



उर्वरा

Urvara

From Fertility to Food Security.

Issue No. 01
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HAPPY NEW YEAR

Hindustan Urvarak & Rasayan Limited
(A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL)



Why “Urvara” | “उर्वरा” का अर्थ

Urvara (उर्वरा) is a Sanskrit word that signifies fertile and productive land, the very source of life, growth, and abundance. It symbolises soil that nurtures seeds into harvests and sustains generations.

Just as fertile land nurtures crops, “Urvara” journal will provide a platform for HURL employees to cultivate and grow their creative ideas. It captures the voices, innovations, values, and shared pride of HURL employees and their families, celebrating the collective spirit that drives the organisation forward.

For HURL, Urvara represents a deeper purpose: nurturing the land, empowering farmers, and strengthening the nation’s agricultural backbone through responsible and sustainable fertiliser solutions—हर एक काम, देश के नाम।

With sincere appreciation, HURL acknowledges Shri Nitin Tiwari, Senior Manager (PP&M), for thoughtfully conceptualising and naming “Urvara”, a name that beautifully reflects our purpose, values, and commitment to the nation.





From the MD's Desk



It is with a deep sense of pride and purpose that I present this Quarterly House Journal, "Urvara" (उर्वरा), a reflection of the collective journey, shared values, and growing aspirations of the HURL family.

Urvara captures the many facets of life at HURL: our business progress and operational milestones, steadfast commitment to safety, care for communities, recognition of excellence, voices from the field, and the creativity and spirit of our people. More than a chronicle of achievements, it is a celebration of HURL employees and their families, who together form our extended fraternity.

At HURL, we firmly believe that sustainable success rests on strong foundations, people-centric values, operational discipline, uncompromising safety standards, environmental responsibility, and an unwavering commitment to farmers and society. Every initiative, whether on the shop floor, in the field, or within the community, reflects our resolve to grow responsibly and inclusively.

This House Journal is envisioned as a platform that connects, inspires, and informs, strengthening bonds across locations and generations, and instilling pride in being part of an organisation driven by purpose and integrity.

I sincerely appreciate the efforts of the editorial team and all contributors who have brought this edition together with dedication and creativity. I encourage every HURL employee and their family members to actively engage with Urvara and enrich it with their voices and experiences.

Warm regards,

Dr. Siba Prasad Mohanty

Managing Director, HURL



Dr. Siba Prasad Mohanty, Managing Director, HURL, graced Patanjali's 32nd Foundation Day as Chief Guest, reinforcing the shared vision for sustainable agriculture.



Celebrating two years of leadership excellence of Dr. Siba Prasad Mohanty, MD, HURL.



Unveiling of HURL 2026 Diary & Calendar



Welcoming the New Year-2026 at HURL with renewed purpose and optimism.



HURL celebrates the joy of Christmas with festive cheer and camaraderie.



On New Year's Day, MD HURL, Dr. S.P. Mohanty, visited Human Peace Foundation Old Age Home, spreading care and reaffirming HURL's social commitment.



Dr. S. P. Mohanty, MD, HURL, with Hon'ble CM Uttar Pradesh Shri Yogi Adityanath Ji, discussing HURL Gorakhpur's performance and fertiliser supply across the state.



Awareness Session on Newly Implemented Labour Codes at HURL Barauni



HURL at the 16th Agrovision - India's Premier International Agri Summit



HURL Barauni CARE Initiative Distributing warm blankets at Sadar Hospital, Begusarai, to support patients and promote community well-being.



HURL Barauni hosted KV HFC Barauni alumni for an insightful Plant visit



Executive Development Program 2025, Udaipur



HURL conducts Art of Living Meditation Training to promote mindfulness and well-being across units.



HURL Gorakhpur CARE Initiative Providing blankets and essential supplies to support the visually impaired, differently-abled, and senior citizens.



HURL Sindri CARE Initiative Inspiring Students with Motivation, Health Awareness, and Drawing Kits.



HURL Sindri celebrates teamwork and sportsmanship with the Inter-Department Volleyball Tournament, part of the 2025-26 Sports League.



HURL Sindri employees take pledge under Nasha Mukt Bharat Abhiyan.



Inauguration of New Health Center at HURL Sindri



MD HURL reviews operations at the Sindri Unit



MD HURL, Dr. S.P. Mohanty, leads Pesticide Launch Programme, strengthening HURL's agri-input portfolio



Children's Day celebration at HURL Barauni



MD, HURL addresses Confluence 2025 at Visva-Bharati, Santiniketan



Shri Virendra Malik, Chairman, HURL's first courtesy visit to Shri Rajat Kumar Mishra, Secretary, DoF



MD, HURL addresses dealers at Apna Vikreta Samwad in Kasauli



Reading of the Preamble by employees on the Constitution Day of India, 2025.



Team HURL at FAI 2025 United in excellence, creativity, and impact.



Team HURL at FAI, 2025



Team HURL participates in the Vedanta Delhi Half Marathon, championing fitness, endurance, and team spirit.



Team-building exercise at EDP 2025, Udaipur



Health Screening & Eye Testing Camp at HURL Barauni



Welcoming the First Batch of apprenticeship Trainees at HURL Gorakhpur



Expert-led POSH Awareness Session at HURL



Yoga session by participants at EDP 2025

PROJECT SAKSHAM

HURL launched its first-ever Skill Development Project "SAKSHAM" under its Corporate Environment Responsibility initiatives at the Central Institute of Petrochemicals Engineering & Technology (CIPET), Lucknow. The inauguration marked the start of training for two batches of 40 unemployed youth. With

a total project cost of ₹3.55 crore, the initiative aims to skill 320 youth across Gorakhpur, Begusarai, and Dhanbad through six-month residential courses in plastic processing and injection moulding at various CIPET centres. MD, HURL emphasized employability, sustainable workforce development, and long-term community impact during the ceremony.



