

THE INSIGNIA OF GRANDEUR





“ You are a blessing from God in our life and the whole HPM family. Thank you for providing the stability, support, wisdom, kindness, and love that you do for HPM. ”

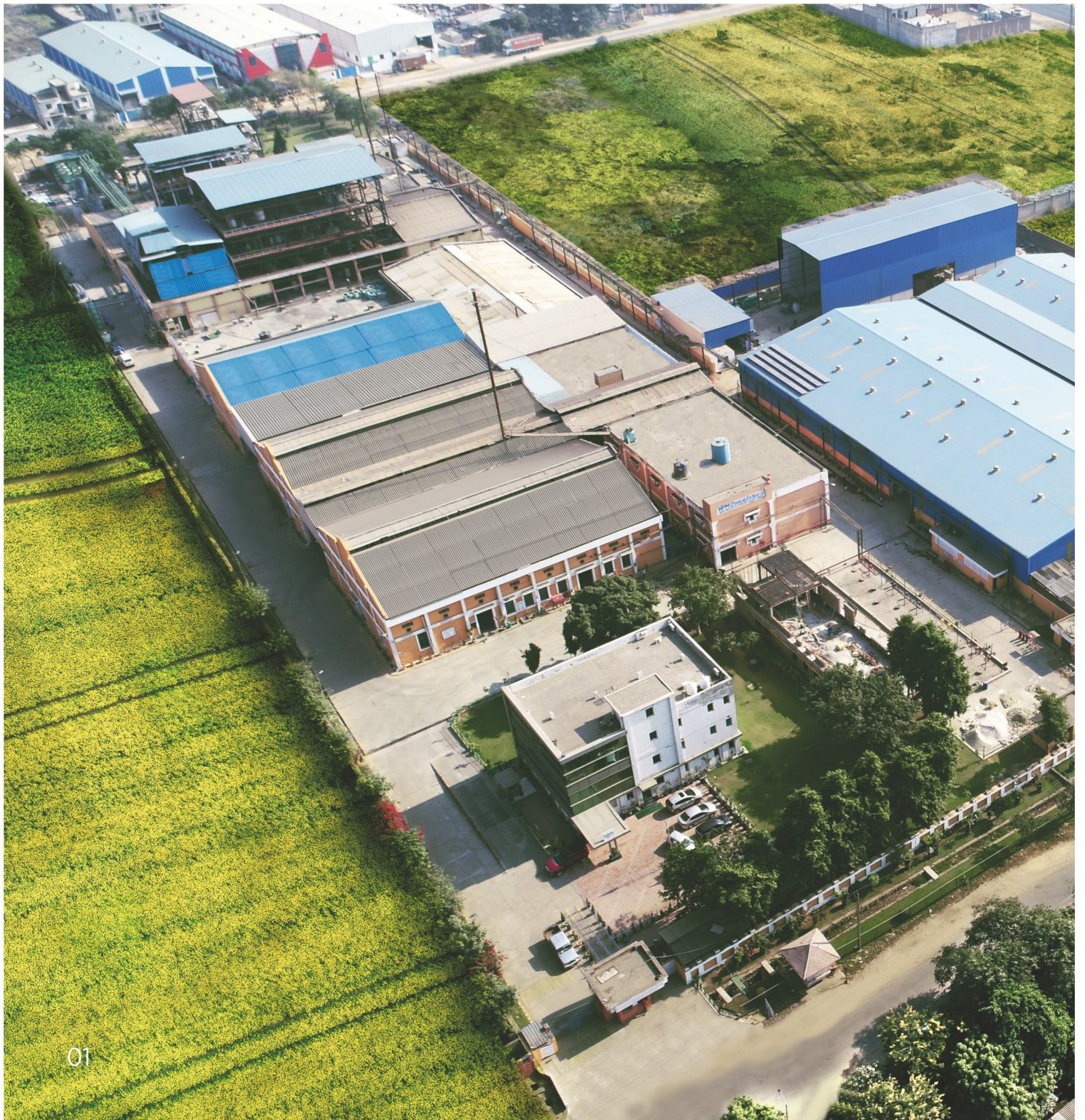
With more than four decades since its inception by a leading visionary Shri Srikisan Dass Aggarwal HPM has ruled and led the agro-chemical industry in India and abroad. With the motto of 'Yielding Prosperity', the company has stood steadfast by its mission of bringing prosperity in the lives of all associated with it. Right from our adept team of meticulous farmers to our dynamic board of management directors, the company has ensured to touch and make a colossal impact in the lives of all.



MRS. SANTOSH AGGARWAL

Thanks Mrs. Santosh Aggarwal for Inspiring us over the years. You are a wonderful person, mother, wife, mentor, and friend. You are everything one could look for in a good mentor. You groomed us to be sound professionals and we learn something new from you every day. It would be impossible to count all the ways that you've helped us in every ways. Thanks for opening our eyes to new stages of opportunity and strength. You always guide us towards the right path. we admire you for your humility, your diligence, and your unwavering purpose. You have shown us how to be a more effective human being, and for that we cannot thank you enough. You are a fantastic person that is worthy of emulation. How could we ever express all our thanks for your guidance — truly we have been blessed to have you in our life.

**FROM
MR. ASHOK AGGARWAL**







UDYOG BHARTI AWARD

**Form Indian Achiever Forum Received By
Mr. A.K. Aggarwal on 16 Dec 2004.**



BHARATIYA UDYOG RATNA AWARD
From Indian Economic Development
& Research Association Received By
Mr. Ashok Kumar Aggarwal On
April 29' 2005.



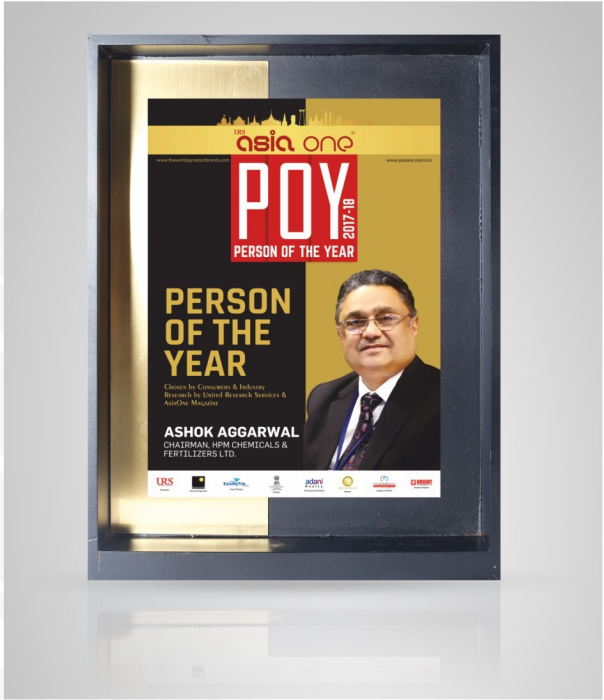


WORLD'S GREATEST BRANDS 2017-18





URS
asia one
**PERSON OF
THE YEAR
2017-18**



BLACKSWAN AWARD FOR “WOMEN EMPOWERMENT”



WORLD'S GREATEST BRANDS 2018-19





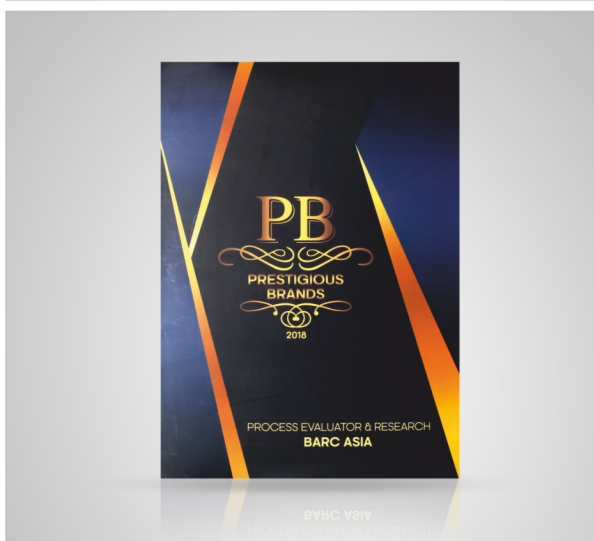
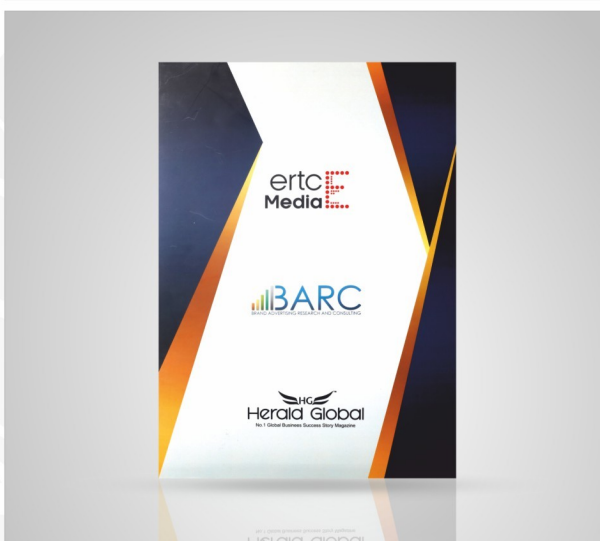
BUSINESS SPHERE AWARD











PRESTIGIOUS BRANDS RISING AWARD & CERTIFICATE 2018 FOR HPM CHEMICALS & FERTILIZERS





INDIA 5000 BEST MSME AWARDS

ROLL BALL ASSOCIATION DELHI UNIT



BEST CSR INITIATIVE & INNOVATIVE LEADER AWARD





UDYOG BHARTI AWARD





INTERNATIONAL ACHIEVERS AWARD







ICONS & CRUSADERS BUSINESS ACHIEVERS 2019









CORONA WARRIORS





Tapasya Goel

Home - Tapasya Goel



Tapasya Goel

By AsiaOne | August 29, 2018 | Post Views: 2,254

Women Have Always Come Up With Something Spectacular Whenever They Have Got An Opportunity And Tapasya Goel Is One Of Those Names, Who Has Brought A Radical Change In The Agro-Business Development. Her Achievements Have Become The Path To Success For This Industry, And Her Contributions To HPM, As The Executive Director, Are Always Cherished.

THIRST FOR EXCELLENCE

As the Executive Director of HPM, Tapasya Goel has indeed proved the critics wrong. Ever since her childhood, she has been a hard worker. She was very attentive in her studies which helped her build a strong educational foundation. From a very early age, Tapasya Goel had had an interest for agro-business development. It was her passion for this sector that helped her to come up with unique agro-solutions. Moreover, she has this amazing heart for farmers.

Being an Agro-analyst is not easy. You have to get down to the base level and listen to the problems of the farmers if you want to come up with the right kind of solution. This was accomplished with finesse by Tapasya Goel. She always enjoyed working with farmers and this was a huge turning point in her career. In fact, it was her modesty in her work that led HRM to gain such a huge recognition both in India and also all across the world. It is her relentless effort in understanding agrochemicals that has helped HPM acquire a massive customer base.

GLOBAL RECORDS

Truth be told, she has set global records in customer acquisition and that is really a commendable achievement. Not only for customer acquisition, Tapasya Goel has to be credited for introducing the latest manufacturing facilities that involve state-of-the-art technologies. This has increased the manufacturing capacities of HPM to about 9 thousand tonnes per year which previously were limited to just a thousand tonnes a year. That's a whopping 9 times increase in the productivity.

As a human being, Tapasya Goel is simply unmatched. She has singlehandedly made a difference to the lives of 20 villages and the farmers that live in those villages. India has thousands of farmers who are not able to grow because of their inability to get modern technologies. This is where Tapasya Goel has come and made a difference. She has fulfilled the dreams of a number of farmers till now and those living in the 20 villages are blessed to have found someone like her. Her idea of inclusive development has been the root of success for the many farmers that she has worked with. Her desire to give these farmers a better life has been possible because of her uncompromising efforts to get the best agro-solutions at an affordable price.

BACK TO THE SOCIETY

Apart from her accolades in the agrochemicals industry, she also has done a great deal for "Girl's Adoption CSR". This was her attempt to provide proper lives to orphans in SOS Children's Villages of India (Bawana, Delhi). She also went on to adopt 9 girls and took the responsibility of their education so that they could fulfill their dreams.

