



DCM Shriram Ltd, Sugar organized Krishi Yantra Mela 2019

Loni, Hardoi, October 13, 2019: DCM Shriram Sugar organized the Krishi Yantra Mela 2019 in Loni, Hardoi District, on Sunday 13th Oct 2019.

The fair was inaugurated by **Hon'ble Cane Commissioner and Principal Secy. Sugar industries, Cane Development and Excise (U.P.), Mr. Sanjay R. Bhoosreddy, who presided over as Chief Guest in the Mela.** Other dignitaries present included Mr.Y.S.Malik - Additional Cane Commissioner, Mr.Satendra Singh – Deputy Cane Commissioner, Ms.Sana Afreen - District Cane Officer and Mr.Ravi Shankar - District Excise Officer.

The Mela saw participation of **more than 50 agriculture mechanization and allied vendors.** The response was overwhelming as **thousands of farmers from Hardoi and neighboring districts** visited the fair, which was a day-long affair.

Speaking on the occasion, **Mr. Roshan Lal Tamak, Executive Director & CEO – Sugar Business, DCM Shriram Ltd.,** said, “the objective of this Mela is to increase awareness and equip farmers and agri-entrepreneurs towards improved agronomic practices, new mechanization techniques and equipment which will ultimately help in increasing the yield for enhancing farmer's income and volumes of crush for our mills.”