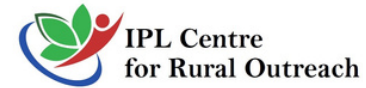




NEWSLETTER

JANUARY - MARCH, 2024



IPL CENTRE FOR RURAL OUTREACH

Empowering Communities, Enriching Lives



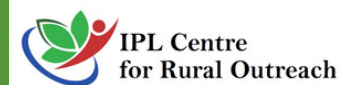
ORIENTATION PROGRAMME AT KVK SHAMLI, UTTAR PRADESH ON 7TH MARCH, 2024



INDIAN POTASH LIMITED

Indian Potash Limited (IPL) is involved in import-handling, promotion and marketing of potash in the entire country. IPL is a major player in multiple value chains and inputs, and is steadfastly contributing and marching towards agrarian growth and farmers' prosperity in India. IPL has successfully established a vast network, and its services are coordinated by 15 Regional offices in various State capitals. It enables IPL to take any agricultural input or service to farmers' doorstep in over six lakh villages across the Country. IPL has initiated several Corporate Social Responsibility (CSR) programs to address social causes promote environmental sustainability and climate change awareness.

With an objective to foster rural outreach and capacity development of farmers and youth, IPL Centre for Rural Outreach (ICRO) was launched by Indian Potash Limited (IPL) with the involvement of National Productivity Council (NPC) was set up on 17th March 2022, in New Delhi, as a Corporate Social Responsibility project for promoting productivity in the areas of Agriculture, Rural development, Industry, and service sector. Its aim is to provide agricultural knowledge, new skills to farmers through youth and promote entrepreneurial ideas and opportunities.



IPL CENTRE FOR RURAL OUTREACH

AMRIT INTERNSHIP PROGRAMME

"EMPOWERING GROWTH TOGETHER: INTERNS AND FARMERS UNITE IN AGRICULTURE!"

INTERNING IN AGRICULTURE OFFERS A DYNAMIC AND ENRICHING EXPERIENCE, IMMERSING INDIVIDUALS INTO THE HEART OF SUSTAINABLE FOOD PRODUCTION AND ENVIRONMENTAL STEWARDSHIP. THROUGHOUT THIS INTERNSHIP, PARTICIPANTS ENGAGE IN HANDS-ON ACTIVITIES, GAINING INVALUABLE INSIGHTS INTO VARIOUS ASPECTS OF FARMING, FROM CROP CULTIVATION TO LIVESTOCK MANAGEMENT. ADDITIONALLY, INTERNS MAY CONDUCT RESEARCH OR IMPLEMENT SUSTAINABLE PRACTICES THAT CONTRIBUTE TO INCREASED EFFICIENCY, PRODUCTIVITY, AND ENVIRONMENTAL STEWARDSHIP ON THE FARM. ULTIMATELY, INTERNSHIPS IN AGRICULTURE NOT ONLY PROVIDE VALUABLE LEARNING OPPORTUNITIES FOR INDIVIDUALS BUT ALSO OFFER TANGIBLE BENEFITS TO FARMERS, HELPING TO SUSTAIN AND ADVANCE THE AGRICULTURAL INDUSTRY FOR GENERATIONS TO COME.



DR.US.TEOTIA, CHIEF MANAGER, IPL (L) ALONG WITH DR.RAJEEV RANJAN, DIRECTOR, ICRO(R) INSPECTING KVK SHAMLI, UTTAR PRADESH

ABOUT THE INTERNSHIP

The Amrit Internship Programme is a unique internship programme for the youth in the rural areas. The Amrit e – learning modules have been specially designed to give an overview of the agriculture scenario in the country with a focus on agriculture productivity and sustainability. The modules include useful and practical information of cropping practices, innovation technologies, schemes of Government of India and the State Government etc. The modules which are simple and accessible would be a value addition to the existing body of knowledge of the intern. Each intern is expected to reach out to 100 farmers during the period of internship. Through these three months of internship programme, the interns will be exposed to learning experiences and new skills making them more employable and also promote entrepreneurial ideas and opportunities. The contribution of interns during the period will be valuable and give us firsthand insights to field level practical issues and also the overall local agro-climatic scenario.