PROJECT SWASTHYA KIRAN

HURL launched Project "SWASTHYA KIRAN" at the Art of Living International Centre, Bengaluru, marking a new chapter in community healthcare. HURL signed its first-ever CSR MoU with VVKI in the presence of MD, HURL and Sri Sri Ravishankar along with VVKI representatives.

Under the project, HURL committed ₹2.32 crore for installing a CT Scanner at Sri Sri College of Ayurvedic Science and Research Hospital, Cuttack. MD, HURL also met Sri Sri Ravi Shankar, seeking blessings. The initiative aimed to strengthen accessible, affordable, and inclusive healthcare.



PROJECT AASHIYANA

Reaffirming its commitment to education and women's empowerment, HURL signed an MoU with The Kalgidhar Trust for Project "AASHIYANA" in the presence of the MD, HURL. With a total project cost of ₹1.54 crore, the initiative supported the construction of a dedicated girls' hostel at Eternal University,

Himachal Pradesh. The proposed two-storey hostel, with 14 rooms for 42 female students, was designed to provide safe, hygienic accommodation and shared learning spaces. The project aimed to empower underprivileged women by enabling dignified, secure access to higher education.



PROJECT POSHAN

Driven by its CSR vision, HURL signed an MoU with Parichay Foundation for Project "POSHAN" in the presence of MD, HURL. With a project cost of ₹20 lakh, the initiative focused on addressing malnutrition among underprivileged women in Raghunathpur and Patia, Bhubaneswar. Under the project, 190 beneficiaries received nutritious

food packets, supplements, and regular health and nutrition awareness sessions. Continuous counselling by a nutritionist, volunteer support, and monitoring were provided to improve haemoglobin levels, BMI, and long-term nutritional security, reinforcing HURL's commitment to inclusive community health and women's empowerment.



PROJECT SEHAT SATHI

HURL signed an MoU for Project "SEHAT SATHI" as part of its CSR initiatives to strengthen community healthcare across Gorakhpur, Barauni, and Sindri. With a project cost of ₹3 crore, the MoU was signed in the presence of the VP (HR) and teams from HURL and HLPPT. Implemented in partnership with HLPPT, the

project focused on upgrading government health facilities, improving maternal care, installing medical equipment, and enhancing community engagement. The initiative aimed to benefit around 50,000 people by improving healthcare quality, infrastructure, and awareness, reinforcing HURL's commitment to accessible and dignified healthcare.



PROJECT SWASTHYA SATHI

HURL signed an MoU with the Artificial Limbs Manufacturing Corporation of India (ALIMCO) to launch Project "SWASTHYA SATHI" in the presence of the MD, HURL. With a project cost of ₹3 crore, the CSR initiative aimed to support Divyangjan and senior citizens around HURL's plant locations in Gorakhpur,

Barauni, and Sindri. Under the project, ALIMCO conducted assessment and distribution camps to provide free assistive devices such as prosthetics, wheelchairs, tricycles, hearing aids, and spectacles. Implemented over one year, the project was expected to benefit nearly 7,500 individuals, promoting mobility, dignity, inclusion, and improved well-being.



PROJECT SAKSHAM 2.0

Building on the success of SAKSHAM, HURL signed an MoU with CIPET at its Corporate Office to launch SAKSHAM 2.0, a CSR skill development initiative for unemployed and underprivileged youth from Gorakhpur, Dhanbad, and Begusarai. With a project cost of ₹3 crore, the ceremony was held in the presence of the

MD, HURL and senior officials from HURL and CIPET. The programme aimed to train 418 beneficiaries through a four-month residential course, offering certification, stipends, industry exposure, and strong placement support, contributing to long-term socio-economic upliftment.





National Safety Week 2025: Nukkad Natak and Community Outreach at Barauni



Mock Drills: Level-2 Emergency Drill



Mutual Aid Partnership: HURL Barauni and IOCL Barauni Refinery



HSE Walk at HURL Sindri: Strengthening Safety Culture through Proactive Hazard Identification



National Safety Week 2025: HURL Sindri Fire & Safety Team Promotes Fire Safety Awareness in Government Schools



Celebration of National Road Safety Week at HURL Gorakhpur

54th National Safety Week-2025 at HURL, Gorakhpur



Safety Pledge



Signature Campaign



Lighting of Lamp



Kids Drawing Competition



Prize Distribution



SCBA & CPR Competition



Skit Play



Quiz Competition



Fire & Safety Stall during Winter Carnival– Display of Various Fire Fighting, Safety equipment & Rescue Items



Glimpses of Offsite Mock Drill conducted by Mutual Aid Partners at HPCL Bottling Plant, GIDA



Artwork on Outside Boundary walls for Safety Awareness



Community Empowerment: Safety Awareness Training at Sainik School, Fertilizer, Gorakhpur

Role of HURL to Protect Indian Soil Health

(Promoting Organic Fertilizers, Balanced Nutrition, PM-PRANAM Scheme & INM)

Dr. S. P. Mohanty

Managing Director
Hindustan Urvarak &
Rasayan Limited



India's soil is not just a medium for crops—it is the nation's most strategic natural resource. Every grain produced, every farmer's income, and every promise of food security ultimately depend on the health of our soil. For decades, Indian agriculture has achieved remarkable productivity gains; however, in many regions, this has also been accompanied by **declining soil organic carbon, nutrient imbalances, increasing salinity/alkalinity pockets, and reduced microbial activity**. The result is a worrying pattern: farmers often apply more fertilizer but do not get proportionate yield gains, while the cost of cultivation rises.