Tapasya Goel believes in total teamwork. Her commitment to keeping HPM as the corporate leader in agrochemicals is being fulfilled together by her entire team. She, being at the helm of the ship, strives for continuous improvement every single day. Her values towards the farmers and agrochemicals as a whole have made her a complete person in this field. Tapasya Goel's honesty and dedication have made her what she is today. Her leadership skills are unique and that is why her strategic planning for any project comes off really well. There is no doubt that HPM is in good hands.

"Not only for customer acquisition, Tapasya Goel has to be credited for introducing the latest manufacturing facilities in HPM, which involve state-of-the-art technologies"



बधाई एचपीएम, मिला अचीवर्स अवार्ड

एचपीएम केमिकल्स एंड फर्टिलाइजर्स लिमिटेड को इंडियन अचीवर्स फोरम द्वारा अचीवर्स विश्व उत्कृष्टता सम्मान से नवाजा गया। कंपनी के अध्यक्ष अशोक अग्रवाल ने कहा कि यह सफलता कंपनी की प्रतिदिन किए गये प्रयासों का फल है। इस सम्मान से हमारी टीम और ग्राहकों के बीच एक उर्जा का संचार हुआ है। यह सम्मान कंपनी की कार्यकारी निदेशक तपस्या गोयल ने क्राउन प्लाजा होटल दुबई में ग्रहण किया।

5 Ways to contribute towards World Environment Day 2018, Individually

India is all set to globally host the World Environment Day on 5th June 2018. As directed by the United Nation Environment the theme of this year will be "Beat the Pollution". The theme urges governments, industries, communities and individuals, come together and explore sustainable alternatives and reduce the production and excessive use of single-use plastic affecting our environment directly or indirectly.

Emerging as the leader, the country has one of the highest recycling rates in the world and can be instrumental in combating plastic pollution.

Contributing to the call, HPM, a leading agro-chemical brand is geared up to reduce the emission of CO₂ in the environment by planting 10,000 trees all over India under its 'Go Green Plantation Drive'.

While political communities and governmental laws are helping ensure the execution of all the initiatives in a better and productive way. Industries and organizations from various sectors are actively participating to achieve the goal of combating plastic pollution.

How We As An Individual Can Contribute To The Biggest Global Call For Protecting Our Nature?

Mrs. Tapasya Goel, Executive Director, HPM, said, "the day is all about sustaining, protecting and embracing our natural environment. Environmental policies, initiatives and activities surely have a major influence on the quality of all our lives".

"The air we breathe, the water we drink, the food we eat, clothes we wear, flowers that decorate our homes, pharmaceutical products we consume and even the fuels we are beginning to use is all dependent on how carefully as individuals and citizen of earth we use it and keep it for our future generations", she added.

Below are the 5 Ways through which you can individually contribute towards the global call to Environment protection:

4r's (Refuse, Reduce, Reuse And Recycle):

Refuse to buy unsustainable products (the aim is to combat the use of single use plastics). Reduce the consumption, reuse items and materials. For Instance: Planting Activity- Plant a sapling in a plastic bottle. This will add up to the greenery of your kitchen, fun activity for your kid and a contribution to world environment day.

Recycling the product is the key to the healthy environment. Doing this all at once is difficult, you can start with small plastic products like polyethylene, disposable cups, plastic bottles, toys, etc.

Raise Awareness In Your Community:

Tell all your friends about World Environment Day! Word of mouth is the best communication tool for transmitting information. Speaking to people about environmental issues and its effect on them and their children and lifestyle will help them understand the direct effect of environmental problems. The solution to these problems will help them, take a step further contributing in the global call of environment protection.

Organize A Neighborhood Cleanup:

Team work always leads to success and it's a great way to socialize. Invite your neighbors to help clean up the area which you live in. It will also be a great activity and experience for your kids this summer break. Pick up trash, pull weeds, or even plant some trees. It will make a difference!

Adopt A 'green' Way Of Living

Separate your biodegradable and non-biodegradable waste. Learn to share or exchange things rather than buying a new unsustainable item. Use Public Transport to reduce your environmental impact. Car pooling is also a great way to reduce emission. Ride a bicycle or walk to close destinations. Mainly, use sustainable mode of transportation.

Calculate Your Carbon Footprint

It will help you to prioritize the steps you can take to minimize it, by identifying what the biggest opportunities for reductions of carbon footprints are. Estimate it by calculating home energy use, water use, waste disposal, amount of food you consume, Distance travelled and vehicle used, etc.

Your activity does not need to be big or require a lot of time on your part. Something as simple as planting a sapling in a plastic bottle is a great step towards World Environment Day 2018.

HPM- Developing Capabilities Of Smart Innovation For A Sustainable Future



Sustainable Agriculture is a complex idea but adds considerably to a robust economy. It is the wave of the future. HPM is on a mission to be a global integrated leader in delivering advanced solutions that make a real difference to the farmers and be a contributor to the Green Revolution drive.

Parallel to India's remarkable successes in the modernization of agriculture, HPM is committed to ensuring a sustainable agricultural system and maximizing productivity and profit while minimizing environmental damage. With a record-breaking success, HPM is the 2nd largest producer of Pretilachlor TC in India. By re-thinking on their approach to sustainable farming and adopting methods and processes to develop growth plans that create and maximize economic value, HPM is driving transformation, which may have seemed impossible a few years ago.

Ms. Tapasya Goel, Executive Director of HPM Chemicals & Fertilizers Ltd. said, "With the goal of the sustainability initiative by HPM, we have paved our way to make sustainable agriculture mainstream. Our CSR initiative like Girl's Adoption, Save Eyes Save Life, Clothes Distribution, Help him to Breathe, Green Nation Clean Nation, Food Drive, Wheelchair Distribution, Santosh Krishi Divas aims towards making a positive impact on society, and preserve the environment contributing to sustainable development."

SAP HANA – Accelerate Business Processes Building The Foundation For An Intelligent Enterprise

Turn insight into action and have an Intelligent Enterprise strategy with SAP HANA that allows you to swiftly transform data into insight and deliver exceptional experiences. Using the latest technological advancements, HPM has implemented the state of the art technology that offers hyper-connectivity, innovation, and smart business.

Based on the paradigm shift that is currently underway, there is a sheer indisputability. By discovering the current issues and planning the potential solutions, designing the SAP HANA Phase, Developing essential customizations, user training, and importing data, further testing to set the system right and deploying the final data to be loaded and validated which in turn feeds process automation, innovation, and optimal result.

Data is the foundation for Digital Transformation, and secure future-ready solutions always work best. HPM's super innovative process, SAP HANA, aims to accelerate the business processes by delivering more intelligence and simplifying your IT environment.

Going The Paperless Route With The Paper Revolution

It's simple for them. It's one simple solution, i.e. going paperless. HPM has initiated its operation – Going the Paperless Route aims to automate business processes and adopt eco-friendly work solutions. They believe it impacts your business more than you might think. Going paperless significantly goes beyond operational flexibility, better productivity, and cost-effectiveness and automated information gathering as it allows time for more informed decision-making and profound insights for easier quality compliance. The key to digital transformation is driving change, and HPM with a comprehensive range of professional service delivers a superior customer experience to simplify management, increase efficiency, and greater agility to accelerate time to value for your business.

HPM's Paperless Operation helps in automation of Business Processes, enhances Content Management, recycling of waste papers in the form of Notepad, reduced usage of printing services, as well as enables centralized data storage system, and digitalizes information.

Mr. Ashok Aggarwal, Chairman of HPM Chemicals & Fertilizers Ltd. Said, "Innovation is undoubtedly more essential in modern agriculture than ever before, and agriculture is undergoing an evolution where technology is becoming an indispensable part. We believe that the rise of digital agriculture and its related technologies has opened a wealth of new data opportunities, and we aim to achieve the goal by making better decisions in the field."

The strategic goals of HPM serve as a roadmap to help ensure they achieve their mission and implement their vision. By taking advantage of revolutionary high-tech agriculture innovations, they consistently aim to create new milestones and reach the epitome of success at the end of each financial year. In last year's financial performance, HPM Sales Growth has maintained a growth rate of over 6%; they endeavor to be amongst the elite performers in the industry. While in the financial year 2018-19, the HPM sales growth was 453; in FY 2019-20, it recorded an increase of 477. They have also enhanced the plant capacity from 900 MT to 7000 MT per annum.

Advances in technology are the key to the future of agriculture, and with the change in the world of agriculture, HPM tends to change itself by evolving its procedure to improve effectiveness and resource management, as well as foster a productive workplace. The agriculture industry has experienced a substantial technological shift, and HPM's innovative practices and technologies may very well prove to be more than just the future of farming and agriculture.

SAMRIDHI SAMBHAV 2018 – HPM INDIA



Mumbai, Maharashtra, India

The category sponsors of the "Delhi Daredevil" team, HPM India, recently celebrated their achievements of the year in a four day meet. This company, which is dedicated to the welfare of the farmers and agricultural processing, has all the good reasons to stay in an upbeat mood because of a 10 percent rise in the distribution network. Considering the fact that they are dealing with the remotest part of the Indian landscape and spreading the reach of technology in the remote villages of India, this double-digit number says loads about their hard work and determination to serve the agricultural sector of India.

A Quest within Oneself to Press the Boundaries of the Attainable Best

After gaining the position of the uncrowned market leader in the sector of agriculture, now this organization is aiming to introduce the emotion of competitiveness in an untapped field with noble goals. The theme of this four-day entertainer event was weaved around competitiveness in a healthy environment. A conference was organized in Kovalam where the achievers were pumped up with latest and the best practices of the trade and their inculcation in the work profile in the coming future. "Dance India Dance fame comedian", Rohit Thakur, added the sprinkles of laughter in the evening after the conference.

The Master of Agriculture and Marketing Having a Fun Stint on the Sands of a Beach

This four-day meet was marked with a felicitation ceremony where the talent pool of the HPM won reorganization for their commendable individual performance in the field of agriculture in their respective localities. No wonder, the list of the achievers was big and the felicitation ceremony lasted for nine hours in Kovalam. Top management of the HPM, along with the planners of the event, made it a day designed for the inculcation of the team spirit among the top-notch achievers of the team HPM. Organizers of the event prudently placed a team building activity at the Kovalam beach. It was quite a sight to watch masters of the field of marketing and agriculture dotting with fun and shining with playful excellence on the sands of the Kovalam beach.

An Integration of Efforts to Bring Everyone on a Uniform Platform

As an organization, HPM is already in a mode of integration, the current event also witnessed the same spirit when a convoy of the buses playing state jingles of the HPM moved from Kovalam to Kanyakumari. This stream of the statehood confluence on the beach of Kanyakumari became a club full of camaraderie and brotherhood among a team that clocked a 27 percent growth in the financial network of the organization.

Fun Was on the Run with Something Substantial to Learn!

It is true that – None of us can be as smart as all of us! To take this thought further, HPM organized team building activity at the Grow Beach. Kovalam was the place and Rohit Thakur was the mentor there. Bengaluru Bollywood bash was breathtaking; the Bollywood nights were enlivened by the Dance Group, Versatile Dance Academy with amazing Dance Acts including the Shivaay Act, the Bahubali Act, the Tron Act, the Carnival Act and Ganesh Vandana. An interesting stand-up act by standup comedian, Rohit Thakur, fascinated the audience, where the 1st Act was stand up with HPM team mates; then 2nd was the character act of Gutthi and 3rd was the character act of Dr. Mashoor Gulati. All-in-all, it was a great show.

Agro-based products hold the key of the future! This is why, many entrepreneurs and top management gurus are also showing a keen interest in the growth of HPM; and finally, they are able to see some growth prospects in this organization. Beyond the realms of sales targets and spreadsheets, this four-day event marked the achievements of the previous year for them and entertainment value of the even geared them up for the next agricultural season, which is ready to shower among the predictions of satisfactory monsoon in India.

Ratings



Pursuant to SEBI notifications, CRISIL Limited (CRISIL) has transferred its Ratings business to its wholly owned subsidiary, CRISIL Ratings Limited (CRISIL Ratings), with effect from December 31st 2020. Any reference to CRISIL in the documents published by the Ratings division of CRISIL, such as Rating Rationales, Credit Rating Reports, Press Releases, Criteria, Methodology, FAQs, Policies and Disclosures, shall henceforth refer to CRISIL Ratings.