AMRIT INTERNS WITH FARMERS

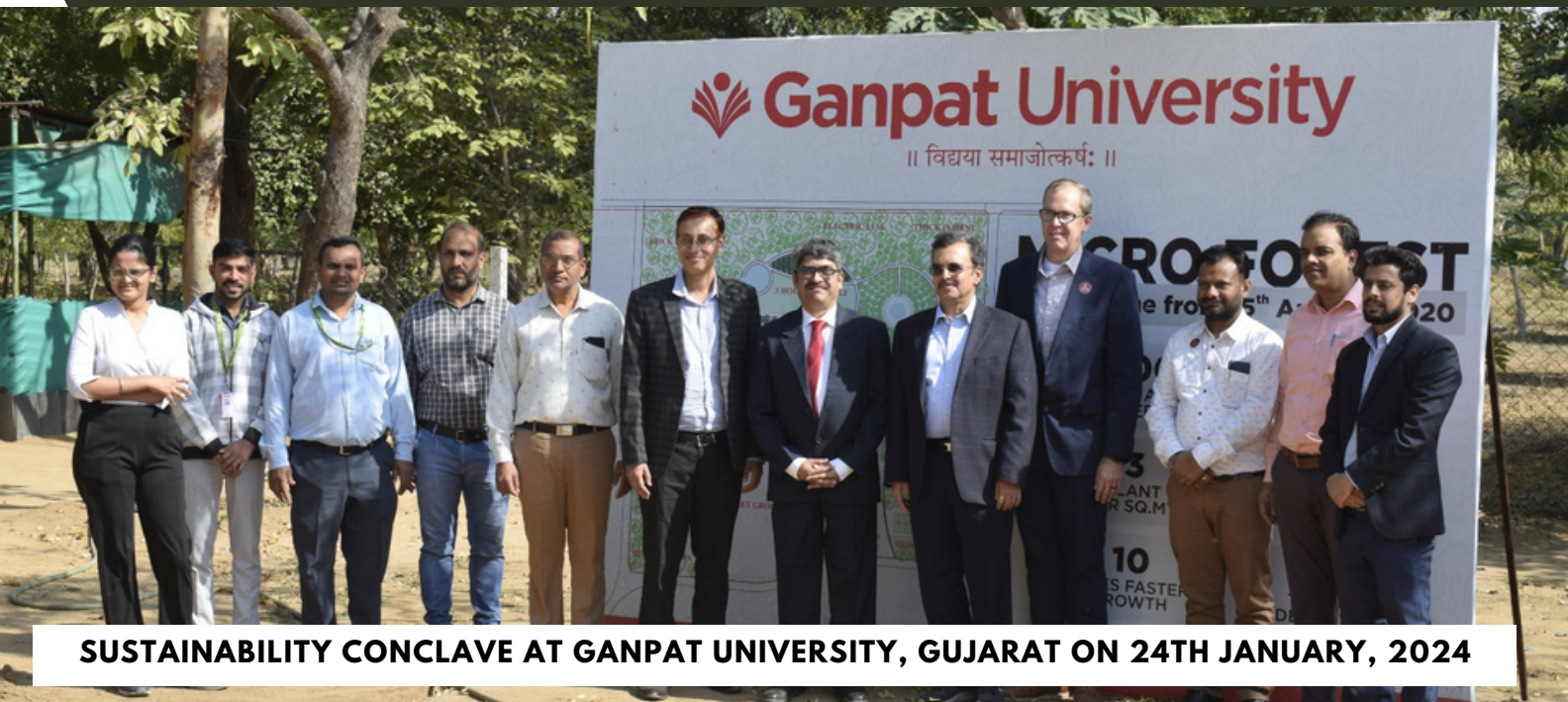
PROGRAMME ORGANISED

ICRO has launched 6 more Amrit Internship Programmes in collaboration with

- KVK Hapur, Uttar Pradesh - 19th January, 2024
- Maharaja Sriram Chandra Bhanjdeo Uni, Baripada, Mayurbhanj, Odisha - 2nd February, 2024
- KVK, Shamli, Uttar Pradesh - 7th March, 2024
- Tamil Nadu Agriculture Univeristy (TNAU), Coimbatore, Tamil Nadu - 23rd March,2024
- Anbil Dharmalingam Agricultural College and Research Institute, Trichy, TNAU, Tamil Nadu - 25th March, 2024
- Agricultural College and Research Institute,TNAU, Madurai, Ramanathapuram, Tamil Nadu- 25th March,2024



Sustainability, Productivity and Green Growth



“GREEN IS A TREND: SUSTAINABILITY IS A MINDSET.”

Sustainability is core part of the CSR policy of Indian Potash Limited indicating the company's intention to make a positive contribution to the society in which the company operates. Ensuring environmental sustainability, ecological balance, protection of flora and fauna, agroforestry, conservation of natural resources and maintaining quality of soil, air and water through CSR activities has been strived by IPL.



SUSTAINABILITY CONCLAVE AT ICAR, PATNA ON 13TH FEBRUARY,2024

ICRO has organised 6 Conclaves on Sustainability, Productivity and Green Growth with

- Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut, UP- 9th January,2024
- Rajasthan Agricultural Research Institute, Jaipur, Rajasthan- 12th January,2024
- D Y Patil International University, Pune, Maharashtra - 18th January,2024
- Gati Shakti University (Ministry of Railways) Vadodara, Gujarat- 20th January,2024