This is where HURL's responsibility becomes larger than manufacturing fertilizers. Our role is to protect Indian soil health through a complete nutrient stewardship approach—promoting organic fertilizers, balanced nutrition, and Integrated Nutrient Management (INM), while actively supporting national missions such as the PM-PRANAM Scheme. HURL employees across departments, and especially our field teams, carry this mission directly to the farm gate through farmer meetings, demonstrations, field days, retailer/dealer engagement, and awareness campaigns. Between April and December 2025 alone, HURL conducted extensive outreach—1,905 farmer meetings (25- and 50-farmer formats), 406 demonstrations, 133 field days, 43 retailer meets, and 23 exhibitions/farmer fairs—touching about 60,000 farmers, supported by a marketing program spend of about INR 5.8 crore.

Why Soil Health Must Be the Central Message

Soil health means the soil's ability to function as a living ecosystem—supporting plant growth, cycling nutrients, retaining water, resisting erosion, and sustaining biological life. **Organic matter and beneficial microbes are the "engine" of soil health**; when they decline, the

soil becomes less resilient. In practical farm terms, poor soil health shows up as hard soils, more irrigation requirements, poor response to fertilizer, micronutrient deficiencies, and higher pest/disease stress.

This is why HURL's advisory must shift from **"how much fertilizer"** to **"how to feed the soil correctly."** Organic fertilizers rebuild soil structure and biological activity, balanced nutrition corrects nutrient deficiencies and prevents excesses, and INM ensures both immediate crop demand and long-term soil sustainability are met. Research also highlights that balanced fertilization and integrating mineral and organic fertilizers improve microbial diversity, stability, and overall soil functioning, creating resilience against environmental stresses.

Organic Fertilizers: Feeding the Soil, Not Only the Crop

Organic fertilizers and organic amendments (FOM, LFOM, FYM, compost, vermicompost, crop residue compost, enriched compost, green manures) work differently from chemical fertilizers. They supply nutrients slowly and continuously, support soil organic carbon, and improve soil structure—helping with aeration, water retention, and reduced compaction.

Key soil benefits that should be explained clearly in the field include:

- » Improved water retention and better soil porosity, helping crops tolerate dry spells.
- » Increased humus formation and long-term fertility, which supports sustained nutrient availability.
- » Enhanced microbial activity and biodiversity, which support nutrient cycling and soil resilience.

For farmers, the message should be practical: organics are not a "replacement" in one season;

they are a “soil investment” that pays back over multiple seasons through better soil structure and improved fertilizer response. For field teams, the message should be strategic: farmers who adopt organics become more confident, see visible improvement in soil tilth, and gradually become champions who can influence others.

Balanced Nutrition: Right Nutrient, Right Quantity, Right Time

Balanced nutrition is the discipline of supplying the crop with the right combination of nutrients (macro + secondary + micronutrients) based on soil test, crop demand, and yield target. In many geographies, over-application of one nutrient (often nitrogen) and under-application of others (often potassium, sulphur, zinc, boron) leads to “hidden hunger” in soils. The crop may appear green, but yield and quality suffer.

Balanced fertilization has been linked to healthier soil microbial communities and better soil biological functioning, especially when combined with organic inputs. Field staff should make balanced nutrition tangible to farmers through simple examples:

- » More nitrogen alone may increase vegetative growth, but without adequate potassium and micronutrients, the crop becomes stress-prone.
- » Phosphorus efficiency improves when soil biology and organic carbon improve, because microbial processes support nutrient availability.
- » Balanced NPK prevents microbial diversity loss caused by nutrient limitation, supporting long-term soil processes.

The strong field-level action point is to connect balanced nutrition with soil testing. Soil test-based recommendations should be positioned as a “cost-saving tool” and a “yield protection tool,” not merely a compliance activity.

INM: The Core Strategy for Sustainable Yield and Soil Protection

Integrated Nutrient Management (INM) is the most farmer-friendly and scientifically valid pathway for soil protection. INM means combining:

- » Organic sources (FYM/compost/vermicompost / green manure)
- » Chemical fertilizers (Urea, NPK, and others as required)
- » Biofertilizers and beneficial microbes (Apna Power, PDM, etc)
- » Crop residue recycling and improved agronomy

The strength of INM is synergy: chemical fertilizers can supply nutrients quickly for immediate crop demand, while organic inputs supply carbon and energy for soil microorganisms and improve soil properties. Evidence from Indian conditions supports the recommendation of balanced mineral + organic combinations (for example, N@40 kg/ha + 10t FYM/ha) as a manageable practice for farmers that improves soil quality and productivity in nutrient-depleted soils.

For HURL field employees, INM must be communicated as a simple “3-part promise”:

- » **Short-term:** stable yields (no compromise on crop performance).
- » **Medium-term:** better fertilizer response and reduced stress losses.
- » **Long-term:** improved soil structure, carbon, and sustainability.

PM-PRANAM Scheme: Turning Soil Health into a National Movement

The PM-PRANAM Scheme is a policy signal that the country is serious about sustainable fertilization and reducing excessive dependence on chemical fertilizers. The scheme’s spirit is aligned with what HURL promotes—encouraging balanced fertilization, improved nutrient use efficiency, and adoption of alternatives and organics as appropriate.