Rating Rationale

May 25, 2018 | Mumbai

HPM Chemicals and Fertilizers Limited

Rating outlook revised to 'Stable'; ratings reaffirmed

Rating Action

Total Bank Loan Facilities Rated	Rs.170 Crore
Long Term Rating	CRISIL BBB+/Stable (Outlook revised from 'Negative' and rating reaffirmed)
Short Term Rating	CRISIL A2 (Reaffirmed)

1 crore = 10 million

Refer to annexure for Details of Instruments & Bank Facilities

Detailed Rationale

CRISIL has revised its outlook on the long-term bank facility of HPM Chemicals and Fertilizers Limited (HPM) to 'Stable' from 'Negative,' while reaffirming the ratings at 'CRISIL BBB+/CRISIL A2'.

The outlook revision reflects CRISIL's expectation of an improvement in business risk profile, led by steady revenue growth and sustained profitability. Healthy demand and enhancement of the product basket have helped revenue growth recovery, while improved technical capacity, focus on high-margin products and discontinuation of the trading business supported profitability.

The ratings continue to reflect the extensive experience of promoters in the agrochemicals industry, the large portfolio of formulations, strong marketing network, and moderate financial risk profile. These strengths are partially offset by working capital-intensive operations and vulnerability to inherent risks in the crop protection industry.

Key Rating Drivers & Detailed Description

Strengths

* **Extensive experience of promoters, large portfolio of formulations, and strong marketing network:** The three decade-long experience of the promoter, his strong understanding of market dynamics and healthy relationships with customers and suppliers, has helped the company establish its market position and will continue to support the business risk profile. The promoter, Mr Ashok Aggarwal, and Ms Tapasya Goel (his daughter) are actively involved in business operations. Over the years, the company has built up a large portfolio of over 120 formulations of pesticides, insecticides, and herbicides.

* **Adequate financial risk profile:** Better operating performance and lower debt have kept debt protection metrics comfortable, as reflected in estimated interest coverage ratio of 2.96 times in fiscal 2018, against 2.77 times in the previous fiscal. Gearing also improved to 0.71 time as on March 31, 2018, from 1.12 time as on March 31, 2014. Healthy estimated networth of Rs 148 crore as on March 31, 2018, mitigates the impact of fluctuations in cash generation because of susceptibility of sales to vagaries of monsoon.

Weakness

* **Working capital-intensive operations:** Gross current assets averaged 233 days over the four fiscals ending March 31, 2018, because of large inventory of 170-190 days and receivables of 50-90 days. Though the company has taken steps to reduce inventory and receivables, the large distribution network and diverse product portfolio will continue to exert pressure on the working capital cycle. Hence, prudent management of operations remains critical.

* **Vulnerability to risk inherent in the crop protection industry:** Demand for agrochemicals is driven by agricultural production, which depends on monsoon and farm income. Surplus or inadequate rainfall could affect revenue and profitability. Since HPM derives its revenue from the domestic market, it will remain susceptible to cyclicalities in agricultural yield. Also, the sector is highly regulated by specific registration processes and various environment rules and regulations.

Outlook: Stable

Operating performance is expected to improve over the medium term supported by better demand prospects for agrochemicals, control over the working capital cycle, and limited reliance on debt. Sustenance of the business risk profile, owing to measures taken by the management, will be critical to the rating.

Upside scenario

- * Growth in revenue and sustenance of adequate profitability
- * Prudent working capital management, strengthening the key credit metrics

Downside scenario

- * Substantially low cash flow from operations, or weaker-than-expected key credit metrics
- * Increase in debt levels to cover capital expenditure, or further stretch in working capital cycle

About the Company

HPM was incorporated in 1985, to acquire the business of partnership firm, Hindustan Pulverising Mills, which was set up in 1976 by Mr Srikisan Das Aggarwal and his family members. Operations are now being managed by Mr Ashok Aggarwal, son of Mr Srikisan Das Aggarwal. Mr Nikhil Aggarwal (the promoter's son) who was managing operations of the company along with Mr Ashok Aggarwal (Promoter) left the company in January 2016 and Ms Tapasya (promoter's daughter) took charge in fiscal 2017 and gradually stabilised the operations in fiscal 2017, though Mr Nikhil Aggarwal continues to hold a stake in HPM. The promoter will purchase his son's stake by diluting his personal assets, and not by leveraging the company's balance sheet.

HPM manufactures agrochemicals including pesticides, insecticides, herbicides, and fungicides, as well as formulations from technicals. The two plants at Kushkhara, (Rajasthan) and Samba, (Jammu & Kashmir) have a combined capacity of 80 kilolitres per annum for emulsifiable concentrate and 120 million tonne per annum (tpa) for wettable dispersible powder. The technical manufacturing plant has capacity of around 6000 tpa.

HPM has a strong network of over 4500 distributors and 26 branch offices across India, and three owned warehouses. It has also established an export division to enter the global market.

In fiscal 2018, net profit was Rs 13 crore (provisional) on net sales of Rs 378 crore (provisional), against Rs 10 crore and Rs 304 crore, respectively, in fiscal 2017.

Key Financial Indicators

As on March 31,	Unit	2018^	2017
Revenue	Rs .Cr	378	306
Profit after tax	Rs. Cr	13	10
PAT margins	%	3.4	3.3
Adjusted debt/Adjusted Net worth	Times	0.71	0.55
Interest Coverage	Times	2.96	2.77

^CRISIL estimated numbers

Agrochemical Leader ‘Hindustan Pulverising Mills’ Doing its Bit for Society

Because the agrochemical market can be competitively fierce for new entrants no matter how disruptive their technology and vision for innovation is, an established player like Hindustan Pulverising Mills (HPM) is stepping up to be their mentor in how to give back to one's community.



With India becoming the fourth largest producer of agrochemicals globally, the industry has invariably become significant to the Indian economy. With an increase in demand for food grains amidst declining farmland space, there is immense pressure to improve crop productivity and reduce crop loss. A number of entrepreneurs have understood the need of the hour and are devising addressable methods in their own ingenious way. Because the agrochemical market can be competitively fierce for new entrants no matter how disruptive their technology and vision for innovation is, an established player like Hindustan Pulverising Mills (HPM) is stepping up to be their mentor in how to give back to one's community.

With the mission of yielding prosperity to the whole world, Shri Srikisan Dass Aggarwal constituted HPM in 1979. Since its inception, the company has had a colossal impact on a number of lives from the agri sector. Their work has led to a robust liaison between all Indian states, including 7 lakh villages and 593 districts with an effective networking between 4,000 distributors, 16,000 dealers and 40,000 retailers. In some of the plantation drives HPM conducts around their 3 factories in J&K and Rajasthan, the company plants more and

more trees to restore the environment, improve food security, develop a sustainable future and spread awareness among residents for a greener world. HPM also conducts education drives throughout the year. These are basic literacy drives in which students of all ages including adults are taught how to read and write in Hindi and English.

HPM aids agro innovation and farmers

HPM is now one of the foremost pesticide manufacturers with presence in 28 countries across 3 continents, offering more than 100 formulations and combinations globally. Formulations like emulsifiable concentrate (EC); wettable powder (WP); soluble liquid (SL) concentrate; soluble powder (SP); suspension concentrate (SC) and ultra low volume (ULV) are rendered with several United Nations approved packaging. Along with their own R&D for agrochemical formulas, HPM owns the most promising technical inventory that is not easily accessible in the market.

Chairman of HPM, Shri Ashok Aggarwal, shares "Our line of new formulations will help the low income farmer as they will protect crop from failure. The chemicals conserve water or require less water. The plant growth regulators also increase the yield. A very wide range of fungal diseases and pests in crops are also protected by our formulations.

Every new business while focusing on maximum profitability must also pay heed to their responsibility towards agriculture and community welfare. To this effect HPM regularly organizes plantation drives, sanitation drives and education drives in the rural areas near its production facilities, warehouses and major centers of consumption."

Increased globalization has widened the reach of the Indian agro industry in the international arena. They even make extensive use of IT innovations to harness the market abroad. Sizeable international operations have made them a significant international player in the agrochemical industry.

HPM is indeed aspirational for those startups and entrepreneurs wanting to enter the agro economy. If entrepreneurial spirit is characterized by innovation and risk-taking, then those willing to startup should also be daring enough to take proactive decisions on how to reach out to better the farming sector so that better farming ideas can be reaped to make India a leading farming community.

Benefiting Farmers, Households And Industrial Spaces For Over 42 Years

Higher the growth of population, higher the demand for food! But area of land for cultivation is the same. In fact, it has decreased over time owing to urbanization. Furthermore, dwindling soil fertility, lack of nutrients in soil, and pests affect not only the livelihood of farmers but also lead to low crop production. Chemical formulations and fertilizers are the only solution! These substances give nutrition to the crops and enhance their growth besides facilitating their tolerance against pests, insects and diseases. HPM Chemicals & Fertilizers Ltd. has been benefiting farmers and aiding in improved crop yields for over 42 years now.

Deepak Khattar

Headquartered in Delhi, the ISO 9001: 2008, ISO14001:2004 and BS OHSAS 18001:2007 certified conglomerate has branches in 26 locations and a presence in 20 provinces and 22 countries across 3 continents. 45,000 retailers and 20 local warehouses across the country facilitate fast and easy distribution and delivery of products. What started with formulating environmental friendly old molecules like BHC, DDT, etc. providing farmers the safest technology blossomed into a leading agriinput provider in India in a short span of time. Today HPM is a household name in rural India.

“We are the numero uno in terms of quality, the 5th in profitability, and 20th in turnover in our segment in India. Our products, numbering 190 different types, which is the widest array in our industry segment, are epitomes of superlative quality and innovation. We are at par with global players,” says the dynamic Mr. Ashok Aggarwal, Chairman and Managing Director.

It was the early 1970's. And another entrepreneur was born in the chemical and fertilizer industry orb. A dream nurtured and given shape under the indentation of HPM Chemicals & Fertilizers that would turn into an empire in later years! He was Shri Kishan Dass Aggarwal. With five brothers joining the family business, there was no looking back. The collective hard work of the Aggarwal brothers boosted the very essence of the firm. Except Mr. Ashok Aggarwal (who joined in 1974), the other brothers ventured into their respective fields of interest. Mr. Ashok Aggarwal has been instrumental in propelling the growth story of HPM, turning the group into one of the leading players at the international level. He now regrets the separation of Dr. Nikhil Aggarwal from the organization but is in full happy spirits to take HPM to next level of prosperity.

Household and Industrial Chemicals: SUPER IMIDA (Imidachorpid 30.5%) SC Termiticide, TRISUL 20 EC (Chlorpyriphos 20 EC) for pest control, HISTAR (Bifenthrin 10% SC) insecticide and termiticide, TERMINATOR 50 EC (Chlorpyriphos 50 %) Termitic ide, DECENT (D.D.V.P.76%) Fumigant, Knockdown Super (Lamdacyhalothrin 5% EC) for pest control, Toofan (Chlorpyriphos 16% + Alphamethrin 1%) Insecticide, Hindol Dust (Chlorpyriphos 1.5% DP) for garden pest control, Garud (Glyphosate 41% SL) for weed control, etc.

HPM has generated a turnover of a mind boggling Rs. 520 crore in 2016 fiscal. “Three years down the line, I shall shove our group to be amongst the top five from the current 20th position in terms of turnover in our industry segment. Our turnover shall exceed Rs. 1000 crore,” utters an enigmatic Ms. Tapasya Goel, Executive Director. A Commerce graduate, Ms Goel is backed by 10 years of experience in the jewellery industry with hands-on knowledge on interior designing prior to joining HPM.

एचपीएम ने किसानों के लिए किया कार्यक्रम...



