

NEWSLETTER IPL FOUNDATION

Empowering Communities, Enriching Lives

From the Senior Advisor



Dr. Rajeev Ranjan,
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In this March edition of our bi-monthly newsletter, I am pleased to highlight the ongoing impact of the initiatives led by the IPL Foundation/ICRO in rural communities, particularly in the areas of education, healthcare, and sustainable development.

These achievements are the result of the dedicated efforts of our team and the unwavering support from Indian Potash Limited, under the leadership of M.D. Dr. P.S. Gahlaut, with valuable contributions from Chief Agricultural Scientist, Dr. U.S. Teotia, the Heads of IPL Units, and the Education Society team.

Over the past two months, we have organized several Amrit Internship Orientation Program, several farmers' meetings, and various field visits, while IPL launched their Granular Potash and held Sustainability Conclaves to promote green growth. Additionally, health camps were conducted, and a marathon aimed at wildlife conservation was organized. With our continued focus on driving sustainable growth, we look forward to expanding our efforts in partnership with the communities we serve, and encourage you to share your ideas and insights for future editions, as we work towards a brighter and more equitable future for all.

We have also introduced a new section, Employees' Corner, in our newsletter, and invite interested employees to submit their write-ups for publication.

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Amrit Internship Programme

"Empowering Growth Together.
Interns and Farmers Unite for Agriculture!"

The Amrit Internship Programme, a joint initiative by IPL Foundation and IPL Dhenkanal Sugar Unit, aims to engage rural youth in agriculture and rural development while addressing farmers' challenges. Launched with an Orientation Programme on February 5, 2025, at Dhenkanal Sugar Mill, Odisha, the three-month internship offers hands-on experience, connecting each intern with at least 100 farmers to enhance skills, employability, and entrepreneurship in agriculture.



Orientation Programme in Dhenkanal Sugar Mill, U.P. (05.02.2025)

The Orientation Programme was graced by the presence of several dignitaries, including Mr. Santosh Kumar Dash (GM & Unit Head), Mr. Rajesh Kumar Singh (HOD, Cane), Mr. Durga Prasad Dwivedy (Project Head), Ms. Nandini Roy (Mentor, IPL Foundation), Mr. Subrat Kumar Padhee (Chief District Agriculture Officer, Dhenkanal), Mr. Bimalendu Mohanty (Head, KVK, Dhenkanal), and Dr. Jyoti Rekha Pattnayak (Agronomist, Officer-in-Charge, Sugarcane Research Centre, Nayagarh).

Dr. Rajeev Ranjan, IAS (Retd.), Senior Advisor and Dr. U.S. Teotia, CAS joined virtually, inspiring participants to contribute to agriculture. IPL Foundation remains committed to empowering rural youth, fostering innovation, and driving sustainable development.



Snippets of the Orientation Programme



Purulia Farmers Meet

Gathering for Growth

Indian Potash Limited, through the ICRO Amrit Internship Program, has organized a Farmers Meet to bridge gaps in agriculture. This initiative empowers youth, connects them with the farming community, and fosters collaboration for a sustainable agricultural future.

The Farmers Interaction Meet at Sidho-Kanho-Birsha University, Purulia on January 9th, 2025, saw enthusiastic participation from 30 Amrit Interns and 38 farmers across 20 development blocks of Purulia district. Prof. Subrata Raha, ICRO Amrit Internship Project Coordinator, and the Hon'ble Vice-Chancellor Prof. Dipak Kumar Kar highlighted agriculture's importance in rural socio-economic development. The Deputy Director of Agriculture, Purulia, discussed government schemes designed to support farmers, followed by an insightful session with Mrs. Nandini Roy, Mentor of ICRO.



Address by Hon'ble Prof Dhananjay Rakshit, S.K.B.U.



Welcome address by Coordinator, ICRO Amrit Internship Programme

The Farmers Meet Programme was a success, offering farmers valuable insights from experts and an interactive session where they shared successful practices on soil health, water management, crop diversification, and pest control. The event concluded with a vote of thanks by Mr. Uday Sankar Roy, Assistant Botanist at Purulia's Zonal Drought Paddy Research Station.



