

Ajay Shriram to nurture fertiliser outfit

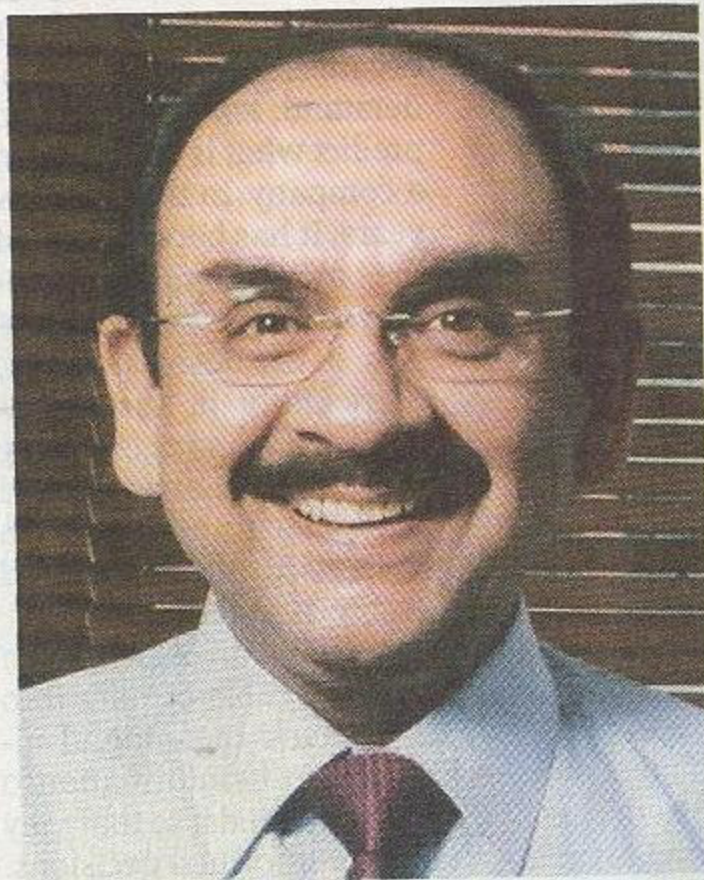
INTERNATIONAL Fertilizer Association (IFA) recently announced Ajay Shriram's appointment as its president at IFA's annual conference in Shanghai, China.

Chairman and senior managing director of DCM Shriram Consolidated Limited (DSCL), Shriram is the second Indian to reach this position.

Talking about his new role, Shriram says, "This is a strong recognition of India's position in the fertiliser fraternity worldwide, be it as a manufacturer or a consumer. I also feel this is a recognition of our company, in the fertilizers and agricultural field.

This role would provide me an opportunity to increase agricultural productivity in a more sustainable and efficient way."

He plans to focus on promoting efficient use of fertilisers through



dissemination of best management practices. He also plans to work towards providing food security by contributing to increase agricultural output, especially in developing countries, besides other things.

He will also encourage IFA members to be responsible in manufacturing and using fertilisers by reducing emissions and imparting knowledge of optimum application techniques to the farmers. IFA will play an important role in demonstrating the importance of agriculture during negotiations of the UN climate change agreement.

The most important need of the fertiliser industry today, he says, "is to impart last mile delivery of knowledge and products to small and marginal Indian farmers to enable them to improve their productivity and thereby profitability."

He adds, "At DSCL also, we are doing the same through our agri-input business and Hariyali rural retail venture, which reaches out to a very large number of farmers across the country."