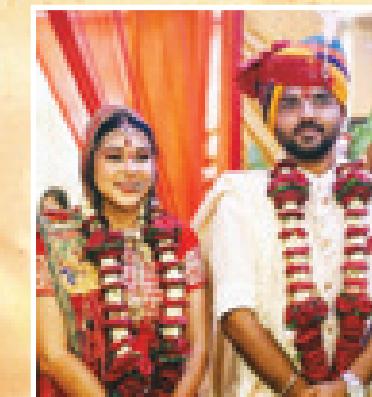
Mitali Arora
CMO-F&A



Wedding Bells



Priya (D/o Dr V.K. Tomar, DGM - UP) weds Dushyant



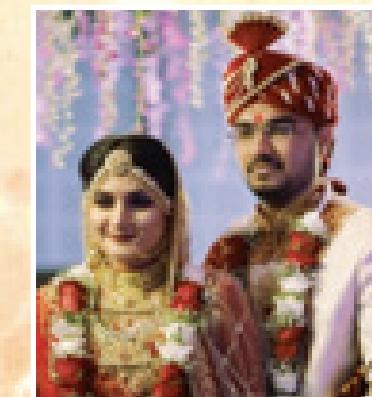
Utkarsh Rana (S/o Omvir Rana, SM - Dewas) weds Tanya on 14 June, 2020



Ahishek Kishore Sharma weds Divya Sharma on 25 February, 2020



Jay Prakash, Jr. Operator (Prod), Urea-1 (P) weds Sunita



Dr. Vaishnavy (D/o Shri K Krana, SM - Production) weds Dr. Parth



Harkishan Ghodadara, Asst. HR weds Mitali



Satyesh Ghetiya S/o G.D. Ghetiya (Area Manager - Rajkot) weds Nidhi on 5 December, 2019



Santosh Kumar, Jr. Operator (Ammonia-1 Prod) weds Diya Singh



Nayan Kathawala (Asst. HR) weds Mansi

farewell

During the period of January - June 2020, following employees were superannuated from the services of KRIBHCO. As a token remembrance, they were given memento from KRIBHCO Management by respective HODs.



Jitender Singh Garhwal, CM (F & A)
29 February, 2020



Bikram Singh, SM (Marketing)
31 March, 2020



Narender Kumar Sharma, DM (HR)
30 April, 2020



P.C.M. Reddy, Sr. Area Manager, Nizamabad
30 May, 2020



Mahipal Singh, CSM (Chattisgarh)
31 March, 2020



Devendra Kumar Singh
SM (Marketing), 31 May, 2020



Tirukkovalluri Srinivasa Rao
CGM (Marketing), 30 June, 2020



Mukesh Chandra Dimri
GM (Materials), 30 June, 2020



ND Patel
Manager (Mech)
31 January, 2020



Ganpatbhai H. Patel
Sr. Loco Driver
31 January, 2020



Chandubhai G Patel
Chief Manager (Elect)
29 February, 2020



Anant S Kharoshe
Manager (Mtls)
31 March, 2020



Surya Veer Singh
DGM (Marketing), 30 June, 2020



Vishnu Dutt Sharma
Manager (Coordination), 30 June, 2020



Jai Shanker Pandey
AM (Data Processing), 30 June, 2020



Varghese John
Sr. Manager (F&A)
31 March, 2020



Gamansinh S Patel
Sr. Manager (Elect)
31 March, 2020



Suresh T Bhamhani
Chief Manager (Mech - PSG)
31 March, 2020



Ashokkumar Bhagatwala
Sr. Manager (Prodin)
31 March, 2020



Manharbhai R Patel
Chief Manager (Inst - PSG)
30 April, 2020



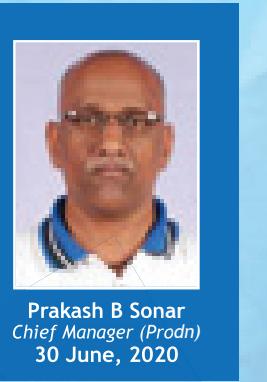
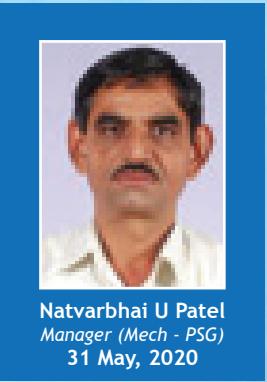
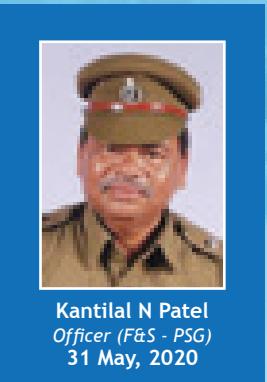
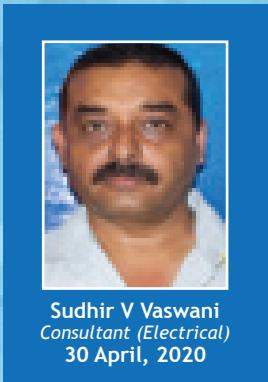
Ratilal C Lad
Sr. Manager (Inst)
30 April, 2020



