

कृभको न्यूज

KRIBHCO News

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WINNING
HEARTS ONCE
AGAIN

EDITORIAL

Dear colleagues,

The new year 2020 brings with it many new tidings for KRIBHCO. Our Hon'ble Chairman, Dr Chandra Pal Singh, is re-elected for one more term and Shri Rajan Chowdhry is appointed our new Managing Director. Under their able leadership, I am sure, KRIBHCO is poised to attain newer heights.

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

The cover story is about our Honourable Chairman, Dr Chandra Pal Singh, outlines his life and leadership role in KRIBHCO. We also capture the growth story of our Managing Director, Shri Rajan Chowdhry, elsewhere in the issue.

The article on 'Machine Learning' gives you a glimpse into the world of Artificial Intelligence, which is an enabler for Fully Automated Industries - The concept has already started taking place on the paper with some pilot projects in some corners of the planet.

Omnichannel Marketing is the optimization of multiple sales channels with a high level of integration. Agriculture-product companies, who create the most rewarding Omnichannel experiences, will reap the biggest harvest.

This year's Independence and Republic Days were celebrated at the Head Office and the Plant and with traditional fervour and patriotic spirit. The staff participated in the programs organized on the occasion with enthusiasm and the story captures all these moments.

This issue lists out events and celebrations that happened during the period in various offices of KRIBHCO, and our Subsidiaries KFL, KRIL and GVT, giving you a bird's eye view of the happenings around.

Hope you would enjoy reading this issue in your hands. Please do share your feedback!

Happy reading!



Umesh Mishra
umeshmishra@kribhco.net



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FROM THE MD'S DESK

Dear friends,

I take this opportunity to express my heartfelt gratitude for your good wishes on my taking over as Managing Director of our esteemed organization. I am confident of your continued support for taking the organization to new pinnacles of success.

The second estimate of Ministry of Agriculture indicates a positive growth in likely Food grain production of the country by about 2.3% touching an ever highest production of 292 Million Tons during the current Fiscal year. This has been possible with above normal monsoon rainfall last year along-with contribution of Agri-inputs, where Fertilizer Industry has also played a crucial role.

The rainfall during current year has also been satisfactory and well spread across the country resulting into total Urea sales of the country at 287.92 LMT, DAP sales at 87.38 LMT and Complexes at 87.41 LMT till January 2020 during current fiscal year. Despite several challenges being faced by Industry, we have been managing well and our DBT related issues are managed efficiently.

Hazira plant performance has been consistent and resulting into the record production with lowest energy consumptions. Cumulative Ammonia and Urea Production till month of January 2020 is 11.28 LMT & 19.25 LMT respectively, which is higher than the target of Business plan 2019-20. Commissioning of the new Co₂ compressors is as per schedule in both Urea plants at Hazira and we are confident to achieve the target annual urea energy norms of 5.5 Gcal/MT for next financial year 2020-21 as notified by the GoI under revised NPS - 2015 for KRIBHCO.

On marketing front, we have accomplished total Urea sales of 40.23 LMT till January 2020, which includes Hazira Urea, OMIFCO Urea, Govt. A/C and KFL Urea. This is about 4% higher than Business Plan. Similarly, the sales of Imported DAP, NPK/NPS and Compost / Bio-fertilizers have also been on higher than the Business Plan.

The performance of KRIBHCO Fertilizer Ltd (KFL) was good and the company will achieve its Production target set for FY 2019-20. The energy achieved is lower than the budget and applicable pre-set norms. There has been a financial gain by about Rs 34 Crore due to savings in energy efficiency for Production till 31 December 2019.

KRIL has commenced operation of EXIM rakes from Mundra port to Modinagar Terminal. All the terminals of KRIL Viz. Hazira, Modinagar, Rewari & Hindau are functioning satisfactorily and adding new businesses.

Inspired by the Hon'ble PM's impetus on "JAL SANCHAY", Gramin Vikas Trust (GVT) has taken the initiatives for conservation of water in mission mode in the state of Jharkhand. GVT initiatives include empowerment of the local community, capacity building and creation of awareness.

Our endeavors' have been recognized through various awards including Green Rating Project Award from Centre for Science & Environment (CSE) presented by Union Minister of Environment Shri Prakash Javadekar. This is the 7th industrial sector to be rated by Green Rating Project. A film produced by KRIBHCO, titled "More Crop-Per Drop" inspired by the Prime Minister's vision has been adjudged Best Video Film and awarded 1st prize by FAI. We have also received three more awards including 1st prize for "Production, Promotion and Marketing of Bio-Fertilizers and City Compost".

I invite ideas for improving efficiencies in our existing processes, adding new revenue streams and taking all steps for becoming a world class cooperative society. I am confident that our employees would continue to work hard and be proactive for a sustainable growth of the organization.

All the Best!

Rajan Chowdhry
Managing Director

डॉ. चन्द्रपाल सिंह पुनः चुने गये कृषकों के अध्यक्ष

श्री वी सुधाकर चौधरी उपाध्यक्ष चयनित
निदेशक मंडल का भी पुनर्गठन



सहकारी आंदोलन के प्रखर नेता एवं राज्यसभा सांसद डॉ. चन्द्रपाल सिंह, कृषक भारती कोआपरेटिव लिमिटेड के सर्वसम्मति से एक बार पुनः अध्यक्ष चुने गये हैं। डॉ. सिंह जुलाई 1999 से मई 2010 तक और 2015 से अब तक कृषकों के अध्यक्ष रहे हैं। उनके पुनः अध्यक्ष चुने जाने से सहकारिता जगत में हर्ष की लहर दौड़ गई है।

कृषक भारती कोआपरेटिव लिमिटेड (कृषकों) विश्व की अग्रणी उर्वरक उत्पादक समिति ने 09 जनवरी, 2020 को एनसीयूआई ऑडिटोरियम, नई दिल्ली में 9 निदेशकों का चुनाव करने के लिए विशेष आमसभा की बैठक का आयोजन किया। पुनर्गठित बोर्ड में सर्वसम्मति से आठ निदेशक चुने गए जिसमें डॉ. चन्द्रपाल सिंह, दो निर्वाचन क्षेत्रों से चुने गए तथा डॉ. सुनील कुमार सिंह, डॉ. विजेन्द्र सिंह, श्री आर राजेन्द्र, श्री परेश भाई पटेल, श्री भंवर सिंह शेखावत और श्री वी सुधाकर चौधरी शामिल हैं। इस चुनाव में गुजरात से श्री वाघजीभाई रुगनाथभाई बोडा और श्री मगनलाल धनजीभाई वडाविया के मध्य निर्वाचन हुआ और श्री मगनलाल धनजीभाई वडाविया को निर्वाचित घोषित किया गया।

श्री वी सुधाकर चौधरी सर्वसम्मति से समिति के उपाध्यक्ष चुने गए जोकि एक अग्रणी सहकार बंधु और बहुमुखी प्रतिभा वाले किसान नेता है।

61 वर्षीय डा. चन्द्रपाल सिंह, स्वर्गीय श्री ठाकुर प्रसाद यादव के सुपुत्र हैं जो एक प्रख्यात स्वतंत्रता सेनानी थे और इनका गांव झांसी के निकट स्थित है। वे 1981 में छात्र नेता के रूप में आगे आए जब वह बुन्देलखण्ड कालेज, झांसी के अध्यक्ष बने। उसके बाद डा. सिंह लोकप्रिय नेता के रूप में उभरे। वे 1996 में उत्तरप्रदेश विधान सभा में विधायक चुने गए। 13वीं लोकसभा चुनाव 2004 में डा. सिंह झांसी से सांसद चुने गए। डा. सिंह राष्ट्रीय और अन्तर्राष्ट्रीय स्तर की कई सहकारी संस्थानों के निदेशक मंडल के सदस्य रहे हैं। वर्तमान में डा. सिंह राज्यसभा से सांसद हैं।

डा. सिंह की शैक्षणिक योग्यता एमएससी, पीएचडी, बीएड तथा एलएलबी है। इन्होंने अपना कैरियर 1984 में कालेज लेक्चरर के तौर पर आरंभ किया था। उसके बाद वे उत्तर प्रदेश सहकारी विपणन फेडरेशन (पीएसएफ) और बुन्देलखण्ड विकास निगम के अध्यक्ष चुने गए। डा. सिंह ने इंग्लैंड, फ्रांस, स्वीडन, हालैंड, दक्षिण कोरिया, दक्षिण अफ्रीका, जापान, मैक्सिको, ब्रूसेल्स और कई अन्य देशों का सहकार बंधु तथा किसान के तौर पर अध्ययन दौरा करते हुए देश-विदेश में अनेकों यात्राएं की है। डा. सिंह खेल, संस्कृति, सहकारिता तथा कृषि विकास में विशेष रुचि रखते हैं।





ON THE GROWTH PATH



Joint Business Meet with KRIBHCO - GUJCOMASOL Officials

A joint state-level Business Meet of KRIBHCO & GUJCOMASOL Officials was organised at Ahmedabad. The programme was inaugurated by CEO - Gujcomasol, Shri Piyushbhai Vadera. All district level liaison officers, HO Officials of GUJCOMASOL, and Area Managers, Field Officers of KRIBHCO Gujarat State participated in the programme. The meet discussed ways to increase the sales through cooperative societies and increase the sales of Gujcomasol and KRIBHCO in the state of Gujarat. Gujcomasol is our prime wholesale dealer in Gujarat state.

KRIBHCO paid dividend to GUJCOMASOL, Gujarat

A KRIBHCO Dividend warrant of Rs.1,86,08,000/- for the year 2018-19 was handed over to GUJCOMASOL Chairman Shri Dilipbhai Sanghani and Chief Executive Shri Piyushbhai Vadera by Shri JJ Rupapara, Chief State Manager-Gujarat, Shri PB Patel, Dy GM (Mktg) and Shri AN Patel, Chief Manager (Mktg).



Cooperative Conference in West Bengal

Dr NKS Chauhan, CSM (M), welcoming the newly elected RGB, Mrs Meherunnesa Hyder, by presenting a bouquet and shawl during the Cooperative Conference at Kolkata.



Visit of Co-operators from Karnataka State

A group of 15 cooperators from Taluka Agricultural Produce Cooperative Marketing Society Ltd. Harpanahalli, District Ballari of Karnataka state visited KPK and Seed Testing Lab. The group of cooperators was explained about the services provided by KRIBHCO to farmers as well as to cooperative societies mainly through agro-inputs as KRIBHCO products and at field level the Process of Soil and seed testing in lab. All the cooperators appreciated the services offered to the farmers by the organization.





ON THE
GROWTH PATH

Cooperative Seminar in Amreli

A cooperative seminar and an Agriculture Exhibition were organized on the occasion of the 150th birthday celebrations of Mahatma Gandhi, under the Chairmanship of the Chief Minister, Shri Vijaybhai Rupani. Hon'ble Union Minister of state for Agriculture, Shri Parshotambhai Rupala, GUJCOMASOL Chairman Shri Dileepbhai Sanghani, KRIBHCO Chairman Dr Chandra Pal Singh Yadav, KRIBHCO Vice Chairman Shri Vaghajibhai Boda, KRIBHCO Director Shri Pareshbhai Patel and



Dr Sunil Kumar Singh, NAFED Chairman Dr Bijender Singh, Cabinet Minister Shri Jayeshbhai Radadiya, and IFFCO MD Dr US Avasthi and cooperative leaders / officers from all over the country were present In this seminar.

Dr Chandra Pal Singh Yadav, Chairman, KRIBHCO, mentioned that he had seen cooperative activity in different parts of the country, however, the co-operation and agriculture activity of Gandhi's Gujarat provided guidance to the whole country. It is the influence of the land in the cooperative sector. Gujarat offers new opportunities for the economic development of Farmers and Workers. The cooperative activity and this seminar of Amreli made a wonderful impression in my mind, he said.



Income Generation Programme in Gujarat

An income generation programme was organised under Cluster village and Co-operative Week Celebration at Achisara village of Sinor Taluka on 20 November 2019. The programme was attended by our newly elected RGB, Shri Dharmeshbhai Patel, Chairman of Achisara VKSML, GUJCOMASOL DLO, Shri Sanjaybhai Patel and Sr AM (KRIBHCO), Shri LL Patel. Three half shuttle stitching machines were distributed to three deserving women from Achisara village on this occasion.





ON THE
GROWTH PATH

Village Cluster Programmes in Punjab

KRIBHCO organized Fertilisers Promotion Campaign, Drinking Water Facilities, Income Generation and Sanitation Programme at village Dadwindi district Kapurthala (Punjab) under village Cluster KBSK Sultanpur Lodhi on 1 August 2019. Shri Satish Chandra, Director General, FAI, New Delhi was the Chief Guest. The function was presided over by Dr DS Yadav, Marketing Director, FAI. About 160 farmers and six KRIBHCO delegates and officers from Cooperative Department from Punjab participated.

A water cooler was donated by KRIBHCO to CASS Dadwindi as there was no water facility for drinking water for farmers and society staff. Four stitching Machines were given to widows & poor ladies from four villages under this cluster to generate livelihood for their families. On this occasion 30 dust bins were also donated to village schools, Cooperative Societies, Gurudwars, Hospital of four villages under this cluster.

Welcoming the Chief Guest and other participants RS Goswami, Sr Area Manager Ludhiana discussed about KRIBHCO Bio Fertilizers and their benefits for maintaining soil health. Shri NK Bhadu, General Manager, presented a brief note on the Promotional Programmes which are helpful for farming community and cooperative sector. He requested farmers to use Farm Yard Manure, Green Manuring and KRIBHCO Compost to maintain organic Carbon in soil which had declined to 0.2-0.3% in Punjab against minimum requirement of 0.8% in normal soils.

Shri Hardam Singh, Sr SMM (PB), urged the farmers to use balanced fertilizer dose in all crops as excessive use of chemical fertilizers causes immense harm to human and animal health along with financial loss to the farmers. Dr DS Yadav, Marketing Director from FAI, New Delhi, explained about the excessive use of water in all crops for irrigation as well as in daily uses and warned about the water crises in future for generations.

In his speech Shri Satish Chandra, Director General, FAI, discussed about the huge amount of subsidy given on chemical fertilisers by the Government of India. The farmers will have to purchase the chemical fertilizers at MRP and the subsidy portion will be transferred directly into their bank accounts. Sardar Satnam Singh Bajwa, Director, Central Cooperative Bank, Kapurthala presented a vote of thanks to all the guests and particularly to KRIBHCO for organizing such programmes in this area and assured the maximum use of KRIBHCO Products.



Agriculture / Rural Development in UP

Hon'ble Agriculture Minister of Uttar Pradesh Shri Shriram Chauhan visited the Kribhco Stall in Farmers Fair at Lucknow and appreciated the efforts of Kribhco in the state of Uttar Pradesh towards agricultural development.



Various developmental programmes were organized for Rural Communities by Area Office Shahjahanpur in UP state which includes Field Day, Dealers Conference, Hand Pump Installation for drinking water for farmers and Cleanliness Drive to bring awareness among Rural Community.