- Ganpat University, Mehsana- North Gujarat - 24th January,2024
- ICAR,Patna, Bihar- 13th February,2024
- Jaypee University of Information Technology, Wagnaghat, Himachal Pradesh - 19th March, 2024
- P. V. Narasimha Rao Telangana Veterinary University, Hyderabad,Telangana - 22nd March, 2024



DR. RAJEEV RANJAN, IAS (RTD), DIRECTOR, ICRO
LECTURE SESSION AT GATI SHAKTI
VISHWAVIDYALAYA (MINISTRY OF RAILWAYS),
VADODARA, GUJARAT

Director, ICRO explaining the core issues of sustainable management, infrastructure management, collaboration, and partnership and also shedding light on the pressing matter of climate change and its far-reaching impact on productivity and sustainability.



SUSTAINABILITY CONCLAVE AT JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT, HIMACHAL PRADESH ON 19TH MARCH, 2024



DR.U.S TEOTIA, CHIEF MANAGER, IPL, (L), DR.RAJEEV RANJAN, DIRECTOR,ICRO(C) AND DR.P.K.SINGH, DIRECTOR. EXTN, SVP, MEERUT, VISITING FIELDS OF KVK SHAMLI, UTTAR PRADESH

1 LAKH STRONGER

➤➤➤ Recently, ICRO has achieved a milestone of reaching out to over 1 lakh farmers.



DR.U.S TEOTIA, CHIEF MANAGER, IPL, NEW DELHI GIVING BRIEF TO THE INTERNS ABOUT IPL AND AMRIT INTERNSHIP PROGRAMME



ORIENTATION PROGRAMME AT FAKIR MOHAN UNIVERSITY, BALASORE, ODISHA



OFFLINE REGISTRATION OF AMRIT INTERNS IN ORIENTATION PROGRAMME AT MAHARAJA SRIRAM CHANDRA BHANJA DEO UNIVERSITY, MAYURBHANJ, ODISHA

IMPLEMENTATION OF FUTURE PROGRAMMES

➤➤➤ ICRO is currently in the process of organising more Internship Programmes and Sustainability Conclaves in Tamil Nadu, Gujarat, Uttar Pradesh, West Bengal and Odisha.