For HURL teams, PM-PRANAM should not be presented as a “government topic” separate from field work. It should be positioned as a supporting framework that validates farmer choices, such as:

- » Using organics and bio-inputs to rebuild soil health.
- » Reducing unnecessary chemical application through soil testing and balanced nutrition.

- » Adopting INM packages that improve efficiency and resilience.

This makes the message more powerful: farmers are not experimenting alone; they are aligned with a national priority.

How HURL Converts Strategy into Field Action

HURL's advantage is execution scale. Our field system has already demonstrated the ability to mobilize outreach programs across states through farmer meetings, demonstrations, retailer and dealer engagement, exhibitions, and campaigns. This reach is the platform to mainstream soil health practices, not only product promotion.

The same channels can be re-oriented with a soil-health-first narrative:

- » **Farmer meetings (25 and 50 farmer formats):** Use these as "soil health classrooms" with simple visuals: soil structure, earthworm activity, composting methods, and balanced nutrition charts.
- » **Demonstrations and field days:** Demonstrate visible differences between: (1) only chemical, (2) only organic, (3) INM plot—with farmer-led observation at critical crop stages.
- » **Retailer meets:** Train retailers to become "nutrient advisors," reducing wrong recommendations and improving farmer trust.
- » **Jeep campaigns and mass awareness:** Convert campaigns into "Soil Health Yatra" messaging, focusing on organics, balanced nutrition, and INM adoption.
- » **Community radio and print visibility:** Use soil health stories and farmer testimonials to make the message aspirational.

HURL's own promotional support to the field (banners, T-shirts, caps, leaflets) can carry a unified theme: "Measure Soil, Balance Nutrition, Integrate Organics—Protect Bharat's Soil."

The Message to HURL Employees and Field Teams

For all HURL employees: soil health is not only a technical concept—it is our brand purpose. When farmers see HURL as a partner in soil

protection, they value our guidance beyond a single season.

For HURL field employees, the responsibility is practical and immediate:

- » Convert each activity into a soil health intervention—not only product talk.
- » Promote organic fertilizer use as a baseline soil investment—composting, FYM management, residue recycling.
- » Ensure every fertilizer recommendation is balanced and soil-test oriented.
- » Make INM the default recommendation framework for long-term sustainability.
- » Link farmer efforts with PM-PRANAM's national direction for sustainable fertilization.

The Message to Farmers

Farmers are the guardians of India's soil. Protecting soil health is the most reliable way to protect yields, reduce risk, and stabilize income across seasons. The recommended path is practical:

- » Start organics (FYM/compost/vermicompost) as per availability and local practice, improve quality through proper decomposition, and apply at the right time.
- » Follow balanced nutrition based on soil test—avoid "one nutrient heavy" application.
- » Adopt INM so the crop gets timely nutrition and the soil gets long-term strength.

Soil protection is not a cost—it is insurance for the future.

Closing: HURL's Soil Health Pledge

HURL's role in protecting Indian soil health is a shared mission—from our plants and offices to our field teams and finally to farmers' fields. With strong outreach capacity already demonstrated across states and thousands of activities, HURL is well-positioned to build a soil health movement that combines organic fertilizers, balanced nutrition, INM, and national alignment through PM-PRANAM.

The goal is simple: healthier soils, healthier crops, and a stronger India.

Driving Agricultural Growth through Innovation and Teamwork



Sanjay Kumar
Chief Manager
Marketing, New Delhi

The Sales Promotion & Technical Services (SP&TS) Department of Hindustan Urvarak & Rasayan Limited continues to strengthen HURL's leadership in the fertilizer sector by advancing scientific farming practices and supporting the nation's sustainability goals. Driven by a customer-first philosophy and technical expertise, the department has consistently empowered farmers, channel partners, and government programs through impactful initiatives throughout the past quarter. Our core mission remains steadfast: to enhance market outreach, spread agronomic knowledge, and promote sustainable fertilizer practices that improve crop yields and soil health across India's diverse agro-climatic regions.

Expanding Farmer Outreach and Awareness

SP&TS teams actively conducted farmer training programs, village meetings, soil health campaigns, and crop demonstration plots to promote the balanced and efficient use of fertilizers. These efforts showcased the agronomic advantages of HURL's products—such as Neem Coated Urea and specialty fertilizers—while introducing farmers to key concepts like soil health management, Integrated Nutrient Management (INM), and the adoption of innovative inputs including Nano Urea and biofertilizers.

Participation in state agricultural fairs and exhibitions further reinforced HURL's unwavering commitment to sustainable and progressive farming.



PM-PRANAM and Sustainability Initiatives

Aligned with the Government of India's PM-PRANAM initiative, HURL undertook targeted campaigns aimed at reducing excessive reliance on chemical fertilizers by promoting regenerative and climate-resilient alternatives. The department closely collaborated with Krishi Vigyan Kendras, FAI chapters, and State Agriculture Departments to disseminate scientific insights on sustainable soil nutrition.

A notable milestone was the PM-PRANAM Kisan Marathon, efficiently coordinated by SP&TS, which witnessed enthusiastic participation from farmers, employees, and key stakeholders—powerfully spreading the message "Healthy Soil, Healthy Nation."



Strengthening Dealer and Retailer Relationships

Recognizing channel partners as integral pillars of the marketing ecosystem, SP&TS organized multiple dealer and retailer meetings across various states. These platforms enabled constructive discussions on field performance, supply chain efficiencies, and branding strategies. Capacity-building sessions on digital communication and customer engagement further enhanced partner capabilities. Continuous coordination with State Marketing Offices ensured timely product availability during critical agricultural seasons.