चाचर प्रतियोगिता

जनपद जालौन के ग्राम डकोर में दिनांक 09.11.2019 को चाचर प्रतियोगिता का आयोजन कृभको द्वारा किया गया। चाचर प्रतियोगिता कार्यक्रम के मुख्य अंतिथि कृभको के माननीय अध्यक्ष डा. चन्द्र पाल सिंह थे। चाचर बुदेल खण्ड क्षेत्र में ग्रामीण खेल-कूद तथा ग्रामीण नृत्य के लिए बहुत ही प्रसिद्ध है, जो कि बहुत सारी टीमों द्वारा सामूहिक रूप से किया जाता है। कृभको द्वारा चाचर प्रतियोगिता के लिए ग्राम डकोर में 12 टीमों के बीच चाचर प्रतियोगिता करायी गयी थी जिसको देखने के लिए आस-पास के ग्रामीण क्षेत्र से लगभग 3-4 हजार किसान आये थे। प्रतियोगिता के उपरान्त प्रथम, द्वितीय एवं तृतीय स्थान पर रहने वाली टीमों का चयन किया गया। माननीय अध्यक्ष महोदय द्वारा प्रथम, द्वितीय एवं तृतीय स्थान पर रहने वाली टीम को ट्राफी प्रदान की गयी। प्रत्येक टीम में 12 प्रतिभागी होते हैं। 12 टीमों के प्रत्येक प्रतिभागी को साल एवं बर्तन देकर सम्मनित किया गया।



स्वच्छता अभियान

स्वच्छता पखवाडा के अन्तर्गत जनपद कन्नौज के बहादुरपुर ग्राम में दिनांक 04.09.2019 को स्वच्छता अभियान का कार्यक्रम किया गया था। कार्यक्रम के मुख्य अतिथि अपर जिला पंचायत अधिकारी कन्नौज थे। कार्यक्रम में वरिं ० क्षेत्रीय प्रबन्धक, कृभको द्वारा स्वच्छता के महत्व के बारे में जानकारी दी गयी। कार्यक्रम के अन्तर्गत प्रतिभागियों को घर की सफाई के उपरान्त कूड़ा डालने के लिए डस्टबिन का वितरण किया गया। अभियान में उपस्थित सभी प्रतिभागियों के ग्राम की सड़कों पर झाड़ लगा कर सफाई की। तथा स्वच्छता के लिए ग्रामीण लोगों को जागरूक किया। अन्त में, मुख्य अतिथि महोदय ने इस तरह के कार्यक्रम आयोजित करने के लिए कृभको की भूरि-भूरि प्रशंसा की।



वृक्षारोपण कार्यक्रम

ग्लोबल एकेडमी, कैचिया, जिला श्रीगंगानगर में वृहत् वृक्षारोपण कार्यक्रम दिनांक 23.08.2019 को आयोजित किया गया जिसमें 1100 पौधे लगवाये गये प्रबंध निदेशक, सेन्ट्रल कोआपरेटिव बैंक, श्रीगंगानगर एवं श्री राजा राम जी, निदेशक ग्लोबल एकेडमी एवं श्री एन के भादू महाप्रबंधक (वि) कृभको (उत्तर भारत क्षेत्र) ने कार्यक्रम की अगुवाई की।





ग्रामीण खेल कूद प्रतियोगिता

हरियाणा राज्य में कृभको द्वारा अंगीकृत गांव भैणी मातो जिला रोहतक में दिनांक 16.12.2019 को ग्रामीण खेल-कूद प्रतियोगिता का आयोजन किया गया। कार्यक्रम का आयोजन गांव भैणी मातो स्कूल प्रबंधन व ग्राम पंचायत के सहयोग से आयोजित किया गया जिसमें ग्रामीण विद्यालयों में पढ़ने वाले एवं गांव में रहने वाले विद्यार्थियों द्वारा भाग लिया गया। ग्रामीण खेल-कूद प्रतियोगिता का उद्घाटन श्रीमती ममता, प्राचार्य सरकारी विद्यालय भैणी मातो द्वारा किया गया तथा उपरोक्त कार्यक्रम की अध्यक्षता श्रीमती ममता सिवाच सरपंच द्वारा की गई। प्रतियोगिता में विभिन्न खेल प्रतियोगिता कराई गई जिसमें लगभग 90 प्रतिभागियों ने भाग लिया। लड़कियों के लिए लेमन स्पून रेस, 100 व 200 मी की रेस का आयोजन किया गया तथा लड़कों के लिए 100 व 200 मी. की रेस और लम्बी व ऊँची कूद प्रतियोगिता का आयोजन किया गया। विजेताओं को कृभको की ओर से स्मृति चिन्ह प्रदान किये गये व स्कूल को क्रिकेट, फुटबाल व बालीबाल की किट प्रदान की गई। कार्यक्रम में श्री ओम सिंह चौहान, वरिष्ठ क्षेत्रीय प्रबंधक हिसार ने द्वारा कृभको द्वारा ग्रामीण विकास हेतु किये जा रहे विभिन्न कार्यक्रमों के बारे में जानकारी प्रदान की। अन्त में, श्री राम राजी भारद्वाज, प्रबंधक (विपणन) - रोहतक द्वारा सभी का आभार प्रकट करते हुए कार्यक्रम का समापन किया गया।



सहकारिता सप्ताह

कृभको द्वारा रेवाड़ी जिले के कृषि विज्ञान केन्द्र - रामपुरा में एक सहकारिता सम्मेलन का आयोजन किया गया। उपरोक्त सहकारिता सम्मेलन में रेवाड़ी जिले के सभी सहकारी विभाग जैसे हैफड़, स्थानीय समितियों, कृषि विभाग के अधिकारियों एवं अन्य सहकारी संस्थाओं के कर्मचारियों एवं अधिकारियों ने भाग लिया। कार्यक्रम की अध्यक्षता मुख्य अतिथि डा राजेश सिहां, उप कृषि निदेशक - रेवाड़ी द्वारा की गई। कार्यक्रम में वक्ताओं द्वारा ढी बी टी के उपयोग व लाभ की जानकारी के अतिरिक्त उर्वरकों के संतुलित उपयोग के बारे में गहन जानकारी प्रदान की गई। केन्द्रीय विपणन कार्यालय से महाप्रबंधक (विपणन) श्री एन के भादू ने कृभको द्वारा सहकारिता में किये जा रहे विभिन्न योजनाओं के बारे में जानकारी प्रदान की। श्री जे एस राणा, मुख्य राज्य प्रबंधक (विपणन), ने हरियाणा में कृभको द्वारा सहकारिता के माध्यम से उर्वरकों के वितरण के बारे में जानकारी प्रदान की। अन्त में श्री बी पी भटोटिया, उप प्रबंधक (विपणन) - रेवाड़ी द्वारा सभी का धन्यवाद करते हुए कार्यक्रम का समापन किया गया।

एग्री स्टार्ट-अप कार्यक्रम

आर आई सी एम चण्डीगढ़ द्वारा दिनांक 26.12.2019 को आयोजित व कृभको - हरियाणा द्वारा प्रायोजित एग्री स्टार्ट-अप विषयक कार्यक्रम आयोजित किया गया। भारत में सहकारी विकास में सहयोग और प्रौद्योगिकी विकास पर हरियाणा पंजाब व हिमाचल प्रदेश के किसानों के लिए एक दिवसीय कार्यशाला आर आई सी एम चण्डीगढ़ के सभागार में आयोजित की गई। कार्यशाला का मुख्य उद्देश्य उत्तरी राज्यों में आर आई सी एम को किसानों और सहकारी समितियों की प्रदर्शन क्षमता को बढ़ाना था। पंजाब, हरियाणा, हिमाचल प्रदेश, दिल्ली और जम्मू-कश्मीर के किसानों और सहकारी समिति के सदस्यों के लिए कार्यशाला का उद्देश्य अनुभव और ज्ञान साझा करने के लिए एक मंच प्रदान करना था। संपर्क और सहभागिता से खाद्य, कृषि और सहकारी क्षेत्रों में एक प्रो-स्टार्ट-अप वातावरण बनाना था। कार्यशाला में उत्तरी राज्य के लगभग 150 किसानों ने भाग लिया। कृभको द्वारा सभी प्रतिभागियों को कृभको के कैरी बैग व कृभको उत्पादों व कृषि की नवीनतम टैक्नोलॉजी से सम्बन्धित पुस्तिका प्रदान की गई।



Omni-channel Marketing and Cultivating Farmers

TRADITIONAL E-COMMERCE MULTICHANNEL OMNICHANNEL

The good, old-fashioned bricks and mortar store

Online shopping has skyrocketed in recent years

Various, disconnected channels for customers to use independently

An integrated, seamless experience across multiple devices and touch points

Omni-channel Marketing, Retailing or Omni-channel (meaning all channels) is the optimization of multiple sales channels with high level of integration. It is seamless unified experience of online and offline channels. It is combination of brick-and-mortar locations to onsite store, mobile-browsing, social media, ecommerce marketplaces, retargeting and everything in between.

In a recent study, it is found that majority people believe that purchase to returns should be accessible through all channels. Rapid digitalization has created new generation of customers whose expectation is high. They expect seamless experience along with high-quality products and services. They use different devices and channels during their buying journey. Study conducted by one research organization found that companies who adopted Omni-channel have average 9.5% increase in annual revenue same time 7.5% decrease in cost per customer contact and 89% customer retention rate.

Today's customer expects required product has to be always available in the store. Otherwise, customer can easily switch over to other store.

Today's farmers use all available channels for researching, buying and using agricultural products 1) Retail store 2) in-person representation and 3) online channels. Few farmers prefer online channels for search, product comparison and order placement whereas few prefer personal contact/relationships with agriculture providers, representatives and dealers for use and service of product. Meanwhile authenticity of information in online platform sometimes creates distrust on mind of certain section of farmers. Sometimes they depend on trade shows for news of leading innovations and agriculture practices, which gives requisite expertise to agronomists, product specialists, and sales representatives. Sometimes representatives and dealers don't have knowledge of the individual farmer's business, information required to farmers, own company's products, availability and other required information. The biggest issue of farmer is that unavailability of right information at right time i.e. price, product comparison, Product details, Stock details, delivery period and its response in 24/7.

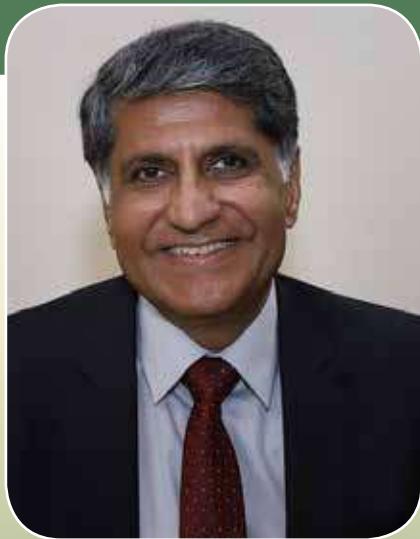
With retirement of old farmers and inclusion of new generation young farmers is likely to rise in future. Most of the new generation young farmers use smartphones and wish to have a single streamlined device for all requirements. More than 50% of farmers are aged 35 and increasingly using online channels for agricultural purchases. These farmers are expressing their desire to buy online as they get right product easily with lowest price. Increase in purchase power and preference of digital channels will influence the purchase pattern in future, however most of the agriculture mobile apps are incomplete and do not cover all the topics what the farmer want. Mobile optimization, Web pages only for desktop and laptop, apps with limited functionality are major issues. If mobile apps / websites are made better accessible and informative, the digital adoption would likely to be much faster.

Agriculture-product companies have an opportunity to provide Omni channel buying experiences with optimization of multiple sales channels with high level of integration based on farmer needs and preferences. These companies need to understand buyer's preferences and prioritize that matter. Targeting & segmentation of farmers and understanding need of the farmers with Omni channel engagement will have the biggest impact. Better service on page opening, visibility of menu and navigation, store-locator, information filtering. Integration, analytics, and dashboards gives easy visibility into product, pricing, and inventory information to farmers as well as field representatives. Software providers need to think on integrated way, using human and software to reduce gaps and add value. Implementation of CRM for performance measurement and feedback is crucial. A right & hassle-free Omni channel experience captures the market share and attract greater loyalty. Agriculture-product companies, who create the most rewarding Omni channel experiences, will reap the biggest harvest.

- Nihar Ranjan Behara
Dy. Manager (Materials)



Like other people, farmers also like easy-to-use digital interface for their buying journey i.e. seed, crop protection, fertilizer use, farming equipment and information etc., however, farmers aren't getting what they want. Non availability of right expertise & network at the right time creating dissatisfaction among farmers, which is an opportunity for new generation entrepreneurs. Both agricultural start-ups and industry leaders understand that agriculture sector is the least explored area and has huge potential for integrated Omni-channel environment.



Shri Rajan Chowdhry appointed as Managing Director of KRIBHCO

Shri Rajan Chowdhry has been appointed as the Managing Director of Krishak Bharati Cooperative Limited (KRIBHCO), the world's premier fertilizer producing cooperative.

Shri Rajan Chowdhry has been working with KRIBHCO since 1st June 1984. He was the Finance Director of KRIBHCO for the past 6 years. Before that, Shri Chowdhry was on deputation with KRIBHCO Fertilizers Limited (KFL) as Chief Finance Officer and with Indraprastha Power Generation Company Limited (IPGCL) & Pragati Power Corporation Limited (PPCL) as Director (Finance).

Shri Rajan Chowdhry is a Commerce Graduate from SRCC, Delhi University and also a fellow member of The Institute of Chartered Accountants of India. Shri Chowdhry has proven his mettle in various leadership roles across organizations.

Mr SS Yadav is elevated as Director (HR)



Mr SS Yadav has been elevated as Director (HR) of KRIBHCO. Mr Yadav Joined Gramin Vikas Trust (GVT) a social development organisation established by KRIBHCO as CEO and later became ED (HR) of KRIBHCO.

Mr Yadav is B.Tech in Electronics and Communications and belongs to Indian Engineering Services (IES) of 1989 UPSC batch and

more importantly, Mr Yadav has completed his Masters from prestigious London School of Economics in Public Management.

18 years of his total 27 years in Government of India were devoted to working at various senior positions in telecom sector. He has been instrumental in implementing a few

large scale projects in telecom sector including planning and implementation of GSM mobile networks in Ghaziabad and Noida.

For his outstanding performances in his parent department, he was chosen by Department of Personnel and Training, GOI, to work on deputation as Director in National Disaster Management Authority from 2009-2011. During this period, he conceptualised, prepared the DPR for a very large size World Bank funded project with an outlay of Rs. 1,497 Crore, got it approved and partly implemented it during his tenure.

Mr Yadav also worked as Director in Election Commission of India from 2012-2014 for preparing the election machinery for General Elections 2014. During his tenure with ECI, he was credited for his key role in setting up India International Institute for Democracy and Election Management.



Shri RS Mathur becomes ED (F&A)

A Chartered Accountant by profession, having experience of more than 30 years in the field of Accounting, Auditing, Financial Management, Taxation and Treasury Management, Mr. RS Mathur Joined KRIBHCO during 1987. Mr. Mathur has versatile experience in different capacities such as Internal Audit, Marketing (Finance), Head of Plant-Finance and Corporate Finance. He has been instrumental in establishing

systems and controls in Plant, dealt with foreign lenders, and greatly contributed in bringing systemic changes to align with the parent organization, KRIBHCO. Mr. Mathur was deputed to OMIFCO, Oman in January, 2015 for two years as Financial Controller with additional responsibility as Secretary to the Board and Audit Committee. He equally takes interest in sports and cultural activities.

Shri VSR Prasad appointed ED (CR & Mktg)

Shri Vemulapalli Sivaram Prasad has been elevated as Executive Director (Cooperative Relations & Marketing) w.e.f. December, 2019. Shri Prasad has done his Masters in Business Administration with specialization in Marketing. Currently he is holding the portfolio of Zonal In-charge East, Cooperative Relation and Port Operations.

During his 32 years of service in KRIBHCO he has worked in various capacities like Area Manager, Chief State Manager, Chief General Manager & Zonal In-charge South West.

Prior to his joining at KRIBHCO Shri Prasad has worked in IFFCO.





New Year Celebration

On January 1, 2020, a cultural programme was organized in KRIBHCO Auditorium at KRIBHCO Corporate Office, Noida. In this programme, employees from Corporate Office, Plant & Field of KRIBHCO, KRIL and wards of employees of KRIBHCO and KRIL participated with full vigor and enthusiasm.

The program was inaugurated by New Managing Director - Mr. Rajan Chowdhry, Marketing Director - Mr. V.S. Sirohi and Director (HR) - Mr. S.S. Yadav and their spouses. The program was a half-day event with solo & group dance, instrumental and singing performances by the participants ranging from the age of 8 years to more than 50 years.

● Independence Day

KRIBHCO celebrated the 73rd Independence Day at KRIBHCO Office, Noida with full vigour. Our Marketing Director, Mr VS Sirohi, hoisted the flag and shared the accomplishments of KRIBHCO in his speech. All the wards of employees who secured more than 80% in their 10th or 12th class were rewarded with prize money. Also, Long Service Award was presented to the employees who have completed 25 years or 30 years of service at KRIBHCO. Wards of employees who participated in the Painting Contest held in July 2019 were awarded with participation certificates and a small gift followed by releasing of tri-coloured balloons by the Marketing Director.



Independence Day Celebrations

Head Office - NOIDA





HAZIRA PLANT

It is a matter of pride for each and every Indian to salute Mother India and to celebrate the Independence Day every year. Keeping the memories of freedom struggle by our national leaders, this year too Krishak Bharati Co-operative Limited (KRIBHCO) celebrated 73rd Independence Day on 15 August 2019 in KRIBHCO Head Office at Noida and Hazira Plant at Surat with great pride, respect and enthusiasm.

On this occasion, Shri MR Sharma, Operations Director, KRIBHCO hoisted the National Flag at Hazira Plant followed by march-past (parade) by personnel of Security Department and students of Kendriya Vidyalaya.

