

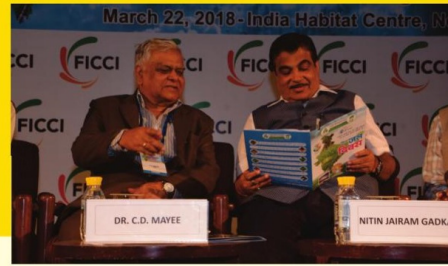
TRANSFORMING INDIA Through Agriculture



Dhanuka Agritech Limited manufactures a wide range of farm input products to support the farmer in his pursuit for better crop, better farming and better life. The Company has a pan-India presence through its marketing offices in all major states in India, with a network of more than 7,500 distributors & dealers selling to approx. 80,000 retailers across India and reaching out to more than 10 million farmers. 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 500 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 solution for almost all kind of pests & diseases in all crops, innovative marketing strategies and international technical tie-ups. 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.



Business Strength

Experience: The Company's promoters possess four decades of experience in India's agrochemical industry comprising an understanding of relationship building, customised application, pan-India distribution and effective marketing.

Intellectual capital: The Company having dedicated, motivated team of more than 1200 employees and researchers evaluate existing and emerging formulations for onward application across different regions resulting in product customisation in line with farmers need.

Brand portfolio: The Company possesses a range of more than 85 brands. Over the years, the Company has strengthened its reputation as a one-stop solution provider for diverse crops, regions and seasons. The brand-led proportion of the Company's revenues accounted for almost 70% of the Company's turnover in 2015-16.

First-mover's advantage: The Company was the first to introduce miticides in India, targeting mites, which ravage crops. This firstmover's advantage helped develop the market for miticides and enhance the Company's market share in a growing agrochemical segment.

Location: The Company's units are located strategically in Gurgaon (Haryana), Sanand (Gujarat) and Udhampur (J&K) and Keshwana (Rajasthan)

Research and development: Dhanuka Agritech Research Centre is recognized by Ministry of Science and Technology, Government of India

Training: The Company does not just market products; it conducts field demonstrations where product efficacy is demonstrated and farmers are educated for 'Dhanuka kheti ki nai takneek'. Dhanuka also offers seed treatment solutions to farmers.

Community Water Centre



Community Water Center (CWC) at Jaipur District, Rajasthan by Dhanuka Agritech Ltd.

With an aim to provide safe and clean drinking water, Dhanuka Agritech Limited (DAL), one of India's leading Agrochemical Company, inaugurated their First Community Water Center (CWC) at Banethi village, Kotputli Tehsil of Jaipur District, Rajasthan. The community water center has been constructed in association with Naandi Foundation and will benefit over 7000 villagers.

The Center was built on land provided by the Panchayat, with latest filtration unit in a pre-fabricated structure. The entire project was conceived and executed in 3 months. The villagers appreciated the initiative to provide safe drinking water free from fluorides and other impurities.

Education Initiative



Shri Chiranjilal Dhanuka Higher Secondary Adarsh School, Ratangarh (Churu)

On the occasion of Birth Centenary Year of Late Shri Chiranjilal Dhanuka a grand school building was constructed on Hrishikul Road which was inaugurated by the national and state dignitaries on Sunday, the 11th of February 2018. Equipped with grand and modern facilities, this is a unique school in this region

Run by Adarsh Shikshan Sansthan Churu and affiliated to Vidya Bharti Sansthan Jaipur, Shri Durgaprasad Dhanuka Aadarsh Vidya Mandir was founded in 1995. Vidya Mandir was initially started in Dhanuka Dharmshala and advancing consistently towards progress, first it became upper primary and then secondary and has finally evolved into a higher secondary school in the session 2017-2018. At present the children are studying from Class Arun (Std. I) to Ekadashi (Std. XI). Equipped with such modern facilities, this would be a unique school in this region. Vidya Bharti has incorporated this school in the central level schools. This is a pride for this region. This year total 80 students appeared for Std. X and out of them 13 students secured more than 90 per cent and 49 students more than 80 per cent marks. This year 78 students, both boys and girls, participated in sports where 6 students won Gold Medals.

The aim of Vidya Bharti Vidyalaya is to develop such a national education system through which develop a young generation which is loyal to patriotism; who is physically, emotionally, mentally, intellectually and spiritually matured and can face the emerging challenges of life successfully so that his/her life becomes dedicated for emancipating the poor, underprivileged and destitute compatriots living in the villages, forests, hills and slums from the social evils, exploitation and injustice and make their life harmonious, prosperous and cultured.



Shri Durgaprasad Dhanuka Uchch Madhyamik Aadarsh Vidya Mandir

Mid-Day Meal

Dhanuka contributed to Akshaya Patra for feeding mid day meal to underprivileged children studying in school. We have also donated 5 Vans in year FY 2015 – 16 and the association are still moving.



Save Water Initiatives

It was nearly a decade ago recognizing the impending scarcity of water, our Group came up with a massive campaign "Goon Ka Pani Gaon Mein, Khet Ka Pani Khet Mein" to create mass awareness about conservation and judicious use of water. You will be extremely happy to note that our vision has been beautifully aligned with Government of India's agenda regarding water conservation for irrigation. The Government of India recognises the importance of Water Conservation, Micro-irrigation, Watershed Development and 'Pradhan Mantri Krishi Sinchai Yojana'; enhanced water efficiency through 'Per Drop More Crop'.