Knowledge, Innovation, and Capacity Building

The department continued to invest in professional development through internal knowledge-sharing sessions and active participation in prestigious national and international platforms, including the IFA Crossroads Asia-Pacific Conference 2025. These engagements enriched technical understanding and helped align HURL's promotional strategies with emerging global trends in fertilizer innovation, sustainability, and environmental stewardship.



Strengthening Farmer Engagement (Reinforced Focus)

Throughout the quarter, SP&TS teams maintained strong grassroots connections through field demonstrations, farmer interactions, and awareness events. The promotion of Neem Coated Urea alongside alternative fertilizers like Nano Urea and biofertilizers reinforced the importance of Integrated Nutrient Management (INM) and long-term soil rejuvenation. Collaborations with Krishi Vigyan Kendras and State Agriculture Departments deepened trust and boosted the adoption of scientific agricultural practices.



Looking Ahead: A Vision for Sustainable Growth

The SP&TS Department remains fully committed to empowering India's farmers with scientific guidance, field-level support, and innovative solutions. As custodians of sustainable agriculture, we are committed to enhancing soil health, increasing productivity, and advancing HURL's vision of "Green Growth." Together, we uphold the spirit of One HURL—united, progressive, and responsible. we work towards a more prosperous and sustainable agricultural future.

"Empowering Farmers, Enriching Soil, Ensuring Sustainability - SP&TS Driving Growth for a Greener Tomorrow."

Corporate Social Responsibility

“Driven by Intent, Defined by Content and Result with Sustainable Impact”

Being a professional in CSR division, I would say Corporate Social Responsibility (CSR) is not just a job profile or liability for any individual or organisation – it is an

“Intent-driven responsibility that demands empathy, purpose, and meaningful content to create real social impact with sustainability”.

In another words, I would say, CSR is far more than a professional role, designation and compliance – it is an intent-based discipline rooted in purpose, values, and conscientious action. True CSR work requires compassion, strategic thinking, and a commitment to long-term societal improvement. It involves crafting rich, meaningful content that raises awareness, mobilizes stakeholders, and drives measurable change. I believe, CSR is beyond the tasks and targets, requiring a deep understanding of communities, thoughtful communication, and the ability to design initiatives that genuinely transform lives.

Through this article, I would like to request to all CSR practitioners in HURL and other Corporates that they must blend creativity and responsibility with sustainability with Creating Educational Programs, Sustainability Campaigns, Community Development Plans, and Impact Assessments that reflects the genuine need of the hour in society, especially country like India with a huge demographic dividend, also, through thoughtful communication and data-backed decision-making, because CSR is like a bridge between **Corporate Capabilities and Social Aspirations. When guided by Intent rather than formality, “CSR” has the power to transform both organizations and the communities they serve**”.

I want to address every individual/ corporate



Sunil Uniyal
Executive Grade 3
CSR, New Delhi



that do not believe that CSR is just not a bunch of activities, it's an overhauling process for the society, which will help us to secure future of Country and Country like India may improve its ranking in the Worlds Happiest Report.

Because, I am coming from a different perspective, which is influenced by some of the real factors of the society. To explain my thoughts, I would like to quote some crux from WHO Commission Report on Social connection. “According to the WHO report there are some major issues going on in the society, like social isolation and loneliness on health, well-being and society.

CSR activities may play a big role to combat with this issue. Corporate through its CSR activities can address this issue through Community Engagement, Mental Healthcare Facilities, Social Infrastructure (like; Public recreation and public meeting spaces (community centres, libraries, parks, sports areas, museums, plantation and similar activities).



As we know India having youngest population in the world, which is easily influenced by anything wrong or right content, because most of the youngster are jobless or miss guided and they are wasting their precious time over online activities instead of doing offline activities. As a Corporate or an individual, we must look into this and with the help of CSR initiative, we may create such environment for future where people may use AI or internet for productive things instead of distractive things, but same time they must be involved in the other (offline) activities, and this will be possible, only when they will get the opportunities.

Through CSR/ CER activities by all the Corporates will help India in achieving the Goal of VIKSHIT BHARAT 2047.

सपनों की फसल

गंगा झरनों सी बहती धरती, हरियाली का आँचल ओढ़े,
कहती है—“आओ बीज बोओ, मेहनत के दीपक थोड़े-थोड़े।”

किसान सुबह का सूरज लेकर, पगडंडी पर चलता जाता,
पसीने की हर बूँद से वो, अपना भाग्य स्वयं लिख जाता।

फाइनैस की खिड़की से मैं, हर दिन ये दुनिया देखूँ—
संख्याओं में छिपी उम्मीदें, हर आँकड़े में सपने रेखूँ।

जब समय पर भुगतान जाए, तो सप्लायर मुस्काए,
जब संसाधन सही पहुँचे, तो उत्पादन बढ़ता जाए।

सिंदरी की इस उर्वर नगरी में, हल एक परिवार हमारा,
जहाँ हर विभाग मिलकर चलता— एक धड़कन, एक सहारा।

किसान की मुस्कान ही जैसे, हम सबकी मेहनत का फल,
इसीलिए हम लिखते रहते— हर दिन प्रगति की नई पहल।

मिट्टी की खुशबू कहती है, “कदम-कदम तुम साथ रहो,”
हम भी कहते—“किसान भैया, आपके सपनों के पहरे रहो।”

जहाँ किसान का सपना उगता है,
वहीं हल उसका साथ निभाती है।
मिट्टी की हर धड़कन में, नई उम्मीद जगाती है।



आशा सिंह
प्रबंधक, वित्त
सिंदरी

Where Growth Begins

Fertilizer, a precious find,
Nourishing crops, making them shine.
Nitrogen, phosphorus, potassium blend,
Helping plants grow, strong and trend.
Roots drink deep, leaves unfold tall,
Growth and abundance, hear them call.
Soil enriched, yields overflow,
Fertilizer's magic, watch it grow.
From seed to bloom, a beautiful sight,
Fertilizer's power, shining bright.
Green and lush, a vibrant hue,
Fertilizer's gift, to me and you.



