

# Dhanuka Agritech strives for Water Conservation in India - Celebrates World Water Week 2016

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With an objective to propagate water conservation, Dhanuka Agritech Limited (DAL), India's leading Agrochemicals Company, kicked off celebrations for Water Week from 16th March onwards, to commemorate World Water Day. During this week, Dhanuka Agritech will organize various awareness activities, which also include Drawing competitions in over 200 schools spread over 19 states and involving over 20,000 students. The highlights of the Water Week include mass activations for its stakeholders which include farmers, trade channel partners, Agri community & employees reaching them through relevant mediums like farmer meetings, dealer meetings, agricultural fairs, haat & mandi activities. Theme followed is "World Water Day 2016: Water for people, Water by people". Through its initiatives, Dhanuka aims to encourage one and all to conserve water for agriculture. Commenting on the occasion, Mr. R G Agarwal, Chairman, Dhanuka Agritech Limited said, "Over the decades, Dhanuka Agritech has always been at the forefront to bring about progressive change in the lives of the Indian farming community through dedicated knowledge-driven and development-related activities. Our aim has always been to work for the farmer's prosperity and our week long initiatives for Water are an added step in this direction. We are proud to be the first corporate house in the agrochemicals industry encouraging water conservation throughout the country." He further added, "Water is a limited natural resource and I would urge everyone on this World Water Day to carry the message of water conservation to the entire country". For years Dhanuka Agritech Limited has been at the forefront of educating and spreading awareness on water conservation through its flagship campaign "Khet ka pani khet mein aur gaon ka pani gaon mein". An extension of this campaign was a 60 second film featuring Amitabh Bachchan, created by Ogilvy & Mather which aptly depicts the dependence of Indian populace on rains and the associated happiness and prosperity stating "Insaan paani bana toh nahi sakta par bacha zaroor sakta hai." The company celebrates World Water Day every year in partnership with prestigious National Institutes & State Agricultural Universities. Dhanuka Agritech has funded the construction of two check dams in the villages of Mainpura ki Dhani and Sankotra in Jaipur district, which will be inaugurated on March 21, 2016. In 2014 also, Dhanuka funded the construction of two check dams at Jugalpura, Neem Ka Thana and Devipura, Srimadhapur, both located in Sikar district, Rajasthan. These social cause campaigns have known to benefit over 28,000 villagers in the Sikar district of Rajasthan.

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