Students of both the schools and kids of Bal Bhavan (run by Prerena Mahila Club, KRIBHCO) presented patriotic songs in front of the august gathering of employees and their family members.

With a view to boost the morale of employees, prizes and certificates were distributed by Operations Director for their commendable suggestions and excellent performance for betterment of KRIBHCO Plant. Besides this, prizes were also distributed to meritorious wards of KRIBHCO employees for their outstanding academic achievements. Shri Sharma also hoisted the National Flag in village Kawas wherein Sarpanch, Members of Taluka Panchayat, Students of Kawas Gram Panchayat and villagers gathered to celebrate the occasion.



भारतीय अंतर्राष्ट्रीय सहकारी व्यापार मेला में कृषकों की सहभागिता

- श्रवण कुमार एवं शशि कान्त
कृषि परामर्श विभाग

राष्ट्रीय सहकारी विकास निगम द्वारा विभिन्न मंत्रालयों तथा अन्य सहकारी संस्थाओं के प्रायोजन से कृषि निर्यात को दोगुना करने और भारतीय किसानों और कृषि उत्पादों को वैश्विक मूल्य शृंखलाओं के साथ एकीकृत करने के उद्देश्य से प्रथम भारतीय अंतर्राष्ट्रीय सहकारी व्यापार मेला (आईआईसीटीएफ) प्रगति मैदान में 11 से 13 अक्टूबर, 2019 तक आयोजित किया गया।

इस तीन दिवसीय मेले में बड़ी संख्या में भारतीय सहकारी समितियों और अंतर्राष्ट्रीय सहकारी संगठनों सहित अंतर्राष्ट्रीय खरीदार, सहकारी, कारपोरेट एवं निजी संस्थानों द्वारा सहभागिता की गई। उनके द्वारा कृषि और संबद्ध क्षेत्रों की पूर्ण मूल्य शृंखलाओं, कोल्ड चेन, डेयरी, जिन्सों, निर्यात, प्रौद्योगिकी, जलवायु के अनुरूप कृषि, प्रसंस्करण, पैकेजिंग, भंडारण, मशीनरी, ब्रांड का प्रचार, विपणन, सहकारी-बैंकिंग, कृषि-तकनीक, साइबर-सुरक्षा, मवेशी, मत्स्य पालन, हथकरघा, हस्तशिल्प, कपड़ा, उपभोक्ता सामान, खुदरा आतिथ्य, बीमा, वित्त, कृषि, स्वास्थ्य सेवाएं, महिला समूहों के उत्पाद और क्षमता विकास जैसे कोआपरेटिव-टू-कोआपरेटिव व्यापार पर ध्यान केंद्रित किया गया।

इस मेले के दौरान सम्मेलनों, प्रदर्शनियों, बी2बी बैठकों, सी2सी बैठकों, बिक्री संवर्धन, विपणन और उत्पादों के प्रदर्शन के साथ व्यापार, नेटवर्किंग, नीति प्रचार आदि का आयोजन किया गया। इसकी बदौलत प्रतिभागियों को भारत और विदेश के सहकारी संगठनों के साथ व्यापार की संभावनाओं का पता लगाने और सहयोग करने के अपार अवसर प्राप्त होंगे।

कृषकों द्वारा भी इस मेले में प्रदर्शनी स्टॉल लगाया गया, मेले में किसानों को नवीनतम कृषि जानकारी देने हेतु तकनीकी साहित्य उपलब्ध कराया गया तथा कृषकों द्वारा प्रदत्त सेवाओं - मिट्टी एवं बीज परीक्षण के अतिरिक्त कृषकों के विभिन्न संबंधित एवं उत्पादों को प्रदर्शित किया गया।

इस दौरान श्री वी एस सिरोही, विपणन निदेशक एवं श्री एन के भादू महाप्रबंधक (विपणन) कृषकों द्वारा स्टॉल का भ्रमण किया गया तथा विभिन्न राज्यों से आये किसानों को कृषकों के बारे में जानकारी दी गई। उन द्वारा कृषकों के उत्पादों एवं किसानों हेतु किये जा रहे कृषि विकास एवं ग्रामीण विकास कार्यक्रमों की सराहना की गई। मेले में आए 500 से अधिक किसानों द्वारा आगंतुक पुस्तिका में कृषकों के सराहनीय कार्यों के सम्बन्ध में टिप्पणियां दर्ज की गई। इस अवसर पर कृषकों द्वारा 2000 से अधिक निःशुल्क कृषि तकनीकी साहित्य उपलब्ध कराया गया। इस अवसर पर विपणन निदेशक कृषकों ने आगंतुक किसानों से कृषकों द्वारा दी जा रही सुविधाओं का लाभ उठाने का आग्रह किया।



Visit of RGB Delegates

Shri Pareshbhai Patel, Board of Director, KRIBHCO along with the members of Representative General Body of KRIBHCO & Cooperative Officials of Gandhinagar District visited KRIBHCO Hazira plant on 23 July 2019. The delegates visited Hazira Plant, Bharat Mandir and KRIBHCO Township. A warm welcome was given by Shri M R Sharma, Operations Director to Shri Pareshbhai Patel and RGB Members. Senior officials and officials of HR Dept. KRIBHCO were also present on the occasion.



Annual General Meeting of KRIBHCO Karmachari Sangh

The Annual General Meeting of KKSD & PSL was held on 10 July 2019 at HRD Auditorium. Members of the cooperative societies were present at the AGM. Currently the Society has 1069 members.



CSR Activities

In line with the corporate philosophy of KRIBHCO, various community development activities in and around Surat District of Gujarat are being undertaken. With a view to promoting education in rural and tribal areas, KRIBHCO has been supporting educational institutes by way of construction of class-rooms and sanitation blocks, providing furniture, books and book-shelves for Libraries, Laboratory instruments, school uniform and education kits consisting books and stationery items etc.

On 17 July 2019, study materials were provided for students at Kawas and Ichhapore by Shri MR Sharma, Operations Director, KRIBHCO and Shri NK Sahoo, GM (HR) wherein Sarpanch, Members of Taluka Panchayats, and parents were also present.

KRIBHCO Staff Club Organizes Gujarati Drama

KRIBHCO Staff Club has organized a Gujarati Drama on 9 November 2019 at KV Auditorium. It was received with overwhelming response from Township residents. KRIBHCO Staff Club organizes various activities like sports, dance & music classes at KRIBHCO Township for its members and their wards.



Ammonia Buyers' Meet

Ammonia Buyers' Meet for the year 2019 was organized at KRIBHCO Hazira Plant on 20 August 2019. Dealers from various parts of India participated in the event. The issues related to Ammonia Policy & International Scenario, KRIBHCO's Ammonia surplus availability, Fire & Safety Measures, Loading & Transportation, Financial aspects were discussed at the meeting.

Shri VS Sirohi, Marketing Director, gave an overview of KRIBHCO's Marketing scenario, present production of Ammonia, GOI policies relating to sale of surplus Ammonia from Urea units, price fixation for sale of Ammonia, sales of surplus Ammonia and Import Parity Price (IPP). Shri MR Sharma, Operation Director also addressed the Ammonia Buyers in the presence of KRIBHCO's Marketing and Plant officials.



Visit of Chairman & Chief Executive of Heavy Water Board (HWB)

Dr U Kamachi Mudali, Chairman & Chief Executive of Heavy Water Board (HWB), visited Heavy Water Plant, Hazira on 9th & 10th October 2019. The Chairman, HWB visited Heavy Water Plant and held meeting with officials of HWB and Senior Officials of KRIBHCO. In accordance with the long term agreement with Heavy Water Plant, this plant is under Operations & Maintenance contract of KRIBHCO Hazira Plant.



Ammonia Safety Awareness Campaign at Kendriya Vidyalaya No.2



Ammonia Safety Awareness Campaign was organized at Kendriya Vidyalaya on 5 October 2019. The Officials of Fire & Safety explained about safety measures for prevention LNG/CNG leakage, Kitchen Safety, Ammonia Safety for the students of Kendriya Vidyalaya No.2 at KRIBHCO Township. KRIBHCO is conducting Health & Ammonia Safety programs in nearby villages also to create awareness amongst village people.

Pradhan Mantri Bhartiya Janaushadhi Kendra (PMBJK) at KRIBHCO Hospital

Considering the various advantages of PMBJK and cost saving, Pradhan Mantri Bhartiya Janaushadhi Kendra was inaugurated by Shri MR Sharma, Operations Director in KRIBHCO Township on 14 November 2019. Residents of the Township, senior executives, representatives of KKS & KOA were present.

'Pradhan Mantri Bhartiya Janaushadhi' is a campaign launched by the Department of Pharmaceuticals in association with Central Pharma Public Sector Undertakings, to provide quality medicines at affordable prices to the masses through dedicated outlets called 'Pradhan Mantri Bhartiya Janaushadhi Kendra'. These provide generic medicines at much lesser price. The potency of these medicines are same as compared to expensive branded medicines available in the open market.



Ashirwad - KRIBHCO Senior Citizens' Club

As a part of Corporate Social Responsibility, KRIBHCO is running a Senior Citizen Club, 'Ashirwad', at KRIBHCO Township, Hazira Surat.

KRIBHCO has provided township accommodation to its employees and many parents of the employees are also staying with them. KRIBHCO is dedicated to the service of senior citizens enabling them to live an independent life with respect and dignity. KRIBHCO regularly organizes Bhajan Kirtna, religious tours and picnics to take care of the senior citizens of KRIBHCO and nearby villages.

The Annual Foundation Day of Ashirwad was celebrated on 14 July, 2019 at KRIBHCO Township. Shri MR Sharma, Operations Director and Mrs Manju Sharma graced the occasion. Senior officers and members of the KRIBHCO Ladies Club were also present on the occasion.



हजीरा कांठा विस्तार विकास सहकारी मंडली लिमिटेड का 24 वाँ पुरस्कार वितरण समारोह

सूरत। हजीरा कांठा विस्तार विकास सहकारी मंडली लिमिटेड ने 05 अक्टूबर को कृभको समाज सदन में एल एंड टी द्वारा प्रायोजित 24 वाँ पुरस्कार वितरण समारोह आयोजित किया। समारोह का उद्घाटन दीप प्रज्वलित कर किया गया, जिसमें सांसद श्री सी आर पाटिल, श्रीमती झंकणाबेन पटेल, विधायक चौरासी, श्री मुकेशभाई पटेल, विधायक, ओलपाड, श्री एम आर शर्मा, परिचालन निदेशक, कृभको, श्री अंतीक देसाई, उपाध्यक्ष, एलएंडटी, हजीरा, श्री छोटभाई पटेल, हजारों स्कूली छात्र, शिक्षक, सरपंच, सदस्य तालुका पंचायत, और आसपास के ग्रामीण भी उपस्थित थे। समारोह का आयोजन हजीरा कांठा विस्तार विकास सहकारी मंडली लिमिटेड के समिति सदस्यों द्वारा किया गया। कृभको हमेशा ऐसी सामाजिक कल्याण गतिविधियों को प्रोत्साहित करने के लिए, बुनियादी सुविधाएं और अन्य सुविधाएं प्रदान करके अपने सहयोग का विस्तार करता है।



अमोनिया सुरक्षा जागरूकता कार्यक्रम

सूरत। कृषक भारती कोआपरेटिव लिमिटेड के फायर एंड सेफ्टी विभाग, हजीरा-सूरत ने अमोनिया गैस सुरक्षा जागरूकता और आपातकालीन तैयारी से परीचित कराने के लिए कवास स्थित स्कूल में कवास गाँव वासियों के लिए 19 अगस्त को अमोनिया सुरक्षा जागरूकता कार्यक्रम का आयोजन किया।

कृभको के अग्नि और सुरक्षा विभाग अधिकारियों ने दर्शकों को अमोनिया, आपदा प्रबंधन और आपातकालीन तैयारी, प्राथमिक चिकित्सा और स्वास्थ्य तथा सुरक्षा सावधानियों संबंधी विभिन्न सुरक्षा सावधानियों के बारे में अवगत कराया। आग की घटनाओं के दौरान बुझाने के लिए अग्निशामक का उपयोग भी छात्रों और ग्रामीणों को व्यावहारिक रूप से दिखाया गया। श्री हर्षद भाई पटेल, सरपंच (कवास) ने ग्रामीण निवासियों के लिए इस तरह के जागरूकता कार्यक्रम आयोजित करने के लिए कृभको प्रबंधन की सराहना की।



प्लास्टिक मुक्त भारत का संदेश दिया

सूरत। गांधी जयंती के 150 वें वर्ष के उपलक्ष्य में कृभको अपने हजीरा प्लांट में विभिन्न गतिविधियों जैसे स्वच्छ भारत अभियान, प्लास्टिक-मुक्त-भारत, फिट भारत, खादी प्रदर्शनी इत्यादि का आयोजन कर रहा है।

एकल उपयोग वाले प्लास्टिक पर प्रतिबंध के बारे में जागरूकता पैदा करने के लिए, कृभको के कर्मचारियों की एक टीम ने 13 अक्टूबर को कृभको टाउनशिप से दांडी तक मोटर-साइकिल रैली का आयोजन किया। इस रैली को टाउनशिप निवासियों की उपस्थिति में कृभको के परिचालन निदेशक श्री एम आर शर्मा ने हरी झंडी दिखाकर रवाना किया। मोटर-साइकिल चालक स्वच्छ भारत अभियान’ और प्लास्टिक मुक्त भारत’ के खादी के बने हुए बैनर के साथ दांडी के लिए रवाना हुए। कृभको के इस टीम ने दांडी में महात्मा गांधी को श्रद्धांजलि दी और दांडी समुद्र तट पर सफाई की।



गांधी जयंती पर लिया स्वच्छता का संकल्प

कृभको में 2 अक्टूबर, 2019 को महात्मा गांधी की 150 वीं जयंती मनाई गयी। कृभको टाउनशिप के निवासियों, शिक्षकों और केंद्रीय विद्यालय के छात्रों ने राष्ट्र पिता को श्रद्धांजलि दी। इस अवसर पर, कृभको हजीरा प्लांट के परिचालन निदेशक, श्री एम. आर. शर्मा ने महात्मा गांधीजी को श्रद्धांजलि अर्पित करते हुए कृभको टाउनशिप में खादी शॉप का उद्घाटन किया। इस उत्सव पर कृभको प्लांट के वरिष्ठ अधिकारी भी उपस्थित थे। श्री शर्मा ने कृभको कर्मचारियों और निवासियों द्वारा कृभको को स्वच्छ और हरा रखने के लिए किए गए प्रयासों की सराहना की और सभी से प्लास्टिक के उपयोग पर प्रतिबंध लगाने का अनुरोध किया। केंद्रीय विद्यालय के शिक्षकों और छात्रों ने महात्मा गांधी के दृष्टिकोण को आगे बढ़ाने के लिए सामूहिक शपथ ली और कृभको टाउनशिप में फिट इंडिया प्लॉगिंग रन का आयोजन किया।



समाज की शिल्पकार महिलाओं का पुंज प्रेरणा लेडीज क्लब

महिलाएं अपने परिवार के साथ ही पूरे समाज की शिल्पकार हैं, जो अपने जीवन में तरह तरह की भूमिकाएं निभाते हुए, सम्पूर्ण जीवन को नयी दिशा देती हैं और समय के अनुरूप सब कुछ बदलने की क्षमता रखती हैं। इसी को नारी शक्ति के रूप में जाना और समझा जाता है। प्रेरणा लेडीज क्लब की हर सदस्या अपने घर-परिवार की ज़िम्मेदारियों को बखूबी निभाते हुए अपने अमूल्य समय में से कुछ समय चुगा कर मनोरंजन के साथ-साथ दूसरों की भलाई और कल्याण के लिए कार्य करती हैं। कोई भी त्योहार चाहे छोटा हो या बड़ा, खुशिया कैसे आपस में मिल-जुलकर बांटी जा सकती हैं, ये देखना हो तो प्रेरणा लेडीज क्लब में आसानी से देखा जा सकता है। त्यौहारों व सांस्कृतिक कार्यक्रमों को मनाने का सिलसिला पूरे वर्ष एक के बाद एक चलता ही रहता है। 2019 में क्लब के कार्यक्रम भी थीम बेसिस रहे। फ़ेस्टिव थीम तो ठीक है पर हर बार कुछ अनोखे व रोचक थीम जैसे पंजाबी थीम, कभी बॉलीबुड थीम, तो कभी सास-बहू थीम और शादी सीज़न में शादी थीम के साथ ही क्लब मेम्बर्स ने अपनी प्रेसिडेंट, श्रीमती शर्मा के मार्गदर्शन में बड़ी ही सजनशीलता दिखाई।



सितंबर माह में शारदीय नवरात्र के अंतर्गत हमेशा की तरह मनभावन झांकी, दुर्गा स्तुति, नृत्य का सुंदर आयोजन कर भजनों की प्रस्तुति एवं प्रसाद वितरण किया गया। अक्तूबर में दिवाली उत्सव में दीपोत्सव-दीपमाला नामक कार्यक्रम मिठाइया, भोजन, उपहार, पटाखों आदि के साथ शानदार तरीके से मनाया। दिसम्बर में ठंड की ठिठुरन शुरू होते ही अपने सामाजिक कार्यक्रम के तहत जरूरतमंदों को शॉल देकर श्रीमती शर्मा ने ठंड से सिहर रहे लोगों के तन को गर्माहट का एहसास करवाया। साल के अंत में चठ मैडम की सप्राइज़ विज़िट पर उनके स्वागत में क्लब मीटिंग रखकर उनके लिए कल्चरल प्रोग्राम के साथ फ़ैशन शो रखा। इसमें क्लब की सभी सदस्याओं ने बढ़-चढ़कर हिस्सा लिया और विजेताओं को पुरस्कृत किया गया।

मेडिकल कैप, आशीर्वाद सुचारू रूप से चल रहे हैं। साल भर क्लब में हर पल नवीनता का एहसास लिए श्रीमती शर्मा धन्यवाद की पात्र हैं। उनके द्वारा संकलित कुछ तस्वीरें जो कि विभिन्न अवसरों पर ली गयी हैं निश्चय ही प्रशंसनीय हैं। आशा है की इसी प्रकार क्लब प्रगति करता रहेगा।





Heavy Water Plant, Hazira, wins National Safety Awards



The Heavy Water Plant of Hazira, KRIBHCO Nagar, Surat was selected for grant of National Safety Award for the year 2017. The Award was presented by the Hon'ble Minister of State, Labour & Employment, Shri Santosh Kumar Gangwar, on 17 September 2019 at Vigyan Bhawan, New Delhi. Shri Nawal Kishore Gupta - GM (Tech.) received the award.