Address by Mrs. Nandini Roy, Mentor of ICRO



Interaction with farmers





Fertilize Right, Grow Bright

Mega Farmers Meet- Granular Potash



To empower the farmers, IPL successfully hosted the Granular Potash Launching Program on January 9, 2025, at Hotel Jenny's Residency, Coimbatore. The event commenced with the traditional "Tamil Thai Vazhthu" prayer, followed by a ceremonial lamp lighting by key dignitaries, including GM [M], Mr. U.N. Singh, CAS, Dr. U.S.Teotia, Dr.Radhe Shyam, Senior Officer [Agri Science], and JR/MD – Tucas, Coimbatore.



Dealer Meet & Launching Program of Granular Potash

The session began with a warm welcome to all dealers, acknowledging their contributions. IPL's GM(M) officially launched Granular Potash-1, providing insights into its benefits and the current fertilizer industry landscape.

Dr. U.S.Teotia elaborated on IPL's history, the advantages of Granular Potash, IPL Acrona, and Polyhalite. Experts, including Dr. Radhe Shyam and Mr. K. Haribabu, shared technical knowledge on nutrient management, potash application, and the importance of NPK 16:16:16.



The event concluded with productive discussions with T. Stanes & Company, Tucas Co-operative Institute, and Sakthi Fertiliser Corporation, strengthening partnerships and ensuring competitive fertilizer supply for the farming community. IPL reaffirmed its commitment to delivering world-class agricultural solutions.



Farming the Future

Tamil Nadu Farmers Meet & Field Visit

A Farmer's Meet is a gathering where farmers, agricultural experts, and industry professionals come together to discuss best practices, new technologies, and innovative solutions in farming. It serves as a platform for knowledge-sharing, problem-solving, and networking, helping farmers adopt sustainable techniques and improve productivity for a better agricultural future.



Tamil Nadu Farmers Meet on 10th January 2025

On January 10th, GM[M] Mr. U.N. Singh, CAS Dr. U.S. Teotia, Senior Officer (Agri. Sciences) Dr. Radhe Shyam, and Deputy Manager, Mr. K. Haribabu, visited IPL's customer point - M/s. N. Manickam Chettiar at Kinathukadavu. During the visit, they engaged in discussions regarding the sales of IPL products, with a particular focus on MOP, NPK-16:16:16, and polyhalite.

Following this, the IPL team visited the Banana Demo Field, where Mr. K. Haribabu welcomed nearly 70 farmers to the meet. Mr. U.N. Singh shared insights into IPL's history and activities, emphasizing the importance of using the recommended dose of fertilizers and potash to enhance yield and quality. He highlighted the benefits of Polyhalite and NPK-16:16:16 for improved banana production. The session concluded with a Q&A on Nano-DAP and Nano-Urea, providing farmers with valuable knowledge and guidance.



Dr. U.S. Teotia, Chief Agricultural Scientist, Interacting with the farmers



Visit to Banana Fields



Team IPL

GM-M, CAS, and Senior Officer [Agri Sciences] visited the K.M.R. Mayilsamy Chettiar Garden, where nearly 120 farmers participated in the meeting, gaining knowledge on coconut cultivation from Dr. Devprakash of the Coconut Research Center, Aliyar, along with Dr. O.V.R. Ramachandran, Ex-Member of the Coconut Growers Association.

The CAS educated farmers about the K-nutrient deficiency in nearly 23 districts of Tamil Nadu and highlighted how it can be addressed through the proper application of potash and fertilizers.



Snippets from the Coconut Demo Field

This farmers' meet served as a platform for farmers to gain valuable insights into the use of NPK-16:16:16, polyhalite, and potash for improved yields. It also facilitated direct interaction, enabling them to make informed decisions for sustainable and profitable agriculture. Through such initiatives, IPL Foundation continues to empower farmers with knowledge and resources, driving long-term agricultural growth and prosperity.



Innovate. Sustain. Thrive.

TNAU Sustainability Conclave

Tamil Nadu Agricultural University (TNAU) in collaboration with IPL Foundation successfully organized a "Sustainability Conclave on Productivity and Green Growth" on 3rd January 2025. The event featured distinguished speakers, including Dr. V. Geethalakshmi, Vice-Chancellor, TNAU and Dr. Rajeev Ranjan, IAS(Retd.), Senior Advisor, IPL Foundation, who emphasized the need for sustainable agricultural policies.

Productivity and Green Growth

Tamil Nadu Agricultural University
Directorate of Extension Education, Coimbatore
and
IPL Foundation, New Delhi



Snippets of the Sustainability Conclave at TNAU

The conclave witnessed the participation of 369 attendees, including farmers, government officials, and entrepreneurs. Technical sessions covered Agtech innovations, eco-friendly farming, soil health, agroforestry, and environmental sustainability, with experts like Dr. E. Somasundaram and Dr. P. Balasubramaniam providing valuable insights. The conclave facilitated discussions on innovative solutions and long-term strategies for promoting green growth in agriculture.



