

Dhanuka Agritech Ltd. organizes “Krishak Goshthi” to promote PM’s vision of Doubling Farmer’s Income by 2022

- More than 500 farmers attended the event
- Smt Krishna Raj, Union Minister of State for Agriculture and Farmers Welfare & Sri Satya Bhushan Jain, working president International Vaish Federation (IVF) were the chief guests

Shahjahanpur, July 8, 2018: Dhanuka Agritech Limited, India’s leading agrochemicals company, today organized a ‘Krishak Goshthi’ in Shahjahanpur, Uttar Pradesh. The meet highlighted various approaches for doubling farmer’s income to support Prime Minister’s vision of achieving this target by 2022.

Smt. Krishna Raj, Hon’ble Union Minister of State for Agriculture & Farmers Welfare & Sri Satya Bhushan Jain, working president International Vaish Federation were the chief guests who encouraged farmers to use modern farming techniques for increasing their crop yield. More than 500 farmers from various parts of Uttar Pradesh took part in the event and benefited from the ideas shared. Numerous government officials, scientists from state’s Krishi Vigyan Kendra, agriculture universities and district agriculture department along with local authorities were present. Dhanuka Agritech also felicitated farmers for improving crop yield through modern technologies.

“Our Govt is dedicated to the cause of doubling farmers’ income and has introduced many schemes to achieve this goal. More than 87.5 lakh farmers and traders have already enrolled on the E-NAM platform. Farmers must think of agriculture as a key to entrepreneurship and take utmost advantage of all the schemes launched by the government,” **Smt Krishna Raj, Union Minister of State for Agriculture and Farmers Welfare** said.

Mr R.G. Agarwal, Chairman Dhanuka Agritech Ltd., said, *“Dhanuka Agritech Ltd. organizes such events in various parts of India at regular intervals to understand the on-ground problems of farmers and thus provide better solutions to them and enhance their livelihood. This is the first time we have organized a Krishak Goshthi on such large scale in Uttar Pradesh and we are overwhelmed by the response.”*

During the event, Dhanuka Agritech Limited also highlighted their approach DKKNT (Dhanuka Kheti Ki Nai Takneek), which is focused on providing end-to-end farming solutions through training and educating farmers. Under this approach, the company aims to minimize crop losses and improve yield with a focus on implementation processes such as soil test for maintaining soil health, crop insurance, use of hybrid seeds, judicious use of agrochemicals, saving water etc.

Earlier this year, Dhanuka Agritech has launched a national level ‘Dhanuka Innovative Agriculture Award’ to encourage innovative and progressive farmers and related organizations. The first edition received over 4600 nominations PAN India. Over 960 nominations were from Uttar Pradesh, making it the leading state to submit such large nominations.

About M/s Dhanuka Agritech Limited:

M/s Dhanuka Agritech Limited manufactures a wide range of farm input products to support the farmers in their pursuit for better crop, better farming and a better life. The Company has a pan-India presence through its marketing offices in all major states & 4 manufacturing unit in India, with a network of more than **7,500 distributors, 1500 skilled employees selling to approx. 80,000** retailers across India and reaching out to more than 10 million farmers. **We have world class NABL Accredited Laboratories.** The Company has technical tie-ups with 4 American and 6 Japanese companies.

Dhanuka Agritech is among the top five companies in India, in Brand sales. With more than 200 registrations and/ 350 active SKUs, the company has one of the largest market penetrations. Dhanuka Agritech currently has 30 Branch offices across India and 48 warehouses.

Dhanuka is a preferred Brand among progressive farmers. Growth drivers are the intensive marketing network penetrating even the interiors of India, increased farm income, enhanced awareness about the cost-benefit ratio of agro-chemicals, highly diverse product range with a solution for almost all problems in all crops, innovative marketing strategies and international technical tie-ups. The company is working towards farmer welfare by strengthening Agri-inputs dealer as a strong extension service provider for that our DEASI program in association with many Agriculture universities stabling new milestone. The Company keeps adding new products every year through its collaborations and is continuously on the lookout to bring the latest technology to Indian Farmers.

To know more about us please visit: www.dhanuka.com

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