



**DEEPAK FERTILISERS  
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**A TQM Driven Company**

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## **Press Release**

### **DFPCL was selected as winner of the Excellence in Fertilizer Extension Services award at FAI - Western Region meet**

Deepak Fertilizers And Petrochemicals Corporation Limiter's (DFPCL) services towards the cause of improving farm yields was today recognized by the Fertilizer Association of India's (Western Region) at its 49th Annual General Meeting held in Pune.

DFPCL was selected the winner of the Excellence in Fertilizer Extension Services award in recognition of its outstanding work in improving farm yields. "This is a strong recognition of the work being done by DFPCL in fertilizer extension services and integrated nutrient management. DFPCL's Mahadhan Saarrthie services are now recognized throughout Maharashtra and Karnataka by the farming community as the hallmark of service in crop nutrition and allied services," said Mr. Sailesh Mehta, Vice Chairman and Managing Director of DFPCL. Mr. Mehta has also been re-elected Chairman of the FAI's Western Region at the meeting.

The awards had been instituted by the FAI-WR last year to recognize the work done by fertilizer companies in terms of improving farm yields.

The winner of the award was announced today by Dr. S. S. Magar, Ex. Vice Chancellor Dr. Babasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli and Ex. President of Indian Agricultural Universities Association, who headed the award committee. The other members of the committee were Dr. R D Mulay, Ex. Director of Agriculture, Maharashtra and Shri D D Khose, Regional Executive, FAI-WR. The participating farmers were also felicitated and distributed participation certificates.

The prize distribution ceremony was organised at Hotel Parc Estique, Pune on 10.6.2009 under the Chairmanship of Shri S C Mehta. Shri U S Jha, CMD, RCF Ltd and Ex. Chairman, FAI – New Delhi, Shri R C Gupta, Dy. Director General, FAI, New Delhi, Senior Officials of the Fertilizer Companies and the farmers participating in the campaign were present for the occasion.

The participating farmers shared their views and experiences and appreciated the efforts of the Fertilizer Industry.

The award had been instituted to create awareness on "Integrated Nutrient Management" among the farming community in the States of Gujarat, Madhya Pradesh, Maharashtra and Chattisgarh by the Fertilizer Association of India, Western Region in collaboration with fertilizer manufacturing / marketing companies.

Agricultural Universities, Agriculture Departments of the State Governments and Agriculture Research Centers as well as progressive farmers were involved in this project wherein 2 plot demonstrations were conducted on farmer's field depicting the integrated plant nutrient management system.

Each company was allotted one / two districts in their area of operation and according to the soil test results, improvement in the crop yield by use of primary, secondary and micro-nutrients was demonstrated.