The e-poster competition featured 43 students presenting their research, with the best entries receiving recognition. An exhibition highlighted sustainable agricultural technologies and products, while the event also marked the release of three books on the Amrit Internship Programme and e-learning resources, reinforcing IPL Foundation and TNAU's commitment to agricultural innovation and sustainability.



Empowering Farmers: IPL's Three-Day Outreach Program in West Bengal

A three-day program was held in West Bengal that includes a farmers meet, launching of Potash and Tea Estate Visit. On 22nd Jan 2025, IPL's senior officials GMM Mr. U.N.Singh, CAS Dr. U.S.Teotia and Dr. Bhanu Pratap SO (Agri. Sciences) visited Bagdogra Tea Estate, discussing soil health, fertilizer use, and IPL products with Mr. Pradip Kumar Bose, Manager of Bagdore Tea Estate.

Followed by a staff training session inaugurated by Mr. U.N.Singh. Dr. U.S.Teotia and Dr. Bhanu Pratap during their session emphasized on farmer engagement, market development, and IPL's focus products like Granular MOP, NPK 16.16.16 and Polyhalite.



Snippets of staff training session

GMM reviewed individual staff performance, emphasizing target achievement for Feb-Mar 2025 with a focus on MOP. He praised the timely collections, ensuring zero overdue and instructed the team to boost POS sales and market development by dedicating 60% of their work hours with farmers.



Snippets of the Farmers Meet at Khoribari, Jalpaiguri district, West Bengal

On January 23, 2025, IPL organized a farmers' meeting in Khoribari, Jalpaiguri district, West Bengal. The event was attended by distinguished guests including the Chief Guest, GMM Mr. U. N. Singh, CAS Dr. U. S. Teotia, SO Dr. Bhanu Pratap, SRM Mr. Arun Kumar Panigrahi, and DMM Mr. Rupam Bhunia. Experts discussed the benefits of Potash-1, NPK 16:16:16, Polyhalite, and FOM. Farmers learned about essential nutrients for crops like tea, tobacco, and potatoes. The event ended with an interactive session and gift distribution.



Empowering Farmers in Siliguri

Potash-1 Launch

To empower farmers, IPL successfully launched Potash-1 at Sunhill Portico Hotel, Siliguri, on January 23, 2025, in the presence of dealers, retailers, tea garden managers, and small tea growers. Key IPL representatives, including GMM Mr. U.N. Singh, CAS Dr. U.S. Teotia, SRM A.K. Panigrahy, DMM Rupam Bhunia, and SO Dr. Bhanu Pratap, attended the event alongside Chief Guest Mr. Partha Roy, Deputy Director of Agriculture (Darjeeling).



Lamp lighting and cake cutting ceremony- during the launch of Potash-1

The event began with a traditional welcome and lamp lighting ceremony, followed by the official launch of Potash-1 by Mr. U.N. Singh and Dr. U.S. Teotia with a symbolic cake-cutting. GMM Mr. U.N. Singh highlighted IPL's vision and the benefits of Potash-1. Mr. Partha Roy discussed government schemes supporting dealers.



Glimpse of Potash 1 Launch at Sunhill Portico Hotel, Siliguri

Dr. U.S. Teotia and Dr. Bhanu Pratap provided detailed insights into IPL's key products, emphasizing their advantages for tea, tobacco, and potato crops. The event concluded with an interactive session, a vote of thanks by DMM Rupam Bhunia, and lunch for all participants.



Driving Sustainability, Enhancing Productivity

SRM Sustainability Workshop

On January 29, 2025, SRM University, Sonapat conducted a workshop on Sustainability, Productivity & Climate Change. The workshop featured distinguished speakers, including Vice Chancellor Prof. Paramjit S. Jaswal and Dr. Rajeev Ranjan (IAS, Retd.), Senior Advisor at IPL Foundation, who stressed the importance of sustainable agricultural policies.



Sustainability Conclave at SRM University held on 29th January

Prof. Renu Choudhary from the Management and Commerce Department delivered the welcome speech, while Vice Chancellor Prof. Paramjit S. Jaswal and Dean Prof. V. Samuel Raj addressed the audience, emphasizing the issue's urgency. Dr. Rajeev Ranjan elaborated on innovative sustainability approaches in corporate, agriculture, and health sectors and highlighted government climate adaptation programs such as the National Adaptation Fund and Atmanirbhar Bharat.



