



Potash for Life



IPL

A Project by
INDIAN POTASH LIMITED



Why this New Project?

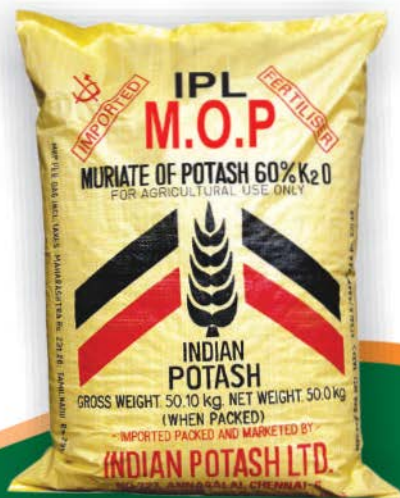
Sequel to the introduction of NBS from April 2010 and subsequent increase in the potash prices in the international market and its cascading effect in the domestic market, the consumption of potash has drastically reduced in India during the last three years. The NPK ratio from almost 4.3:2.1:1 has distorted to 9.0:3.6:1 and potash use has decreased from 17 kg to 9 kg/ha during the last three years. This is certainly going to adversely affect crop productivity, soil health and farm profitability in the long run. Hence, to respond to this negative development, and to assist farmers in further development of profitable agriculture, IPL in collaboration with ICL Fertilizers has launched a new project entitled **Potash for Life** w.e.f. 2013.



What are its objectives?

Potash for Life program will provide farmers with science based evidence of the profitable use of potash, using advanced, best proven extension methods. It will educate farmers about the benefits of balanced fertilizer use and also try to convince that use of optimum amount of potash is still profitable.

जीवनदाई पोटाश
का वरदान
हर किसान के
चेहरे पर मुस्कान





Which are its areas of operation ?

To begin with, Potash for Life program has been started in 40 districts of the following 9 states : **J&K, UP, Bihar, WB, MP, Chhatisgarh, Maharashtra, AP & Karnataka.** It will cover all the major crops of these districts.





What it envisages to do ?

Potash for Life program envisages to achieve its objectives through laying of field demos, field days, Kisan Gosthis, travelling seminars, campaigns, extension publications in different languages, video films, audio-video shows, wall/ trolley paintings, mass media like Doordarshan, radio, sms service, training programmes for farmers, extension staff of state agri deptts. as well as of fertilizer dealers. The training programmes will be conducted in collaboration with State Agricultural Universities, KVKs and State Agricultural Departments.



A Banana Farmers' Meeting at Jalgaon, Maharashtra



Inauguration of the PFL Project on 14th Oct 2013 at New Delhi




Farmers meeting at Hoshangabad, MP



A Farmers' Meeting in West Bengal



Informal farmers' meeting at Bogam, Kashmir





POTASH FOR LIFE

(জীবনের জন্য পটাশ)

সুগম সার ব্যবহারের উপকারিতা
 পুষ্ট ফসল, কম জলের প্রয়োজনীয়তা, রোগ, পোকা, ফসল
 পড়ে যাওয়া এবং খরা ও তুষারপাত বা কুয়াশার হাত থেকে ফসলকে রক্ষা।
 বেশী ফলন ফলনের গুনসতমান বৃদ্ধি ও অধিক পরিমানে আয়। এমনকি চলতি দামেও পটাশ ব্যবহারে অধিক লাভ
 অতএব আজ থেকে সঠিক সময় সঠিক পদ্ধতিতে এবং সঠিক পরিমানে পটাশ ব্যবহার করুন।

“জীবনটাই পটাশের আশীর্বাদ
 প্রত্যেক চাষির মুখে খুশির সংবাদ”

A poster about benefits of Balanced Fertilization in Bengali Language

Message from M.D., IPL

“During the last 3 years or so we have witnessed a sharp decline in potash consumption by the Indian farmers which is bound to adversely affect crop productivity as well as soil health in the long run. Many enlightened farmers, policy makers and agricultural scientists have expressed concern about this and we at IPL decided to contribute our might in tackling this negative development and have launched this new initiative 'Potash For Life' to educate the farmers about the benefits of balanced fertilizer use with science based evidence and also to show that potash use is still profitable. I am sure that we will be able to meet the challenges and help in improving farmers' profitability and soil health.”

(Dr. P. S. Gahlaut)



**Potash
for
Life**

INDIAN POTASH LIMITED

Potash Bhawan, 10-B, Rajendra Park,
Pusa Road, New Delhi – 110 060

Phone: 25761540, 25763570
25732438, 25725084

Fax: 25755313, 25757062

E-mail: ipldel@potindia.com

www.potash4life.com