

SHRACHI SANKALP VARTA 2017

Q1, Q2 and Q3 | Apr 2016 – Dec 2016 | Issue - 1

From The Editor's Desk

Dear Reader,
We bring to you yet another edition of Shrachi Sankalp Varta, the quarterly newsletter of BTL EPC LTD. (Agro). In this issue, we are showcasing glimpses of news, events and achievements that have happened over the last 3 quarters of the year 2016. Continuing with the trend of expanding our product range, this year we have launched our own range of garden tools across India which includes Brush Cutter and Chain Saw, and initiated sales of tractor implements in association with our partner, Landforce.

We have also forayed into WASH mission independently with our all new "Eco Clean" Aerobic Bio Toilets. We have successfully installed 18 Bio Toilets in BHEL, of which 12 were set up in Haldia, West Bengal, & 6 were set up in Namrup, Assam, in April and July respectively. Apart from this, we inaugurated Bio Toilets at Renaissance in Burdwan, West Bengal on 2nd October. Shri Rabiranjjan Chattopadhyay, Hon'ble MLA of Burdwan, along with Ms. Falguni Rajak, Hon'ble Block Sabhapati, did the inauguration at the gala event.

This year in April, we celebrated our Annual Sales Meet where work was interspersed by fun, with a day's visit to a water park. Like every year, this year too, Diwali was special for us. Traditional attires and colourful rangoli made the day more festive. We also take this opportunity to extend our heartiest congratulations to the winners of the Support Excellence and Gold Performer awards in Q4 (15-16 FY), Q1, Q2 and Q3 (16-17 FY).

Do share your valuable views, comments and suggestions with us. You can reach me at sumit.sinha@shrachi.com or on my number +91 99034 33512

Sumit Sinha, Assistant Manager

Annual Sales Meet

Like every year we had our Annual Sales Meet, from 7th April to 9th April '16, at our HO. This year's Annual Meet programme was designed differently in order to add some fun flavour to it. After the sales review with the respective state heads, rewards were given to the best sales team and the best sales performer of the past year. The celebrations continued with a relaxing day at the water park, where the team got together to have a memorable time.



Odisha Dealer Meet

Odisha Dealer Meet was organised at Hotel Swosti Premium, Bhubaneswar, on 17th May '16 where dealers across Odisha had participated to make the event successful. The forum was used to introduce our new 'Service Ka Wada' t-shirt, product modifications, new additions to power weeder range, new product ranges like tractor implements and Bio Toilet. In presence of the Managing Director, the performance of our dealers and super-stockists were honoured and he duly motivated them to perform better. We also kept an open session where our Channel Partners addressed their views, shared their feedback and suggested ways to improve the support-mechanism of the company.



