



Dhanuka Agritech Ltd. organizes 'Farmer welfare conference' to promote PM's vision of Doubling Farmer's Income by 2022 on the occasion of birth ceremony of Pandit Deen Dayal Upadhyaya

- More than 1500 farmers attended the event
- Shri Radha Mohan Singh, Union Minister of Agriculture & Farmers Welfare, India was the chief guest

Motihari, September 25, 2018: Dhanuka Agritech Limited, India's leading agrochemicals company, today organized a Farmer Welfare conference at KVK, Pipra Kothi, East Champaran district. The meet highlighted various approaches for doubling farmer's income to support the Prime Minister's vision of achieving this target by 2022. Shri Radha Mohan Singh, Union Minister of Agriculture & Farmers Welfare, was the chief guest.

In his address, the minister urged farmers to use modern farming techniques to increase crop yield. Shri Pramod Kumar, Tourism Minister of Bihar, and Dr. R.C Srivastava, Vice Chancellor of Dr. Rajendra Prasad Central Agriculture University, also attended the event.

Shri Mradul Dhanuka, Director Dhanuka Agritech, highlighted various techniques that farmers can implement for better yields. More than 1500 farmers from various parts of Bihar attended the event and benefited from the ideas shared. Several government officials, scientists from the state's Krishi Vigyan Kendra, agriculture universities and officials from the Agriculture Department along with local authorities were also present. Dhanuka Agritech also felicitated farmers for improving crop yield through modern technologies. The farmers were also given safety kits.

Sri Radha Mohan Singh, Union Minister of Agriculture & Farmers Welfare said "The government has taken many initiatives for strengthening agriculture sector and help double income of farmers. We sincerely appreciate the work done by companies such as Dhanuka Agritech Ltd. who are taking innovative steps and helping farmers to improve farming practices. It was great to see farmers' responses and their interest in learning new techniques for better yield."

Mr. Mridul Dhanuka, Director, Dhanuka Agritech, 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 improve their livelihood. This is the first time we have organized farmers welfare conference in Bihar and we are very pleased with the response. We are honored to have Shri Radha Mohan Singh here with us who shared important insights for improving agriculture produce."

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. With this approach, the company aims to minimize crop losses and improve yield

with a focus on implementation processes such as soil testing, crop insurance, use of hybrid seeds, judicious use of agrochemicals and saving water etc.

Through such initiatives, Dhanuka Agritech Ltd. is working towards achieving the vision of Hon'ble PM Shri Narendra Modi of doubling farmers' income by 2022. In past, the company has organized several seminars like these in various parts of India.

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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