



उर्वरा

Urvara

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From Fertility to Food Security.



Our Future is Written in the Soil

उर्वरा Urvara



Soil is the foundation on which agriculture stands and the future it depends upon.

Yet, beneath every field lies a silent force that sustains life, balances ecosystems, and anchors livelihoods.

This issue of **Urvara** brings that foundation into focus.

At a time when agriculture is confronted with challenges such as nutrient imbalance, soil degradation, and changing climatic conditions, the need for responsible and informed practices has become more critical than ever. Protecting soil health is not just an agricultural priority, it is a shared responsibility that shapes long-term sustainability.

Through this edition, we present perspectives that highlight the importance of balanced fertilization, efficient nutrient management, and collective action towards preserving soil vitality. Each insight reinforces a simple yet powerful truth, sustainable growth begins with healthy soil.

As we look ahead, the path is clear.

To nurture the soil is to secure the future.

Because the strength of what we grow tomorrow lies beneath what we protect today.

Editorial Team

Urvara – HURL House Journal



From the MD's Desk



It is a privilege to present this issue of Urvara, centred on the theme “**Saving the Soil**”—a theme that defines the future of sustainable agriculture.

Soil is not merely a resource; it is a living, dynamic foundation that sustains productivity, secures food systems, and maintains ecological balance. As we advance towards higher agricultural output, preserving this foundation becomes not just important, but imperative.

Today, the challenges of imbalanced nutrient application, intensive cultivation, and evolving climatic conditions call for a more responsible, informed, and forward-looking approach. Safeguarding soil health is no longer a choice; it is a shared responsibility that will determine the resilience of our agricultural systems.

At HURL, sustainability is embedded in our growth philosophy. While we continue to strengthen our production capabilities, equal emphasis is placed on promoting balanced fertilization, improving nutrient use efficiency, and enhancing farmer awareness, ensuring that productivity and sustainability advance in tandem.

In this evolving landscape, natural farming and the increasing adoption of organic and bio-fertilizers are emerging as critical pillars of sustainable agriculture. These approaches, by revitalizing soil biology, enriching microbial activity, and restoring ecological harmony, complement scientific nutrient management and reinforce long-term soil fertility. The future lies in integrating these practices with balanced fertilization, creating a synergy of tradition and technology that ensures both productivity and sustainability.

This philosophy of balance and excellence is reflected in our performance during FY 2025-26, a landmark year in which HURL achieved its **highest-ever annual urea production of 38.9 Lakh Metric Tonnes**. This milestone stands as a testament to our operational strength, resilience, and collective commitment to excellence.

As we look ahead, our path remains clear, to pursue growth that is responsible, sustainable, and future-ready. Protecting soil health must remain central to this journey, as it ultimately determines the prosperity of agriculture and the nation.

Because the strength of our future lies in how we nurture our soil today, and in doing so, empower the hands that feed the nation.

Dr. Siba Prasad Mohanty
Managing Director, HURL



From Waste to Best



In today's world, sustainability begins at home. Transforming everyday vegetable and kitchen waste into useful products is a simple yet powerful step towards environmental conservation. By creatively reusing organic waste, even discarded materials can be turned into soil organic carbon in flower pots, adding greenery and charm to our surroundings. This practice not only reduces household waste but also promotes eco-friendly habits. Such small initiatives reflect a bigger commitment towards responsible living. At HURL, we believe that innovation and sustainability go hand in hand. Let us embrace the idea of "Waste to Best" and contribute to a cleaner, greener future.

Sanjay Kumar

Chief Manager, Marketing
New Delhi

Cultivating Sustainability through Kitchen Gardens

A kitchen garden is a simple and effective way to conserve and enrich the soil using organic manure and natural compost. Sustainable practices such as minimizing chemical fertilizers, adopting eco-friendly pest control methods, and enriching the soil with biodegradable waste should be encouraged. Regular watering, mulching, and proper soil management help retain moisture, prevent erosion, and enhance soil fertility. Rainwater and greywater reuse further support responsible water conservation in gardening. Establishing and maintaining a kitchen garden not only protects soil health but also promotes biodiversity and ecological balance. It ensures a steady supply of fresh, nutritious, and chemical-free produce while reducing dependence on commercially grown food. Additionally, kitchen gardens help reduce waste, lower carbon footprints, and foster environmental awareness. Such initiatives play a vital role in promoting sustainable lifestyles and strengthening the collective commitment to a greener and healthier future.

Vikrant Kumar

Senior Manager, HR
Sindri





77th Republic Day Celebration



Apprenticeship Trainee onboarding conducted at HURL Barauni



Art of Living Programme at HURL Barauni



Art of Living programme at HURL Sindri



At IEW 2026 in Goa



Awareness Session on Cyber Security at HURL Gorakhpur



Awareness Session on the Prevention of Sexual Harassment (POSH) was organised at HURL, Gorakhpur



Celebrating excellence-HURL marks 100% annual production with 38.1 LMT urea.



CSR project "Swasthya Sathi" at Gorakhpur, graced by Hon'ble MP Shri Ravi Kishan and MD, HURL, Dr. S.P. Mohanty.



Dr. S. P. Mohanty, Managing Director, HURL, visit to HURL Barauni



Dr. S.P. Mohanty, MD, HURL addresses a mega Business Associates Meet in Lucknow.



Dr. S.P. Mohanty, MD, HURL addresses panel at Agrochemicals & Fertilizers World Conference 2026.



Dr. S.P. Mohanty, MD, HURL flags off Anhad Yatra (Cycle Par Sunday) – Part 6 at Barauni Plant.



Dr. S.P. Mohanty, MD, HURL inaugurates Phase-IV (Stage-II) Residential Complex at Barauni.



Dr. S.P. Mohanty, MD, HURL reviews operations at Barauni Plant.



Dr. S.P. Mohanty, MD, HURL reviews plant operations at the Gorakhpur Unit.



Dr. S.P. Mohanty, MD, HURL, addresses at the Valedictory Session of Kisan Kumbh 2026 at IIT Delhi



Dr. S.P. Mohanty, MD, HURL, being felicitated by Hon'ble MoS, Ministry of Jal Shakti, Shri Raj Bhushan Choudhary.



Dr. Siba Prasad Mohanty, Managing Director, HURL, graced the 32nd Foundation Day of Patanjali as the Chief Guest in Haridwar



Dr. Siba Prasad Mohanty, MD, HURL graces inauguration of State Office in Lucknow.



Ensuring fertilizer availability, HURL MD meets UP Agriculture Minister with industry delegation.



FAI Training Program on "Senior Maintenance Engineers in the Fertilizer Industry" at HURL Gorakhpur



Health Check-up Camp organised at the OHC of HURL, Sindri.



Health Check-up Camp at the Health Centre, Lakeview, Gorakhpur



Holi Milan Samaroh 2026 at HURL



Hon'ble CM Bihar Shri Nitish Kumar, along with Deputy CMs, visits HURL stall at Barauni.



HURL at Standing Committee (Chemicals & Fertilisers) interaction, Mumbai.



HURL distributes aids & assistive devices under its CSR initiative "Swasthya Sathi" at CRC Gorakhpur.



HURL facilitates farmers to witness the live telecast of the PM-KISAN 22nd installment release by Hon'ble PM Narendra Modi.



HURL Gorakhpur conducts Health awareness session on "Oral Cancer Treatment" in collaboration with Medanta Hospital, Lucknow



HURL Health Center at Sindri inaugurated by BUH-Sindri



HURL organizes a Farmer Training Programme on "मृदा स्वास्थ्य संरक्षण एवं संवर्धन अभियान" at KVK Barh, Patna.



HURL participated in the Agriculture Exhibition 2026 at Kurukshetra.



HURL participated in the Kisan Mela at Dr. Rajendra Prasad Central Agricultural University, Pusa, Bihar.



HURL participates in the China International Fertilizer Show 2026, Shanghai.



HURL participates in the Regional Policy Dialogue on Climate Change & Agriculture at Amity University, Patna.



HURL promotes awareness on World Tuberculosis Day 2026.



HURL refinances ₹12,842 crore term loan through IRFC, strengthening financial efficiency and strategic growth.



HURL secures 1st Prize in Fertilizers Stall Category at BAU Sabour Kisan Mela.



HURL Sindri inaugurated a dedicated Creche facility for the children of female employees.

Biz Connect



HURL Sindri and GAIL Gas Limited, Sindri formalize a Mutual Aid Agreement to strengthen emergency response.



HURL Sindri, with PDIL, successfully issues PAC for the Ammonia-Urea Main Package under the LSTK Contract.



HURL's stall at ChemTECH World Expo 2026, Bombay Exhibition Centre.



Inauguration of HURL Premier League (HPL) - Season 3 at the HURL Gorakhpur.



In-house nursery established at the HURL Barauni Plant by the Horticulture Team.