Rayees Ahmad
Officer, Finance
Sindri



अब कोई कान्हा आएगा नहीं

सुनो, द्रौपदी शस्त्र उठाओ !
अब कोई कान्हा आएगा नहीं

दरिंद - दानवों की नगरी है यह,
भरा पाप की गगरी है यह !
कोई तुम्हें बचाएगा नहीं,
अब कोई कान्हा आएगा नहीं !

ध्युत - क्रीड़ा का खेल है हर पल,
शकुनि - कौरवों की फौज है पग पग !
कोई तुम पर पछताएगा नहीं,
अब कोई कान्हा आएगा नहीं !

धृतराष्ट्र - सा न्याय है अंधा,
भीष्म पुलिस का हाथ है बंधा !
इनका जादू चल पाएगा नहीं,
अब कोई कान्हा आएगा नहीं !

मीडिया - माफिया मतलबी है,
गिरोह में खड़े गजनबी है,
अपने तेरे अजनबी है!
कोई तुम पर शर्माएगा नहीं,
अब कोई कान्हा आएगा नहीं !

द्रोण - कृपा - सी सरकारें है,
हर क्षण परीक्षा की अंगारे है !
फिर से धरती फट पाएगा नहीं,
अब कोई कान्हा आएगा नहीं !

सुप्त समाज में सुप्त ही है जानता,
इन कलित करतूतों से शर्मशार है मानवता !
राम की पावन धरा पर, रामराज्य आएगा नहीं
सुनो द्रौपदी शस्त्र उठाओ,
अब कोई कान्हा आएगा नहीं !

पिंटू कुमार
सहायक प्रबंधक
ओ एण्ड यू सिंदरी



"हे नारी धन्य हो तुम"

वीर जैसे लड़ती हो
गिरती और फिसलती हो
संकल्प और साधना का अनुपम रूप हो तुम,
हे नारी धन्य हो तुम

मैंने निज आँखों से देखा कल तेरा हौसला,
सफल होता है तेरा हर फैसला,
मातृ की भावना पर अनुभव की छाप छोड़ती तुम,
हे नारी धन्य हो तुम

प्रतिशोध और कल्पना दोनों की धार हो तुम,
निज जिवन के सौंदर्य रूप का प्रत्यक्ष प्रमाण हो तुम,
हर दुःख दर्द को शालीनता से झेलती तुम,
हे नारी धन्य हो तुम

इस धरा पर अनेक कुरितिया आती और जाती हैं,
इन सब बीच आप खिलती और मुस्कुराती हैं,
इस दृश्य को देख आँख मेरी भर देती तुम,
हे नारी धन्य हो तुम

मेरे हर शब्द तेरे अनुपम रूप को सलाम करते हैं
इस धरा पर एक जिवन्त सुखद, समृद्धि की अहसास
करते हैं

इन सभी का मूल स्वरूप आत्मसम्मान हो तुम,
"हे नारी धन्य हो तुम"

डॉ. प्रीति त्रिपाठी

लैब सहायक
ई एंड क्यूसी, नई दिल्ली



HURL: बंद संयंत्रों से हरित भविष्य की ओर

पूर्व का गौरव, अब नव निर्माण की कहानी,
उर्वरक क्षेत्र में, HURL की है अगवानी।
बरौनी, गोरखपुर, सिंदरी, में फिर आई जान,
भारत की कृषि का, यह है नया सम्मान।

ईंधन में गैस, पर्यावरण का रखा है ध्यान,
हरित भविष्य की ओर, बढ़ा रहा हिन्दुस्तान।
भारत का विकास, रोजगार के नए द्वार,
सिंचाई से लेकर समृद्धि तक, फैला है व्यापार।

IOCL, NTPC और कोल इंडिया का साथ,
मिलकर बुना है विकास का मजबूत हाथ।
केंद्र सरकार से मिला भरपूर सहयोग,
राष्ट्र निर्माण में यह अद्भुत है संयोग।

जय किसान, जय विज्ञान का नाद करे उद्घोष,
HURL की शक्ति से, कृषि में भरा नया जोश।
उर्वरक में आत्मनिर्भर हो, भारत बढ़ेगा आगे,
देश की माटी का गौरव, युग-युग तक जागे