कृषि क्षेत्र की जानी-मानी कृषि रसायन कंपनी एचपीएम ने किसान दिवस के मौके पर फीवर 104 पर एक कार्यक्रम का आयोजन किया। इस कार्यक्रम के माध्यम से किसानों को जागरूक करने हेतु कंपनी की ओर से एचपीएम कि एग्जीक्यूटिव डायरेक्टर तपस्या गोयल मौजूद रही। इस मौके पर तपस्या ने किसानों को एचपीएम के विषय में बताया। किसानों को जागरूक करने के लिए एचपीएम ने एक जिंगल भी तैयार किया। इस जिंगल के माध्यम से किसानों में जागरूक फैलाने हेतु इसे रेडियो पर सुनाया गया। यह जिंगल 'कैसी भी हो मिटटी, खुशहाली है अपने हाथ, हर किसान की समृद्धि अब एचपीएम के साथ, एचपीएम के इस्तेमाल ने किया अब कमाल, बाजार जमीनों पर उगे गेहूँ और धान। यह जिंगल किसानों में काफी पसंद किया गया है। तपस्या ने कहा कि यह कंपनी पूरी तरह से किसानों को समर्पित है।

एचपीएम कृषि क्षेत्र की जानी-मानी कंपनी है। यह कंपनी मुख्य रूप से कृषि रसायन के क्षेत्र में कार्य कर रही है। कृषि रसायन में यह कंपनी खरपतवारनाशक, फफूंदीनाशक, कीटनाशक और अन्य कृषि रसायन उत्पाद बनाती है। इस समय एचपीएम एक देश के लगभग सभी राज्यों में किसानों के मध्य अपनी पहुँच बनाये हुए है। लगातार किसानों को यह कंपनी सपोर्ट कर रही है। उनको आधुनिक उत्पाद मुहैया करा रही है।





JASHN-E-YOUNGISTAAN

Mrs. Tapasya Goel, Executive director of HPM with the young stars of bollywood
(Taapsee Pannu, Sunil Grover, Aparshakti Khurana) & winners.
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NDTV YOUTH FOR CHANGE

Mrs. Tapasya Goel, Executive director of HPM in NDTV YOUTH with the yuva stars of INDIA
 (Swara Bhaskar, Dhavni Bhanushali, Amir khan, Abhishek Bachchan, Vinesh Phogat & Mohammad kaif)



Sponsor Partner





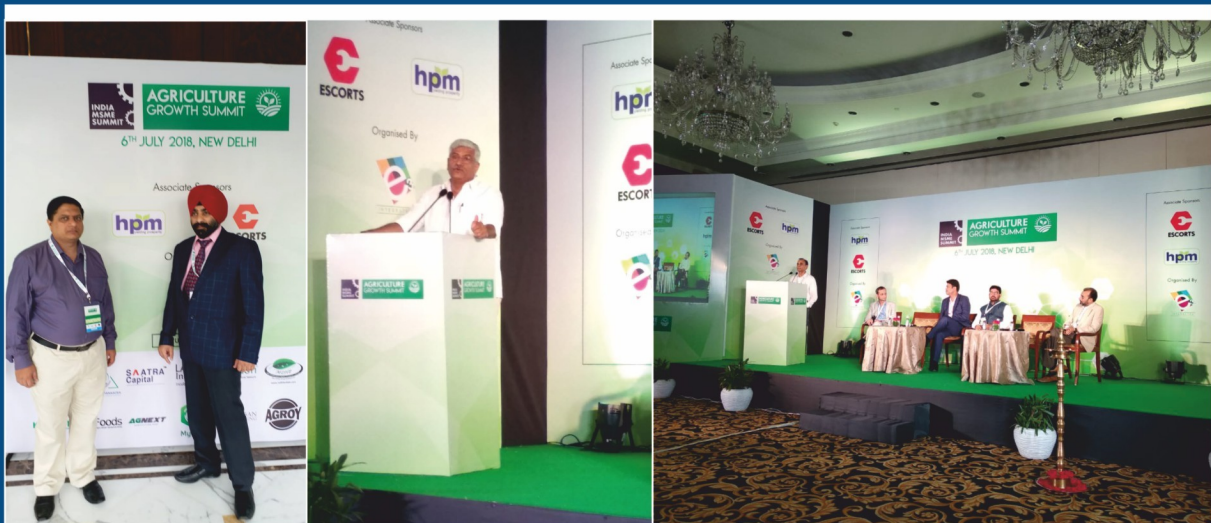
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A Tribute To Our Brave Soldiers



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YOG SAMMELAN

Mrs. Tapasya Goel, Executive director of HPM in ABP YOG SAMMELAN with yog guru Baba Ramdev and Guruji Pawan Sinha .



Associate Partner





PRESTIGIOUS BRAND AWARD

Mrs. Tapasya Goel, Executive director of HPM receiving PB Award along with Bollywood Star Sonali Bendre, Dance Guru Geeta Kapoor and king of melody Udit Narayan.





HPM ON FM

Mrs. Tapasya Goel, Executive Director of HPM on Radio Mirchi India's favourite & venerable radio station, Mrs. Tapasya promoted agriculture and spread awareness to help and reward farmers for their contribution to society on the occasion of Farmer's day.



Home > Corporate > CSR : HPM empowering orphan girls by supporting their education

Corporate

CSR : HPM empowering orphan girls by supporting their education

A leading agro-chemical industry, HPM, Adopted 9 orphan girls under CSR initiative. It has donated Rs. 97,200 for their education.

By India CSR Network - May 28, 2018

92 0

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10 Lakh Students



Source Name:HPM

Agrochemical Leader HPM India Completes India's Largest Afforestation Drive

Oct 10, 2017 16:15 PM

New Delhi, India

HPM, a popular name in Agrochemical industry over last four decades, undertook the 'Green Nation Clean Nation Plantation CSR Activity 11th September 2017' in the guidance of Shri Ashok Aggarwal (CMD).



Andhra Plantation Drive

E-Paper New Delhi Times

E-Paper Kashmir Times

E-Paper Hello Rajasthan

E-Paper Ani News

E-Paper AgroNews

GREEN PLANTATION DRIVE CSR 2017 E-PAPER OUTLOOK INDIA

Agrochemical leader HPM India completes India's largest afforestation drive



New Delhi [India], Oct. 10 (-NewsVair): HPM, a popular name in Agrochemical industry over last four decades, undertook the 'Green Nation Clean Nation Plantation' CSR Activity on September 11 in the guidance of Ashok Aggarwal (CMD).

The ambitious program started by HPM aims to plant 10,000 trees across the nation. It is one of the biggest plantation drives. The project is very much dedicated to plant more and more trees to restore environment, which directly aims at securing and sustaining future. Not only this, but the members involve in the project spread awareness among the people and educate them how they can be a part of this campaign. The main purpose of this campaign of HPM is sapling plantation to increase a greener world.

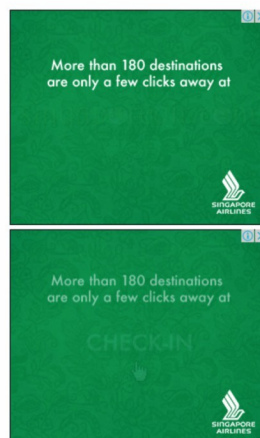
The plantation drive was conducted nationwide on September 11, 2017. The major centres of HPM plantation drive included North Zone- Uttar Pradesh, Punjab, Madhya Pradesh, and New Delhi. The southern states of Andhra Pradesh and Telangana were also covered. Along the Eastern coast of India Odisha, Bihar and West Bengal observed the drive. Rajasthan in the West was also a part of this plantation drive. Out of the seven sisters Manipur took part in the plantation drive by HPM. As an international partner the campaign also spread to Nepal.

For thousands of years, deforestation has taken a huge toll on the environment. The ecological balance has been disturbed due to clearing of forests. For the agricultural expansion, wood extraction and infrastructure expansion, deforestation has been practiced on an industrial scale. There is no single cause of deforestation, multiple processes work simultaneously which leads to deforestation.

Leaving a bad impact on the earth, deforestation changes local weather. According to a study by NASA, there is an increase in the carbon cycle and global warming. Scientists estimate that the trees contain more carbon than 10 years' worth of human-produced greenhouse gases. When people clear the forests, usually with fire, carbon stored in the wood returns to the atmosphere. And all this contributes to greenhouse effect and global warming. The land loses its productivity as well which is one of the causes of soil erosion, because the quality of soil is very poor. It becomes very thin and poor in nutrients.

According to the proceedings of the National Academy of Sciences, due to deforestation, the monsoons have simply declined across the globe. And in certain areas, there is excessive rain causing floods. The climatic balance of the earth is totally disturbed. The temperature easily crosses 40 degree Celsius in some regions which is not a good number.

HPM's mission is to plant as many trees as they can and indulge many people in their campaign. It is one of the most celebrated schemes of the recent time which aims to make the environment a better place to live in for the people by plantation; to educate people about the needs of a healthy environment. (-NewsVair)



GREEN PLANTATION DRIVE CSR 2017 E-PAPER YAHOO

Agrochemical leader HPM India completes India's largest afforestation drive

ANI
10 October 2017



New Delhi [India], Oct. 10 (ANI-NewsVair): HPM, a popular name in Agrochemical industry over last four decades, undertook the 'Green Nation Clean Nation Plantation' CSR Activity on September 11 in the guidance of Ashok Aggarwal (CMD).

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GREEN PLANTATION DRIVE CSR 2017 E-PAPER INDIA

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KRISHI JAGRAN OCT 2017





FINANCIAL EXPRESS



CSR (HPM)

As the agro-chemical company, HPM realizes importance of growing more plants than ever as this is what shapes environment for future generations. We completed yet another successful CSR activity on birthday of founder Ashok Aggarwal .

Green Plantation Drive News





19

పేర్లు 77వ ప్రకటనకు కార్యక్రమాన్ని చేర్చేందుకు ఉన్నాయి.

— કંપની સમાચાર

જાન્યવર ૨૦૧૭

GANGAVATI CSR ACTIVITY PAPER NEWS

ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಕ್ಷೇತ್ರ ಶಿಕ್ಷಣಾಧಿಕಾರಿ ಪಾರಿ ಬಸವರಾಜ ಮಾತನಾಡಿದರು

‘ಅಕ್ಷರ ಜ್ಞಾನ ನೀಡುವುದು ಸಾರ್ಥಕ ಕಾರ್ಯಕ’

ಪ್ರಜಾವಾಣಿ ವಾರ್ತೆ

ಕಂಪ್ಲಿ: ಗ್ರಾಮೀಣ ಮಕ್ಕಳಿಗೆ ಅಕ್ಷರ ಜ್ಞಾನ ನೀಡುವುದು ಸಾರ್ಥಕದ ಕೆಲಸ ಎಂದು ಎಚ್.ಪಿ.ಎಂ. ಕೆಮಿಕಲ್ ಅಂಡ್ ಫರ್ಟಿಲೈಜರ್ ಲಿಮಿಟೆಡ್ ಮಾರಾಟ ಅಧಿಕಾರಿ ಡಿ. ರಾಜೇಶ್ ಅಭಿಪ್ರಾಯಪಟ್ಟರು.

ಸಮೀಪದ ಚಿನ್ನಾಪುರ ಗ್ರಾಮದ ಸರ್ಕಾರಿ ಕಿರಿಯ ಪ್ರಾಥಮಿಕ ಶಾಲೆಯ

ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಗುರುವಾರ ಕಲಿಕಾ ಸಾಮಗ್ರಿ ವಿತರಿಸಿ ಮಾತನಾಡಿ, ಶಿಕ್ಷಣ ದಿಂದ ಮಾತ್ರ ಸಾಮಾಜಿಕ ಬದಲಾವಣೆ ಸಾಧ್ಯ ಎಂಬುದನ್ನು ಪಾಲಕರು ಅರಿತು ತಮ್ಮ ಮಕ್ಕಳನ್ನು ಶಿಕ್ಷಿತರನ್ನಾಗಿ ರೂಪಿಸುವಂತೆ ಮನವಿ ಮಾಡಿದರು.

ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಶಾಲೆಯ 77 ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಕುಡಿಯುವ ನೀರಿನ ಬಾಟಲ್, ನೋಟ್ ಪುಸ್ತಕ, ಪೆನ್ಸಿಲ್

ವಿತರಿಸಲಾಯಿತು.

ಗ್ರಾ.ಪಂ ಮಾಜಿ ಅಧ್ಯಕ್ಷ ಬಿ. ರಾಜ ಗೋಪಾಲಪ್ಪ, ಉಪಾಧ್ಯಕ್ಷ ಎಸ್. ಸುಧಾ ಕರ, ಮುಖಂಡ ರಾಮಕೃಷ್ಣ, ಓಬಳೇ ಶಪ್ಪ, ಎಸ್‌ಡಿಎಂಸಿ ಅಧ್ಯಕ್ಷ ಪಿ. ರಾಘವೇಂದ್ರ, ಸದಸ್ಯರು, ಸಿಆರ್‌ಪಿ ವೀರೇ ಶಪ್ಪ, ಮುಖ್ಯಶಿಕ್ಷಕ ಜಿ. ಸಂಗನಗೌಡ, ಅಂಜಿನಪ್ಪ, ಶಿವಪುತ್ರಪ್ಪ, ಶಿಕ್ಷಕ ಬಿ. ಹನು ಮಂತಪ್ಪ, ನಿಂಗಪ್ಪ ಅಂಗಡಿ ಇದ್ದರು.