The National Safety Awards are given by the Government of India in recognition of the good safety performance by Industrial establishments and to stimulate and maintain the interest of both the management and the workers in accident prevention and safety promotion programs.

Heavy Water Plant, KRIBHCO Nagar, Hazira Wins Indian Chemical Council (ICC) Award for Excellence in Energy Conservation & Management



The Heavy Water Plant of Hazira, KRIBHCO Nagar, Surat has won the Indian Chemical Council (ICC) Award for Excellence in Energy Conservation and Management for the year 2018 under Category-I. The award was presented on 27 September 2019 at an Award ceremony of ICC at Mumbai. As per long term Agreement with Heavy Water Plant, this plant is under Operations & Maintenance contract of KRIBHCO Hazira Plant.

Safety & Health Awareness Program for Ladies



KRIBHCO in collaboration with 'PRERNA' Ladies Club organized a Safety & Health Awareness Program for Ladies of KRIBHCO Township on 3 September 2019 at KRIBHCO Officers' Club Auditorium. Shri MR Sharma, Operations Director, inaugurated the function where the senior officials of Technical Dept Fire & Safety, and HR Department were present.

Officials of Fire & Safety explained the various safety measures for prevention LNG/CNG leakage, Kitchen Safety, Ammonia Safety. Dr Payoj Tewari of KRIBHCO Hospital explained various aspects of Health awareness and first aid treatment.

A Safety quiz was also arranged to create awareness amongst township residents and winners were awarded prizes by Mrs. Manju Sharma, President of Prerna Ladies Club, KRIBHCO.

Ladies of township actively participated in the Health & Safety program. KRIBHCO is conducting Health & Ammonia Safety programs in nearby villages also to create awareness amongst village people.

Community Welfare Activities by KKSD&P Society

KRIBHCO Karmachari Sahakari Dhiran & Purvatha Society Ltd, (KKSD & P Society Ltd) managed by employees of KRIBHCO Plant is also extending community welfare activities as and when the requirement arises. In the month of December, KKSD & PS collected winter wear clothes & blankets, food packets etc given voluntarily by the residents of KRIBHCO Township and donated them to the poor and needy people / families of tribal villages, including school children. The villagers appreciated the efforts and help provided by KKSD & PS.



Swachhata Abhiyan

As part of this mission and to make our Township neat and clean a 'Clean KRIBHCO, Green KRIBHCO', drive was held in the Township. With the aim of cleaning and beautifying the Township, many residents came forward and participated in the program with zest and enthusiasm. Mr M. R. Sharma, Operations Director, with his constant support and guidance, is playing an instrumental role in making the drives successful.



Farewell to Managing Director at Plant

Shri N Sambasiva Rao, Managing Director visited Hazira Plant on 27 December 2019. MD visited KRIBHCO Plant, Bharat Mandir, Sai Mandir, held meetings with Senior Officials, office bearers of KRIBHCO Karmachari Sangh, KRIBHCO Officers Association. A farewell function was arranged at HRD Auditorium to the outgoing MD. All employees and senior officers, were present. Prerna Ladies Club arranged a cultural program at VIP Guest House in honour of the outgoing Managing Director.



Prerna Ladies Club welcomes Smt Rao



MD Addressing Sr Officers at Guest House

Ganesh Utsav Celebrations



LORD GANESH UTSAV was celebrated during 2 to 12 September 2019 at KRIBHCO Township. The celebrations were organized by 'KRIBHCO Ganesh Yuva Mandal'. All the Township residents gathered at Ganesh Chowk to seek the blessings of Lord Ganesha. Cultural programmes and daily poojas were conducted during the Celebrations. A Drawing competition for children and Garba competition for elders and children were special attractions. The Utsav ended on 12 September 2019 with the immersion of Lord Ganesha in river Tapti.

To create awareness amongst township residents, 'Swachhata Abhiyan' Posters were also displayed all around the Pandal.

Navratri Celebration

The Navratri this year was celebrated with great passion and devotion from 29 September to 7 October, 2019. The traditional GARBA, saw enthusiastic participation from all the residents of Township. Dussehra was celebrated on 8 October, 2019 marking the victory of goodness over evil.



Diwali Celebrated

India is a land of festivals. However, none of the festivals come close to Diwali when it comes to magnificence. It is certainly one of the biggest and brightest festivals in India.

At KRIBHCO, Diwali New Year Milan was celebrated on 28 October 2019. On this occasion, Shri MR Sharma, Operations Director greeted one and all. "Prerna" Ladies Club members organized a dance program on this occasion. After the new year function, Operations Director along with Senior Executives visited all control rooms in the plant and offered Diwali wishes to employees.



स्वच्छता काव्य

स्वच्छता एक संस्कार है, स्वच्छता सुविचार है, देश के हर नागरिक का, स्वच्छता अधिकार है।

स्वच्छता एक सम्मान है, स्वच्छता ही इमान है, देश के हर नागरिक का, स्वच्छता स्वभिमान है।

स्वच्छता समझदारी है, स्वच्छता साझेदारी है, देश के हर नागरिक की, स्वच्छता जवाबदारी है।

स्वच्छता एक आदत है, स्वच्छता इबादत है, देश के हर नागरिक की, स्वच्छता जरुरियात है।

स्वच्छता ऋग्मदान है, स्वच्छता पुण्यकाम है, देश के हर नागरिक का, स्वच्छता परिधान है।

स्वच्छता एक भक्ति है, स्वच्छता दिव्यशक्ति है, देश के हर नागरिक की, स्वच्छता अभिव्यक्ति है।

स्वच्छता दिव्यकर्म है, स्वच्छता पावनधर्म है, देश के हर नागरिक का स्वच्छता नैतिक फर्ज है।

स्वच्छता देश की जान है, स्वच्छता देश की शान है, गांधीजी के भारत की, स्वच्छता ही पहचान है।

डी डी प्रजापति
उप प्रबंधक (उत्पादन)





KRIBHCOTSAV (Anand Mela)

'KRIBHCOTSAV-2019' - Anand Mela was organized jointly by KRIBHCO Officers' Club, Prerna Ladies Club and KRIBHCO Staff Club on 15 December 2019 at KRIBHCO Open Air Ground, KRIBHCO Township, Surat.

The 'KRIBHCOTSAV' Team made superb arrangements with Food Stalls, Game stalls, Entertainment activities, Live Music, Traditional Indian Cuisine, Camel / Horse Rides arts, Fire Camp and shopping stalls to engage all attendees throughout the event. Thousands of KRIBHCO residents, people from nearby villages and industries also visited to the Mela. It was full of fun and enjoyable with lots of tasteful house-made items, fun and games. This Mela brought all the residents of township at one place to promote the spirit of togetherness.



KRIBHCO Day Celebration

On the occasion of KRIBHCO Day on 14 November 2019, an Internal Talent program was organized at KV Auditorium with an aim to provide a platform for exhibiting the internal talents of employees and their wards. The response from the employees and their wards was an overwhelming.



Machine Learning

We will teach machines and they will teach us that how well they have learned

Who would have imagined 10 years back that from a beggar to Jeff Bezos would be using the Touch Screen phone (Yeah both are having a phone of different quality But Still, it is an epitome of change in the world of technology)

Similarly, a day is not far away when the world would be run by Machines more and Humans less - "Machines are coming for US."

Here, I just want readers to visualize how it seems impossible to have fully automated industries, considering the criticality, safety, optimization, and required perfection. But, Technology is increasing at the pace like never before and which leads to believe that we can encounter to a fully automated industry at any upcoming corner of life.

"Fully Automated Industries" - The concept has already started taking place on the paper with some pilot projects in some corners of the planet. A day is not far away when a need for the human being in process industries will be reduced. Whether it is a good thing or a bad thing is a debatable topic. But that day is not far from our reach.

Following two existing facts may lead you to believe the same.

1) "Light Out Factory" Concept:

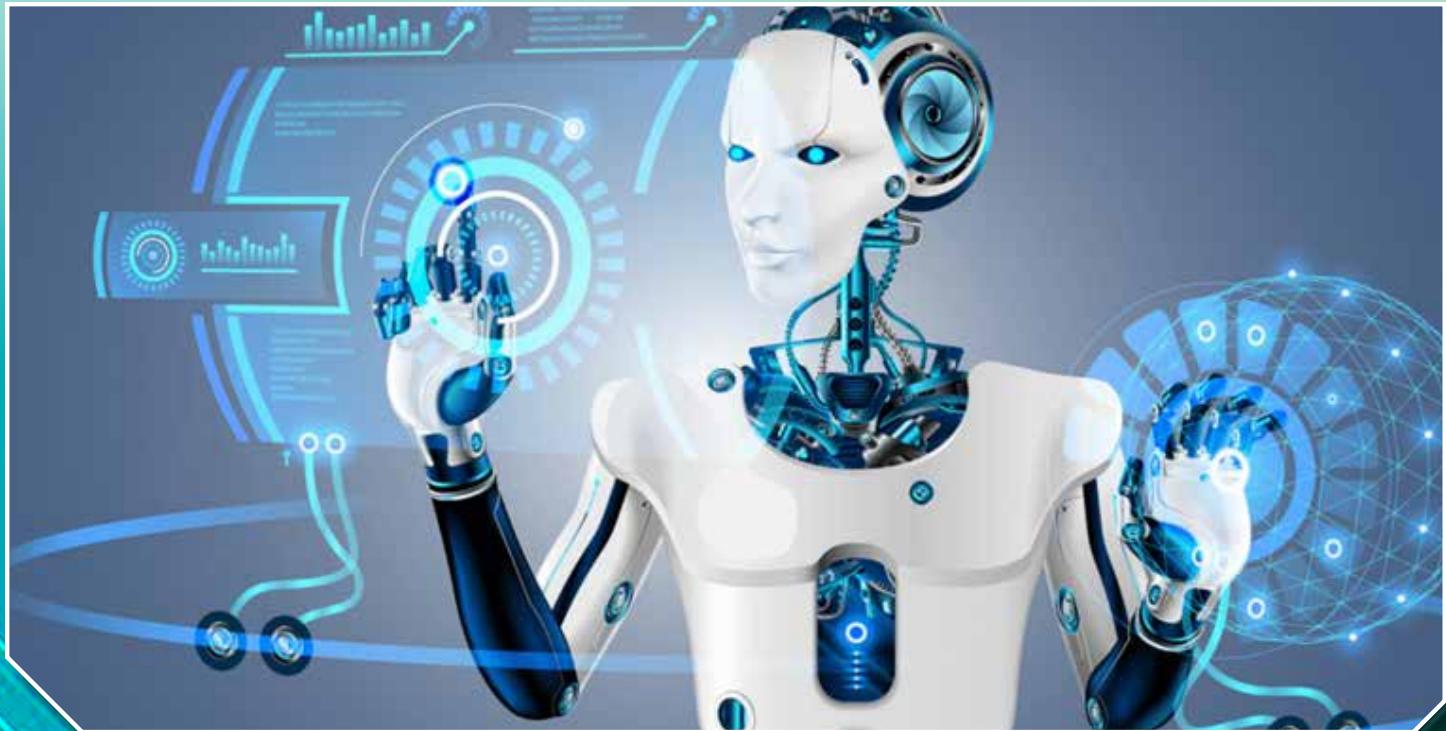
FANUC (Factor Automated Numerical Control), the Japanese robotics company, has been operating a "lights out" factory for robots since 2001. Robots are building other robots at a rate of about 50 per 24-hour shift

(Sounds Like Terminator movie is coming out from reel to real life. Isn't it?) Yeah, That day is not far away.

2) The Miracle called Watson (An IBM company product):

IBM Watson can analyze the data fed into it and come up with an accurate prediction. That too against a natural human language which we use in our daily life. It is very very difficult to differentiate and decode Human's literal and non-literal language and prepare-provide answers to that. But, Watson does that with ML's experienced-based Algorithm, which tunes the algorithm itself, the way we learn, it teaches itself with help of initially fed databases.

Watson won a quiz show - Jeopardy (an amalgam of encyclopaedic recall, untangling of convoluted and often opaque statements, quick and strategic response.) in the year 2011. Watson defeated Ken Jennings, who was the world champion, winner of 74 times Jeopardy quiz.



It may not be a strange thing, in the near future to see a combination of above mentioned two things, Robots and Human Kind of Brains and to cherish a company of robot with emotions which would be operating Industries.

At Present, various industries like fertilizers, pharmaceutical, petrochemical, energy, water treatment plant require to be operated at controlled set-points, it should be robust to disturbances and failures, and have guaranteed stability. This is all done by applying Control Systems theory, a branch of applied mathematics that has made possible the application of all the technological advances. From maintaining a constant pressure in a tank or a constant power output of an energy plant or water flow from a treatment plant, the Control Systems theory

helps design the feedback loops that optimally maintain the processes operationally.

But, it does not reduce the requirement of human supervision at all, as of now. The solution is applied Neural Network (an algorithm in Machine Learning language) and that will surely take over the Human Supervision in the near future. Soon, Machine Learning will overcome the limitations-the limitations of understanding the complex process of the industry, the way we understand it and soon it will be capable to replace us. The journey is long to reach that level. Still, Machine Learning is in infancy and growing. As everything has some strong and weak points. So, do the ML, the following is the SWOT for the "Machine Learning in Industries".

"Swot" Analysis For Machine Learning In Industries	
Strength	Weaknesses
<ul style="list-style-type: none"> First and Most Important is the huge seconds' wise Data availability of any Industry's process parameters. Which can be feed to the supercomputer like WATSON to let it learn and optimize, control and improve the processes. Rich Experience of people since the inception of the Industries. Rapid Development in recent hardware and software technology. Open-source environment. Already existed technology that can Understand Natural Human Language. 	<ul style="list-style-type: none"> Industries can't share their private data. So research is difficult without data. Still, products are not as reliable as per the Industries standard. Acceptance of new technology in Industries is very slow. Skilled task force for the development of ML & AI is lacking in the Industry. Present supercomputers require huge space and it is very costly.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ROI period would decrease with fully automated plants. Product quality and quantity will increase due to ($<60*60*24*7$) monitoring of the data by Machines. 	<ul style="list-style-type: none"> It will cost a lot of JOB losses for unskilled workers. A small bug in the algorithm may lead to catastrophes like never before. Humans will start depending on Machines more and more. Human's decision power will get deteriorated and will depend on Machines more.