Insightful session by VP-Marketing, HURL at FAI Orientation Program, Jim Corbett.



MD, HURL, Dr. S.P. Mohanty addresses as Chief Guest & Co-Chairman, FAI-Eastern Zone.



MD, HURL, Dr. S.P. Mohanty inaugurates the Electronic In-Motion Weighbridge (EIMWB) at HURL Gorakhpur.



MD, HURL, Dr. S.P. Mohanty inaugurates the Open Gym & Sports Ground at HURL Gorakhpur.



MD, HURL, Dr. S.P. Mohanty, joined employees at Head Office to mark National Safety Month.



Ms. Poonam Jeswani, CFO, HURL reviews operations and finances during Barauni Unit visit.



Orientation session under the HLFPT-supported Sehat Sathi project at Barauni



POSH Training Programme at HURL, Sindri



Sports Fiesta 2026 at HURL Barauni



Spreading care-MD, HURL and team distribute mattresses at Human Peace Foundation, New Delhi.



Valedictory Session of Kisan Kumbh 2026 at IIT Delhi, graced by MD, HURL along with Hon'ble Governor of Mizoram & esteemed Ministers from Jal Shakti & Agriculture, Haryana.

Biz Connect



Winter Carnival at HURL, Gorakhpur



Women farmers interact at the HURL stall during Kisan Kumbh 2026.



Women's Day 2026 Celebration at HURL



Youth Day 2026 marked by HURL Barauni with a student orientation at Kendriya Vidyalaya.



MD, HURL, Dr. S.P. Mohanty addresses State Dealers' Meeting at Kanha.



MD, HURL, Dr. S.P. Mohanty delivers Chairman's Address at Agrochemicals & Fertilizers World Conference 2026, Mumbai.



The 4th Contractor Safety Committee Meeting for FY 2025-26, conducted at HURL Barauni.



At IIT, Delhi during Kisan Kumbh 2026

PROJECT SAKSHAM

HURL launched its CSR initiative “PRAYAS (Pragatisheel Yug Aadhunik Shiksha)” in collaboration with EdCIL India Limited to strengthen innovation-led education in government schools. The inauguration marked the signing of the MoU in the presence of MD, HURL, and representatives of EdCIL. With a total project cost of ₹2.94 crore, the initiative aims to benefit students across Gorakhpur,

Sindri, and Barauni through the establishment of 6 ATAL Tinkering Labs, 9 Virtual Reality Labs, and 17 Solar Powered Smart Classrooms in 9 government schools. The project focuses on fostering STEM education, creativity, critical thinking, and experiential learning, while ensuring inclusive access to modern technology-enabled education. MD, HURL emphasized innovation-driven learning, sustainability, and the development of future-ready citizens during the occasion.



PROJECT AAROGYA MITRA

HURL launched its CSR initiative “AAROGYA MITRA” in partnership with Manav Vikas Sanstha (MVS), India to enhance healthcare accessibility in rural and underserved communities. The inauguration marked the signing of the MoU in the presence of MD, HURL, and representatives of MVS. With a total project cost of ₹1.41 crore, the initiative aims to benefit communities across Gorakhpur, Barauni, and

Sindri through the installation of 16 AI-enabled Health ATM Machines at selected PHCs, CHCs, and Government Hospitals. The project focuses on enabling instant diagnostics, digital health records, and early disease detection, benefiting over 76,000 people annually through accessible and free healthcare services. MD, HURL emphasized strengthening public health infrastructure, innovation in healthcare delivery, and long-term community well-being during the occasion.



Observance of the 55th National Safety Month – March 2026 at HURL Units

The inaugural ceremonies of the 55th National Safety Month – March 2026 were successfully conducted at HURL's Barauni, Sindri, and Gorakhpur units with enthusiastic participation from employees, stakeholders, and senior leadership. The programs featured flag hoisting, lighting of the lamp, safety pledges, rallies, and awareness initiatives such as Nukkad Natak, spot quizzes, and signature campaigns to reinforce a strong safety culture. Special highlights included the inauguration of the Pocket Safety Manual, distribution of safety badges, and recognition of outstanding contributors. Guided by BUHs and in line with the vision of the MD-HURL, the events emphasized regulatory compliance, proactive risk management, and the commitment to achieving zero harm. These initiatives collectively reaffirmed HURL's dedication to fostering a safe, healthy, and sustainable workplace.



National Safety Month 2026: Drawing Competition at HURL Gorakhpur

As part of the 55th National Safety Month celebrations, a Drawing Competition was held on 11.03.2026 at India House, HURL Gorakhpur. The event aimed to instill safety awareness in young minds through creativity and artistic expression. Children vividly illustrated themes such as Road Safety, Industrial Safety, and the importance of Personal Protective Equipment (PPE), transforming vital concepts into meaningful artwork. The competition served as a platform for learning and engagement, inspiring a shared commitment to a safer future.



Employees' Family and Kids Involvement Activities during National Safety Month 2026 at HURL Barauni

As part of the National Safety Month 2026 celebrations, Employees' Family and Kids Involvement Activities were successfully organized at the HURL Barauni Unit Township to extend safety awareness beyond the workplace. Competitions such as Spouse Extempore, Hindi and English Slogan Writing, and Essay Writing were conducted, while children participated enthusiastically in an Art and Painting Competition. The event witnessed vibrant participation, with families sharing thoughtful perspectives on the importance of safety in daily life. It fostered a spirit of collective responsibility and reinforced the role of families as vital partners in promoting a strong safety culture.



Extempore Competition Conducted at HURL Gorakhpur during National Safety Month 2026

As part of the 55th National Safety Month celebrations, an Extempore Competition was successfully conducted at the HURL Gorakhpur Plant. The event aimed to enhance safety awareness and encourage spontaneous thinking among participants. Contestants drew random safety topics and delivered insightful presentations on the spot. Performances were evaluated by a panel of judges based on technical clarity and communication skills. The competition effectively reinforced the importance of safety and proactive engagement in the workplace.



SCBA and CPR Competitions during National Safety Month 2026 at HURL

As part of the 55th National Safety Month 2026, HURL Barauni and Gorakhpur units successfully organized SCBA and CPR competitions to enhance emergency preparedness and life-saving capabilities. Participants demonstrated proficiency in donning Self-Contained Breathing Apparatus (SCBA) sets and performing Cardiopulmonary Resuscitation (CPR) with technical accuracy and speed. The events witnessed enthusiastic participation and were evaluated by senior management, who shared valuable insights on safety best practices. These initiatives reinforced the importance of readiness during hazardous situations and strengthened the overall safety culture across HURL.



First Aid Training for Families at HURL Barauni – National Safety Month 2026

As part of the 55th National Safety Month 2026 celebrations, a First Aid Training session was successfully conducted at the HURL Barauni Township for employees' spouses and children. The program witnessed enthusiastic participation and keen interest from all attendees. It focused on basic first aid techniques, emergency response, and practical safety measures for everyday situations. The interactive session enhanced participants' confidence in handling emergencies. The event concluded on a positive note, reinforcing the importance of safety awareness at home and in the workplace.



Grand Conclusion of the 55th National Safety Month 2026 at HURL Units

The 55th National Safety Month 2026 concluded with grand closing ceremonies at HURL's Barauni, Sindri, and Gorakhpur units, held under the esteemed guidance of the BUHs and senior leadership. The events celebrated active participation through prize distribution, recognizing employees and stakeholders for their contributions to fostering a strong safety culture. At Gorakhpur, the ceremony was further enriched by the presence of the Assistant Director of Factories (ADF), who emphasized regulatory compliance and industrial safety. Highlights included inspirational addresses, a safety-themed Nukkad Natak, and engaging activities reinforcing safety as a daily commitment. The celebrations culminated with refreshments and interactions, reaffirming HURL's unwavering dedication to workplace safety and excellence.



Towards Zero Harm

Integrity and Transparency: The Cornerstones of Public Procurement

Chandra Shekhar Prasad
Vice President
Contracts & Materials
New Delhi



Public procurement—the process by which governments purchase goods, services, and works—represents one of the largest areas of public expenditure worldwide. From building infrastructure to supplying healthcare equipment, Engineering, agricultural and educational materials, procurement decisions directly affect economic development and citizens' quality of life. Because of its scale and financial value, public procurement is also highly vulnerable to corruption, fraud, favouritism, and inefficiency. In this context, integrity and transparency play a fundamental role in ensuring that procurement systems serve the public interest.