ಕಂಪ್ಲಿ ಸಮೀಪದ ಚಿನ್ನಾಪುರ ಗ್ರಾಮದ ಸರ್ಕಾರಿ ಕಿರಿಯ ಪ್ರಾಥಮಿಕ ಶಾಲೆಯ ವಿದ್ಯಾರ್ಥಿಗಳಿಗೆ ಗುರುವಾರ ಕಲಿಕಾ ಸಾಮಗ್ರಿಗಳನ್ನು ವಿತರಿಸಲಾಯಿತು

HARIYANA NEWS

DELHI TALKS

कृषान प्री हरियाणा

4

एचपीएम कैमिकल्स एंड फर्टिलाइजर्स लि. ने मनाया संतोष कृषि दिवस

सिरसा। गांव किट्टी खंड बड़मुड़ा के आरोही माडल सीनियर सेकेंडरी



स्कूल में कौटुम्बिक निर्माता कंपनी एचपीएम कैमिकल्स एंड फर्टिलाइजर्स लि. की तरफ से संतोष कृषि दिवस मनाया गया। जिसके तहत कंपनी की तरफ से निष्ठापूर्ण के सभी बच्चों को कृषि एवं पानी की खेतलें अदि की किट वितरित की गई।

कंपनी के अधिकारियों डॉ. दीपक मित्तल व डॉ. रमेश मेहता ने बताया कि एचपीएम कंपनी उत्तम गुणवत्ता के कौटुम्बिक बनाने वाली विश्वनोई सभा पहुंचे कृपाशंकर विश्वनोई सिरसा। भारत सरकार द्वारा अर्जुन पुरस्कार प्राप्त कृपाशंकर विश्वनोई आज विश्वनोई सभा पहुंचे, जहां पर सभा के संचालन ओपे विश्वनोई

आरोही कंपनी है जो 1970 से है। कंपनी का कारोबार 22 देशों में फैला हुआ है। कंपनी समय-समय पर सामाजिक कार्य करती रहती है। कार्यक्रम में कंपनी के प्रमुख वितरक मै. सुभाष चंद हरेश चंद सिरसा के राजेश खन्ना, वैशाल मीदस एवं पैट्रिक्स डिस सिरसा के इनुमान व नाराय पैट्रिक्स डिस के सुनील नाराय ठाक मोहता बीज भंडार कोलकाता के सुनील मोहता ने भी बड़बड़का भूल लिया। कंपनी समय-समय पर सामाजिक कार्य करने के अतिरिक्त किसानों को खेती से संबंधित समस्याओं को दूर करने के लिए विभिन्न किसान दिवसों व गोष्ठियों के द्वारा खेती की जमीनलाभ तकनीकें उपलब्ध करवाती रहती।



MGA

06

नई दिल्ली, 26 फरवरी से 04 मार्च 2017

दिल्ली टॉक्स / विविध

‘सीएसआर’ के तहत एचपीएम की अवेयरनेस ड्राइव

25 हजार से ज्यादा बच्चों के साथ साझा की एग्रीकल्चर सेक्टर की जानकारी



नई दिल्ली। कॉर्पोरेट सोशल रिस्पॉन्सिबिलिटी ‘सीएसआर’ के तहत सामाजिक कार्यों को पूरा करने की कड़ी में कैमिकल्स एंड फर्टिलाइजर्स फर्म एचपीएम ने देश भर में सीएसआर कार्यक्रम आयोजित किए। एचपीएम कैमिकल्स एंड फर्टिलाइजर्स की डायरेक्टर श्रीमती संतोष अग्रवाल को अध्यक्षता में आयोजित इस कार्यक्रम के तहत देश भर के लगभग सभी राज्यों के 72 स्कूलों में 25 हजार बच्चों को गुप्त रॉकेट, बीज बोटा तथा जूथी कार्ड्स वितरित किए गए। इस दौरान सीएसआर के अधिकारियों ने बच्चों से उनका फसल तथा



कृषि संबंधित विभिन्न जानकारी भी दी। इस अवसर पर एचपीएम की डायरेक्टर संतोष अग्रवाल ने कहा कि कंपनी व्यवसायिक प्रतिबद्धताओं के साथ-साथ अपनी सामाजिक जिम्मेदारियों के लिए भी पूरी तरह से सज्ज है तथा यह-यहकर सामाजिक भागीदारियों में भग्न होती रही है। उन्होंने मौजूदा दौर को कृषि क्षेत्र में क्रांतिकारी बदलाव का दौर बताते हुए कहा कि आज तकनीक के दौर और इसके भारी इस्तेमाल को हर किसी को समझना होगा। बीजोत्पादन ने कहा कि अपने बालों समय में उनका तकनीक दम भारत कृषि क्षेत्र में उल्लेखनीय उपलब्धियां हासिल करेगा।

NAVODYA TIMES

Sunday, March 19, 2017
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नवोदय टाइम्स

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देश

संतोष कृषि दिवस के दिन कृषि के बारे में छात्रों को दी गई विशेष शिक्षा

देश
2017/03/14 05:19:34 PM



नई दिल्ली/टीम डिजिटल। भारत के कई राज्यों के ग्रामीण क्षेत्रों में प्राथमिक विद्यालयों को लक्षित अखिल भारतीय कृषि कार्यक्रम आयोजित किया गया। करीब 72 विद्यालयों में कृषि के बारे में छात्रों को विशेष शिक्षा दी गई। कृषि के क्षेत्र में उनकी समझ का बढ़ाने के लिए स्पेशल गिफ्ट पैकेज भी दिये गये।

EVM पर एकजुट हो पार्टियों ने खोला मोर्चा, कर रहे ये मांग

भारत एक कृषि प्रधान अर्थव्यवस्था है, लेकिन आज भारतीय ही कृषि को छोड़ रहे हैं और सेवा क्षेत्र में जा रहे हैं। युवा रोटी खाना तो पसंद कर रहे हैं लेकिन गेहूँ को उत्पादन में रुचि नहीं ले रहे हैं। सब लोग एक गिलास दूध पीना तो पसंद करते हैं लेकिन कोई भी गायों को पालने के लिए तैयार नहीं है।

आज की युवा पीढ़ी शहर की तरफ पलायन कर रही है जिससे खेत के उत्पादन पर नकारात्मक प्रभाव पड़ रहा है। खादय पदार्थों की बढ़ती कीमत की यह एक बड़ी वजह है। ये सभी संकेत अनिश्चित भविष्य और अस्थिर खादय आपूर्ति की ओर इशारा कर रहे हैं।

स्पेशल स्टोरी



अपने विवादित बयानों को ले कर पहले भी सुर्खियों में रहे हैं योगी आदित्यनाथ, पढ़िए...

आइए जानते हैं कि योगी आदित्यनाथ के उन बयानों के बारे में, जिनकी वजह से वो राजनीति के शिखर पर पहुंच गए।



केशव प्रसाद मौर्य को मिला मेहनत का इनाम- बने यूपी के डिप्टी सीएम



मोदी के करीबी दिनेश शर्मा को मिला डिप्टी सीएम का पद, पढ़ें राजनीति सफर

क्राइम प्लस



सुपारी किलिंग से लेकर लूट, तक का गिराह चलने वाली लेडी डॉन गिरफ्तार



4 साल के बच्चे से कुकर्म करने वाला आरोपी गिरफ्तार



रिश्वत लेते पकड़ा गया DDA का सहायक निदेशक, CBI ने मारा छापा

हिंसक हथ

INTERNATIONAL NEWS COVERAGE



How Did the Right Business Suite Help a Chemicals Company Become a Real-Time Enterprise?

A new solution that needed to support a presence in 20 Indian states and 22 countries across the globe

HPM Chemicals and Fertilizers Limited, a manufacturer of agrochemicals, fungicides, insecticides, and herbicides, helps farmers grow healthy crops and increase their productivity. With a reach and impact that cross geographical boundaries, HPM needed to migrate to a leading-edge business suite that would help it stay agile and facilitate the latest in real-time analytics.

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THE BEST RUN SAP








National Plantation Drive by Team HPM

Amidst rain of fours, sixes, HPM basked in IPL sun



» Interview

AGRICULTURE WORLD

Mancozeb

would change the face of Indian Agrochem Industry: Uday Bhaskar

Factors like these contribute to make a farmer successful and affluent. In this country, majority of the farm lands are discretely spread and the land allocated to them are majorly small holdings which is another reason which results in inappreciable outputs. Doubling Farmer's income is highly dependent on the quantity and quality of produce which a farmer harvests, and there is HPM who is working for that. HPM chemicals and fertilizers is one such company which is working in its peculiar ways for the welfare of the farmers in the country. This firm is not only working for the emancipation of the farmers but also is working in the interest of Indian agriculture altogether. Krishi Jagran found its way to look into the working of this company from the vision of its COO Dr. Uday Bhaskar.

With a smiling face, Dr. Uday Bhaskar mentions how HPM Chemicals and Fertilizer is taking India to




Dr. Uday Bhaskar
COO, HPM

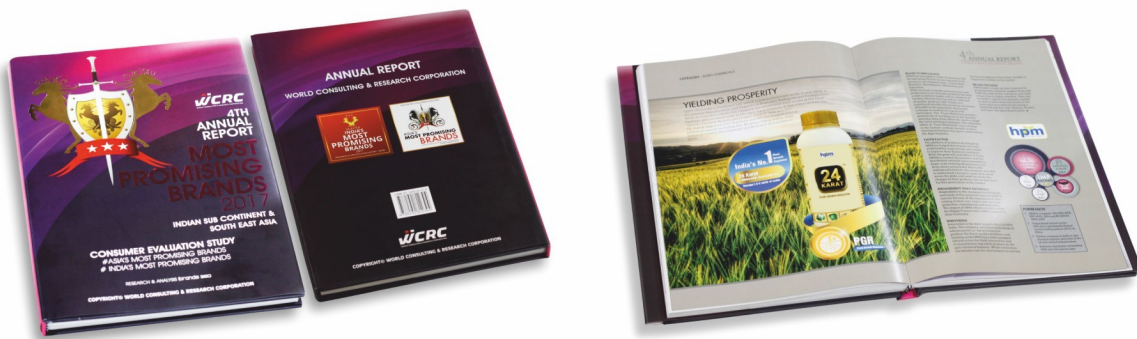
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HPM to Set up a New Plant in Rajasthan, India

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NEW DELHI, January 10, 2018 /PRNewswire/ --

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While protecting plant, HPM is also conscious about plant nutritional products and hence they have come up with new generation slow release fertilizers as a specialty segment to its brand business. HPM Product basket includes bio-fertilizers, bio-enzymes based formulation, mixture of amino acids and cytokines formulated in advanced technology for efficacious result. This specialty array of products gives additional support to the farmers when used with other crop-protection chemicals. [The Plant Growth Regulators \(PGR\) of HPM](#) empowered with beneficial enzymes

Mr. Ashok Aggarwal, Chairman, HPM Chemicals & Fertilizers Ltd. emphasized, "When a farmer yields excellent crop by using HPM products, we feel that we are fulfilling our motto of 'Yielding Prosperity'. Since our inception, four decades back, we have continuously strived to put the farmer first and have worked with them to know their needs and requirements. We have been able to bring out products by adhering to strict quality checks and have been delivering products to international markets with the vision of global integrated agricultural practices and innovations. With the setting up of a new additional plant in Rajasthan, we will be stepping into the next generation of farming and hope to excel in the agro-chemical industry, both in India as well as in the international market."

HPM believes in cross-cultural agronomical practices. Hence, HPM always tries to support farming communities sharing the best & profitable farming practices for any crop for overall growth of the economy. HPM believes farmer literacy can support the overall growth of any society. Thus, HPM encourage farmers to use new generation crop protection technologies to save the society and meeting the global food requirement with minimum use of safe chemicals.

HPM has been a winner of several awards and it has revolutionized the agro-chemical industry by providing the best solutions to various farming needs. It has a wide range of products under its portfolio and few more products planned in the pipeline in its new plant in Rajasthan, which will help the farmer in yielding safe and superior crops. Securing the interests of the farmers has been its core aim and it has helped subsequent generations to sustain farmlands and grow better nutritious crops.

As the saying goes "when a farmer prospers, a nation prospers," and HPM Chemicals & Fertilizers have ensured that the saying remains true forever! Also, with its new plant coming up in Rajasthan, HPM has consolidated its position as the foremost leader in the agro-chemical industry. HPM is already serving few parts of the world among 22 countries and targeting to introduce the new products in more regulated market.

