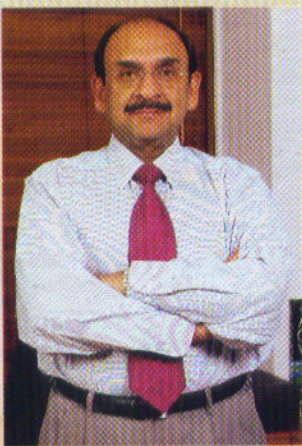


India gained an eminent position in the world's fertiliser industry when **Ajay S. Shriram**, CMD of DCM Shriram Consolidated Limited (DSCL), was recognised for his contribution to the industry and elected president of the Paris-based International Fertilisers Association (IFA) at IFA's annual conference in Shanghai last fortnight. Shriram is also the second Indian in South Asia to have reached this position in the past 80 years. "Our country is emerging as one of the world's largest producers and consumers of fertilisers today and IFA is working to help fertiliser companies learn best practices," says Shriram. As IFA president, Shriram has a well-defined role cut out for him, which includes the correct usage of fertilisers for food security, tackling the



issue of climate change and environment, looking at safety aspects in the fertiliser industry and optimising and conservation of water. One of his roles would be to maximise use of fertilisers in Africa, where its usage is the lowest. ♦