Public procurement accounts for approximately 13%–20% of global GDP, highlighting its significant economic footprint across countries. Annual global public procurement expenditure is estimated to range between US \$9.5 trillion and US \$13 trillion. Public procurement in India constitutes a vast market, accounting for approximately 20–22% of the country's GDP, making it one of the largest in the world relative to national output—estimated at around US \$500 billion annually. The Government e-Marketplace (GeM) has emerged as the primary procurement platform, recording an order value of ₹4,52,594 crore in the current financial year as of early 2025. Notably, 37.87% of this total order value has been attributed to Micro and Small Enterprises (MSEs). The system is increasingly being digitized to enhance transparency, efficiency, and accountability in public procurement processes.

Integrity in public procurement refers to adherence to core ethical principles—such as honesty, fairness, accountability, and impartiality—throughout the procurement cycle. It demands that public officials act in the public interest, avoiding personal, financial, or political gain in the execution of their duties.

Transparency, by contrast, denotes openness and clarity in procurement processes. It entails ensuring that information related to tender notices, evaluation criteria, contract awards, and contract performance is accessible, clear, and understandable to all relevant stakeholders, including bidders and the general public.

Digitalization has significantly transformed the public procurement process. Digitalization has played a crucial role not merely as a technological upgrade, but as a governance reform that strengthens integrity in public financial management. Earlier, procurement was carried out through manual, paper-based systems that were time-consuming, less transparent, and prone to delays and discretion. Limited access to information often reduced fairness and accountability. With the introduction of digital platforms such as the Government e-Marketplace (GeM) and the Central Public Procurement Portal (CPPP), procurement activities are now conducted online through e-procurement systems. These platforms enable electronic tender publication, bid submission, evaluation, and contract awards in a transparent and traceable manner.

In the era of digitalized procurement, it is essential that all stakeholders act in a transparent and fair manner. Although digital platforms have introduced greater visibility, automation, and audit trails, their effectiveness ultimately depends on ethical conduct. Every action in an e-procurement system is recorded and subject to scrutiny, making accountability more critical than ever. In such an environment, fairness and integrity are not merely ethical expectations but operational necessities. Any deviation from established procedures can be easily detected, documented, and questioned. With the rapid next generation advancement of Artificial Intelligence (AI), transparency and integrity in public procurement are reaching new heights. AI-based features have already been introduced in the Government e-Marketplace (GeM) to detect potential fraud, collusion, and price manipulation by analysing buyer/seller behaviour, such as IP address matching, bidding patterns, and identical product specifications. The other key AI features in GeM are Push Button procurement, Intelligent Tender Evaluation, Image based validation, Price Reasonableness and Trend Analysis. The AI tools use data analytics and machine learning to detect suspicious patterns, flag anomalies, and prevent

cartelization, thereby promoting fair competition and strengthening trust in the procurement process. It is high time we must prepare ourselves to cope with advanced AI tools and technologies in the public procurement process; otherwise, we may not be able to survive if we fail to act now.

Transparent and impartial decision-making ensures equal opportunity for bidders, promotes healthy competition, and safeguards public funds. Therefore, ethical behaviour must complement technological systems to maintain trust, integrity, and efficiency in public procurement. Moreover, transparent and fair conduct strengthens public trust in government institutions as well as in organizations like HURL, which, although a joint venture, follows government procedures and guidelines due to the involvement of promoters from Maharatna PSUs. Hence, considering that public procurement involves the use of taxpayers' money, all decisions must be made objectively and in the public interest.

Fundamental Principles of Public Procurement- (FAT UP PIE) as per GFR Rule 144 -

"The eight hallmarks, so-called Astāstra (Octo-weapons), of a public procurement official are eight powerful tools or principles at their disposal to ensure integrity, transparency, and efficiency in procurement."



Acting with impartiality ensures equal opportunity for all bidders, promotes healthy competition, and enhances value for money—key objectives of an effective and trustworthy public procurement process.

Vigilance in Public Procurement-

The vigilance angle in public procurement focuses on ensuring integrity, transparency, and accountability in the use of public funds. Bribery, collusion or bid rigging, favouritism or nepotism, kickbacks, fraudulent practices, over-invoicing or inflated pricing, contract splitting to avoid tender rules, and conflicts of interest are some of the common irregularities and corrupt

practices that vigilance mechanisms aim to detect and prevent in the public procurement process. It involves monitoring compliance with rules, detecting irregularities, and preventing corruption or favouritism in bidding and contract execution. Vigilance measures—such as audits, online monitoring, and grievance mechanisms—help maintain fair competition, value for money, and public trust in the procurement process.

Vigilance Angle: Key Classifications and Features

<ul style="list-style-type: none"> » Casual Negligence » Procedural Negligence » Gross or Wilful Negligence 	<ul style="list-style-type: none"> » Malafide Intention
<ul style="list-style-type: none"> » Reckless in Decision Making » Blatant Violations of system and procedures 	<ul style="list-style-type: none"> » Exercise of discretion in excess where no ostensible interest is evident » Failure to inform the competent authority in time

From a vigilance angle, integrity and transparency are the backbone of a clean and accountable procurement system. They shift the focus from reactive punishment to proactive prevention. By minimizing discretion, ensuring documentation, and enabling scrutiny, these principles reduce corruption risks and protect both public funds and honest officials. Strong vigilance mechanisms, supported by institutional frameworks such as the Central Vigilance Commission, ensure that procurement processes remain fair, competitive, and aligned with public interest.

Transparency in Action, Integrity in Decision

"Transparency in Action, Integrity in Decision" captures the core philosophy of a clean and accountable public procurement system. It emphasizes that transparency must not remain a theoretical principle—it must be actively practiced at every stage of the procurement process. Simultaneously, integrity must guide every decision taken by officials entrusted with public funds.

"**Transparency in Action**" should aim to ensure that procurement procedures are open, clear, and accessible. Tender notices are widely published, eligibility criteria are unambiguous, evaluation methods are predefined, and contract awards are disclosed without concealment.

Documentation is properly maintained, digital records are preserved, and decisions are open to audit and scrutiny.

“Integrity in Decision” should ensure that procurement officials act honestly, impartially, and in the public interest, making decisions based on merit, fairness, and value for money—not on personal gain, favouritism, or external influence while consistently upholding ethical standards even in complex or high-value procurements.

Conclusion

Integrity and transparency are not optional features of public procurement—they are essential pillars of good governance. By preventing corruption, ensuring fair competition, and promoting accountability, they help maximize the value of public resources and strengthen public trust in government institutions/ JV’s having PSUs as Promoters. Effective procurement systems built on these principles contribute significantly to sustainable development and equitable economic growth. Together, integrity and transparency create a procurement system that is trustworthy, competitive, and efficient.

In an era of heightened public scrutiny and growing demands for fiscal responsibility, it is essential for all procurement executives to consistently uphold ethical standards and ensure transparent processes to safeguard the integrity of public procurement systems. It is pertinent to mention that lack of integrity and transparency also leads to major contractual disputes that are not in the interest of the organization, resulting in litigation and arbitration and causing significant financial losses to the organization.

When procurement officials work with sound integrity and ensure complete transparency in all their dealings, it empowers them to operate confidently and fearlessly. Transparent practices foster trust and credibility, enabling officials to boldly interact with all vendors and contractors on an open and eye-to-eye basis, promoting mutual respect and professional collaboration. Such integrity not only protects the public interest but also strengthens professional relationships, encourages fair competition, and creates an environment where decisions are respected by stakeholders and business partners.

On the contrary, even if a procurement officer is highly competent and skilled, a lack of sound integrity can completely undermine the purpose of the procurement process. Domain expertise alone cannot ensure fairness, transparency, or value for money. Without ethical conduct, decisions may be biased, opportunities for corruption may arise, and public trust can be eroded. In such cases, once the goal of achieving efficiency, cost-effectiveness, and equitable treatment of vendors is defeated, the organization’s broader goals and objectives are compromised.

Here are some inspirational quotes by eminent personalities emphasizing the importance of **Integrity and transparency** in personal and professional life:

» **Nelson Mandela:**

“As I have said, the first thing is to be honest with yourself. You can never have an impact on society if you have not changed yourself. Great peacemakers are all people of integrity, of honesty, and of humility.”

» **Angel Gurría:**

“Integrity, transparency, and the fight against corruption must be part of the culture, and they must be taught as fundamental values.”

As we conclude, it is imperative that all stakeholders in public procurement take a conscious pledge to uphold integrity and transparency in every aspect of their work. Ethical conduct should not be seen as a mere formality but as the foundation of a trustworthy and efficient procurement system. By consistently acting with honesty, fairness, and accountability, procurement professionals can ensure that public resources are used wisely, decisions are beyond reproach, and opportunities are equitably available to all vendors. Such a commitment strengthens not only the credibility of individual officers but also the ethical framework of the entire organization, fostering a culture where transparency and accountability guide every decision.

Let us, therefore, collectively dedicate ourselves to embedding these values into our daily practices, ensuring that, under the visionary leadership and guidance of our esteemed and pioneering Managing Director, Dr. S.P. Mohanty, our organization- HURL remains a model of integrity, fairness, and public trust in all its procurement processes.

