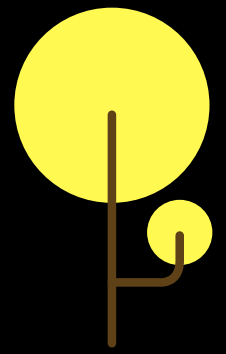
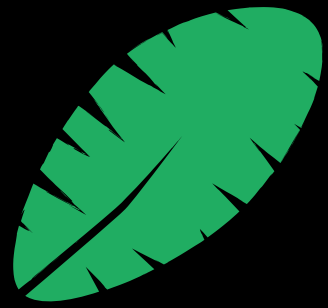




स्वर्णिम संचार

SWARNIM SANCHAR





LETTER
FROM
EDITOR

Dear Reader,

At the outset let me thank all of you who have helped us by giving your valuable contributions towards the first edition of this newsletter. I would specially like to thank Ms Rashmi Rekha (Project Associate) the winner of “Name the Newsletter” competition whose suggested name “Swarnim Sanchar” has got the maximum votes and the newsletter would be called by this name henceforth.

In today’s fast moving and ever changing environment, communication plays a pivotal role in helping us keep pace with the changes. As the name suggests, with Swarnim Sanchar we are trying to communicate and highlight those topics which are important, however lacks awareness amongst different stakeholders of IFFCO Kisan. We are also trying to create awareness about the latest development of our company and encourage the employees to share their thoughts on various topics for cross functional learning and development.

This year marks our 10th Anniversary towards our mission to empower farmers. Since, our core objective is to serve the people working in Agriculture sector; we have chosen “Agriculture” as the theme for the first edition of Swarnim Sanchar. Our newsletter is segregated into 5 major sections.

The first section is called the “Edition Focus” which contains an article regarding our main theme, some agricultural trivias, and feature story regarding our Urban Greens initiative. The second section termed as “Launch Pad” tries to highlight success stories of some of our employees who have climbed up the ladder and have taken up leadership role in the organization. The third section denoted as “Vartalaap” contains an interview with an interesting personality, here we have taken a small interview with a Kisan hailing from Rajasthan. The “Employee Corner” section details various employee contributions, the ‘Different Strokes’ initiatives etc. In the last section, called “Announcements” contains updates about the major events, brief introduction of the new employees and many other exciting features which you can go through in this edition.

This is the first edition of "Swarnim Sanchar" and we hope to continuously improve and upgrade this newsletter. We would like to invite your suggestions and feedback to make it more attractive. It is indeed a pleasure to introduce you to the first edition of Swarnim Sanchar, which we hope you all will enjoy.

Happy Reading!!



IFFCO Kisan Sanchar Limited is known for its free wheeling thoughts and what better way to express it than through our own Newsletter. For the past few years we have tried to inculcate a questioning outlook along with a sense of responsibility. The organisation is able to address diversity in various backgrounds of life through its open culture, acceptance of diverse opinions and through this newsletter. I articulate the hopes and aspirations of each member of the Iffco Kisan Sanchar Limited and to reach out to multitudes of our customers, i.e., farmers toiling within fields.

The most difficult profession in modern India is farming and IFFCO Kisan is striving to serve this community through its various initiatives. Early victory of IFFCO Kisan makes it stronger to engage and assist this community. In our own humble way we would like to believe that this noble cause we espouse and live for becomes our bedrock and makes us stronger to reach our goals. The launch of this newsletter is one small step towards this.

I wish the newsletter a grand success.





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