Snippets of the Sustainability Conclave at SRM University

During the workshop, SRM University pledged to make its campus 'Net Zero' by implementing measures to reduce carbon emissions, reinforcing its commitment to environmental sustainability.





Empowering Health, Enriching Lives

Titawi Medical Camp

On January 27, 2025, Titawi Sugar Complex organized a Free Medical Camp in collaboration with Sanjeevni Institute of Medical Science Hospital, Charthawal. This initiative aimed to provide essential healthcare services to employees and nearby farmers, reinforcing the company's commitment to community well-being.



The medical camp was inaugurated by Unit Head, Mr. Kuldeep Singh, and featured a team of experienced doctors who conducted comprehensive health check-ups, including blood tests, ECG, and blood pressure monitoring. Patients also received free medical consultations, and essential medicines were distributed at no cost.



Experienced doctors conducting a health check-up for employees and farmers

The camp witnessed overwhelming participation, with numerous employees and farmers benefiting from quality healthcare services. This initiative not only addressed immediate health concerns but also promoted preventive healthcare awareness within the community.

Through this medical camp, Titawi Sugar Complex has made a significant effort to enhance healthcare accessibility, ensuring that workers and farmers receive essential medical care. The success of the event reflects the company's strong commitment to corporate social responsibility, promoting a healthier and more empowered community.



Empowering Ideas, Celebrating Excellence!

Titawi Sugar Complex Award Ceremony

On January 26, 2025, Titawi Sugar Complex proudly celebrated Republic Day by honoring the brilliant minds behind innovative ideas that have positively impacted the company. In a special ceremony, prizes were awarded to workers whose outstanding suggestions contributed to process improvements, cost-saving measures, and operational efficiency.



Glimpse of the 76th Republic Day Celebration at Titawi Sugar Complex

As part of our ongoing initiative to foster creativity and continuous improvement, workers submitted ideas that were evaluated based on feasibility, originality, and their potential benefits. The winning suggestions, ranging from process optimizations to cost-saving measures, showcased the commitment of our workforce to excellence and progress.



Prize Distribution Ceremony at Titawi Sugar Complex

As we move forward, Titawi Sugar Complex remains committed to fostering innovation, empowering our workforce, and recognizing their contributions. We take immense pride in our workers' passion for progress, and we look forward to celebrating even more groundbreaking ideas in the future.



देश प्रेम का जश्न, बच्चों के संग

Udbhav Shiksha Niketan

With unwavering zeal and national pride, Udbhav Shiksha Niketan, Jarwal Road, celebrated the 76th Republic Day on 26th January 2025. The ceremony began with the glorious unfurling of the Tricolor by G.M. IPL Jarwal Road, Mr. That Singh Rana, alongside esteemed HODs, the Principal, teachers, staff, students, and parents.



The air resonated with soul-stirring patriotic songs, electrifying dance performances, and inspiring speeches by the students, filling hearts with love for the motherland. The event concluded on a sweet note with laddoo distribution, as students departed with the spirit of patriotism burning bright in their hearts.



Glimpse of the 76th Republic Day Celebration at Udbhav Shiksha Niketan, Jarwal Road, U.P.



Running for Wildlife Conservation

Kapilash Half Marathon 2025



Kapila Half Marathon held on 11.01.2025 at the Kapilash Shiva Temple, Dhenkanal, Odisha

Tata Steel, in collaboration with the district administration, successfully organized the Kapilash Half Marathon 2025 on January 11 at the iconic Kapilash Shiva Temple in Dhenkanal, Odisha. With the theme "Run to Protect Wildlife", the event attracted over 4,600 runners from across India, making it a grand success. Indian Potash Ltd. (IPL) also partnered in this remarkable initiative.



Snippets of the Kapilash Half Marathon 2025

Union Education Minister Mr. Dharmendra Pradhan flagged off the marathon and emphasized the importance of wildlife conservation. He also highlighted the positive impact of regular physical activity on mental health and overall well-being.

Several distinguished dignitaries, including state ministers, MPs, MLAs, and senior district officials, graced the occasion. IPL Dhenkanal unit was proudly represented by Er. Durga Prasad Dwivery, Mr. Santosh Kumar Dash, Mr. Shailesh Vankar, and employees, who actively participated, adding enthusiasm to the event.