Think Before You Click: Protecting Every HURL Family from Cyber Tricks

Priyamvada
Senior Engineer, IT
New Delhi



In today's digital world, almost every family member uses a mobile phone, online banking, UPI, WhatsApp, and social media. These services make life convenient. However, along with convenience, cyber fraud cases are also increasing.

As part of our awareness initiative, **HURL IT Department** would like to share some simple and important tips so that every family member – including elders and children – can stay safe from common cyber frauds.

1. Fake Calls from Bank / Police / Government Offices 3. Fake Links on WhatsApp / SMS



Bank **Income Tax Dept** **Police** **Electricity Office**

“Your account will be blocked!”
“Your KYC is incomplete!”
“Your electricity will be disconnected!”
“A parcel has arrived in your name!”

They create fear and urgency to make you panic and share:

OTP **ATM PIN** **CVV Number** **Aadhaar Details**

Important: No genuine bank or government officer will ever ask for your **OTP** or **PIN**.

Real-Life Example

Mr. Khanna received a call saying his bank account would be blocked in 2 hours if he did not update his KYC. The caller asked for OTP. He shared it in panic. Within minutes, ₹45,000 was deducted from his account.

2. OTP Fraud – Never Share It



OTP (One Time Password) is a secret code sent to your phone for secure transactions.

“Tell me the OTP to confirm your account.”
“Share OTP to receive your prize money.”

If you share OTP, they can access your bank account.

Golden Rule:
Never share OTP with anyone – under any circumstances.

Even if the person says:

- “I am from your bank”
- “I am from head office”
- “I am from police department”

Do not share.



Messages like:

- “Click here to get ₹5,000 reward”
- “Government subsidy scheme – apply now”
- “Your parcel is stuck”

“Click here to get ₹5,000 reward”
“Government subsidy scheme – apply now”
“Your parcel is stuck. Track here”

These links may:

- Steal your data
- Install harmful apps
- Withdraw money

Always check:

- Is the message from an unknown number?
- Does it have spelling mistakes?
- Is it creating urgency?

If yes, do not click.

✓ Congratulations!
You have won ₹5,000!
Click here to claim your reward!
CLAIM REWARD
CANCEL

4. UPI “Collect Request” Fraud



Many people think entering UPI PIN is required to receive money. **This is wrong.**
To receive money, you **do NOT** need to enter your UPI PIN.

“I am sending money, please accept.”
“Refund amount is being credited.”

UPI Collect Request
REQUESTED ₹6,000
Your UPI ID: name@bank
Click Accept to confirm
ACCEPT DECLINE

Fraudsters send a “Collect Request” and say:

- “I am sending money, please accept.”
- “Refund amount is being credited.”

When you enter UPI PIN, money gets deducted instead.

Real-Life Example

Mrs. Verma was selling old furniture online. A buyer said he would send advance payment and asked her to enter UPI PIN to "receive" money. She entered it, and ₹10,000 was deducted.

Always remember:

UPI PIN is only for sending money, not receiving.

5. Social Media & WhatsApp Hacking

Sometimes you may receive a message from a friend asking **urgently for money**. Before sending:



Before Sending Money:
 Call and confirm with the person.
 Do not trust only messages.

How Hackers Trick You:
 Asking for money
 Sending fake links
 Sending OTP

Safety Tips:
 Use strong passwords
 Enable 2-Step Verification
 Do not share passwords

Be Cautious!
 Verify First!

Stay Alert • Stay Safe • Think Before You Transfer!

6. Lottery, Job & Prize Scams

Sometimes you may receive a message from a friend asking **urgently for money**.



They ask for:
 • Registration fee
 • Processing fee
 • Courier charges

Remember:
 ✓ If you did not apply, you did not win.
 ✓ No genuine company asks money to give a job.

SCAM Registration Fee ₹3,000
SCAM Processing Fee ₹2,500
SCAM Courier Charges ₹1,500

! If you did not apply, you did not win. No genuine company asks money to give a job.

Way Forward

If You Become a Victim

If money is deducted:
 Immediately inform your bank.

- 1 Call the National Cyber Crime Helpline - 1930

- 2 File complaint at the official portal:
<https://cybercrime.gov.in>


Quick reporting increases the chances of recovery.

Simple Cyber Safety Rules for Every Family

- ✓ Keep ATM PIN confidential
- ✓ Never share OTP
- ✓ Do not click unknown links
- ✓ Do not enter UPI PIN to receive money
- ✓ Use strong passwords
- ✓ Talk to elderly family members about these scams
- ✓ Stay calm and do not panic



Final Message to All HURL Families

Cyber fraudsters succeed only when we act in fear or hurry. Pause. Think. Verify.

Let us work together to ensure that every member of the HURL family stays safe and aware in the digital world.

Stay alert. Stay informed. Stay safe.

Saving the Soil: A Strategic Imperative for Global Food Security

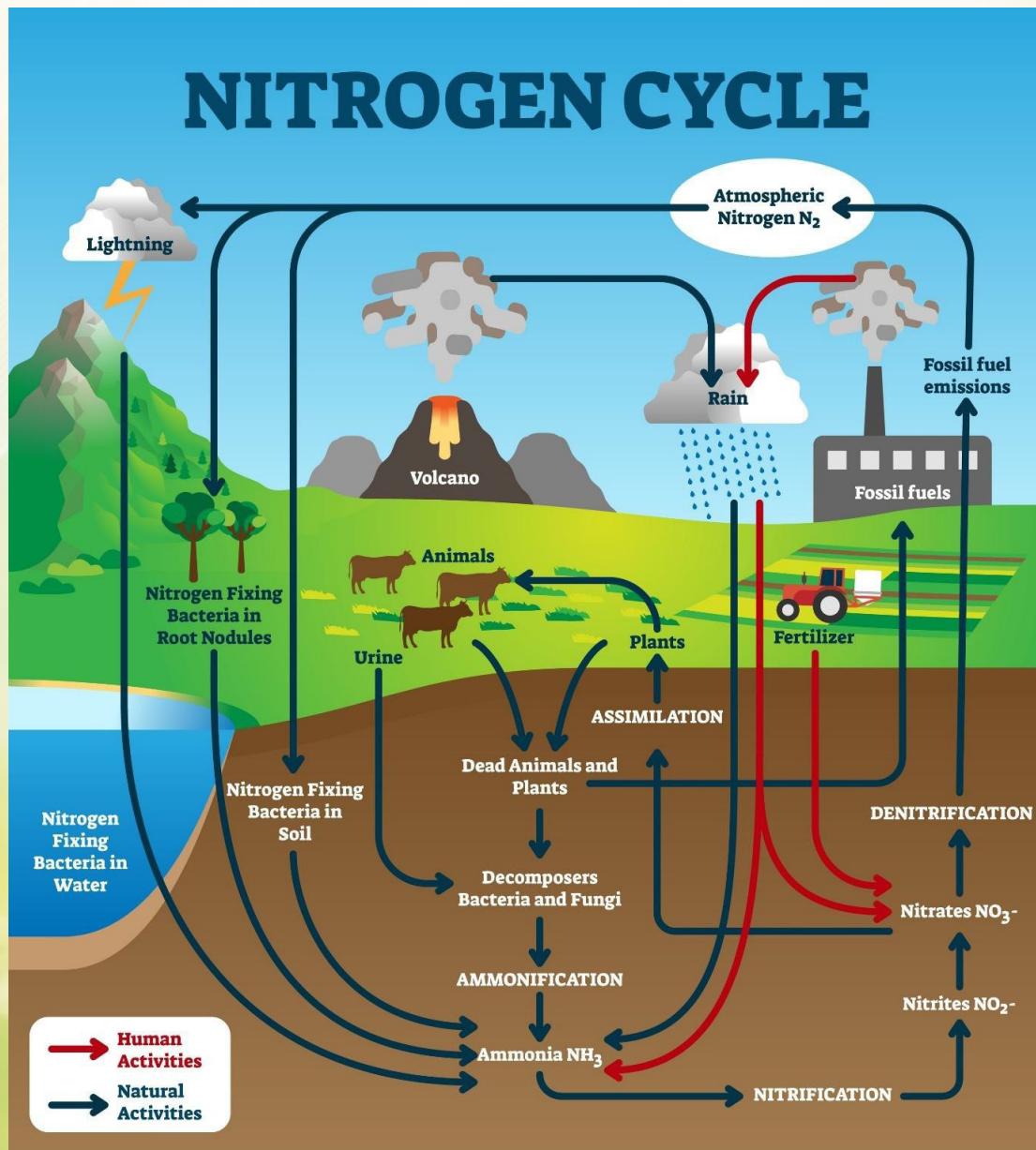
Praveen Singh
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Ammonia
Barauni



Soil is far more than just dirt; it is a complex, living ecosystem and the fundamental medium for global food production. Healthy soil functions as a carbon sink and a biological filter, ensuring high **agronomic yields** and environmental equilibrium. However, anthropogenic pressures and intensive **monoculture** have led to a critical decline in soil health, characterized by nutrient exhaustion and structural degradation.

