



THE FERTILISER ASSOCIATION OF INDIA

WESTERN REGION

3, NEW COMMONWEALTH SOCIETY, 229, LINKING ROAD, BANDRA (W), MUMBAI – 400 050

TEL : (022) – 26518162 TELEFAX : 26416174 E-mail : wr@faidelhi.org faiwrmumbai@vsnl.net

FAI-WR/5.6/CPEP
Dec. 02 ' 2013

The Fertiliser Association of India (FAI), Western Region announces the winners of the “Mahadhan Awards 2012-13”

Pune, 02 Dec. : The Fertiliser Association of India (FAI) Western Region announced the winners of 'Mahadhan Awards for 2012-13' during its Annual General Meeting held at Hotel Pride, Pune on Wednesday, 27th November 2013. The event was chaired by Mr. R. G. Rajan, Co-Chairman, FAI – New Delhi and Chairman & MD - RCF.

Deepak Fertilisers And Petrochemicals Corporation Ltd. (DFPCL) and Gujarat State Fertiliser & Chemicals Ltd. (GSFC) shared the the 'Mahadhan Award' & cash prize of Rs. 51,000 for Excellence in Crop Productivity Improvement'. This award was received by Mr. Vijayrao Patil, Asso. Vice President, DFPCL. Krishak Bharati Co-operative Ltd. (KRIBHCO) and Indian Farmers' Fertiliser Cooperative Ltd. (IFFCO) and Rashtriya Chemicals Company Ltd. (RCF), shared the Award for 'Excellence in Fertiliser Extension Services' and cash prize of Rs. 51,000. RCF was awarded a consolation prize in 'Excellence in Fertiliser Extension Services'.

FAI - Western Region has allocated district-wise and crop-wise scientific demonstrations to industry members in five states of the Western Region namely Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh and Goa during Kharif and Rabi 2012-13. Based on the work done by the companies, the awards were finalised in the respective categories.

The awardees were selected by a committee comprising of Dr S. S. Magar, Ex-Vice Chancellor, Dr. Babasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli and Ex-President of India Agricultural Universities Association, New Delhi, Dr. R. D. Mulay, Ex-Director of Agriculture, Maharashtra and Mr. D. D. Khose, Regional Executive FAI-WR.

Speaking on the occasion, Mr. S.C. Mehta, Ex-Chairman, FAI (WR) & CMD - DFPCL said “Fertiliser manufacturers should not think on short term but long term, keeping the farmer as their centre of focus. Fertiliser companies should closely monitor the total inputs v/s productivity (Marginal Cost Benefit Ratio) so that the farmer benefits in the long run”. Mr. Rajan highlighted on the current issues of pending fertilizer subsidy, revision in NBS policy, Urea prices, Integrated Nutrient Management and Fertiliser Supplies.

The Mahadhan Awards were initially designed and instituted by Mr. S.C. Mehta, in 2008-09, to promote and create awareness on 'Integrated Nutrient Management' among the farming communities in association with the fertiliser marketing companies. The awards are given to the companies doing outstanding work in the respective fields.

Mr. R. G. Rajan, Mr. S. C. Mehta, Ex-Chairman, FAI (WR) & CMD - DFPCL, Mr. G. R. Goves, President – Agribusiness, Mr. Arvind Kulkarni, Asso. Vice President – Fertiliser (DFPCL), Mr. Ashok Ghasghase, Director - Marketing (RCF), Mr. B. K. Kinekar, CMD - Marketing, Zuari Agro Chemicals Ltd. (ZACL) and Mr. S. A. Patel, Advisor, Marketing (GSFC) were present for the meeting.

Mr. D. D. Khose reviewed the fertiliser and agricultural scenario of Kharif 2013 in the states of the Western Region and the prospects for remaining period of 2013 were discussed.

The Western Region of the Association comprises of agriculturally progressive states like Maharashtra, Gujarat, Madhya Pradesh, Chhattisgarh and Goa.

Mr. Burujwale and Mr. Shete of FAI (WR) and Mr. Satish Nartam and Mr. Sanjay Birajdar of DFPCL took efforts to make the program successful.



From L – R: Arvind Kulkarni, AVP, DFPCL, B.K. Kinekar, CMD – Marketing, ZACL, Vijayrao Patil, AVP, DFPCL, D. D. Khose, Regional Executive FAI-WR, R. G. Rajan, Co-Chairman, FAI – New Delhi and Chairman & MD – RCF, S.C. Mehta, Ex-Chairman, FAI (WR) & CMD – DFPCL, Dr. R. D. Mulay, Ex-Director of Agriculture, Maharashtra