Dhanuka Group has been celebrating World Water Day on March 22 every year since 2010 in partnership with prestigious National Institutes, State Agricultural Universities etc. where lectures on water conservation & reuse were organized. In addition, Drawing Competition on 'Conservation of Water' theme in schools, Sixty seconds documentary- Insaan Paani Bana toh Nahi Sakta per Bacha Jaroor Sakta Hai, highlights the importance of water, informative literature, Posters, Yagya etc are being regularly undertaken. We have constructed 4 (Four) check dams in Jugalpur, Devipura (District Sikar), Mainpura ki Dhani and Sankotra, (Jaipur district), Rajasthan. It is expected to benefit approximately 3000 households having a population of over 20000. Now all Check-Dams are operational and full after rain.

This year World Water Day was celebrated in association with FICCI, at India Habitat Centre where Honorable Minister, Shri Nitin Gadkari; Minister of State for Parliamentary Affairs and Water Resource, River Development & Ganga Rejuvenation was Chief Guest.





Bharat Lok Siksha Parishad (Ekal Vidyalayas) were also supported by the Company in 30 villages, benefiting 909 children in age group 6 to 14 years, mostly from Scheduled Tribe and Schedules castes.



Training & Development Initiatives



Krashak Goshthi' for 'Doubling Farmer's Income Organized by Dhanuka at Motihari, Bihar

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A 'Krashak Goshthi' has been organized by Dhanuka Agritech Limited for 'Doubling Farmer's Income' on the occasion of 100 years of Mahatma Gandhi's first movement against British Raj – Champaran Satyagraha. The event, held in Motihari was inaugurated by Shri Radha Mohan Singh, Union Minister of Agriculture and Farmer's Welfare on April 2017 at Motihari (East Champaran)

On this occasion, Mr. R G Agarwal, Group Chairman, Dhanuka Agritech has shown his commitment to provide world class agrosolutions to farmers across the Indian geography. Dhanuka Agritech is advocating 'Dhanuka Kheti Ki Nai Takneek (DKKNT)', a holistic approach of Integrated Crop Management for higher yields and in turn income. DKKNT focused on complete end to end farming solutions which help in boosting the production and increasing the farmer income. Shri Agarwal said "this is in our blood that we treat our land as our mother and taking care of our mother is our prime duty so in this pedagogy Dhanuka continuously educating farmers to do the soil testing of their land and accordingly apply recommended fertilizer to produce healthy crop and maintain healthy soil. We are advocating Pradhan Mantri Fasal Bima Yojna (PMFBY), recommending the use of Hybrid Seeds and Seed treatment. We have given slogan "Har Beej ko Suraksha Ka Teeka, Jaise Har Bacche Ko Polio Ka Teeka.



Krashak Goshthi' for 'Doubling Farmer's Income Organized by Dhanuka at Bikaner, Rajasthan

Dhanuka Agritech Limited organized 'Krishak Goshthi' for farmers of Rajasthan in Bikaner. The open house was organized to discuss various approaches for doubling farmer's income to support Prime Minister's vision of achieving this target by 2022. Shri Arjun Ram Meghwal, Hon'ble Union Minister of State, Ministry of Water Resources, River Development & Ganga Rejuvenation was the chief guest and spoke about use of modern techniques to increase crop yield. More than 1,000 farmers from various parts of Rajasthan attended the seminar and benefited from the ideas. Dhanuka Agritech also awarded farmers and dealers for their fruitful contribution in improving yield by using right technology. Through such initiatives, Dhanuka Agritech endeavors to help farming community have better livelihood by educating them on ways of maximizing production and thus increase their income. During the seminar, 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 endeavors to minimize the crop losses and improving yield.

Social Cause Initiatives



Diploma in Agriculture Extension Services for Agri-Input Dealers

Dhanuka is actively pursuing multi-facet extension programmes for capacity building of In-put Dealers and farmers.

The National Institute of Agricultural Extension Management (MANAGE) took a lead by starting off-campus Diploma-DAESI for In-put Dealers. Our Group was the first to join hands with MANAGE and shared 50% of the fee for a batch of 40 Dealers. As the feedback of Dealers was highly positive, on our initiatives where we bore the 50% fee for the first batch, three SAUs Gujarat- Anand, Navsari and Junagadh have started such a course.

Now it is a regular course in all these universities and there is long queue of dealers willing to enroll by paying full fee of Rs.20, 000. We are in touch with other Universities through the ICAR for starting such a Diploma and have even volunteered to meet fee of Rs.10, 000 per trainee for the first batch. Recently CCS Haryana Agriculture University (Hisar), BHU (Varanasi), G.B. Pant University of Agriculture & Technology, Pantnagar (Uttarakhand) etc. has also shown interest for this DAESI program in association with Dhanuka

Health Initiatives

Dhanuka donated 1 Cr. to Ramakrishna Mission Sevashrama for construction of New Maternity Ward

Towards serving for society, Dhanuka donated Rs. 1 Cr. (One Crore Rupee) to Ramakrishna Mission Sevashrama, Vrindavan, Distt. Mathura for construction of New Maternity Ward called Cathlab. The inaugural ceremony of newly installed Cathlab was held on April 8, 2017 by Hon'ble President of Bihar, Shri Ram Nath Kovind, then the Hon'ble Governor of Bihar, Revered Srmat Swami Nityasuddhanandjee Maharaj, Secretary, Ramakrishna Mission Sevashrama, Haridwar, our respected Chairman Sri R. G. Agarwal, DAL and Sri R. Krishna Kumar, Sr. Trustee of Tata Trusts, Mumbai and various dignitaries.

The new CathLab will provide its services at highly concessional rates to all its patients. Many monks, doctors, nursing staff, nursing students and well – wishers participated in the dedication ceremony in the hospital and the public meeting held in Swami Vevekananda Auditorium.

Eyes Operation

Our Company has contributed under CSR activities to Sant Parmanand Hospital, Sharnath Marg, Delhi for 500 eyes operation free of cost for poor and needy.

For any inquiry, please connect with

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