The Crisis of Nutrient Mining and Imbalance

A primary challenge in modern agriculture is nutrient mining—the process where crops remove more minerals from the soil than are replenished. Continuous intensive cropping has depleted not only primary macronutrients (Nitrogen, Phosphorus, and Potassium) but also vital secondary nutrients (Sulphur, Calcium, Magnesium) and micronutrients (Zinc, Boron, Iron).



Expressions @ HURL

This depletion triggers a downward **spiral in soil fertility** and microbial biodiversity, rendering the land less resilient to climate stressors.

The Urea Paradox and Soil Acidification

A systemic issue is the disproportionate reliance on nitrogenous fertilizers, specifically Urea. While Nitrogen (N₂) is the primary driver of vegetative growth, its over-application—often due to subsidies or lack of technical awareness—creates a severe NPK imbalance.

Excessive urea application without compensatory Phosphorus (P₂O₅) and Potassium (K₂O) leads to:

- » Soil Acidification: A drop in pH levels that inhibits nutrient uptake.
- » Loss of Soil Structure: Reduced pore space and increased bulk density, leading to poor aeration.
- » Leaching and Eutrophication: Unused nitrogen leaching into groundwater or runoff into nearby aquatic ecosystems.

Precision Agriculture: The Role of Soil Diagnostics

To mitigate these risks, we must transition toward Site-Specific Nutrient Management (SSNM).

- » Soil Testing-Based Application: Utilizing chemical analysis to determine the Cation Exchange Capacity (CEC) and base saturation of the soil.
- » Customized Fertilization: Moving away from “blanket recommendations” toward fortified fertilizers tailored to specific soil-crop requirements.

Integrated Nutrient Management (INM) and Regeneration

The path to sustainability lies in Integrated Nutrient Management (INM), which harmonizes inorganic fertilizers with organic and biological inputs.

Strategy	Technical Benefit
Bio-fertilizers	Inoculating soil with <i>Rhizobium</i> or <i>Azotobacter</i> to enhance biological nitrogen fixation.
Green Manuring	Incorporating leguminous crops to increase Soil Organic Carbon (SOC).
Crop Rotation	Breaking pest cycles and balancing nutrient extraction profiles.
Conservation Tillage	Reducing mechanical disturbance to preserve the soil profile and prevent erosion.

Conclusion: A Multidisciplinary Mandate

Preserving our soil is a collective mandate involving agronomists, policymakers, and land managers. By shifting from exploitative practices to regenerative agriculture—underpinned by soil testing and balanced fertilization—we can safeguard the earth’s “living skin” and ensure a food-secure future.

Soil Health: The Foundation of Sustainable Agriculture

Sanjay Kumar Chief Manager, Marketing New Delhi



Healthy soil is the invisible powerhouse of agriculture. It nurtures crops, sustains biodiversity, and safeguards the environment. Yet, modern farming practices and over-reliance on chemical inputs have strained this vital resource. Recognizing soil as the cornerstone of food security, Hindustan Urvarak & Rasayan Limited (HURL) has placed soil health at the heart of its sustainability mission.

Building Awareness and Farmer Capacity

Through its Sales Promotion & Technical Services (SP&TS) Department, HURL has consistently championed balanced fertilizer use and Integrated Nutrient Management (INM). Farmer training programs, soil health campaigns, and demonstration plots have introduced cultivators to innovative solutions such as Neem Coated Urea, Nano Urea, and biofertilizers. These initiatives not only improve crop yields but also rejuvenate soil fertility for long-term resilience.

Aligning with National Priorities

HURL's efforts are closely aligned with the Government of India's PM-PRANAM initiative, which emphasizes reducing excessive chemical fertilizer usage. By collaborating with Krishi Vigyan Kendras, State Agriculture Departments, and FAI chapters, HURL has amplified the message of "Healthy Soil, Healthy Nation." The PM-PRANAM Kisan Marathon, coordinated by SP&TS, stands as a testament to HURL's commitment to regenerative agriculture and climate-resilient practices.

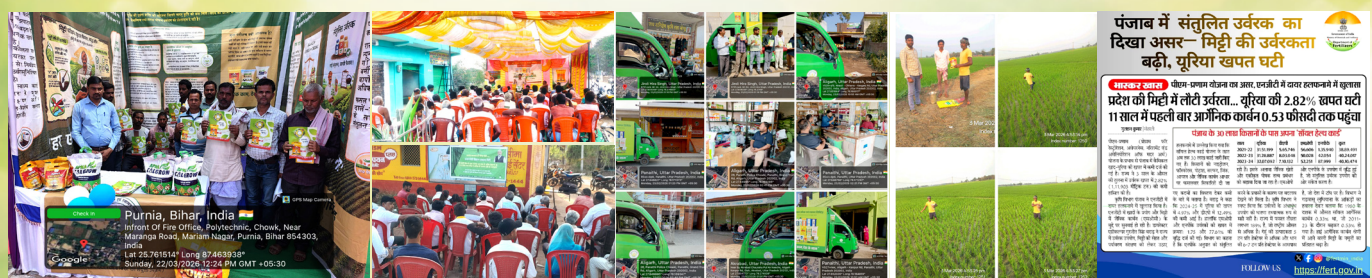
Partnering for Sustainable Growth

Dealers and retailers, as vital partners in the agricultural ecosystem, are empowered through HURL's capacity-building sessions on digital communication and customer engagement. This ensures that farmers receive timely access to products and knowledge, especially during critical crop seasons. By strengthening these relationships, HURL extends its soil health mission across India's diverse agro-climatic regions.

Looking Ahead

As custodians of sustainable agriculture, HURL envisions a future where every farmer is equipped with scientific guidance and innovative inputs to enrich the soil. By integrating global best practices with local needs, HURL continues to drive agricultural growth responsibly.

"Healthy Soil is Healthy Life – HURL remains committed to empowering farmers, enriching soil, and ensuring sustainability for generations to come."



Expressions @ HURL

जब 'उर्वरा' की संकल्पना की गई, तो चाहा था, कि कुछ पृष्ठ हिंदी में अवश्य होने चाहिए। प्रथम संस्करण में स्वरचित हिंदी काव्यों से मन अत्यंत प्रसन्न हुआ। रचनाकारों को साधुवाद। संयोगवश 'उर्वरा' के प्रथम संस्करण का आरम्भ भी माह जनवरी माह में किया गया, जिसकी दसवीं तिथि को हम "विश्व हिंदी दिवस" के रूप में मानते हैं।

हमारी पीढ़ी के अधिकतर व्यक्तियों की औपचारिक शिक्षा, कदाचित, हिंदी में या अन्य भारतीय क्षेत्रीय भाषाओं में ही हुई है। प्रारंभिक शिक्षा में सिखाई गई कुछ हिंदी बाल कविताओं ने मन पर एक अमिट छाप छोड़ी है और सौभाग्यवश वे अभी तक कंठस्थ हैं। बचपन में समस्त संसार को सुनाने की लालसा में हमारे साथियों में एक होड़ लगी रहती थी। इन कालजयी कविताओं के रचयिताओं (दो रचयिताओं के नाम उपलब्ध नहीं है) को सादर नमन करते हुए मैं तीन संकलित रचनाएँ यहाँ इस आशा के साथ प्रस्तुत कर रहा हूँ, ये कि परिवार के बच्चों को अवश्य सुनाई जाएंगी।

'चल रे मटके टम्मक टूँ'

(कवि - अजात)

ए बहुत दिन बुढ़िया एक,
चलती थी लाठी को टेक।

उसके पास बहुत था माल,
जाना था उसको ससुराल।

मगर राह में चीते शेर,
लेते थे राही को घेर।

बुढ़िया ने सोची तदबीर (*),
जिससे चमक उठे तकदीर (#)।

मटका एक मँगाया मोल,
लम्बा लम्बा गोल मटोल।

उसमे बैठी बुढ़िया आप,
वह ससुराल चली चुपचाप।

बुढ़िया गाती जाती यूँ,
चल रे मटके टम्मक टूँ, चल रे मटके टम्मक टूँ।

(*) तदबीर - यानि युक्ति , (#) तकदीर - यानि भाग्य

‘बड़े सबेरे मुर्गा बोला’ (कवि - अज्ञात)

बड़े सबेरे मुर्गा बोला,
चिड़ियों ने अपना मुँह खोला।

आसमान पर लगा चमकने,
लाल लाल सोने का गोला।

ठंडी हवा बही सुखदाई,
सब बोले दिन निकला भाई।

सोने का गोला - सूर्य को इंगित करता है



‘उठो लाल अब आँखें खोलो’ (कवि - अयोध्या सिंह उपाध्याय हरिऔध)