Concluding, the SWOT analysis, especially the STRENGTHS and OPPORTUNITIES over power the WEAKNESSES and THREATS, and combining it with Darwinian's evolutionary theory - "Survival of The Fittest", I am pretty sure - "Machines are Coming for US" (as in GOT (Game Of Thrones) it is said - 'Winter is Coming'!).

It is inevitable.

by Darshan Shah
AM (Inst.)



उर्वरक विभाग और कृभको के मध्य हुआ मैत्रीय मैच

(नई दिल्ली) राजधानी के चिल्हा खेल परिसर में उर्वरक उद्योग जगत की विख्यात संस्था कृभको एवं उर्वरक विभाग, भारत सरकार के बीच 20-20 ओवर क्रिकेट मैत्रीय मैच फरवरी में खेला गया। इस मैत्रीय मैच का उद्घाटन श्री छबिलेन्द्र राउल, सचिव-उर्वरक द्वारा किया गया। इस मैत्रीय मैच में उर्वरक विभाग की क्रिकेट टीम की कमानी उर्वरक विभाग के अपर सचिव, श्री धरमपाल जी ने की तथा कृभको क्रिकेट टीम की कमानी श्री एम.एम.यादव, निदेशक (मानव संसाधन) ने की। कृभको ने टॉस जीतकर पहले बैटिंग करने का फैसला लिया और निर्धारित 20 ओवरों में 118 रन का स्कोर खड़ा किया। इसके जवाब में उर्वरक विभाग की टीम ने शानदार खेल का प्रदर्शन करते हुए इस मैच पर आसानी से तीन विकेट से जीत हासिल कर ली। इस मैच में उर्वरक विभाग के श्री अजय कुमार को मैन ऑफ द मैच घोषित किया गया। यहां यह उल्लेखनीय है कि इसी तरह का एक मैत्रीय क्रिकेट मैच गत वर्ष भी खेला गया था जिसमें उर्वरक विभाग की टीम ही विजयी रही थी।



चिल्हा खेल परिसर में आयोजित इस मैच में उर्वरक विभाग से श्री राउल, सचिव-उर्वरक के अलावा श्री धरमपाल, अपर सचिव, श्री पार्थ सारथी सेन शर्मा, संयुक्त सचिव, श्रीमती गुरवीन सिंह, संयुक्त सचिव, डा. सुबोध कुमार, निजी सचिव (उर्वरक मंत्री), श्री जतिन चोपड़ा, संयुक्त निदेशक (उर्वरक संचालन) एवं कृभको की ओर से श्री राजन चौधरी, प्रबंध निदेशक, श्री वी एस सिरोही, विपणन निदेशक के अतिरिक्त दोनों संस्थानों के अनेक वरिष्ठ अधिकारी उपस्थित रहे।



कृभको मुख्यालय में 10 से 24 सितम्बर, 2019 तक हिन्दी प्रतियोगिताओं के साथ मनाया गया हिन्दी प्रतियोगिता

(नोएडा) कृभको मुख्यालय में 10 से 24 सितम्बर, 2019 तक हिन्दी प्रतियोगिता मनाया गया। समस्त कार्यालय में हिन्दीमय वातावरण बनाने के लिए कार्यालय के सभी अधिकारियों / कर्मचारियों को हिन्दी प्रतियोगिता के दौरान अपना समस्त कार्यालयी कार्य हिन्दी में करने की अपील की गई एवं इस आशय का एक परिपत्र जारी किया गया। इसके अतिरिक्त सभी राज्य विषय कार्यालयों व क्षेत्रीय कार्यालयों को भी एक परिपत्र जारी करके हिन्दी दिवस / सप्ताह मनाने एवं हिन्दी की विभिन्न प्रतियोगिताएं आयोजित करने का अनुरोध किया गया और इन प्रतियोगिताओं के प्रश्नपत्र तैयार करके सभी राज्य विषय कार्यालयों / क्षेत्रीय कार्यालयों में भिजवाए गए।

प्रतियोगिता के दौरान कृभको मुख्यालय में हिन्दी की विभिन्न प्रतियोगिताएं आयोजित की गई जिनका विवरण निम्न प्रकार है:-

प्रथम प्रतियोगिता हिन्दी नोटिंग / ड्राफिटिंग प्रतियोगिता आयोजित की गई। यह प्रतियोगिता उन कर्मचारियों के लिए रखी गई थी जो हिन्दी में नोटिंग / ड्राफिटिंग का कार्य करते हैं। यह प्रतियोगिता 10 सितम्बर से 16 सितम्बर, 2019 तक आयोजित की गई। इस प्रतियोगिता में 8 अधिकारियों ने भाग लिया, जिसमें श्री एम ए नोमानी व श्री उमेश शर्मा ने प्रथम, श्री हरीन्द्र सिंह, श्री ओ पी राव व श्री एन के तोमर ने द्वितीय तथा श्री उमेश साह, श्रीमती अपूर्वा सिंह व श्री अजीत सिंह राघव ने तृतीय स्थान प्राप्त किया।

दूसरी प्रतियोगिता हिन्दी श्रुतलेख प्रतियोगिता थी। यह प्रतियोगिता 11 सितम्बर, 2019 को आयोजित की गई। इस प्रतियोगिता में प्रतिभागियों को हिन्दी श्रुतलेख अर्थात डिक्टेशन दी गई। इस प्रतियोगिता में 17 अधिकारियों/ कर्मचारियों ने भाग लिया। प्रतियोगिता में तीन पुरस्कार क्रमशः प्रथम, द्वितीय तथा तृतीय रखे गए थे। इनमें श्री नीतिश कुमार आर्य ने प्रथम, श्री श्रवण कुमार ने द्वितीय तथा श्री राजीव कुमार ने तृतीय स्थान प्राप्त किया।

तीसरी प्रतियोगिता हिन्दी निबंध प्रतियोगिता 16 सितम्बर, 2019 को आयोजित की गई। निबंध प्रतियोगिता में 14 अधिकारियों / कर्मचारियों ने भाग लिया। प्रतियोगिता में 6 पुरस्कार रखे गए - प्रथम एक, द्वितीय दो व तृतीय तीन जिसमें सुश्री मेघा ने प्रथम, सुश्री एकता महेन्द्र व सुश्री मलिका ने द्वितीय तथा श्रीमती रीता अरोड़ा, श्री जे एस पाण्डेय व श्रीमती मीरा बिष्ट ने तृतीय पुरस्कार जीता।

हिन्दी व्याकरण ज्ञान प्रतियोगिता दिनांक 19 सितम्बर, 2019 को आयोजित की गई। इस प्रतियोगिता में प्रत्येक प्रतिभागी को हिन्दी व्याकरण से संबंधित एक प्रश्नपत्र दिया गया जिसमें मुहावरे, पर्यायवाची, शब्द-अर्थ (अंग्रेजी से हिन्दी व हिन्दी से हिन्दी) रिक्त स्थान, शुद्ध / अशुद्ध शब्द, भिन्नार्थक शब्द, व लोकोक्तियां शामिल थी। इस प्रतियोगिता में 30 कर्मचारियों ने भाग लिया। इस प्रतियोगिता में सुश्री तनु पहल ने प्रथम, श्री रूपेन्द्र कौशिक ने द्वितीय तथा श्रीमती स्वीटी भडाना ने तृतीय स्थान प्राप्त किया।

प्रतियोगिता समाप्त के अवसर पर कृभको मुख्यालय में एक सामान्य ज्ञान प्रश्नोत्तरी प्रतियोगिता का आयोजन किया गया। इसमें सामान्य ज्ञान व हिन्दी



ज्ञान संबंधित प्रश्न पूछे गए थे। प्रश्न का सही उत्तर देने पर प्रतिभागी को उसी समय पुरस्कृत किया गया। इस प्रतियोगिता में लगभग 60 अधिकारियों / कर्मचारियों ने भाग लिया जिसमें से 30 विजेता प्रतिभागियों को उसी समय पुरस्कारों से नवाज़ा गया।

उपरोक्त के अतिरिक्त हिन्दी पत्राचार को बढ़ावा देने की दृष्टि से कृभको में एक वार्षिक नकद पुरस्कार योजना लागू की गई है। इस योजना के तहत उन कर्मचारियों को नकद / उपहार / कूपन के रूप में पुरस्कृत किया जाता है जो वर्ष के दौरान अपना समस्त कार्यालयी कार्य हिन्दी में करते हैं। इस योजना के अन्तर्गत 10 पुरस्कार नकद रूप में दिए जाते हैं। इस वर्ष इस पुरस्कार योजना में 07 कर्मचारियों ने भाग लिया जिसमें श्री उमेश शर्मा व श्री एन के तोमर ने प्रथम (2500-2500 रुपये प्रत्येक), श्री उमेश साह, श्रीमती अपूर्वा सिंह व श्री एम ए नोमानी ने द्वितीय (2000-2000 रुपये प्रत्येक) तथा श्री ओ पी राव व श्री अजीत सिंह राघव ने तृतीय पुरस्कार (1500-1500 रुपये प्रत्येक) जीता।

इन सभी विजेता प्रतिभागियों को राजभाषा कार्यान्वयन समिति की बैठक में प्रबंध निदेशक महोदय के कर कमलों द्वारा पुरस्कार प्रदान किए गए।

71st REPUBLIC DAY

Mr Rajan Chowdhry, Managing Director, hoisted National flag followed by march-past by Security personnel. On this occasion, Excellent Service Award was given to all those employees who have shown high performance in their work during 2019. In addition to the employees of KRIBHCO, the contract workers were also awarded with Best Performance Award on this day. Long service award was presented to the employees, who had completed 30 years of service at KRIBHCO, by the Managing Director. The event witnessed Mr Sanjay Pandey and Ms Geeta singing soulful patriotic songs followed by releasing of the helium tri-coloured balloons in the air by the Managing Director along with all the children present at the event.



Excellent Award Winners - Employees



Excellent Award Winners - Contract Workers



Fertilizer Application Awareness Programme



Union Minister for Agriculture and Farmers' Welfare Shri Narendra Singh Tomar & Union Minister for Chemical and Fertilizers Shri DV Sadananda Gowda jointly inaugurate the Fertilizer Application Awareness Programme at NASC Complex Pusa in New Delhi on 22 October 2019.

KRIBHCO also participated along with IFFCO and NFL in the programme. More than 1000 progressive farmers from nearby states, senior officials and IARI scientists participated in the programme.

Addressing the huge gathering of farmers, Union Agriculture Minister said that it is a historic day for thousands of farmers present at Pusa and at the 714 Krishi Vigyan Kendras across the country who is watching the event live on a topic that is very pertinent and touches the lives of all farmers of India. He emphasized that soil needs a balanced diet of Fertilizers, Micronutrients and Chemicals and too much of any can spoil the land and therefore it needs to be used optimally.

Union Minister for Chemical and Fertilizers Shri DV Sadananda Gowda said that agriculture remains the mainstay for livelihood of rural India and fertilizers are the most vital inputs for agriculture to meet the food production requirement for the country. He urged for prompt conservation & management of soil to improve its sustainability.

Shri Parshottam Rupala, Union Minister of State for Agriculture & Farmers' Welfare applauded the initiative to provide a platform for the farmers to get aware about the right use of fertilizers in their agricultural lands.

Shri Sanjay Agarwal, Secretary, Department of Agriculture, Cooperation & Farmers' Welfare, Ministry of Agriculture & Farmers' Welfare, Dr Trilochan Mohapatra, Secretary (DARE) & DG (ICAR), Shri Chhabilendra Roul, Secretary, Department of Fertilizers, Government of India also addressed the farmers in the programme. A technical session for farmers also conducted by the IARI scientists regarding adopting latest fertilizer application techniques for better crop productivity.

The programme was Live Streamed through the various platforms like DD Kisan Channel & ICAR Website for the benefit of the farming community across the country.

Besides this, more than 700 Krishi Vigyan Kendras also organized the Awareness Programme simultaneously for the progressive farmers at each KVK.

- Farmer Advisory Services (FAS Dept) of KRIBHCO



Vigilance Awareness Week - 2019

Vigilance Awareness Week-2019 was observed during 28 October to 2 November 2019 in all the units of KRIBHCO viz. HO, Plant, and Field Marketing Offices. The theme of this year's Vigilance Awareness Week was "Integrity - A Way of Life".

Observation of Vigilance Awareness Week was one step towards sensitizing the employees of the KRIBHCO to bring more transparency in the working of employees and shouldering the responsibility that each and every employee of the organisation should work as a Vigilance Officer. The following activities took place during the Vigilance Awareness Week 2019:

On 30 October 2019, a pledge was administered to all the employees of the organisation by Head of the Departments in all the units of KRIBHCO. At Corporate Office NOIDA, the pledge was administered by Honorable Managing Director at Padamshree Paul Pothen Multipurpose Auditorium, wherein Finance Director, Marketing Director, Chief Vigilance Officer and Officers / employees of HR, CMO, F&A, and Technical Department were present.

Vigilance Awareness Week celebration banners were displayed in all the office premises of KRIBHCO. To create public awareness, a pamphlet on 'KRIBHCO believes in Corruption Free Environment' was printed and distributed to vendors, service providers, farmers, societies etc.

A Quiz competition was organised on 30 October 2019 at Corporate Office in which twenty two Officers / Employees participated and the prizes were distributed by the Managing Director.

On 30 October 2019 a lecture was delivered on Preventive Vigilance emphasizing this year's theme at KRIBHCO Auditorium, NOIDA by the eminent speaker Shri Sunil Krishna IPS (Retd), Former Director of Vigilance (UP) & Former Director General (Investigation) NHRC. Presently,

Mr Sunil Krishna Ji is Independent External Monitor in GAIL and Central Pollution Control Board. The session was chaired by Honorable Managing Director. Shri Krishna shared his experience in various fields and emphasized on the use of latest technology to prevent corruption.

On this occasion, Managing Director appreciated the activities / role of Vigilance Department during the recent past to sensitize the employees of the organisation towards preventive action and emphasized that the theme of this year's Vigilance Awareness Week "Integrity - A Way of Life" is quite relevant in the present environment because the evil of corruption cannot be thrown out of the society without the participation of each and every citizen of this country.

During the Vigilance Awareness Week, 2019, Marketing field offices organised scheduled field programmes with Vigilance Awareness Banners and KRIBHCO Officers highlighted the activities undertaken by KRIBHCO to make a corruption-free environment.

State Marketing Offices conducted various programmes viz Farmers meetings at different places during the Vigilance Awareness Week. In these programmes KRIBHCO Vigilance Officers explained how public is affected by corruption and what role can be played by individuals for eradicating corruption.

Besides the above, Vigilance Department is making continuous efforts to sensitize the employees towards their role in combating corruption and to create a corruption-free environment in the organisation through discussions during Vigilance Inspections.





RS Mathur ED (F&A) in ET Panel Discussion

RS Mathur ED (F&A), KRIBHCO was a panelist in Food Strategy Summit Organised by Rabobank along with The Economic Times. He mentioned that "Farmers face two vulnerabilities; one, risk and uncertainties of production; Two, unpredictability of the Market. If you consider Agriculture as an enterprise; productivity must increase, if more gross revenue is to be earned"

Umesh Mishra (Editor KRIBHCO News) is Executive Committee Member, PRSI

National body of the Public Relations and Corporate Communication professionals of the country, the Public Relations Society Of India has announced its new Executive Committee for the Delhi Chapter.

The committee will have Shri Umesh Mishra, DGM (Marketing) KRIBHCO as one of the Executive Members.

In service of the profession for past 62 years, PRSI is active partner with Global Alliance of Public Relations and Communication Management and the International Public Relations Association.



New PRSI (Delhi Chapter) Team

Rangoli Competition - Diwali Week

Diwali is celebrated with full enthusiasm and excitement at KRIBHCO. This year, colours were added to the festival of lights by the Rangolis made by the seven teams during the Rangoli Contest on 22 October 2019. Rangoli Contest started a wave of festivity and every person in KRIBHCO enjoyed and appreciated the effort. The following teams are winning teams of the Contest:

1. Winner Team (1st Position) - Team No. 3
 - a. Devisht Agarwal, b. Mitali Arora
 - c. Parul Chauhan
2. Runner-up Team (2nd position) - Team No. 2
 - a. Swity Bhadana, b. Megha
 - c. Neetish Kumar Arya
3. 2nd Runner-up Team (3rd Position) - Team No. 1
 - a. Sunita Chawla, b. Meera Bisht
 - c. Sadhna Bhadola



Diwali fever continued for the complete week as the participants recreated their magic throughout the KRIBHCO premises- Reception, 5th Floor, and areas in front of the departments.