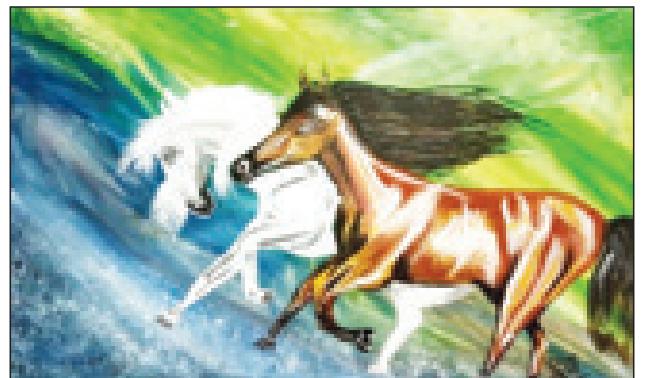
Arunkumar I Desai
Dy. General Manager (Mech)
30 April, 2020



Kamlesh P Desai
Sr. Manager (Prodin)
30 April, 2020



PAINTINGS BY EMPLOYEES

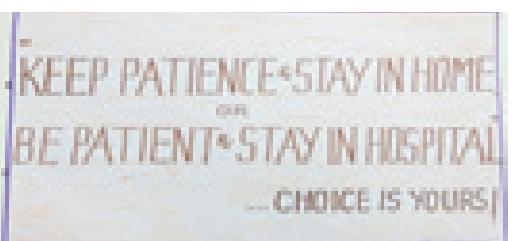
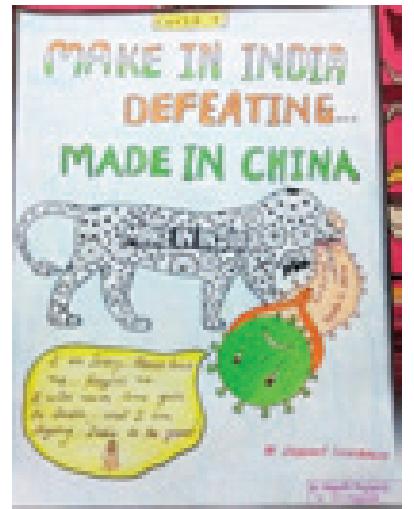


Drawings by
DM Raval
Sr. Manager (Inst.), Urea Plant, KRIBHCO Surat



Painting by Mitali

COVID-19 AWARENESS



Nowadays—
LOCKDOWN IS OUR LIFE-LINE,
PLEASE OBEY THIS GUIDELINE

Drawings by:
DD Prajapati, Manager (Prod)



Painting by Megha

Felicitation to Hon'ble Minister for Fertilizers

Shri DV Sadananda Gowda, Hon'ble Union Minister (Chemicals and Fertilizers) is being felicitated on his birthday by Dr Chandra Pal Singh, Hon'ble Chairman - KRIBHCO and Shri Rajan Chowdhry, Managing Director - KRIBHCO





Painting by Zaina Hyder D/o Md Ali Hyder, Manager(Mktg), KRIBHCO, SMO - Kolkata

कृषक भारती कोऑपरेटिव लिमिटेड
KRISHAK BHARATI COOPERATIVE LIMITED

कृषको भवन, ए-10, सैक्टर-1, नोएडा - 201301, जिला गौतमबुद्ध नगर (उ.प्र.)
KRIBHCO Bhavan, A-10, Sector-1, NOIDA - 201301, District Gautam Budh Nagar (U.P.)

Edited, printed and produced by **Umesh Mishra**, DGM(M) on behalf of Krishak Bharati Cooperative Limited, New Delhi – 110019.

All views expressed are those of the individual authors, and 'KRIBHCO News' takes no responsibility for the same.