उठो लाल अब आँखें खोलो,
पानी लायी हूँ मुंह धो लो।

बीती रात कमल दल फूले,
उसके ऊपर भँवरे झूले।

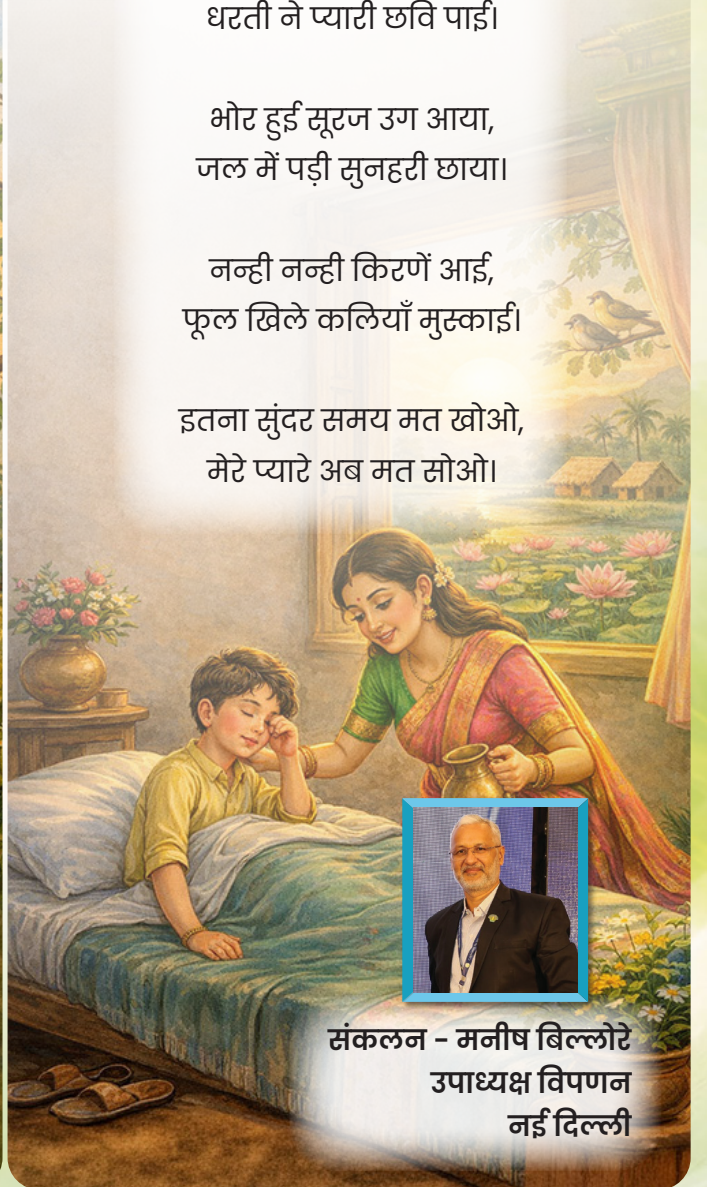
चिड़िया चहक उठी पेड़ों पे,
बहने लगी हवा अति सुंदर।

नभ में प्यारी लाली छाई,
धरती ने प्यारी छवि पाई।

भोर हुई सूरज उग आया,
जल में पड़ी सुनहरी छाया।

नन्ही नन्ही किरणें आई,
फूल खिले कलियाँ मुस्काई।

इतना सुंदर समय मत खोओ,
मेरे प्यारे अब मत सोओ।



संकलन - मनीष बिल्लोरे
उपाध्यक्ष विपणन
नई दिल्ली

हमारा हर्ल

हर्लियन होने का मुझमें है, अभिमान
एनटीपीसी, आईओसीएल और सीआईएल का है, यह संयुक्त परिणाम,
गोरखपुर, सिंदरी और बरौनी हैं, जिसके मजबूत स्तंभ
जो अपने त्रिकोणी आयाम से गढ़ता है, एक अलग पहचान,
हां हर्लियन होने का मुझमें है, अभिमान ॥

अब बारी हैं, हर्लें बने देश के लिए वरदान,
जो अपने यूरिया से सींचे बंजर भूमि का गुमान,
और किसानों के चेहरे पर लाये, एक नई मुस्कान,
जो कृषि क्षेत्र में बनाए भारत को समृद्ध और महान,
हां हर्लियन होने का मुझमें है अभिमान ॥

गुणवत्ता उत्पाद हैं जिसकी पहचान,
उन्नत कार्यशैली और सहकर्मियों का अथक प्रयास,
जो फर्टिलाइजर के क्षेत्र में रचे नया कीर्तिमान,
जहां संयम और सुरक्षा हैं, कार्य का मुख्य आधार,
हां हर्लियन होने का मुझमें है अभिमान ॥



अमन कुमार
इंजीनियर सहायक (आई)
यांत्रिक, बरौनी

मिट्टी की पुकार: कम करें यूरिया का भार

सुनो किसान भाई मेरी बात,
मिट्टी की अब थाम लो हाथ।
ज्यादा यूरिया डाल-डाल कर,
खेत बना दिए हमने बंजर।

ऊपर से तो फसल हरियाली,
पर भीतर से मिट्टी खाली।
ज़हर घुल रहा पानी में अब,
मिट्टी मांगे अपना हक़ अब।

जैविक खाद का साथ निभाओ,
धरती माँ का मान बढ़ाओ।
नीम लेपित यूरिया लाओ,
थोड़ी मात्रा में काम चलाओ।

नैनो यूरिया का जादू देखो,
बोरी छोड़ो, बोटल देखो।
कम खर्च में ज्यादा काम,
मिट्टी को होगा पूर्ण आराम।

बदलो अपनी पुरानी सोच,
मिट्टी पर न आर खरोंचा।
सतत खेती का मार्ग चुनें हम,
यूरिया का अब प्रयोग करें कम।



अमित कुमार
मैकेनिकल
बरोनी

मिट्टी बचाओ, जीवन बचाओ
मिट्टी की पुकार

मिट्टी बचाओ जीवन सजाओ

मिट्टी कहती धीरे-धीरे,
मुझको भी अब बचा लो तुम।
हरियाली की इस धरती को,
फिर से जीवित बना लो तुम।

रसायनों की भारी मार से,
मैं थक कर अब रोती हूँ।

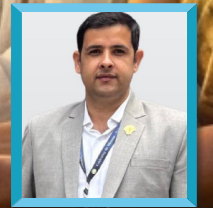
जैविक खाद और प्यार मिले तो,
फिर से जीवन बोती हूँ।

मुझमें ही अन्न उगता है,
मुझसे ही संसार है।

मिट्टी स्वस्थ रहे अगर तो,
किसान का भी सत्कार है।

आओ मिलकर वचन करें,
धरती का मान बढ़ाएँ।

मिट्टी बचाओ, जीवन बचाओ,
हर खेत में खुशहाली लाओ।



राहुल सिंह
वरिष्ठ विपणन अधिकारी
मधेपुरा (बिहार)

“उर्वरा से उगता विश्वास”

मिट्टी की धड़कन, खेतों की पुकार,
किसान के सपनों को मिला नया आकार।

उर्वरा की शक्ति, हर्ल का साथ,
खेती को मिली अब मज़बूत पहचान।

बीज से लेकर फसल की हर एक चाल,
गुणवत्ता उर्वरक बने ढाल।

संतुलित पोषण, सही समाधान,
कम लागत में बड़े उत्पादन।

आत्मनिर्भर भारत की नींव बने,
किसानों के भविष्य के दीप जले।
विश्वास, विकास और विज्ञान का मेल,
उर्वरा से खेतों में खुशहाली का खेल।

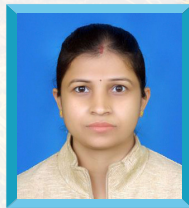
हरित क्रांति को मिले नया आयाम,
मेहनत का मिले पूरा दाम।
हर्ल के संग बढ़ता हर किसान,
उर्वरा बने उन्नति की पहचान।

हर्ल की प्रतिबद्धता का संकल्प महान,
गुणवत्ता, पारदर्शिता और सेवा का मान।
सिंदरी की धरती से उठी जो नई ज्योति,
वह बन गई किसानों की आशा की ज्योति।

खेतों में जब संतुलित पोषण पहुँचता है,
हर पौधा मजबूत बन कर उगता है।
मिट्टी की सेहत, फसल की चमक,
किसान के चेहरे पर संतोष की दमक।

अब गाँव-गाँव में संदेश यही,
उन्नत खेती ही समृद्धि सही।
सही उर्वरक, सही परामर्श,
खेती बने लाभ का नया आदर्श।