Employee Engagement Activities by HRD Department

Human Resource Department believes that to get the best out of employees, it is essential to work with a fresh mind and feel happy and motivated. Thus, various employee engagement activities and games are conducted throughout the year to boost the morale of the employees and create a happy environment. The activities are conducted for not only the employees but also for their family members. The following activities, talks and competitions were organized by HRD Department from July 2019 to January 2020:

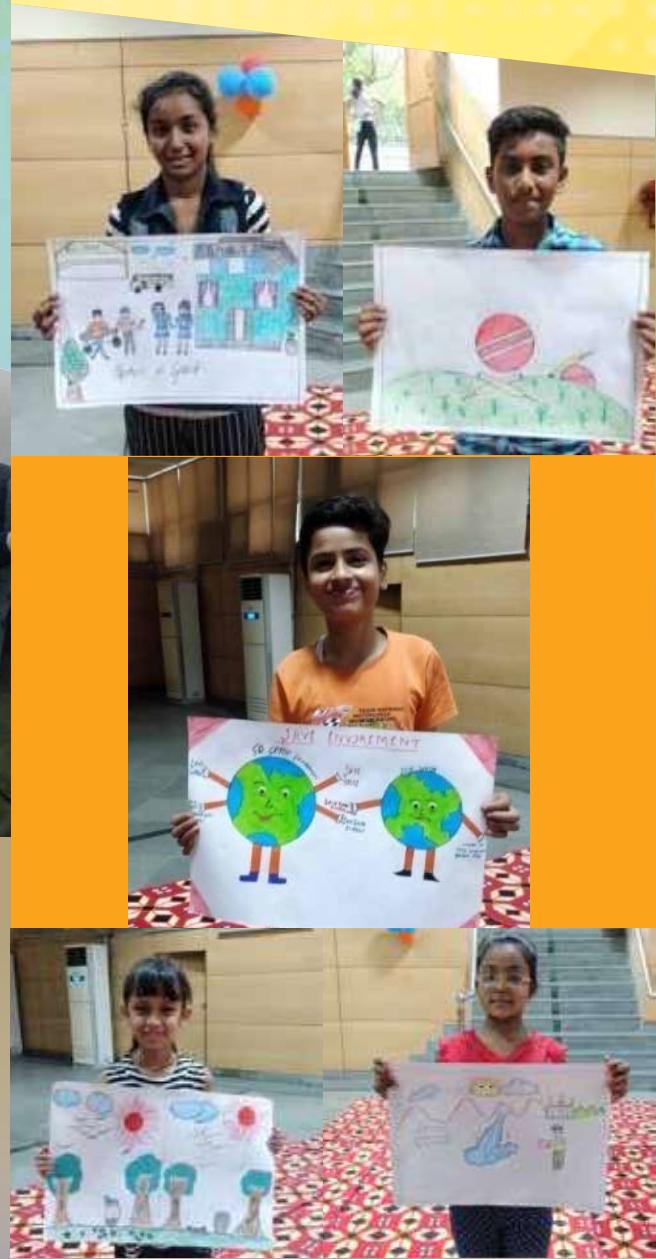


Monthly Birthday Celebrations

Celebrating employee birthdays never gets old. Between the confetti, and cake, office birthday parties offer employees a brief respite from their day-to-day, not to mention an opportunity to appreciate peers. Thus, Team HRD at Corporate Office has started a tradition of celebrating the birthday of KRIBHCO employees on a monthly basis. The activity includes cake cutting. The celebration gives a chance to share their stories and interact with each other.

Painting Contest for Children

"27th Annual World Picture Contest" was held on 19 July 2019 at KRIBHCO Township in Noida and on 4 August 2019 at Township in Hazira for the children of the age group 6-15 years. IE-NO-HIKARI Association (Japanese National Agricultural Cooperative Group), Japan is the organizer of the contest and the theme shared by them was "Any theme that supports self-expression". Children participated with full rigor and created beautiful paintings. A total of 28 entries were received which were sent to IE-NO-HIKARI for assessment.



Talk on ‘Self-Management’ by Brahamakumari



“All Management starts with **Self-Management**, which is the definition of intentions, actions to be taken and quantifying of those actions”

- Julian Pencilliah

In order to refresh the memory of each employee about the importance of self-management, Team HRD organized a talk on ‘Self-Management’ on 16 October 2019 in KRIBHCO Auditorium, Noida. The talk was given by Brahma Kumari Vidhatri Behen from Om Shanti Retreat Centre. While sharing her thoughts, views and experiences with everyone, she not only made us all realize that ‘One’s greatest challenge is to control oneself’ but also taught us ways to conquer this challenge.

Treasure Hunt - KRIBHCO Day - 14 November 2019

HRD Department - Corporate Office introduced a new initiative - “Treasure Hunt” on the occasion of KRIBHCO Day, which is celebrated on 14 November every year. The objective of this activity was to increase the awareness of the employees about KRIBHCO’s history and roles & responsibilities of their colleagues, improve employee interpersonal relations and increase employee motivation. The Hunt was done by teams of three members, who were given questions revolving around KRIBHCO - history, vision, mission, awards, working of different divisions, safety measures of KRIBHCO premises. Also, there were fun-filled questions such as things to be found, riddles, etc. The teams were given one hour to find and collect all the answers. We all could witness teams brainstorming and running from basement to fifth floor to find the answers. There were 11 teams who participated in the Treasure Hunt. The following 3 teams were the prize winners:

Winner Team (1st) - Team 9

1. Amitesh Prashar
2. Devisht Agarwal
3. Raveena Singh

Runner-up Team (2nd) - Team 1

1. Jatin Bajaj
2. Rajat Sarin
3. Mahima Shrimali

2nd Runner-up Team (3rd) - Team 5

1. Sai Teja
2. Parveen Jahan
3. Malika

Every participant enjoyed the treasure hunt and had a smile on his / her face after the event. This depicts the success of the event.



HUMAN RESOURCE DEVELOPMENT – TRAINING AND DEVELOPMENT

Human resources development (HRD) refers to the vast field of training and development provided by organizations to increase the knowledge, skills, education, and abilities of their employees. Employees are a company's biggest asset, and investing in talent is vital to sustainable business growth and success. KRIBHCO aims to develop a variety of competencies of employees and develop a culture of organizational development.

HRD Department aims to develop skilful working atmosphere for the existing employees as well as new joinees. It makes efforts for the development of employees through Developmental, Functional and Industry-related trainings. HRD Section conducts various training programs, seminars, talks and discussion sessions on diverse topics that focus on not only the work-related growth but also the physical and mental health of the employees. Trainings (Internal and External), for the employees of HO and CMO, are conducted based on the training needs identified through Performance Management System or Annual Appraisal Report, recommendations of the reporting manager or departmental heads, and the organization requirement.

External Trainings - Employees from KRIBHCO Corporate Office are nominated for various external trainings being organized by various institutes. These trainings not only develop the employee but also give a platform for interaction and exchange of ideas with the participants from different organizations and areas. The external trainings cover areas ranging from functional to behavioural to health-awareness. The employees are nominated for these trainings on recommendation of the departmental heads. The employees have to share their learning's with the colleagues to ensure the cascading of developmental across the organization.





Internal Trainings

SAP Training – The training on SAP, software consisting of integrated modules of business functions, was conducted based on the training needs derived from PMS. The topics covered in the module were - Introduction to ERP system, Material Management, Sales and Distribution, Financial Accounting and the ESS portal. The training was conducted in batches and included theoretical and practical sessions for the participants.

Training for the Supporting Staff – Three-day internal training program was organized for Secretarial / Coordination / Data Processing / Pers. Asstt. / DEO cum Asstt. Officials of Corporate office and Field. The objective of the program was to enrich the supporting staff to become an asset for the organization. The training program was

conducted in three batches at Chandigarh, Jaipur and Bharatnagar by Delhi Productivity Council.

12-day and 10-day Training Programs – As per the business plan, HRD section has organized one 12-day and one 10-day training program that have been divided in modules for batches of 20-25 participants from Corporate Office and Field. These programs are project-based programs that cover the interdependent topics in different modules spread over three months. These programs have been organized through third party training institute - Amity and Delhi Productivity Council. These developmental training programs aim to improve the soft skills such as leadership, communication, etc. of the participants through theoretical sessions and exercises / games.





JAL SANCHAY

Inspired by our Hon'ble Prime Minister's "JAL SANCHAY", Gramin Vikas Trust (GVT) has taken the initiatives for conservation of WATER in mission mode in the state of Jharkhand. The district Godda, Pakur, Gumla and Ramgarh have been taken on pilot basis through execution of various projects. GVT initiatives include empowerment of the local community, capacity building and creation of awareness on conservation of water with the initiative "Save Each Drop of Water: Increase Productivity" become *Jal Andolan* for the area. The GVT has initiated the water conservation works - 51648 no of TCB, 110608 no of WAT, 260 no of Ponds, 9 no of Dova, 50 no of Sallow well, 9 no of Irrigation Well, 36 no of Dams and stone gully plugs of 8065 Cum. With the creation of these structures in 145 villages, the rain water harvesting, ground water recharge has tremendously increased. About 4146 ha more area has been converted into arable land as well as rabi cropped area.

Large Scale Tree Plantation

GVT - Krishi Vigyan Kendra, Godda has organized a large scale tree plantation programme on 17 September 2019. DDM, NABARD, Shri Nirmal Kumar attended the programme as the Chief Guest. Shri Rakesh Kumar Singh, Dy. Project Director, ATMA, Godda, also attended the programme along with about 200 farmers from different blocks of the district. About 100 saplings of moringa tree were planted by the Chief Guest, staff members and farmers in the farm of GVT - KVK, Godda.



Kisan Mela

A Kisan Mela in the NICRA adopted village Bhelwa (Pauriahaat block) was organized on 23 October 2019. About 700 farmers and students participated in the Mela. The Chairman and Secretary of the VCRMC Shri Amrit Lal Singh and Shri Aniurdh Singh, respectively, explained in detail about the various technologies like elephant foot yam based multi layer vegetable cropping system, seed production of paddy, climate resilient varieties of different crops, water harvesting structures like ring well, community pond developed under NICRA. Now the farmers are growing the crops all round the years. The students of the TM Agriculture College, Godda and the farmers also visited the farmers' field and learnt about different climate resilient technologies.



Accelerated Development of Minor Irrigation

The World Bank Team members visited Cashew Plantation of Accelerated Development of Minor Irrigation Project, Bankura, West Bengal. A World Bank team and a state government team under West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP) visited Rambani and Jamirdiha village in Bankura district of West Bengal. They inspected the Horticulture Plantation (Cashew and Mango) and Maintenance work and Water Resource Development structure at Rambani and Jamirdiha village.



Sustainable Development, Pairachali

Micro Watershed has established Pairachali Golden Farmers Producer Company Limited with financial support by NABARD, RO, Kolkata, facilitated by Gramin Vikas Trust, West Bengal.

The FPO recently started the business of Retail shop for Agricultural inputs. They sell different types seeds, vegetables to the locals. They also import good quality seeds of high yielding variety.



Ground Nut Cultivation

This season 2019-20 farmers jointly cultivated Groundnut (variety TAG 24) on more than 25 Bighas land under the program. This time they harvested their Groundnut and produced 20 quintals of nut. The net profit came to Rs 58000.00 from Nut production. It is a good initiative and exemplary work for other farmers in the area. The impact of the groundnut cultivation programme is very encouraging and the farmers wish to do more area in near future to benefit more.



Wadi Project funded by NABARD, Ahmedabad



A complete field verification of NABARD Wadi Project Jhalod - I and Garbada - II Projects was done through third party monitoring agency NABCON of by a team of NBNBACON, Ahmedabad led by Ms. Minnat Mansoori, State Coordinator.

Inauguration of Check Dam

The inauguration of the Check Dam, built under the Holistic Rural Development Program funded by HDFC Bank, was done by District Collector, Mahisagar. The collector addressed the beneficiaries, village community and village development commit members at Viraniya village of Mahisagar. Mamlatdar, Mahisagar, HDFC officials - Area Manager, CSR Gujarat Head, Branch Manager & GVT Officials also participated in the programme. The District Collector also visited azolla & vermi compost unit in the village.





Field Visit of UNICEF Officials

The District Authority, Dahod, has directed Dr Niraj, Consultant, UNICEF, for an inspection of Mandap Wadi Project of GVT for addressing malnutrition through Creeper Vegetable 'Mandap Wadi' in Anganwadi Center of Dahod District. He expressed his happiness at the outcome of the Mandap Wadi project and agreed to propose the extension of the project in all the blocks of Dahod District to be implemented through GVT RO Gujarat.



Press Conference

A Press conference was held with to highlight the development projects implemented by GVT and 4 different NGOs in Dahod District.

Shri Vijay Kharadi, IAS, District Collector, Dahod; ONGC Officials Shri D Basu, ED, Head Ahmedabad Assets, Shri Tonk, CSR Head, New Delhi, Shri K P Verma, GM (HR) and Shri Devmaliya Banarji, DGM, CSR Head Ahmedabad and various officials of ONGC visited the Agri Dairy Farming Model, Community Tube well, Check Dam Projects in different villages.



Joint seminar with Nehru Yuva Kendra, Dahod

A one day seminar was organized in CCF village Sarmariya with Nehru Yuva Kendra, Dahod. The program was addressed by Block Development Officer - Jhalod, DRDA MGNREGA Officials - Dahod and GVT staff to the watershed committee, village community to create an awareness about the importance of water resources, protection and regular maintenance of sources with participatory approaches. GVT played a key role with technical guidance and shramdan.





KRIBHCO FERTILIZERS LIMITED



Mr RK Chopra, Director (Technical) appointed as Managing Director, KFL

Mr RK Chopra, joined KFL on 7 November 2016 as Vice President (Works). Subsequently the Board of Directors appointed him as Director w.e.f. 1 February 2019 and designated him as Director (Technical) with additional charge of Managing Director of the Company. He is appointed as Managing Director of KFL w.e.f. 7 November 2019 for a period of two years.

Dussehra Celebrations

Durga Puja & Dussehra was celebrated in Kribhco Nagar from 29 September to 8 October 2019. Shri RK Chopra, Managing Director, Smt Suman Chopra along with other residents participated with full devotion, faith and excitement. During this period, various religious and cultural programs were organized such as Bhajan, Kirtan by ladies, ChhotiKanya Shringar (Sakshat Devi Darshan) Aarti, DhanuchiNritya, Fancy Dress competition of small children, Deepak Nritya by Ladies, Dandia Dance by Ladies, Gents and children, Sandhya MahaAarti, and Bhandara, etc. The main attraction of the Dussehra celebration was 'Ram Leela' wherein all the participants were the ladies of Kribhco Nagar Township. This was appreciated and admired by everyone. 'Ram Leela' was also telecast through a TV channel.



Diwali Mela

Diwali Mela was organized by PRAGATI MAHILA MANDAL in Kribhco Nagar during 19-20 October 2019. The Diwali Mela was inaugurated by Shri RK Chopra, Managing Director. The attractions of the Mela were Lucky Draw, Tambola, LED display, various shops such as house hold shops, computer& mobile shops, auto shops, shops for entertaining games, shops for clothes, stalls for tasty eatables etc. All the residents of township irrespective of their age enjoyed the Diwali Mela to the fullest.

National Energy Conservation Day

National Energy Conservation Day, 14 December was celebrated with full enthusiasm during the period 12-14 December 2019. Process Engineering Department organized various activities, like Awareness Programs, Pledge, Quiz Competitions & Video Display on Energy Conservation, for employees, township ladies and teachers & students of Fertilizer Public School to sensitize them about the importance of energy as well as conserving or saving the more energy by avoiding its unnecessary uses & wastage which is indispensable for storing energy for future use. Winners of Quiz Competitions were felicitated with prizes.



Singing & Dancing Competition

The club organised a singing and dance competition for its members and their dependents in the month of July, under various age categories:

Solo Dance Competition: For the age group of 6 to 15 years wherein Aditi Panwar and Aayush Shukla both were declared as joint winners, whereas Shakshi Sharma stood second.

Duet Dance Competition: For the age group of 6 to 15 years wherein Nausheen Akhtar and Vardha Akhtar declared joint winners, while Arundhati Dev and Sampanna Sharma were second.

6 to 15 years Dance Category Tushar Mandal, Kavya Rai and Vardha Akhtar were declared 1st, 2nd and 3rd winner respectively.

Singing Competition: In the age group of 16-30 yrs Singing competition, Shri Ajay Srivastav, Shri Vishal Rai and Ms Drishika were declared 1st, 2nd and 3rd winner respectively.