संदीप कुमार

जूनियर इंजीनियर सहायक (II)
मैकेनिकल, बरौनी

HURL-भारतीय किसानों का साथी

मिट्टी की खुशबू में छुपी है मेहनत की कहानी,
खेतों में हर सुबह जगती है उम्मीदों की रवानी।
धरती की धड़कनों को समझने का एक अरमान,
Urea, DAP, MOP से मिलता है फसलों को सम्मान।
NPK बढ़ाता है बढ़त का सलीका,
TSP देता है पोषण का भरोसेमंद तरीका।
पर जड़ों की दुनिया में सबसे अनोखा असर,
Apna Power Mycorrhiza—फसल का सच्चा पनाहघर।
जड़ें बढ़ें गहराई तक, मिले पौधों को संबल नया,
सूखे में भी टिक जाएं—ये उसका चमत्कारी रसपान भला।
मिट्टी में फिर से जीवन लौटे, बढ़े हरियाली का आधार,
फसल में आए मजबूती—दिखे उपज का विस्तार।
Apna Gold से sulphur का संतुलन पाए जमीन पुरानी,
Apna Mono Zinc से पत्तियों में लौटे ताज़गी सुहानी।
Apna Magic उकेरे हर पत्ती पर हरापन की निशानी,
Apna Calgrow से फलों को मिले आकार और गुणवत्ता जवानी।
PDMsri का प्राकृतिक Potash मिट्टी को फिर करे सक्षम,
उपज में झलके किसान की मेहनत का उत्कृष्ट परिमाण।
दिल से जुड़े इस रिश्ते में विश्वास की गूंज सुनाई दे,
धरती, फसल और भविष्य—सबमें इसकी परछाई दे।
और इस निस्वार्थ संबंध में एक नाम चमकता है निरंतर—
HURL किसानों का सच्चा साथी।

शुभम पांडे
वरिष्ठ अधिकारी
विपणन, अम्बिकापुर



Feeding Roots, Fulfilling Futures

"In every field where sunlight glows,
And gentle morning breeze still blows,
In every seed the future grows,
Awaiting rain, awaiting care—
A promise resting softly there.
With balanced touch from earth to air,
With nutrients placed true and fair,
Each tiny root begins its climb,
Each leaf unfolds in perfect time.
Across the plains, across the land,
Where farmers work with steady hand,
Fertilizers help life renew—
In every shade of green they brew.



They feed the soil, they guard the grain,
They strengthen crops through sun and rain,
They turn the dreams of toil and care
Into a harvest rich and rare.
So as the seasons rise and fall,
And nature answers every call,
One truth remains forever there—
Fertilizers give life everywhere."

Alfiya Khan
W/o Mohammed Juned
Assistant Manager
E&QC, Barauni



Topic Beti Bachao Beti Padhao Date 29/Dec./2025

दौस्तो, बेटी एक परिवार का सुख, सम्मान की शक्ति और देश का भविष्य होती है।

जिस घर में बेटियाँ होती हैं, वहाँ सुशिक्षा और संस्कार बसते हैं।

फिर भी आज ————— बेटियों को

बेस सम्मान जाता है।

क्या ये सही है दौस्तो? X

नहीं। बिल्कुल नहीं।

बेटियाँ अगर मेका पाती हैं,

तो वे हर क्षेत्र में अपना नाम रोशन करती हैं।

जैसे - खेल में शशि मलिक, विज्ञान में कल्पना चावला

और सामाजिक कार्यों में अन्ध महिलाएँ -

इन सबने साबित कर दिया की लड़कियाँ किसी से कम नहीं।

इसलिए हमें हर बेटी को

सुरक्षा, सम्मान, और शिक्षा -

ये तीनों देना जरूरी है।

क्योंकि जब एक बेटी पढ़ती है,

तो सिर्फ एक व्यक्ति ही नहीं, पूरा परिवार ही नहीं, पूरा

सम्मान ही नहीं बल्कि पूरा एक देश आगे बढ़ता है।

आइए हम सब मिलकर एक संकल्प ले-

कि अब हर लड़की को पढ़ने, बढ़ने और उड़ने की आजादी।

धन्यवाद।

जय हिन्द - जय भारत!

Prithvi Sharma
VIII class



RPM- Lovely public Sr. Sec School, NLP

RPM

D.D. Sudheer kumar
Sharma



Shivansh Sharma

Shivansh Sharma
Class : 5th, DAV School
S/o Sandeep Sharma
Sr. Manager, Safety
Barauni



Shruti Matta

Class : 4th, 2IK School
D/o Iti Matta
Company Secretary
HURL, New Delhi



Dr. S.P. Mohanty, MD, HURL, honoured with the CEO of the Year (Joint Ventures)- Chanakya Award 2025



Dr. S.P. Mohanty, MD, HURL receives the Rastriya Gaurav Samman-2025 Award



HURL conferred the Platinum Award for Excellence in Occupational Health & Safety at the FAME National Awards 2025



HURL wins Best Film of the Year 2025 – Runners-Up at FAI.



HURL honoured with the Happy Employer Brand – 2025 award at the 34th World HRD Congress



HURL receives the Best Distribution Strategy of the Year Award at the 11th Edition Future of Supply Chain, Logistics & Warehousing Summit



HURL honoured with the National Supply Chain & Logistics Excellence Award in the Chemical Fertilizer category at the 12th SCALE Awards 2025, Hyderabad.



ओंकार चौधरी

गाँव - पनवारी, ब्लॉक अछनेरा
जिला, आगरा, उत्तर प्रदेश

प्रिय किसान भाइयों और बहनों,

सप्रेम नमस्कार।



मैं अपने खेती के अनुभव से आप सभी के साथ एक बहुत ही जरूरी बात साझा करना चाहता हूँ। आज के समय में खेती तभी लाभकारी हो सकती है, जब हम अंदाज़े से नहीं, बल्कि जानकारी के साथ खेती करें। और इस जानकारी की पहली सीढ़ी है - मिट्टी की जाँच।

हम में से कई किसान हर साल एक जैसी खाद डालते हैं, बिना यह जाने कि हमारी जमीन को वास्तव में किस पोषक तत्व की जरूरत है। कभी जरूरत से ज्यादा यूरिया डाल दी जाती है, तो कभी फास्फोरस या पोटाश की कमी रह जाती है। इसका सीधा असर फसल की बढ़वार, दाने की गुणवत्ता और उत्पादन पर पड़ता है।