उर्वरा – पोषण भी, प्रगति भी
किसान के साथ, देश के विकास में सहभागी



आशा सिंह
प्रबंधक(वित्त), HURL, सिंदरी

मिट्टी बचाओ – हर्ल का योगदान

मिट्टी है जीवन का आधार,
इससे ही चलता संसार।
फसल उगें, हरियाली छाए,
धरती माँ मुस्कान दिखाए।

पर जब मिट्टी कमजोर हो जाए,
उपज उसकी कम हो जाए।
तब जरूरत होती सहारे की,
ज्ञान और अच्छे उर्वरक के प्यारे की।

यहीं निभाता अपना रोल,
Hindustan Urvarak & Rasayan Limited
यानी हर्ल अनमोल।

किसानों को देता सही उर्वरक,
मिट्टी बनती फिर से उपजाऊ और सशक्त।

नाइट्रोजन, फॉस्फोरस, पोटाश का ज्ञान,
फसलों को देता नया अरमान।
संतुलित उर्वरक का संदेश फैलाए,
मिट्टी की सेहत को फिर से बचाए।

किसानों को जागरूक भी बनाता,
मिट्टी परीक्षण का महत्व बताता।
सही मात्रा में खाद का उपयोग,
धरती को देता नया संयोग।

हर्ल की इकाइयाँ देश में आईं,
कृषि में नई उम्मीद जगाईं।
उत्पादन बढ़े, मिट्टी भी बचे,
किसानों के सपने सच्चे हों अच्छे।

आओ मिलकर प्रण यह लें,
धरती माँ का मान रखें।
मिट्टी को स्वस्थ बनाना है,
हर्ल के साथ भविष्य सजाना है।



रविरंजन ठाकुर
अभियंता यांत्रिक
बरौनी

नई नवेली हर्ल टाउनशिप

नई नवेली टाउनशिप हूं मैं,
हर्ल बरौनी की टाउनशिप हूं मैं ।
आओ यारों तुम्हे सुनाएं, कहानी अपने निर्माण की,
दर्द भरी है दास्तान मेरी, पतन से उत्थान की ॥

लगती थी यारों की महफिल,
गूंजती बच्चों की किलकारी ।
सौहार्द, प्रेम की मूर्त थी मै, चारों ओर फैली हरियाली ॥
अभियंताओं के संग खड़ी मै, इठलाती मुस्काती थी।
सुन रे राही, भैया मेरे, HFC township कहलाती थी ॥

वक्त का ऐसा मंजर आया, खौफनाक बवंडर लाया।
बंद हुआ जब खाद कारखाना,
उजड़ गया मेरा आशियाना ॥
वर्षों तक फिर भी खड़ी रही, आंधी, बारिश सहती रही।
महलों से मैं खण्डर बनी, फिर भी देखो डटी रही ॥
उम्मीदों का साथ न छोड़ा, मन में ये विश्वास न छोड़ा।
लौटेंगे वो अच्छे दिन, सुन्दर और सुहाने दिन ॥
सन् चौदह की राज लड़ाई, देश में नई फिर सत्ता आई,
हुई घोषणा पुनर्निर्माण की,
कारखाने के नवनिर्माण की।

पंचरत्नों ने प्रेम दिखाया, उम्मीदों पे विश्वास जताया।
कामगारों के अथक परिश्रम का फिर नतीजा निकला,
झड़ झड़ करती मोती जैसे, देखो अपना यूरिया निकला ॥

अब थी बारी मेरे उत्थान की,
सदियों से संजोएं अरमान की।
देखो आज वो शुभ घड़ी आई, साथ अपने खुशियां लाई ॥
रंग रौशन से चमक गई मै, अपनों के संग दमक गई मै।
HFC से हर्ल बनी मै, बूढ़ी से फिर गर्ल बनी मै ॥

बन गई मै नई नवेली, होती फिर से हंसी ठिठोली।
गुलजार हुआ फिर गुलशन मेरा,
बच्चों के किलकारी से।
यारों की महफिल भी देखो, सजी यार की यारी से ॥

इस गुलशन के दो रखवाले, किसान/उर्वरक द्वार हमारे।
किसानों के सिरमौर जैसा, किसान द्वार कहलाता है।
उर्वरक द्वार की बात न पूछो, जुगनू सा जगमगाता है ॥
नई नवेली टाउनशिप हूं मैं,
हर्ल बरौनी की टाउनशिप हूं मैं ॥



राजीव कुमार
इंजीनियर
मैकेनिकल
बरौनी



HURL: आत्मनिर्भरता की नई हुंकार

बीते कल की नींव पुरानी, गौरव का आधार था,
FCI और HFC का, खेतों में अधिकार था।
वक्त की आंधी ऐसी चली कि चिमनियां खामोश हुईं,
विकास की वे सारी बातें, यादों में मदहोश हुईं।
पर खंडहरों की राख से, फिर एक मशाल जलानी थी,
इन्हीं सूनी गलियों में, नई चमक अब लानी थी।
तब अभियंता आगे आए, लेकर मन में एक लगन,
तकनीक और पसीने से, फिर छूने को नील गगन।
जंग लगी उन मशीनों को, नया प्राण अब दान दिया,
इंजीनियरों की मेधा ने, मुश्किल को आसान किया।
डिजाइन, ड्राइंग और मेहनत से, एक ढांचा खड़ा किया,
HURL के इस गौरव को, पूरी दुनिया से बड़ा किया।
अब यूरिया के लिए हमें, औरों पर निर्भर रहना नहीं,
कमी खाद की होगी अब, किसान को यह सहना नहीं।
HURL: आत्मनिर्भरता की नई हुंकार
‘हर एक काम’ आत्मनिर्भर भारत का यह, जीता-जागता सपना है,
खेतों की हरियाली में अब, ‘अपना यूरिया’ अपना है।
सिमरिया में गंगा जी की लहरों पर भी, खुशहाली का शोर है,
स्वदेशी तकनीक बढ़ी अब, उन्नति की ओर है।
समर्पित है यह पुरुषार्थ, प्रगति के अविराम को,
करते हैं हम अर्पण यहाँ, ‘हर एक काम देश के नाम’ को।
देश की माटी महकेगी, बढ़ेगा गौरव और सम्मान,
HURL के संग सज रहा है,
विकसित भारत का नया विहान।



संदीप कुमार
कनिष्ठ अभियंता सहायक (द्वितीय)
यांत्रिक, बरौनी

The Art of Letting Go

When the pain turns into agony,
the agony turns into numbness,
and numbness into acceptance—
the art of letting go ignites.

When you choose peace over pain,
when you choose silence over storm,
when you choose yourself over justification.

The art of letting go prevails in the wind,
carrying away the weight
of unspoken words,
scattering them like fallen leaves
that were never meant to stay.

In its whisper, we learn
not everything we hold
is meant to be kept.

And in that surrender,
we do not lose ourselves—
we finally feel light enough to fly.

Fly to the heights
where the pain thins into air,
the very breath you always longed to take.

Rise above the weight of yesterday,
where wounds lose their gravity
and our lungs fill with freedom.

Climb to that sky
where letting go is no longer loss,
but the first step of becoming.

For there, in open horizons,
the art of release transforms
into the art of achievement,
the art of strength.

And the art of letting
go turns into the art of rise.



Kaushiky Sharma
Officer HR
New Delhi

Restraint: The New Identity of Farming

Sulphur feeds the soil with strength,
Gives crops their colour, grain and length.
In measured dose, it heals the land,
A silent force in farmer's hand.

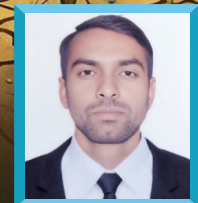
But when excess rules the field,
The soil begins to lose its yield.
Burning roots and weakened ground,
Where life once thrived, scars are found.

Here begins the guiding role
Of Hindustan Urvarak & Rasayan Limited,
Clear and true:

Right dose, right time, right use,
Knowledge shared, not blind abuse.

When fertilizers meet good sense,
Science and soil move in balance.
Not more, but better- this is the way,
For fields that last beyond today.

When restraint defines farming's aim,
The soil endures, the harvest gains.
In balance lives the farmer's pride—
A future rooted, strong and wide.