About HPM:

Being pioneer in the crop protection and crop nutrition industry, HPM has taken an oath to help in consistent growth among farming communities through healthy nutritious crops by working in close coordination with the farmers and has been able to meet the challenges by implementing bio-chemical engineering in their products. With innovation at their core, the company has launched many products both in the domestic and international market. Be it their technologically advanced crop nutrition products or the crop protection products, HPM has provided yeoman service in the crop protection and crop nutrition sector.

Media contacts:
Akash Singh

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HPM to Set up a New Plant in Rajasthan, India

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Media contacts:
Akash Singh

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HPM to Set up a New Plant in Rajasthan, India

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HPM to Set up a New Plant in Rajasthan, India

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बधाई एचपीएम, मिला अचीवर्स अवार्ड

एचपीएम केमिकल्स एंड फर्टिलाइजर्स लिमिटेड को इंडियन अचीवर्स फोरम द्वारा अचीवर्स विश्व उत्कृष्टता सम्मान से नवाजा गया। कंपनी के अध्यक्ष अशोक अग्रवाल ने कहा कि यह सफलता कंपनी की प्रतिदिन किए गये प्रयासों का फल है। इस सम्मान से हमारी टीम और ग्राहकों के बीच एक उर्जा का संचार हुआ है। यह सम्मान कंपनी की कार्यकारी निदेशक तपस्वा गोयल ने क्राऊन प्लाजा होटल दुबई में ग्रहण किया।



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एच पी एम गोल्ड बायो फर्टिलाइजर जड़ से ऊपज फसल के साथ भी और मिट्टी में फसल के बाद भी

नई दिल्ली, December 22, 2017 /PRNewswire/ --

बायो फर्टिलाइजर जैसी तकनीक के अने के बाद खेती और किसानों के काम भी अर्थव्यवस्था के बाजी खेते से काम मिला कर चलने लगे हैं। कुछ दशकों पहले कृषि कार्य के साथ एक अनिच्छित जुड़ी हुयी थी। किसान पे अंदाज़ नहीं लगा पाते थे की उन्हें अपने बीज, खेत और परिश्रम के बदले सबसे ज्यादा पैसावा मिलेगी या नहीं। एच पी एम गोल्ड जैसे जैविक फर्टिलाइजर के अने बाद इस अनिच्छित की जगह अनुकूलता पैदावार ने ले ली है। एक ऐसी पैदावार जो अल्प मौसम और बीमारियों के प्रभाव को कम कर के या फिर हरा कर भी ले सकले है।

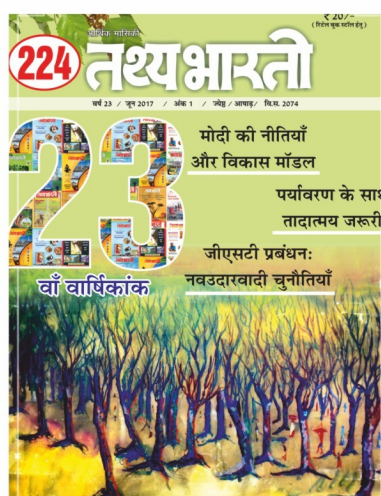
(Logo: http://mma.prnewswire.com/media/622432/HPM_Logo.jpg)

एच पी एम गोल्ड है आपकी फसलों का ब्रॉड स्पेक्ट्रम ट्रेटर

ज्यादातर फर्टिलाइजर और तकनीकी समाधान एक सीमित दायरे में काम करते हैं। एक किसान होने के नाते कई बार आप पे भीय ही नहीं पाते की जो फर्टिलाइजर आप फसल को दे रहे हैं दरअसल उसकी कोई इज्जत ही नहीं है। आपको लगता है की अपने फसल के लिए अपनी जिम्मेदारी पूरी कर दी मगर ऐसा होता नहीं है। एच पी एम गोल्ड एक ब्रॉड स्पेक्ट्रम फर्टिलाइजर है, ब्रॉड स्पेक्ट्रम यानी, पौधे और मृदा से जुड़े कई सरालों का काम एक ही बार में मिला जता।

एच पी एम गोल्ड इन सरालों के जवाब तलाशता है वी ए एम तकनीक के जरिये, वी ए एम यानी Vesicular-Arbuscular Mycorrhiza, इस दानेदार फर्टिलाइजर में उपस्थित बारीक छेद पैदावार की सहायता से ज़रूर पे, वी ए एम यानी Vesicular-Arbuscular Mycorrhiza, इस दानेदार फर्टिलाइजर में उपस्थित बारीक छेद पैदावार की सहायता से ज़रूर पे, वी ए एम यानी Vesicular-Arbuscular Mycorrhiza, इस दानेदार फर्टिलाइजर में उपस्थित बारीक छेद पैदावार की सहायता से ज़रूर पे।





2021, 15th Edition 15th July 2021

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INDIA TODAY



India Today : Book of Hope
Issue: 2019 Year Edition



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THE INDIAN EXPRESS

Celebrating Excellence



Celebrating Excellence



AGRO NEWS

Creating a Clean Earth

--- HPM India celebrates the World Earth Day



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Apr. 25, 2017



HPM Chemicals & Fertilizers Ltd.

HPM to Set up a New Plant in Rajasthan, India
HPM launches its new product- Aasra

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"Creating a Clean Earth" HPM India made their voice on this World Earth Day.

This Earth Day, HPM India bring themselves close to the mother earth and try bridge the gap between farmers and the land. They have planned to plant thousands of trees across India in their CSR program. It will help in pollution control & also contribute to welfare of society. They also have implemented M.E.E. (Multi Effect Evaporator) Plant in their manufacturing units.

Report

● [India Crop Protection Market Overview](#)

"The fundamentals on which we work are based on manufacturing products that are focused on enhancing soil quality and on eradication of pests that affect crops. Our expert team of researchers creates soil friendly products. Our Plant Growth Regulators are a boon to crop production as these products complement crop rotation scheme of farming where in the previous added products to the soil act as the pre-added nutrients for the next crop production & thus the process keeps on repeating itself. This aids soil quality each farming season. Its examples are Super Sonata, 24 Karat, Higrow & others. They are not highly priced & hence accepted by all our farming community."

When asked how to keep the nutrient value of soil intact via HPM products, Executive Director Tapasya Goel said.

HPM India is also planning to start the plantation in every state and its voice will be "Green HPM – Green India". HPM is having great crop solutions for farmers such as using vaccination of crop. So that farmer can use it and feed the food requirements of the nation.

On the occasion of Earth Day, HPM India are committing themselves & their efforts collectively to make this planet green again and make the environment clean again.

Agro Pages
Issue: April 2017

ASIA ONE COVERAGE



Asia One Magazine 2016-17



Asia One Magazine 2017



Asia One Magazine Ad

HPM Chemicals and Fertilizers
SOWING THE SEEDS OF PROSPERITY

HPM Chemicals and Fertilizers (HPM) is a well-known brand of agro-chemicals and agro-fertilizers. It is a leading producer of agro-chemicals and agro-fertilizers in India. HPM has a long history of producing high-quality agro-chemicals and agro-fertilizers. The company has a strong presence in the agro-chemical and agro-fertilizer markets in India and abroad. HPM's products are known for their high quality and effectiveness. The company has a strong commitment to research and development, and it is constantly working to improve its products and services. HPM's products are used by farmers and agro-industries to increase crop yields and improve soil fertility. HPM's products are also used by agro-industries to produce high-quality agro-chemicals and agro-fertilizers. HPM's products are known for their high quality and effectiveness. The company has a strong commitment to research and development, and it is constantly working to improve its products and services. HPM's products are used by farmers and agro-industries to increase crop yields and improve soil fertility. HPM's products are also used by agro-industries to produce high-quality agro-chemicals and agro-fertilizers.

WOMEN'S GREATEST BRANDS 2016-17

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GLOBAL RECOGNITION

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INCREASING CONTRIBUTION

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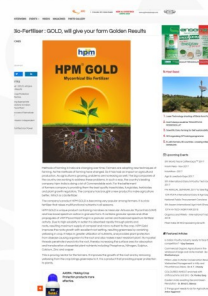
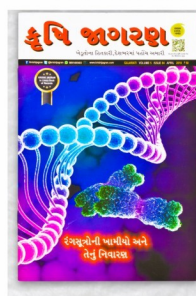
Asia one Poy person of the year 2017-18





KRISHI JAGRAN COVERAGE



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SAMRIDHI SAMBHAV 2018 NEWS

Outlook
THE NEWS SCROLL

Samridhi Sambhav 2018 - HPM India

Manish Chakrabarti (Delhi), May 28 (News/Out) The category winners of the "Delhi Dendro" team, HPM India, recently celebrated their achievement of the year in a first day event. This category, which is dedicated to the welfare of the farmer and agricultural production, has all the good reasons to say so as it is a sector that has a 15 percent rise in the distribution network. Considering the fact that the first day is an attempt to bring the best of the Indian landscape and spreading the reach of technology in the rural villages of India, this first-day event was very much about the hard work and determination to serve agricultural sector of India.

A Q&A session (Delhi) to Press the Beneficiaries of the Atal Mission

After passing the protest of the international market in the sector of agriculture, now this organization is aiming to introduce the concept of entrepreneurship in an integrated field with solid goals. The theme of the first day of the event was to reward around competitors in a healthy environment. A conference was organized in Karnataka where the winners were presented with their laurels and the best of the first day was the award ceremony. The winners of the first day were the winners of the first day. The winners of the first day were the winners of the first day.

The theme of Agriculture and (Delhi) to Press the Beneficiaries of the Atal Mission

This first-day event was marked with a felicitation ceremony where the laurel of the HPM was inaugurated for their commendable individual performance in the field of agriculture in their respective fields. No matter, the laurel of the winners was not the laurel of the winners. The winners of the first day were the winners of the first day. The winners of the first day were the winners of the first day.

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INDIA HERALD

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IMPACT

4PM: THE LEADING NAME IN AGRO-CHEMICAL INDUSTRY

4pm, 16 April 2018 | Agencies

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India thrives on agriculture and it is the major workforce in the country contributing about 50% along with allied sectors. When it comes to farming, India ranks second worldwide.

To preserve this superiority, HPM Chemicals and Fertilizers Ltd., has played a major role. With a major contribution in the agro-chemical sector, the company is adamant about serving India, the land of agriculture.

4PM Chemicals and Fertilizers Ltd. is a leading name in the sector of agro-chemical industries. Since its inception, the pesticide company has been catering to the needs of agro-chemical sector on national as well as international level. In the past four decades, with dexterity and hard-work, the company has managed to register its name on the global platform.

The company is always at the disposal of the farmers and goes an extra mile to ensure proper organization of farms and crops. With an array of agri-input products including the finest quality insecticides, fungicides, herbicides, and PGR (plant growth regulators), HPM ensures that India stays atop globally.