In the age group of 30 yrs and above Singing Competition Shri SM Sharma, Mrs Rakhi Bankoti, and Shri Dhirendra Yadav were declared 1st, 2nd and 3rd winner respectively.

Shri RK Chopra, Managing Director, Shri SC Gaur (Secretary, Club) and Shri Naveen Garg (Jt Secretary, Club) distributed prizes to winners.



Volley Ball Tournament

In September 2019, the Club organised a Volley Ball Tournament for its Club members and their dependents. 40 entries were there in employee's category and five teams were formed on the basis of auction.

Final was played between All Set Team Lead by Shri M Bhandari and Indradhanush Team lead by Shri Shivam Bhardwaj. The Team Indradhanush won the tournament and Shri Shivam Bhardwaj was declared as the man of the match.

Game Changers Team lead by Shri Sujeeet Singh stood third.

In Children's Category, three teams participated and the Final was played between Safe Set lead by Harishankar and Ball Busters lead by Umesh. Ball busters won the tournament. Navlesh was declared the man of the match in this category.

Shri RK Chopra, Managing Director, Shri NK Agarwal, GM (O&M), Shri SC Gaur (Secretary, Club), Shri Naveen Garg, (Jt. Secretary Club), Shri SP Singh JGM (Mtrls) distributed the prizes to the winners.

Diwali Milan Samaroh

The Club organised a “Ghazal Sandhya” on 24 October 2019 to celebrate the festival of lights on the occasion of Diwali Milan Samaroh for its club members and their family members. The program was well-received and enjoyed by the Members. The Club Committee also distributed Diwali Gifts to all its members and wished them good luck for the future.



Farewell to Shri YP Nevatia, DGM (Admn)

Mr YP Nevatia, Dy General Manager (Admn) posted at Corporate Office was superannuated from the service of KFL on 31 October 2019. A farewell was organized and as a token of remembrance, a memento on behalf of KFL was given by Shri Rajan Chowdhry, FD-KRIBHCO, Shri RK Chopra, MD KFL and Shri MC Bansal CFO, KFL, in the presence of the employees of KFL, Head Office.



CBSE Cluster-IV Girls Volleyball Tournament

For the first time in Shahjahanpur, Fertilizer Public School got the prestigious opportunity to organise CBSE Cluster-IV Girls Volleyball Tournament from 11-13 October 2019. The tournament was inaugurated by the Chief Guest Dr Ram Shankar, Joint Secretary (CTET), CBSE by handing over Torch to the Sports Captain. 500 students of 17 schools from 9 districts participated in the U-17 and U-19 categories. Jagran Public School, Lucknow was winner in U-17 category and VidyaGyan School, Sitapur in U-19 category. The prizes were distributed by the Chief Guest, Shri Indra Vikram Singh, District Magistrate, Shahjahanpur.



ICICI Global Market interviews CFO, KFL

ICICI Bank's partnership with CFO India has resulted in 'CFO Dialogues' – a platform that explores innovative opportunities to build connect, share thought leadership and best practices among CFOs of India. It is an informative and insightful micro site which features the best of content across relevant finance functions ranging from economy, expert speak and corporate treasury to leadership strategies.

Shri MC Bansal, CFO of the Company was selected by ICICI Global Markets "CFO Dialogues – Where Business Meets Thought Leadership". The said interview of CFO-KFL was taken in our office on 9 December 2019 and is likely to be uploaded on the website of CFO India (www.cfo-india.com).

KRIBHCO Infrastructure Limited

EXIM Rake Operation from Port

KRIL has commenced operation of EXIM rakes from Mundra port to Modinagar Terminal

Modinagar Terminal

- Total 40 (Indian Railways rakes - 18, BLC-22) highest rakes handled in PMKM in month of November 2019.
- Import Containers (40 Tues) handled in month of October 2019.
- 22 record rakes and total 2612 Tues handled in month of November 2019.
- Highest EXIM Containers handled 154 Tues in month of November 2019 of M/s Paswara Papers.
- By Road Handling:- 902 Tues (350 Tues-IILPL, 270 Tues CRSS & 32 Tues from Dadri leased) & 250 Tues of EXIM Containers.
- Highest 04 Indian Railways Rakes (BCN) Packed Edible Oil handled at PMKM in month of November 2019.
- 05 BLC rakes (Packed Edible Oil) rakes of M/s Cargill handled India thru IILPL rakes.
- New business developed at PMKM Terminal in Domestic container rakes in month of November 2019.
- M/S Rashmi Metaliks, (M/s) Mapale logistics:- Commodity:- Pig Iron
- Western Carrier:- Commodity:- Soda Ash.
- Constructed transit warehouse of capacity 10,000 sq.feet.

M/s Paswara Papers are the largest Importers and manufacturer of Waste paper and Exporters of Kraft paper in Meerut, Uttar Pradesh. Till now M/s Paswara papers has export 147 FEU's and Import 20 FEU's from Our ICD-Rori-Modinagar w.e.f: April 2019.



Hazira Terminal

- During the period from July 2019 to 30 November 2019, Hazira Terminal has dispatched 199 trains, 511,200 MTs of cargo which includes 12312 MTs of inward cargo from MCPI, Haldia.
- KRIL Hazira has moved four trains of DAP in 50 Kgs bags of M/s Indian Potash Limited, qty 10,745 MTs, a new customer.
- Arkay has moved 100 IR rakes of steel cargo, qty 3,12,640 MTs and 26 container trains of mixed load of Polymer (RIL) and Steel (ESSAR).
- TLM has commenced movement of coal to GNVS from Sep 2019 onward. Till 30 November 2019, they have moved 38 trains, qty 1,52,049 MTs.
- Redevelopment of handling platforms has been completed on 28 September 2019 without affecting handling operations on either of the locations.
- Laying of Power cable from Master DB to DB No 4 is in progress and is likely to be completed by 31 December 2019.
- Laying of hydrant pipe to warehouse-II and ICD by KRIBHCO is in process.

Hindaun Terminal

- From July 2019 upto date KRIL has handled 55 Rakes of Clinker and Gypsum i.e approx 2.25 lac tonnes of cargo with almost 90% rakes being released within time.
- The Chief Freight Transportation Manager, WCR Jabalpur Mr. RD Meena had come on a inspection visit to our terminal on 1/10/19.
- Hindaun City Terminal has been granted consent to establish and operate under section 25/26 of Water and section 21(4) of Air (Prevention and Control) Act 1981 by the Rajasthan State Pollution Control Board on 24 July 2019.

Rewari Terminal

KRIL has received a work order against fresh Tender from M/s Hindustan Copper Ltd Khetri for movement of Copper concrete from Khetri Complex (Rajasthan) to Mundra / Kandla Ports for 60,000 Mt on 14 September 2019. Out of this we have already moved 10,000 MT of cargo and balance is under planning.



ENGINEERING PROJECT SHOWCASE

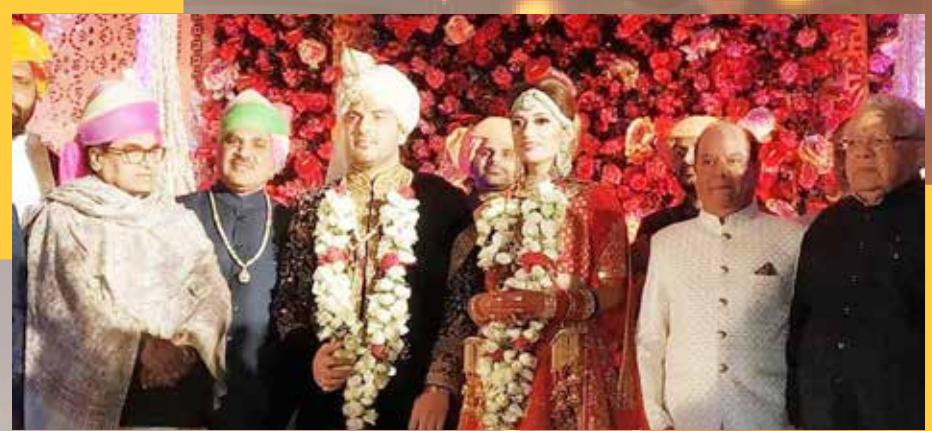


Ms Shivani Kaul, Chief Manager (HR)/KRIL received a Momento as a Chief Guest in Bennett University, Noida. On behalf of Bennett University, Ms Shivani Kaul was honoured as a judge for projects presented by engineering students, PhD scholars and Faculty for Engineering Project Showcase 2019.

यशपाल-रश्मि बंधे परिणयसूत्र में



Yash Pal Singh
S/o Dr Chandra Pal Singh,
Chairman, KRIBHCO
weds Rashmi



सांसद, विधायक, उद्योगपति, समाजसेवी, पत्रकार आदि पहुंचे। समारोह में विदेशों से आये मेहमानों ने भी शिरकत की।

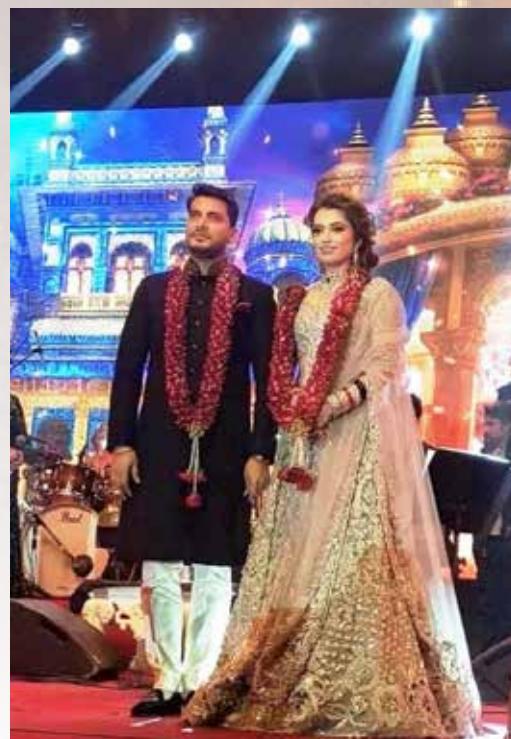
झांसी में हुआ रिसेप्शन

झांसी में 22 जनवरी को यशपाल-रश्मि का रिसेप्शन स्पेलिश वैली में आयोजित हुआ। इस मोदमयी बेला पर कई रंगारंग कार्यक्रम हुए और यशपाल के हजारों प्रशंसक एवं मेहमानों ने इसमें शिरकत की। समारोह में बॉलीवुड कलाकारों ने कई रंगारंग कार्यक्रम प्रस्तुत कर शमा बांध दिया। प्रसिद्ध सिंगर अभिजीत साबंत ने अपने तराने पेश कर माहौल को संगीतमय बनाया तो वहीं अदनान सामी ने एक से बढ़कर एक गीत पेश किए। मशहूर कलाकार राजपाल यादव और राजू श्रीवास्तव ने कॉमेडी से सबको खूब गुदगुदाया।

कृभको परिवार की ओर से भी यश-रश्मि को ढेर सारी बधाईयां।

जयपुर के एक होटल में आयोजित भव्य समारोह में यश और रश्मि ने एक दूसरे का हाथ थामकर अपने इस वैवाहिक जीवन की शानदार शुरुआत की। विवाह बंधन की इस उल्लासित बेला में वर-वधू के चेहरे की मुस्कान माहौल को और भी खुशनुमा बना रही थी।

खास बात ये रही कि नवविवाहित जोड़े ने स्टेज पर काफी समय तक खड़े रहकर आगंतुकों का लगातार अभिवादन किया। यशमी की इस सादगी के सभी मेहमान कायल हो गए। पारम्परिक राजस्थानी संगीत की धुन और जाड़े की रुहानी शाम ने भी कार्यक्रम को गुलज़ार किया। यशमी को अशीर्वाद देने विवाह समारोह में राजस्थान के महामहिम राज्यपाल श्री कलराज़ मिश्र के अलावा सपा महासचिव प्रोफेसर रामगोपाल यादव, धर्मेन्द्र यादव, प्रगतिशील सपा के राष्ट्रीय अध्यक्ष शिवपाल सिंह, इफको के चेयरमैन बलविंदर सिंह नकई, निदेशक विपणन योगेंद्र कुमार, कृभको के प्रबंध निदेशक श्री राजन चौधरी, परिचालन निदेशक श्री एम.आर. शर्मा, निदेशक मानव संसाधन, श्री एस.एस. यादव, निदेशक विपणन श्री वी.एस सिरोही समेत कई



Wedding Bells



Krishanu
S/o RS Mathur, ED (F&A)
weds Sukhmani



Prashant
S/o A Ravichandran,
Officer (HR)
weds Sruthi



Akshara
D/o Sivan Pillai CP,
Manager (HR)
weds Sarath Krishana



Megha
D/o KB Patel,
Manager (Prod)-HAEP
weds Ruchit



Dr Yamini
D/o Gurusamy R, Manager (Prod)
Weds Vivek Adithya



Sonali
D/o Narendra Singh
Weds Varun



Satyesh Ghetiya
S/o GD Ghetiya
Area Manager- Rajkot
Weds Nidhi



Fenil
D/o CB Patel,
Manager (Mech)
weds Romin



Purva
D/o Rajesh Agrawal,
Manager (MS)
weds Utsav

New Borns



Grandson of
Ms Usha Devi,
Librarian



Grandson of
Shri SK Shukla,
Manager (F&A)



Shri Mrugesh S Parekh
blessed with baby girl
on 15 November 2019



Garvita Sharma
Granddaughter of
NK Sharma DM (HR),
KRIBHCO HO

कृभको दिवस

कृभको दिवस के उपलक्ष्य में फन टाउन, बहादुरगढ़ (हरियाणा) में दिनांक 16.11.2019 को एक पिकनिक कार्यक्रम का आयोजन किया गया। इस पिकनिक में मुख्यालय एवं केन्द्रीय विपणन कार्यालय, नोएडा में कार्यरत कर्मचारी एवं उनके परिवार के आश्रित सदस्य शामिल हुए।

इस पिकनिक कार्यक्रम में सभी ने फन टाऊन में वाटर पार्क, एम्बूजिमेंट पार्क, एडवेंचर्स पार्क का भरपूर आनन्द उठाया। पिकनिक को और भी मनोरंजक बनाने के लिए मेहंदी आर्टिस्टा एवं लाईव संगीत भी प्रस्तुवत किया गया। कर्मचारियों एवं उनके आश्रितों को गंतव्य स्थान तक पहुंचाने व वापस लाने के लिए विभिन्न स्थानों से बसों की व्यवस्था की गई थी।



इन-डोर खेल प्रतियोगिताएं

प्रत्येक वर्ष की भाँति इस वर्ष भी कृभको नोएडा कार्यालय में अंतर्विभागीय खेल-कूद प्रतियोगिताओं के अंतर्गत विभिन्न खेलों जैसे कैरम बोर्ड (सिंगत/डबल), टेबल टेनिस (सिंगत/डबल), बैडमिंटन (सिंगत/डबल), टेबल टेनिस (मिकस्टड डबल), बैडमिंटन (मिकस्टड डबल) की प्रतियोगिताएं आयोजित की गई।

आउट-डोर खेल प्रतियोगिताएं

क्रिकेट एवं बालीवाल

इस वर्ष कृभको क्रिकेट एवं बालीवाल की आउट डोर खेल-कूद प्रतियोगिताएं चिल्हो स्पोर्टर्स काम्पलैक्स में दिसम्बर माह में आयोजित की गई। उक्त प्रतियोगिताओं के लिए टीम बनाने की प्रणाली में परिवर्तन किया गया तथा इस बार विभाग - वार टीम बनाने की बजाय क्रिकेट एवं बालीवाल की सभी विभागों को शामिल करते हुए चार-चार संतुलित टीमें बनाई गई।

महिला क्रिकेट

इस वर्ष यह प्रथम अवसर था जब कृभको नोएडा स्थित कार्यालय में तैनात महिला कर्मचारियों के लिए एक क्रिकेट मैच का आयोजन किया गया। इस मैच की दो टीमें रागनी क्रिकेट टीम व रेनबो क्रिकेट टीम बनाई गई। यह मैच दिसम्बलर माह में आयोजित किया गया। दोनों टीमों ने शानदार प्रदर्शन दिखाया और अंततः मैच टाई (बराबरी पर) हो गया।



KRIBHCO bags four awards from FAI

Krishak Bharati Cooperative Limited (KRIBHCO), the world's premier fertilizer producing cooperative, produced a film titled 'Boond Boond Se Khushhal' inspired by the Prime Minister's vision on 'More Crop per Drop', has been adjudged Best Video Film and awarded 1st prize by FAI in its Annual Conference held in New Delhi on 2 December 2019. The award was given by Shri Mansukh Mandaviya, State Minister of Chemicals & Fertilizers. The award was received by Shri VS Sirohi, Marketing Director, KRIBHCO in the presence of Shri Chhabilendra Roul, Secretary, Fertilizers.