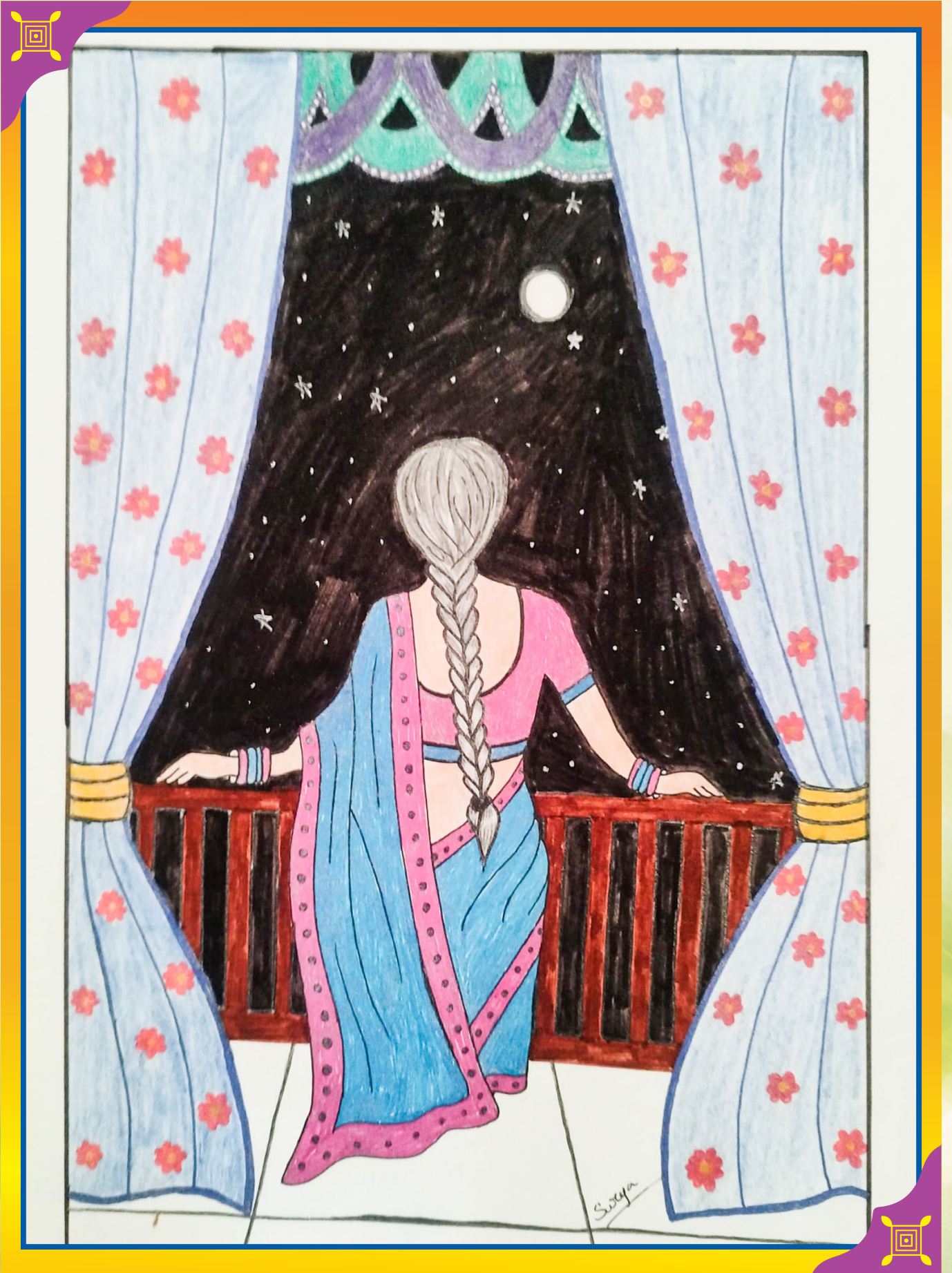
Nagar Singh Yadav
Deputy Manager
QA&I (Mechanical)
Sindri



Surya

M Surya Prabha
W/o S Veeramohan
Deputy Manager
Offsites & Utilities
Barauni







ICPA National Building Award



ICPA Best CFO Award

Celebrating Excellence



Team HURL in ICPA National Building Award



District Level Initiative on Agriculture & Sustainability Award



Highest Railway Coefficient Award by DRM Sonpur ECR- Barauni Unit



HURL, Gorakhpur receives Platinum Customer Trophy



The Soil Health & Sustainable Farming Award

Celebrating Excellence

जब मिट्टी होगी खुशहाल

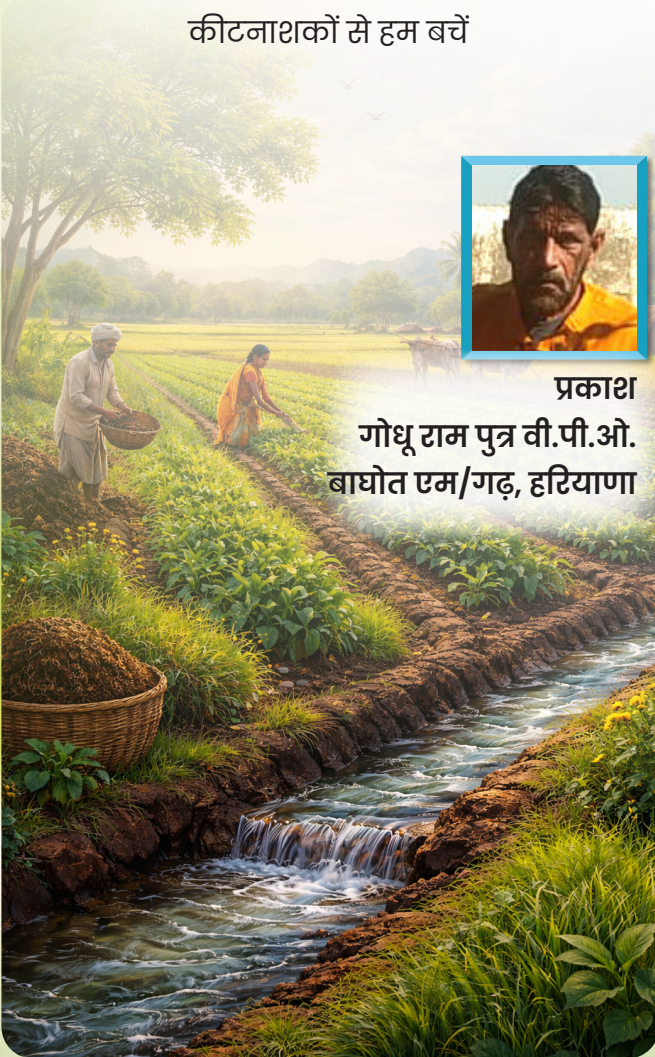
जब मिट्टी होगी खुशहाल
सब हो जाए मालामाल

मिट्टी की उर्वरता बढ़ेगी
धरती अन से घर भर देगी
जैविक खेती हम अपनाए
मिट्टी स्वास्थ्य दोनों मुस्काए
देसी खाद पे ज्यादा ध्यान
इससे खेत का हो सम्मान
पानी सही समय पर दो

नहीं कभी इसमें त्रुटि हो
खेत को हरी खाद मिल जाए
सूखी धरती भी मुस्काए
नीम तेल का करें स्प्रे
कीटनाशकों से हम बचें



प्रकाश
गोधू राम पुत्र वी.पी.ओ.
बाघोत एम/गढ़, हरियाणा



मां की गोद सी मृदा है जीवन का आधार

मां की गोद सी मृदा है जीवन का आधार
मिट्टी से ही निर्मित है ये सारा संसार
मिट्टी की उपजाऊ शक्ति रखें सदा बनाए
जैविक खाद है इसका सबसे सस्ता सरल उपाय
सूखे पत्ते, छिलके, कूड़ा आदि नहीं जलाएं
रखे दबाकर गड्ढे में कंपोस्ट खाद बन जाए
जैविक एवं हरि खाद व फसल चक्र अपनाएं
वर्मीकंपोस्ट प्रयोग करें और पोषक तत्व बढ़ाएं
दलहन जैसे मटर, उड़द, चना अरहर, मूंग, मसूर
मिट्टी की उर्वरता बढे नाइट्रोजन मिले भरपूर
कीटनाशक का भी करें कम से कम प्रयोग
नीम-खली से दीमक-फंगस जैसे भागे रोग
साल में नियमित एक बार मिट्टी की जांच कराए
वांछित उर्वरक सही फसल से पैदावार बढ़ाएं



जयपाल पुत्र दयाराम
गांव एवं चौकी हरसौली
जिला मुज़फ्फरनगर
उत्तर प्रदेश

Fresh Faces @HURL



Dhinesh R,
Engineer, Instrumentation,
Barauni



Jitendra Kumar Shukla,
Deputy Manager,
Mechanical, Barauni



Om Prakash Kushwaha,
Deputy Manager,
Mechanical, Barauni



Siddharth Roy,
Engineer Electrical,
Barauni



Mainak Debnath,
Engineer Ammonia,
Sindri



Karthick K,
Engineer Instrumentation,
Sindri

“मृदा रक्षति रक्षितः।”



हिन्दुस्तान उर्वरक एवं रसायन लिमिटेड
Hindustan Urvarak & Rasayan Limited
(A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL)

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