मिट्टी जाँच से हमें यह स्पष्ट जानकारी मिलती है कि हमारी जमीन में नाइट्रोजन, फास्फोरस, पोटाश, जिंक, सल्फर जैसे तत्व कितनी मात्रा में हैं। इसी रिपोर्ट के आधार पर जब सही खाद, सही मात्रा में और सही समय पर डाली जाती है, तो फसल मजबूत होती है, रोग कम लगते हैं और पैदावार निश्चित रूप से बढ़ती है। मैंने खुद अपनी जमीन की मिट्टी की जाँच करवाई और रिपोर्ट के अनुसार खाद का उपयोग किया। इसका नतीजा यह हुआ कि खाद पर खर्च कम हुआ, फसल की सेहत बेहतर रही और उत्पादन में साफ़ बढ़ोतरी देखने को मिली। सबसे बड़ी बात यह रही कि जमीन की उर्वरता भी बनी रही।

मिट्टी जाँच सिर्फ आज की फसल के लिए नहीं, बल्कि आने वाली पीढ़ियों के लिए जमीन को उपजाऊ बनाए रखने का तरीका है। इससे पानी का सही उपयोग होता है, मिट्टी खराब होने से बचती है और खेती टिकाऊ बनती है। मैं आप सभी किसान भाइयों से विनम्र आग्रह करता हूँ कि साल में कम से कम एक बार अपनी खेत की मिट्टी की जाँच अवश्य कराएँ। यह सुविधा आज सरकारी कृषि केंद्रों और मृदा परीक्षण प्रयोगशालाओं में बहुत कम खर्च पर उपलब्ध है।



प्रकाश पुत्र गोधू राम
वीपीओ-बाघोट
जिला महेन्द्रगढ़



प्लास्टिक प्रदूषण

प्लास्टिक है धरा का दुश्मन - मैला कर रहा धरती का दामन
प्लास्टिक को 'ना' कहो हर-बार अगर धरती माँ से है तुमको प्यार

प्रकृति प्रेम दिखावे का - अजब-गजब है दौर चला
आँगन में तुलसी होती थी - अब प्लास्टिक का पैदा लगा।

हम अपनी आदत क्यों छोड़े - हम अपनी आदत के मारे हैं।
अनजाने में ही सही लेकिन - हम कई जीवों के हत्यारे हैं।

नष्ट कर रहे अपने हाथों से - कई बेजुबान जीवों का संसार।
प्लास्टिक को 'ना' कहो हर-बार अगर धरती माँ से है तुमको प्यार॥

अब लेकर थैला निकले घर से - थैले को हम मीत बनायें।
सिंगल यूज प्लास्टिक बड़ा दुःखदाई-अब इससे मुख मोड़े हम॥

लोगों को जागरूक करें - और खुद भी प्लास्टिक छोड़े हम॥



पर्यावरण

धरा पे चन्दा की चाँदनी ओर गगन पे तारा नहीं मिलेगा।
कदर जो कुदरत की ना हुई तो - कोई नजारा नहीं मिलेगा॥

वो देखो पानी भी बह चला है - के सुखी नदियाँ चिढ़ा रही है।
फँसी है कस्ती जो रेत में तो - कहीं किनारा नहीं मिलेगा॥

टेक धरा पे चन्दा की चाँदनी ओर गगन पे तारा नहीं मिलेगा।

हवाओं ने लिखी है जिन्दगानी - ना रुख को बदलो मेहरबानी
हमारी साँसे ये कह रही है कि कहीं सहारा नहीं मिलेगा॥

टेक धरा पे चन्दा की चाँदनी ओर गगन पे तारा नहीं मिलेगा।

है वक्त का ही खेल सारा - इसी ने जीता इसी ने हारा।
बहुत किमती है वक्त अपना - गया दुबारा नहीं मिलेगा॥

टेका धरा पे चन्दा की चाँदनी ओर गगन पे तारा नहीं मिलेगा।

पन्नाह देते, छाँव देते - सफर में चलने को पाँव देते।
हरा-भरा ना हो ये जहाँ तो - कहीं गुजरा नहीं मिलेगा॥

धरा पे चन्दा की चाँदनी ओर गगन पे तारा नहीं मिलेगा।
कदर जो कुदरत की ना हुई तो - कोई नजारा नहीं मिलेगा॥



Celebrating a Legacy of Service: Superannuated Employees, 2025



DIPTEN ROY

Date of Joining : 11-Sep-2018

Date of Superannuation : 30-Sep-2025



SUNIL KUMAR SINGH

Date of Joining : 08-Jun-2018

Date of Superannuation : 30-June-2025



VINEET KUMAR AGARWAL

Date of Joining : 05-Jun-2018

Date of Superannuation : 30-June-2025

Our superannuated colleagues of 2025 have played a vital role in shaping the organisation through their service, integrity, and hard work. Their contributions leave behind a strong foundation and an enduring legacy that will continue to inspire generations to come. We extend our heartfelt gratitude to them for their invaluable service and wish them good health, happiness, and fulfilment in the years ahead.

and of celebration, compassion, & headquarters & operating units. along with his team, visited the Age Home, New Delhi, reaffirming ment to societal well-being. A on was the celebration of two successful yrs of leadership of MD, HURL RL family. The event concluded with a New Year cake-cutting ceremony. Dearthness. Dedicated support staff were also



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

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कोर-4, 9वाँ तल, स्कोप मीनार, लक्ष्मी नगर डिस्ट्रिक्ट सेन्टर, दिल्ली-110092

Plants : Gorakhpur, Barauni & Sindri

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