The marathon concluded with Mr. Shubham Sindhu from Haryana winning the 21 km men's category, while Ms. Bharti from Haryana secured victory in the women's 21 km race. The event successfully promoted fitness and environmental awareness, reinforcing the collective commitment to wildlife conservation.

Employees Corner

Wave of Nostalgia



Nisha Sivadasan

Senior Officer Purchase,
Sugar Division, IPL

For me growing up as a kid, life was simple, no smartphones, no online classes and certainly no pressure to build an instagram story every day for likes and comments. We played outside till the streetlights came on, scraped our knees without a big deal about it and somehow we turned out just fine. But even back then in school, extra-curricular activities like singing, dancing, debates, sports etc were a thing. You either joined willingly or got pushed in due to peer pressure. The point is that you need to be 'good at something' to stand out in crowd and popular among friends. Well, I wasn't terrible at these activities, but I wasn't great either. People often speak about the joy of extracurricular activities, how they build confidence and character. But no one talks about the kids who feel suffocated by them. The one who try their best yet still feel like failures. But what about the kids who just want to participate for fun? Why is it always about being the best? If I could go back, I would tell my younger self this: 'You don't have to be the best at something for it to matter. Do it because you love it and if you don't love it, it's okay to walk away'.

Nowadays I see kids drowning in extra curriculars – music lessons, dance classes, competitive sports, all packed into their already busy lives. There is no room for just playing for fun, no space for trying something without the fear of not being 'the best'.

We all have potential, but it doesn't always look like what the society expects. May be someone isn't a best singer but they could be the most gifted storyteller. It's never too late to find that 'thing' that lights you up inside – and that's where the magic begins....

By Nisha Sivadasan



AGRICULTURE AS THE 1st ENGINE OF DEVELOPMENT

UNION BUDGET 2025-26

The Union Budget 2025-26 introduces transformative initiatives to enhance agricultural productivity, support rural communities, and boost social sector development. These measures aim to empower farmers, improve financial access, and promote sustainable farming practices.

PM Dhan-Dhaanya Krishi Yojana: Targets 100 low-productivity districts, benefiting 1.7 crore farmers with improved irrigation and storage.

Enhanced Kisan Credit Card (KCC) Limit: The loan limit has been increased from ₹3 lakh to ₹5 lakh, improving financial access for 7.7 crore farmers.

Mission for Aatmanirbharta in Pulses: A six-year program ensuring fair prices for pulses like Tur, Urad, and Masoor through procurement support.

National Mission on High-Yielding Seeds: Focuses on developing 100+ high-yielding, pest-resistant, and climate-resilient seed varieties.

Comprehensive Program for Fruits and Vegetables: Strengthens supply chains and ensures better market prices for farmers in partnership with states.

Building Rural Prosperity: A multi-sectoral initiative addressing agricultural underemployment through skilling, investment, and technology.

Mission for Cotton Productivity: A five-year plan to boost cotton yield and promote extra-long staple cotton varieties.

2 ENGINE OF DEVELOPMENT

MSMEs as the 2nd Engine of Development: MSME's contributing 45% of exports, get higher investment limits and credit. ₹2 crore loans for women, SC/ST entrepreneurs

Healthcare & Education: Higher funding for healthcare infrastructure and expanded educational programs, including digital learning and skill development.

3 ENGINE OF DEVELOPMENT

Investment as the 3rd Engine of Development: Focuses on people, economy, and innovation with key initiatives in education, AI, infrastructure, loans, asset monetization, Jal Jeevan Mission, urban development, R&D, and geospatial planning.

Environment and Sustainable Development: Investment in renewable energy projects, including solar and wind power with the aim to reduce carbon emission.

4 ENGINE OF DEVELOPMENT

Exports as the 4th Engine of Development: Key initiatives include Export Promotion Mission, BharatTradeNet, financial reforms, FDI in insurance, credit enhancements, regulatory reforms, investment index, and Jan Vishwas Bill 2.0.

At IPL Foundation, we are committed to keeping you up-to-date with the latest news and developments across all areas of the organization. Our goal is to offer you a unique platform for accessing important information. We appreciate your ongoing support and encourage you to continue being a part of this journey.

Please feel free to share this newsletter with your contacts to keep them informed about the recent activities of IPL and IPL Foundation. We'd love to hear your thoughts! Share any suggestions or ideas for new features you'd like to see in future newsletters. Your feedback is always welcome!

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