The Achievements

Bearing many feathers in its hat, HPM has established a steady growth in the international

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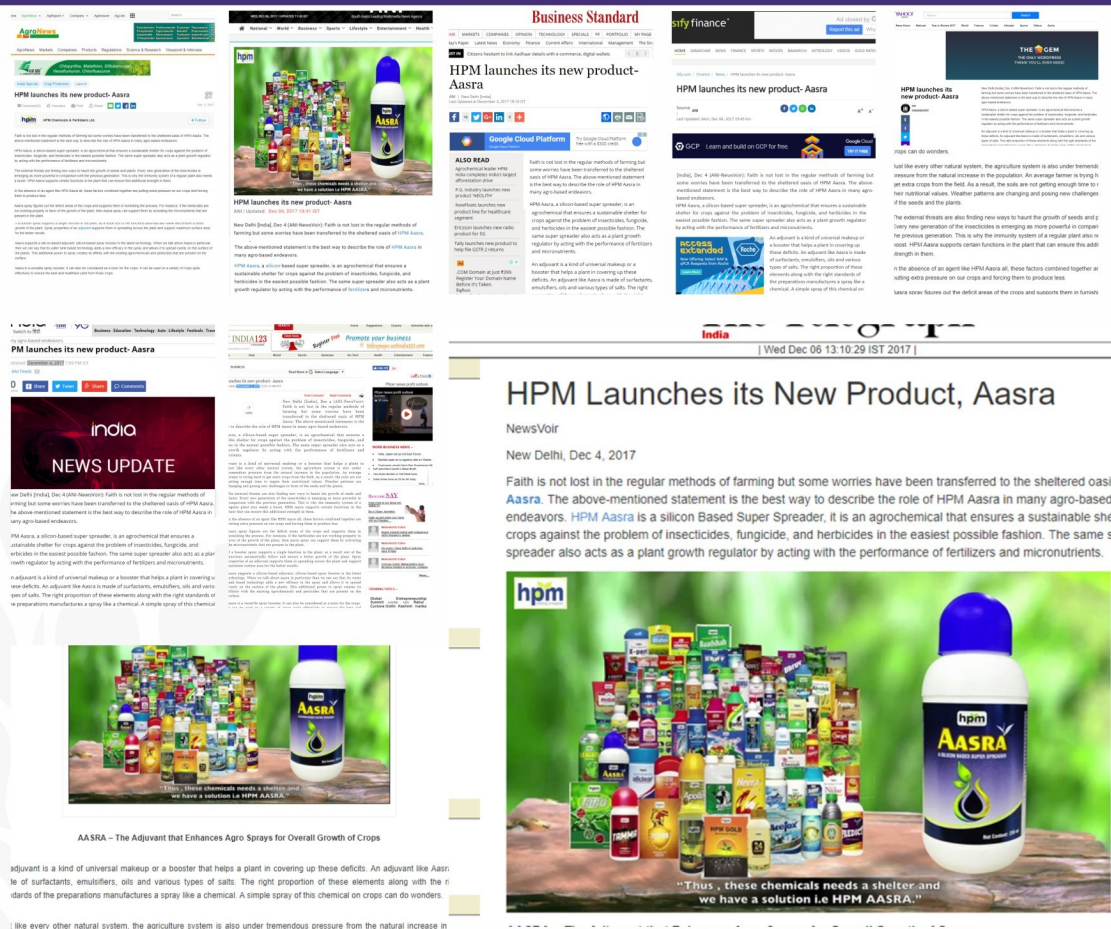
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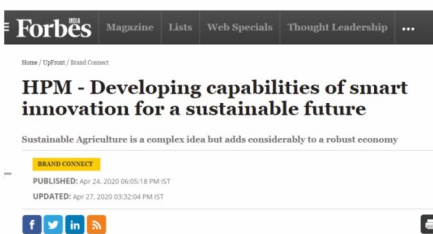
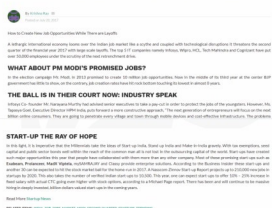
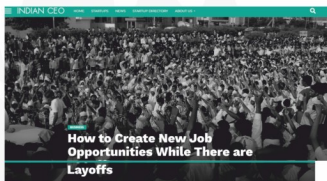
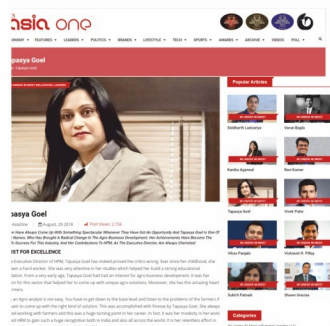


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SOME OTHER COVERAGE



Sustainable Agriculture is a complex idea but adds considerably to a robust economy. It is the wave of the future. HPM is on a mission to be a global integrated leader in delivering advanced solutions that make a real difference to the farmers and be a contributor to the Green Revolution drive.

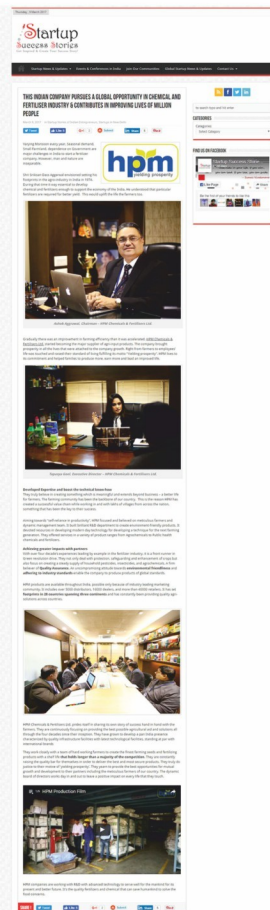
Parallel to India's remarkable successes in the modernization of agriculture, HPM is committed to ensuring a sustainable agricultural system and maximizing productivity and profit while minimizing environmental damage. With a record-breaking success, HPM is the 2nd largest producer of Pretilachlor TC in India. By re-thinking on their approach to sustainable farming and adopting methods and processes to develop growth plans that create and maximize economic value, HPM is driving transformation, which may have seemed impossible a few years ago.

Ms. Tapasya Goel, Executive Director of HPM Chemicals & Fertilizers Ltd. said, "With the goal of the sustainability initiative by HPM, we have paved our way to make sustainable agriculture mainstream. Our CSR initiative like Go!s Adoption, Save Eyes Save Life, Clothes Distribution, Help him to Breathe, Green Nation Clean Nation, Food Drive, Wheelchair Distribution, Santosh Krishi Divas aims towards making a positive impact on society, and preserve the environment contributing to sustainable development."

SAP HANA – accelerate business processes building the foundation for an intelligent enterprise

Turn insight into action and have an Intelligent Enterprise strategy with SAP HANA that allows you to swiftly transform data into insight and deliver exceptional experiences. Using the latest technological advancements, HPM has implemented the state of the art technology that offers hyper-connectivity, innovation, and smart business.

Based on the paradigm shift that is currently underway, there is a sheer indigibility. By discovering the current issues and planning the potential solutions, designing the SAP HANA Phase, Developing essential customizations, user training, and importing data, further testing to set the system right and deploying the final data to be loaded and validated which in turn feeds process automation, innovation, and optimal result.



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5 Ways to contribute towards World Environment Day 2018, Individually

BY WEBINDIA123 EDITOR 5.6.2018 MAIL NOW POST COMMENTS

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India is all set to globally host the World Environment Day on 5 th June 2018. As directed by the United Nation Environment the theme of this year will be "Beat the Pollution". The theme urges governments, industries, communities and individuals, come together and explore sustainable alternatives and reduce the production and excessive use of single-use plastic affecting our environment directly or indirectly.

Emerging as the leader, the country has one of the highest recycling rates in the world and can be instrumental in combating plastic pollution.

Contributing to the call, HPM, a leading agro-chemical brand is geared up to reduce the emission of Co2 in the environment by planting 10,000 trees all over India under its 'Go Green Plantation Drive'.

While political communities and governmental laws are helping ensure the execution of all the initiatives in a better and productive way. Industries and organizations from various sectors are actively participating to achieve the goal of combating plastic pollution.

Adopt a 'green' way of living

Separate your biodegradable and non-biodegradable waste. Learn to share or exchange things rather than buying a new unsustainable item. Use Public Transport to reduce your environmental impact. Car pooling is also a great way to reduce emission. Ride a bicycle or walk to close destinations. Mainly, use sustainable mode of transportation.

Calculate your carbon footprint

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Agrochemical Leader 'Hindustan Pulverising Mills' Doing its Bit for Society

Because the agrochemical market can be competitively fierce for new entrants no matter how disruptive their technology and vision for innovation is, an established player like Hindustan Pulverising Mills (HPM) is stepping up to be their mentor in how to give back to one's community.



01 June, 2017 by BW Online Bureau

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With India becoming the fourth largest producer of agrochemicals globally, the industry has invariably become significant to the Indian economy. With an increase in demand for food grains amidst declining farmland space, there is immense pressure to improve crop productivity and reduce crop loss. A number of entrepreneurs have understood the need of the hour and are devising addressable methods in their own ingenious way. Because the agrochemical market can be competitively fierce for new entrants no matter how disruptive their technology and vision for innovation is, an established player like **Hindustan Pulverising Mills (HPM)** is stepping up to be their mentor in how to give back to one's community.

With the mission of yielding prosperity to the whole world, Shri Srikisan Dass Aggarwal constituted HPM in 1979. Since its

- Madam Grace Pinto, Managing Director – Ryan Group of Institutions
- Shri Ashok Aggarwal, CMD – HPM Chemicals and Fertilizers
- Dr. Tejinder Singh, Founder & CEO – Qtickets & BPO Plus Qatar
- Mr. Manoj Shroff, Founder & Chairman – NITI Group Of Companies
- Dr. Vandana Gandhi, Managing Director – British Orchard Nursery
- Dr. K. D. Singh, Hble Raiva Sabha Member of Parliament, Govt. of India

[illegible]



Dr. Shweta

Dr. Uma Rajeshwar



Marching Ahead On The Green Road To Prosperity

Besides possessing a rich experience of more than 45 years and receiving numerous professional accolades, the Founder-cum-Managing Director of HPM Chemicals & Fertilizers Ltd., Mr. Ashok Aggarwal also has a heart of gold and is ever ready to share his insights with the youth and give back to the society in every possible way

The old adage, "Hard work is the key to success" holds true for Mr. Aggarwal who has been trodding on the path to fame and success owing to his earnestness. His humble disposition is quite apparent from the fact that he has high regards for his team and gives it due credit while elaborating on his success. Significantly, he talks about his struggles and disappointments unabashedly: "The story of my success is not just mine, it is the result of our whole HPM team's hard work. Looking back at the past years, I have grown and learned so much here in agrochemical industry. I have struggled tremendously in the past years. I never thought that I would actually accomplish my dreams and be successful in my life, but I definitely have proved, myself wrong. Many times I was confronted with huge disappointments, conditions were not generally positive to me. Obstacles came in my way and I continued

OVERCOMING CHALLENGES WITH ÉLAN

Life is full of challenges, it's our perception which decides whether we choose to recognize them as opportunity or threat and this approach makes all the difference. Sharing with AsiaOne some of the challenges that Mr. Aggarwal faced and some of his self-devised techniques which he employed to counter them, he says: "In our personal and professional lives we face many challenges that test our emotional and mental condition. We are all learning. No one gets it right every time. The dynamic process of life — trying, succeeding, failing, and trying again — is the only way to develop lasting confidence in ourselves. I saw many fluctuations in my life. But I always thought about my farmers, my people and my country, that I could have done better for everyone."

He adds, "I worked hard day and night and never looked back. Some of the times I had no idea how would I overcome the challenges. But I never lose hope. My whole life is filled with challenges. Many people spread rumours and many negative words about HPM, but I just did and am still doing my work with dignity and hard work, without paying any attention to their point of view. I specifically learned while overcoming those challenges that facing life challenges with fear will take you nowhere unless you accept the fear and make it your strength. Do something that will make your today better than what's come before."

SKILLED FARMERS; PROSPEROUS NATION

HPM strives to uphold its dignity in every sphere of society. HPM had always indulged itself in the processes related to the social, economical & environment viability. We have had events like 'Green Nation Clean Nation' which proved to be a massive crowd puller & was of great initiative. We have had events like 'Santosh Krishi Divas' where books & several goodies were distributed free of cost, enhancing the school outlook in backward areas. We have done CSR like 'Help him to breathe'. It's a story of a small child who was suffering from the heart valve blocked disease, we have done CSR like 'Make Sure they have smile too,' in this CSR campaign we adopted 9 girl children and took the responsibility of their education and bright future."

INSPIRING FUTURE GENERATIONS

Agrochemical Leader HPM India Completes India's Largest

10 October, 2017
by PTI

Photo Credit :

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Afforestation Drive

(Attn:editors: The following press release comes to you under an arrangement with NewsVair. PTI takes no editorial responsibility for the same).

Agrochemical Leader HPM India Completes India's Largest Afforestation Drive

New Delhi, Delhi, India (NewsVair) OCTOBER 10 2017-- HPM, a popular name in Agrochemical industry over last four decades, undertook the 'Green Nation Clean Nation Plantation CSR Activity 11th September 2017' in the guidance of Shri Ashok Aggarwal (CMD).

The ambitious program started by HPM aims to plant 10,000 trees across the nation. It is one of the biggest plantation drives. The project is very much dedicated to plant more and more trees to restore environment, which directly aims at securing and sustaining future. Not only this, but the members involve in the project spread awareness among the people and educate them how they can be a part of this campaign. The main purpose of this campaign of HPM is sapling plantation to increase a greener world.