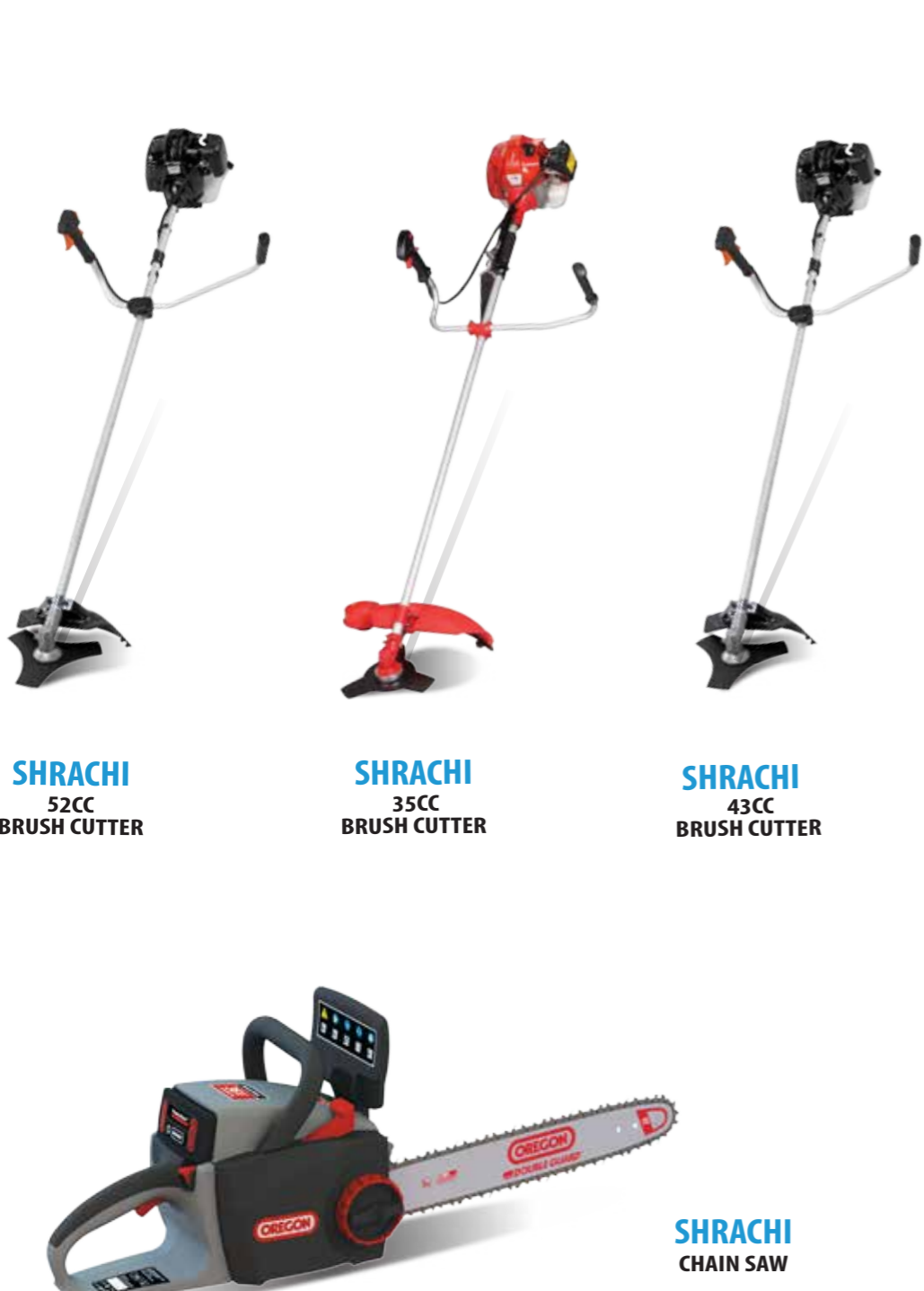
Bhutan Farmers Training Meet



As a part of the 'Service Ka Wada' initiative, we arranged a training programme for our farmer customers of Bhutan from 1st September to 3rd September '16. Here, 13 farmers were trained to become Shrachi Authorised Technicians. A Service Engineer and a Marketing Manager of our Channel Partner in Bhutan, STCBL, participated as well. The training covered trouble-shooting techniques, assembly & disassembly of major components, like Engine and Gear Box, and general maintenance of machines. The training session was interactive and the farmers were awarded with training certificates.

New Product Launch

Krishi Unnayan Mela At Burdwan



This year, we have launched 4 new gardening equipment- 3 Brush Cutter of 35cc, 43cc and 52cc Engines and 1 Petrol Chain Saw.

Continuing our practise of participating in various exhibitions and events, we participated in the Krishi Unnayan Mela at Burdwan, West Bengal. This was organised by Confederation of Indian Industry from 21st to 23rd October '16. We took this opportunity to exhibit our products like power tillers and weeders. We also promoted, along with our partner, Landforce, tractor implements like rotary tillers.

WINNERS OF THE SUPPORT EXCELLENCE AWARD

GOLD PERFORMER of FY 2015-2016

Mr. Kutubuddin Ali

"Thanks a lot for the award. I feel honoured to receive this award. I would like to thank my seniors for this."

Q4 of FY 2015-2016

Mr. Kashinath Barik

"It is a pleasure to have received the honour. This will only inspire me to perform better and reach newer heights."

Q1 of FY 2016-2017

Mr. Debasish Chatterjee

"I am honoured to have been selected for this award. This has been possible only because of our HODs, seniors and colleagues, who had extended their guidance and cooperation."

Q2 of FY 2016-2017

Mr. K. Satyanarayana Rao

"First of all I wish to convey my gratitude to Sumitji and all my colleagues, especially all branch personnel, without whose support I could not have carried out my job timely and properly. This honour is extremely encouraging and will further motivate me in giving a more sincere and diligent performance."

Q3 of FY 2016-2017

Mr. Munshi Abdus Sabur

"I am extremely grateful to have received the honour of being the Support Excellence Award winner. The entire management team and all my fellow employees have helped me in this journey."

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