

DCM Shriram Ltd, Sugar organized Krishi Yantra Mela 2019

DCM Shriram Sugar organized the Krishi Yantra Mela 2019 in Loni, Hardoi District, on Sunday 13 th Oct 2019. The fair was inaugurated by Hon'ble Cane Commissioner and Principal Secy. Sugar industries, Cane Development and Excise (U.P.), Mr. Sanjay R. Bhoosreddy, who presided over as Chief Guest in the Mela. Other dignitaries present included Mr. Y.S. Malik - Additional Cane Commissioner, Mr. Satendra Singh - Deputy Cane Commissioner, Ms. Sana Afreen - District Cane Officer and Mr. Ravi Shankar - District Excise Officer.

The Mela saw participation of more than 50 agri-



culture mechanization and allied vendors. The response was overwhelming as thousands of farmers from Hardoi and neighboring districts visited the fair, which was a day-long affair. Speaking on the occasion, Mr. Roshan Lal Tamak, Executive Director & CEO - Sugar Business, DCM Shriram Ltd., said,

“the objective of this Mela is to increase awareness and equip farmers and agri-entrepreneurs towards improved agronomic practices, new mechanization techniques and equipment which will ultimately help in increasing the yield for enhancing farmer’s income and volumes of crush for our mills.”