The plantation drive was conducted nationwide on 11 September 2017. The major centres of HPM plantation drive included North Zone viz. Uttar Pradesh, Punjab, Madhya Pradesh, and New Delhi. The southern states of Andhra Pradesh and Telangana were also covered. Along the Eastern coast of India Odisha, Bihar and West Bengal observed the drive. Rajasthan in the West was also a part of this plantation drive. Out of the seven sisters Manipur took part in the plantation drive by HPM. As an international partner the campaign also spread to Nepal.

For thousands of years, deforestation has taken a huge toll on the environment. The ecological balance has been disturbed due to clearing of forests. For the agricultural expansion, wood extraction and infrastructure expansion, deforestation has been

For thousands of years, deforestation has taken a huge toll on the environment. The ecological balance has been disturbed due to clearing of forests. For the agricultural expansion, wood extraction and infrastructure expansion, deforestation has been practiced on an industrial scale. There is no single cause of deforestation, multiple processes work simultaneously which leads to deforestation.

Leaving a bad impact on the earth, deforestation changes local weather. According to a study by NASA, there is an increase in the carbon cycle and global warming. Scientists estimate that the trees contain more carbon than 10 years' worth of human-produced greenhouse gases. When people clear the forests, usually with fire, carbon stored in the wood returns to the atmosphere. And all this contributes to greenhouse effect and global warming. The land loses its productivity as well which is one of the cause of soil erosion, because the quality of soil is very poor. It becomes very thin and poor in nutrients.

According to the proceedings of the National Academy of Sciences, due to deforestation the rain in monsoons have simply declined across the globe. And in certain areas, there is excessive rain causing floods. The climatic balance of the earth is totally disturbed. The temperature easily crosses 40 degree Celsius in some regions which is not a good number.

HPM's mission is to plant as many trees as they can and indulge many people in their campaign. It is one of the most celebrated scheme of the recent time which aims to make the environment a better place to live in for the people by plantation. To educate people the need of a healthy environment.

THE INDIAN EXPRESS E100 2018

Improving the Productivity of Agricultural Land

ADVERTORIAL

AIMING towards our mission of ensuring self-reliance in productivity, we have worked successfully to incorporate the best innovative practices in our processes. As a leading Agro-Chemical company both nationwide and globally, we are the proud free-owners and contributors to the Green Revolution drive. Our ardent work force constantly strives to innovate and create a wide range of crop protection products and plant nutrients. Using the latest technological advancements we produce the finest range of Herbicides, Insecticides, Fungicides & Plant Growth Regulators.



Ashok Aggarwal, Chairman & Tapasya Goel, Executive Director HPM

We at HPM Chemical & Fertilizers Ltd. have been leading and driving the agro-chemical industry in India and abroad. As a recognised Nation's leading Agro-Chemical company, we believe that to be successful over the long term, we need to create value for our shareholders and for society as a whole. For the wellbeing of farmers association, we are giving them the best quality Crop Solution. HPM's and its full work compel continually endeavour to enhance and make an extensive variety of yield assurance products and plant supplements.

establishment of moral standards, great administration and sound administration. The company has tested many CSR activities from past several years which had an everlasting effect in the local community. These particularly has laid in the upliftment in the

certain section of the society. Over the years, HPM has been honoured for delivering excellence in product capabilities, governance, relentless service and inventive various awards & recognitions received by HPM.

lives, and impact that team HPM has been vested with.

GANNO
Sugarcane is one of the important commercial crops grown in India. However, the crop is highly susceptible to various insects. Now HPM has brought a new product 'Ganno' for sugarcane, which is a Contact & Systemic insecticide. Ganno is a pre-mix of Fipronil 40% and Imidacloprid 40% (a.i.) in a water dispersible granule in the formulation. It is a unique combination product with dual action against pest.

It is suitable to control problems of white grub in Sugarcane. The active ingredient Fipronil is toxic after ingestion with some contact action and acts by interfering the transmission of nerve impulses. Another action of Ganno, Imidacloprid disturbs the signal transmission and leading finally the death of the treated insects. It shows elongated persistence with excellent control. It shows definite effect on plant growth, resulting with better yield. The use of "Ganno" will end the problem of White Grub. It is one such insecticide which is compatible with other agrochemicals.

एचपीएम है किसानों का सच्चा साथी: तपस्या गोयल



एचपीएम भारत की एक अग्रणी कृषि क्षेत्र की कंपनी है जो बड़े पैमाने पर उर्वरक, कीटनाशक, फफूंदीनाशक और फसल पोषक तत्वों का निर्माण करती है। कंपनी श्री फिशन दास अग्रवाल जी द्वारा अपनी स्थापना के बाद से चार दशक से अधिक समय तक भारत और विदेशों में कृषि-रसायन उद्योग में सफलतापूर्वक व्यापार कर रही है। 'सीलिंड्रल प्रॉस्पेक्टि' के आदर्श वाक्य के साथ, कंपनी इससे जुड़े सभी लोगों के जीवन में समृद्धि लाने के अपने मिशन में लगी हुई है।

उत्पादकता में आत्मनिर्भरता सुनिश्चित करने की दिशा में, कंपनी ने अपनी प्रक्रियाओं में सर्वोत्तम नवीन प्रथाओं को शामिल करने के लिए सफलतापूर्वक काम किया है। देश भर में और विश्व स्तर पर एक अग्रणी कीटनाशक कंपनी के रूप में कंपनी का बड़ा योगदान है। कंपनी के शोधकर्ता लगातार फसल संरक्षण उत्पादों और पौधों के पोषक तत्वों की एक विस्तृत श्रृंखला को नवीनतम रूप में पेश करते हैं। नवीनतम तकनीकी का उपयोग करते हुए कंपनी बेहतरीन उर्वरकों और अन्य उत्पादों का उत्पादन करती है। कंपनी के उत्पादों का श्रेष्ठ लाभदायक फिरी भी अन्य उत्पादों की तुलना में अधिक समय तक होता है।

हाल ही में कंपनी ने 'प्रगतिशील बैठक 2021' कार्यक्रम के अंतर्गत कुछ नए उत्पादों को लॉन्च किया और डीएल, डिस्ट्रीब्यूटर का सम्मेलन किया। इस दौरान कंपनी की एग्रीजव्यूटिव डायरेक्टर तपस्या गोयल भी मौजूद थीं। फसल क्रांति की टीम ने तपस्या गोयल से कंपनी और कार्यक्रम से जुड़ी बातचीत की। प्रस्तुत है उनसे हुई बातचीत के कुछ प्रमुख अंश।

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एचपीएम में आने के बाद किन-किन चुनौतियों का सामना करना पड़ा?

आपको तो पता ही है कि विपक्षी परिस्थितियों में मुझे कंपनी का कार्यभार संभालना पड़ा। हां वे सच हैं कि मुझे कई चुनौतियों का सामना करना पड़ा है। कंपनी में कार्य करने के दौरान काफी संघर्ष भी करना पड़ा। मैं भूगोल विषय से थी। एकाउंटिंग और कंप्यूटर मेस बैकग्राउंड था। मैंने जब अपने पिताजी की इस कंपनी को संभाला तो मुझे उत्पादों के बारे में विशेष जानकारी भी नहीं थी। फिर अचानक से इतने बड़े पोस्ट की जिम्मेदारी मिलती और ऐसे क्षेत्र में काम करना जहां पुरुषों का ही वर्चस्व है, वाकई कठिन था। इस विपक्षी में समय के साथ-साथ अपने आप को इसके लिए तैयार किया और गहराई से हर बात की जानकारी प्राप्त की। इसके साथ-साथ कई तरह की अफवाहें भी फैलनी पड़ीं। मैंने बड़े परिस्थिति से संघर्ष करते हुए इस मुकाम तक पहुंची।

एचपीएम के बारे में बताएं कि एचपीएम कैसे काम करता है?

एचपीएम कृषि क्षेत्र की एक अग्रणी कंपनी है जो विभिन्न तरह के कृषि उत्पादों को बनाती है। ये सभी उत्पाद चार श्रेणियों में विभाजित हैं। जैसे- कीटनाशक, फफूंदीनाशक, खरपतवारनाशक और पौध पोषण। हम इस श्रेणी में उर्वरक सेगमेंट को भी बढ़ाने जा रहे हैं। कुंजाइट हमारी एक सिस्टर कंपनी है उसी के तहत हमने उर्वरकों को भी लॉन्च किया। फर्टिलाइजर की तरह हम 14 मोल्टिव्यूट्स लेकर आ रहे हैं। हमें बताते हुए खुशी हो रही है कि पहली बार हमारी कंपनी ने 500 करोड़ के टर्नओवर को पार कर लिया है।

अपने कार्यक्रम प्रगतिशील बैठक 2021 के बारे में बताएं

प्रत्येक कंपनी साल के अंत में अपने वितरकों को सम्मानित करने के लिए इस तरह के कार्यक्रम आयोजित करती है। इसके तहत वितरकों को उनके प्रदर्शन के हिसाब से उन्हें पुरस्कृत भी किया जाता है। इससे हमें अलग विजनेस मिलता है और लोगों को सम्मान और पुरस्कार मिलता है। पहले हम समृद्धि संभव नामक एक इवेंट हर साल करते थे। जिसमें पूरे भारत के अपने डीलर डिस्ट्रीब्यूटर की मीटिंग करते थे लेकिन कोरोना के इस दौर में हम अलग-अलग राज्यों में प्रगतिशील बैठक नाम से मीटिंग कर रहे हैं। इस बैठक के दौरान लोगों का एक दूसरे से मिलना हो जाता है। इसके अलावा हम किसी नये उत्पाद को भी इस इवेंट में लॉन्च करते हैं। इस बैठक के माध्यम से एक दूसरे की समस्याओं का समाधान भी हो जाता है।

आपके उत्पादों को लेकर किसानों की क्या प्रतिक्रिया है?

हमारे उत्पादों को लेकर किसानों की बहुत ही अच्छी प्रतिक्रियाएं मिलती हैं। जैसा कि सबको पता ही है कि एचपीएम 47 साल पुरानी कंपनी है इसलिए लोगों का कंपनी के प्रति विश्वास बहुत ज्यादा है। हमारे उत्पादों की गुणवत्ता भी बहुत अच्छी है इसलिए उत्पादों को लेकर हम और हमारे ग्राहक आश्चर्य हैं। हमारे उत्पाद किसानों के बीच इतने लोकप्रिय हैं कि लोग कंपनी के नाम से नहीं बल्कि उत्पाद के ब्रांड नाम से जानते हैं। इतना ही नहीं, दुकानों पर भी ग्राहक ब्रांड के नाम से ही उत्पाद की मांग करता है। मैं खुद जब कई बार फिज्ड रिजिट के लिए जाती हूँ तो किसान कंपनी के बारे में नहीं जानता है। किसान हमेशा उत्पाद के नाम जैसे गरुण, हंटर इत्यादि नामों से मांगता है और उत्पाद की गुणवत्ता को लेकर ही बातचीत करता है। ये सब उपलब्धि कंपनी के गुणवत्तासुक्त उत्पाद के कारण ही संभव हो सका है। हमारा उद्देश्य ही किसानों को बेहतर उत्पाद मुहैया कराना है। हम इसी कड़ी में लगातार काम कर रहे हैं। सब कदा जाय तो एचपीएम ही किसानों की सच्ची साथी है।

निकट भविष्य में एचपीएम कंपनी और क्या नया करने जा रही है?

हम बहुत जल्द एक नया टेक्निकल प्लांट लगाने जा रहे हैं। जिसके अंदर हम 240 सीरीज बनाते जा रहे हैं। हमारी कुछ पैराथोड्स की भी योजना है जिसके लिए काम चल रहा है। हमने बीटूवी के लिए 100 करोड़ का सेल किया है। आने हम इसे 250 करोड़ तक ले जाने के लिए काम कर रहे हैं।

महिला किसानों के बारे में आपकी क्या राय है?

मैं सभी महिला किसानों को नमन करती हूँ। महिला किसानों की मेहनत देखकर मैं प्रेरित होती हूँ, उनसे कुछ न कुछ सीखती रहती हूँ। वे घर का काम और खेत का काम दोनों अच्छी तरह संभालती हैं। इतना कठिन काम करना हर किसी के बस की बात नहीं है। वे हमारी महिला किसान ही कर सकती हैं। हम केवल एक ही कमरों में रहकर काम करते हैं जबकि वे खेत में घूम, सड़ी व बरसात को सहन करते हुए काम करती हैं और अपने बच्चों को भी पालती हैं। अपने बच्चों के अच्छे भविष्य के लिए भी वे प्रयास करती हैं। मैं सभी महिला किसानों को सलाम करती हूँ।



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