KRIBHCO also received three more awards including 1st prize for 'Production, Promotion and Marketing of Bio-Fertilizers and City Compost'.



Shri VS Sirohi, Marketing Director, KRIBHCO receiving FAI award for best video film from Shri Mansukh Mandaviya, State Minister of Chemicals & Fertilizers in the presence of Shri Chhabilendra Roul, Secretary, Fertilizers.



Shri VS Sirohi, Marketing Director and Shri MR Sharma, Operations Director, KRIBHCO, receiving FAI award for Production, Promotion & marketing of Bio-Fertilisers from Shri Mansukh Mandaviya, State Minister of Chemicals & Fertilizers in the presence of Shri Chhabilendra Roul, Secretary, Fertilizers.

Green Rating Project Award

KRIBHCO has bagged Green Rating Project Award from Centre for Science & Environment (CSE) which was conferred in the award ceremony function of Grain By Grain, Green Rating of the Fertilizer Industry in India held on 29 July 2019 in New Delhi. The award was presented by Union Minister of Environment Shri Prakash Javadekar and received by Shri MR Sharma, Operations Director, KRIBHCO Hazira Plant, Surat.

The Green Rating Project (GRP) is an effort to rate industrial units within a specific sector on the basis of their environment friendliness. The project aims at encouraging companies to adopt better environment management policies. This is the 7th industrial sector to be rated by Green Rating Project. GRP is a unique programme that rates Indian industry for its environmental performance. It is regarded as India's only independent, rigorous and credible programme of its kind.



Shri MR Sharma, Operations Director, KRIBHCO receiving "Green Rating Project award" from Shri Prakash Javadekar, Union Cabinet Minister. This is very prestigious award for any Fertilizer Plant.



Shri DD Prajapati, Dy Manager (Prod) won consolation prize in poster competition arranged by Atomic Energy Regulatory Board (AERB) & Nuclear Fuel Complex (NFC) on the occasion of 36th DAE Safety and Occupational Health Professionals Meet - 2019 during August 2019 at Hyderabad.

Farewell

KRIBHCO honours the superannuating employees by organizing Farewell for them at Plant, Corporate Office and Field Offices. The Superannuation ceremony is celebrated in Auditorium or Board Room for the employees retiring in the respective month. The superannuating employee is presented with a Silver Plate, his/her PF statement and an indoor plant (as new HR Green initiative) by the Directors. Also the colleagues of the employee honour him/her by garlanding him/her.

During the period of July - January 2020, following employees were superannuated from the services of KRIBHCO. Farewell function for superannuated employees were organised in the respective departments and as a token remembrance, they were given memento from KRIBHCO Management by respective HODs.



Shri DK Dargam
CGM (F&A), 31 July 2019



Ms Anjali Gupta
Sr.M (F&A), 30 August 2019



Shri AK Malik
Sr.M (M), 30 September 2019



Shri SS Rawat
Sr. Manager (Vig), 31 October 2019



Shri AD Tiwari
Manager (F&A), 31 October 2019



Shri Dayaprakash
Officer (Tpt), 31 October 2019



Shri N Sambasiva Rao
MD, 31 December 2019



Shri SB Jha
A.M(M), 31 December 2019



**Shri Vijender Singh
CM (M), 31 December 2019**



**Shri Rajeswar
Care Taker, 31 December 2019**



**Shri Sunil Mohan Gola
AM, 31 December 2019**



**Shri Sanjeev Kumar
AGM (HR), 31 January 2020**



**Shri Gurmail Singh
Officer (Tpt), 31 January 2020**



**Shri Purn Chandra Joshi
Sr Caretaker, 31 January 2020**



**Shri BR Nanda
M (Mktg), 31 January 2020**



**Shri G H Dodia
Sr. Area Manager, 31 August 2019**



**Shri KN Singh
Ch.M (M) - Bhopal, 31 July 2019**



**Shri Maheshchandra C
Gajjar, Manager (Mech)**



**Shri SP Singh
Manager (Mktg) 31 August 2019**



**Shri RP Singh
AGM (Elect)**



**Shri RS Raghav
Security Guard**



**Shri Dipak S Patel
Sr. Manager (Prod)**



**Shri PG Sheth
Manager (Accts)**



**Shri Kiran K Shah
Sr. Manager (Mech)**



**Shri GM Modi
DGM (Instn)**



Shri MS Khan
Chief Technician (Mech)



Shri Deepakkumar H Shah
Sr. Manager (Prod)



Shri Suresh Singh
Chief Operator (Prod)



Shri PJ Jani
Sr. Manager (F&A)



Shri Zarir M Amrolia
Sr. Manager (Prod)



Shri AK Bandyopadhyay
Officer (F&S)



Shri Nalinkumar D Vadher
Manager (Mech)



Shri Jayantikumar N Patel
Manager (Mech)



Shri Shashikant T Desai
Sr. Manager (Prod)



Shri Bhupendrabhai Z Patel
Sr. Manager (Prod)



Shri Chandrakant J Patel
Sr. Manager (Prod)

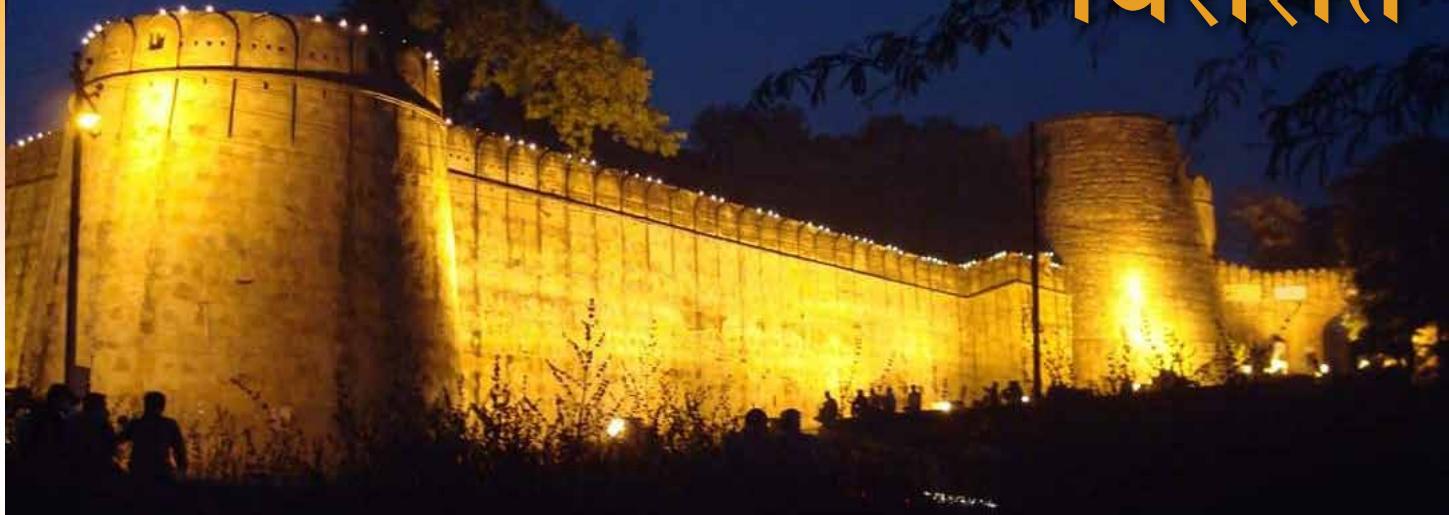


Shri Shankarbai D Patel
Asst. Manager (Mech)



Shri Hasubhai Patel
MEO

विरासत



रानी लक्ष्मीबाई की वीरता का साक्षी झांसी दुर्ग

बुद्धेले हरबोलों के मुंह हमने सुनी कहानी थी—खूब लड़ी मर्दानी वह तो झांसी वाली रानी थी...

ये पंक्तियां सुनते ही हृदय में आज भी साहस का संचार हो जाता है। हो भी क्यों नहीं आखिर इसमें बात जो है एक ऐसी वीरांगना की जिसने अपने शौर्य के आगे ब्रिटिश सेना के छक्के छुड़वा दिये थे।

मणिकर्णिका की शादी सन 1842 में झांसी के राजा गंगाधर राव के साथ हुई थी और तब वे कहलाई रानी लक्ष्मीबाई। शादी के बाद पहली बार रानी लक्ष्मीबाई ने जब झांसी के ऐतिहासिक किले में प्रवेश किया तो उनके जयकरणों से ये किला गूँज उठा था।

इतिहास के जानकार मुकुंद मेहरोत्रा के मुताबिक झांसी के ऐतिहासिक दुर्ग का निर्माण राजा वीरसिंह जूदेव ने 1693 में कराया था। वास्तुकला और स्थापत्य कला की दृष्टि से ये किला बेमिसाल है। बुद्धेला राजाओं के बाद इस किले पर मराठा शासकों ने राज किया। इसलिये इसमें बाद में कराये गये कुछ निर्माण में मराठी शैली भी नजर आती है।

किले के मुख्य प्रवेश द्वार से कुछ आगे बढ़ते ही सेनापति गुलाम गौस खां की कड़क बिजली तोप नज़र आती है। इसी तोप ने अंग्रेजी तोपों का मुकाबला किया था। किले में नीचे की ओर शिव मंदिर स्थित है जिसे शंकरगढ़ के नाम से जाना जाता है। बताते हैं कि बाईसाब जब किले में होती थीं तो इस मंदिर के दर्शन करने जरूर जाती थीं। मंदिर के पास ही रानी का उद्यान है जहां रानी टहला करती थीं। किले में गणेश मंदिर भी है।

किले में एक पांच मंजिल बेहद खूबसूरत इमारत है जिसे पंचमहल कहा जाता है। राजा गंगाधर राव के देहांत के बाद रानी लक्ष्मीबाई का दरबार इसी पंचमहल में लगता था। इस पंचमहल की दीवारें रानी के ऐतिहासिक निर्णयों की साक्षी हैं। पंचमहल के पास ही किले की बुर्ज के पास वो स्थान मौजूद है जहां से रानी लक्ष्मीबाई घोड़े पर सवार होकर नीचे कूदी थीं। अब इस स्थान के पास तिरंगा फहराया जाता है।

इस किले में अब हिंदी और अंग्रेजी भाषा में लाइट एण्ड साउण्ड कार्यक्रम होता है जिसमें झांसी के इतिहास और रानी लक्ष्मीबाई के जीवन के बारे में बताया जाता है। इस दुर्ग में आज भी कई ऐसे गुप्त रास्ते हैं जो नगर के विभिन्न इलाकों की ओर सुरंग के जरिये पहुंचाते थे हालांकि अब वे रास्ते बंद हैं। किले के शिखर पर पहुंचते ही झांसी और आसपास का विहंगम दृश्य नजर आता है। रानी के बाद इस किले पर अंग्रेजों का कब्जा रहा इसलिये अंग्रेजों ने भी इसके अंदर कुछ निर्माण कार्य कराये। भले ही अब झांसी की रानी नहीं है लेकिन उनका ये किला आज भी उनकी वीरता की गाथा कह रहा है।

झांसी आने वाले हर सैलानी की ये ख्वाहिश जरूर होती है कि वो एक बार स्वतंत्रता आंदोलन की प्रथम दीपशिखा रानी लक्ष्मीबाई के इस ऐतिहासिक किले को देखने जाये।



—धर्मेन्द्र साहू
मीडिया कंसल्टेंट
कृभको

HRD in Plant

Human Resource Development is concern with the people's multi-dimensional development. KRIBHCO Human Resource Development is with a vision of train today for better tomorrow. HRD is always contributing to develop variety of competencies and culture for trainees to embrace their workmanship with attitude for betterment. It is also making efforts for development of employees through soft skill training Programme.

Developmental Training Programme

KRIBHCO, HRD believes in this thought-Train today for better tomorrow and working accordingly to this thought. HRD has organized 13 Nos. of Developmental Training Programme like - Moving from Conflict to Collaboration, Power of Positive Attitude, The Power of being spiritual Intelligent, The word belongs to me, You can Win, Emotional Intelligence at work, The keys to managing People, Relationships & Conflict, Inspiring ownership mentality within an organization. First Aids programmes were organized for employees during July to December 2019.



Functional Training Programme

IMS Awareness Training Programme was organized from 27 to 30 August 2019. A Swachh Bharat Abhiyan awareness Training was organized on 10 September 2019. Safety Permit & Hazards related Training was organized on 09/10/2019. An awareness Training on Fire & Safety was organized on 30 September 2019. A Safety Related Training for HAEP on 9 October 2019. On 5-6 December 2019, Woodward makes PG-PL & TG-13 Governor Servicing and testing functional Training was organized. Total 257 Nos. of employees were participated in above said Programmes.

External Sponsorship Training Programme

A External Training Programme was organized FAI, New Delhi on Challenges and strategies for Fertilizer Industry from 11 to 14 September 2019. Shri Amarjit Singh, AGM (training) and Shri Shravan Kumar, AGM (Mech) were participated in this external Training Programme. An International Conference & Expo on Corrosion was organized from 23 to 26 September 2019 at NACE, Mumbai. Total 8 Nos. of employees were attended this corcon-2019.

Vocational Training

KRIBHCO is playing vital role in social responsibility. KRIBHCO is providing Vocational / Industrial Training facility to Under Graduate, Post Graduate and Research Students under their Social responsibility commitment. 55 Nos. of students from different college & University students have completed vocational Training during July to December, 2019.

Technical Library

A Technical Library is established at HRD Campus & providing books to readers and online books on Technical, Engineering, Power, Chemical, Production of urea and other field related to fertilizer industry. Approx. 685 visitors/reader had visited Library and taken benefit of books. An E Library is also running from HRD Deptt. under supervision of Mr PT Solanki, Sr Manager (Trg. & Lib).

Articles

Learning is continuous process for enhancement of personal effectiveness. Information is the most valuable organizational resource in virtually every industry. HRD believe, learning is helpful in self-development and building of organizational culture. Technical Library is providing articles to readers through email. During July to December, 2019 26 No. of articles has mailed to employees.

Plant Visit

KRIBHCO is world premier fertilizer producing and distributing organization in Cooperative Sector, So several Cooperative Leader, Cooperative Society Members, Cooperative Marketing personnel, Farmers College, University Student and Researchers are coming for Plant visit. Approx. 370 Nos. of visitors/cooperators have visited Plant.



HRD Department is dedicated for Nurture and Train to trainees and makes a smarter force to meet challenges. HRD Department is paying attention & contributing their best efforts to train trainees through technical & soft skills training regularly for upgrade knowledge, skills & attitude. KRIBHCO has realized the importance of training as a tool to achieve strategic goals. Management is viewing training as an investment on dynamic and valuable Capital for KRIBHCO.

Felicitation of Dignitaries



Chairman meets Minister for Chemicals & Fertilizers

Shri V Sadananda Gowda, Minister of Chemical & Fertilizers, is being greeted on New Year by Dr Chandra Pal Singh, Chairman, KRIBHCO along with Shri Paresh Bhai Patel, Director, KRIBHCO.



MD Meets Minister (C&F)

Shri Rajan Chowdhry, MD, KRIBHCO felicitating Shri V Sadananda Gowda, Minister of chemicals & Fertilizers, GOI



MD Meets Secretary (Fertilizers)

Shri Chhabilendra Roul, Secretary, Ministry of Chemicals & Fertilizers, GOI, is being felicitated by Shri Rajan Chowdhry, MD, KRIBHCO.



Dr US Awasthi, MD IFFCO,
Felicitating Shri Rajan Chowdhry,
newly appointed MD, KRIBHCO



Flying with freedom-
Spot billed Pelican

Photo by T S Rao, CGM(M)

କୃଭକୋ ଭବନ, ଏ-୧୦, ସେକ୍ଟର-୧, ନୋଇଡା - ୨୦୧୩୦୧, ଜିଲ୍ଲା ଗୌତମବୁଦ୍ଧ ନଗର (୩.୪.)
KRISHAK BHARATI COOPERATIVE LIMITED

KRIBHCO Bhavan, A-10, Sector-1, NOIDA - 201301, District Gautam Budh Nagar (U.P.)

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