



NEW YEAR MESSAGE

‘Wish you all a Very Happy and Prosperous New Year – 2022.’

As we all know, a year ago, we hoped we had seen the worst of the pandemic, but the second wave sadly proved much more difficult than the first. Although all of us had to undergo difficult times but except loss of one dear colleague, we did not have to endure any personal losses.

Your contribution during COVID is all the more impressive because it coincided with an excellent year for us as we did well, not only in terms of financial performance but also in professional growth. The peak of the second wave was a very difficult period, but I am so proud of how we have responded. We rose to the challenge and showed courage and selflessness in our work so that the hard work put in by the farmers are not in any affected & their produce reach the end users timely. All this has been possible only because of devotion, hard work and team spirit of you all.

I am highly optimistic about what we can do next in the years ahead. I am excited by the heights I know we can reach, not just financially, but also in terms of the difference we can make to the communities particularly farmers. We must keep pushing ourselves to be simpler, more sustainable, and more technologically advanced. I am happy to convey that we are in the process of introducing advanced technologies, which allow employees to be more productive and efficient.

But all ambitions are contingent on a more immediate concern that we all learned: to live with the coronavirus. We must adapt to it by preparing as best we can for new outbreaks and variants. We are seeing this now with the spread of Omicron. We must be careful and this isn't time to let our guard down. I encourage everyone to follow the latest health protocols. Please take booster shots when they become available, not just for yourselves, but for your families too.

Once again, I take this opportunity to acknowledge and thank each one of you and I sincerely look forward to the year 2022 and assure you of my fullest support and co-operation in all endeavors. May the New Year bring cheers, happiness, prosperity and good health to you and your family.

Jai Hind


(Dr Bijender Singh)
President, NHRDF

Dated: 01st January 2022