



HOUSE JOURNAL OF RITCO

October 2020

Negative Energy

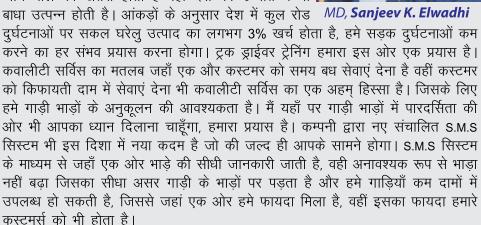


Positive Energy



△ MD की कलम से

रिटको परिवार के सभी सदस्यों को दशहरा एवं दुर्गापुजा की हार्दिक शुभकामनाएं। इस वित्तीय वर्ष में करोना महामारी के कारण काफी नुक्सान हुआ है हमे अपनी बेहतर सेवाएं देते हुए अपना ध्यान केन्द्रित करना है। समयबद्ध (ऑन टाइम) डिलीवरी का ध्यान देते हुए हमें कस्टमर को सेवाएं देनी है साथ ही समय पर बिलिंग करके हम फंड का उचित उपयोग के माध्यम से भी हम कस्टमर को और भी बेहतर सेवाएं दे सकते है। सुरक्षा हमारा लक्ष्य है, हमे यह सुनिश्चित् करना है की हमारे रिटको ट्रक ओपरेसन में कोई भी व्यक्ति या गाड़ी दुर्घटना का शिकार न हो। दुर्घटना से जहाँ एक और जान माल का खतरा होता है वहीं देश की उन्नति में भी



हम रिटको परिवार के सभी सदस्यों से यह कहना चाहतें है, कि आप भी कम्पनी की प्रगति के साँझेदार बन सकते हैं, जिसके लिए आपकी जागरूकता की आवश्यकता है। इस क्षेत्र में अपार संभावनाएं हैं, अपनी योग्यता, कुश्लता, आचरण, सोच एवं अनुभव के आधार पर बड़ी जिम्मेदारियां लेने के लिए आगे आयें और जीत का माहौल बनाने में सहायक बनें। अपने सहयोगी को भी प्रशिक्षण के माद्यम से प्रेरित करके कम्पनी के लिए हर कदम जीत का माहोल बनाने में सहायक बनें'।

अंततः मैं आप सभी को एक बार फिर से दशहरा एवं दुर्गा पूजा की हार्दिक शुभकामनाएं देता हूँ।



INDUSTRY IS RUNNING ON TRUST

While going contactless, a lot of movement will get done on trust or

The logistics industry has been running dominantly for ages on the trust factor itself.

Trucking business is working with one laptop and internet connectivity, it is only trust with its

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Advisory Services:

Dhananjay Prasad, CEO

customers that at the end of the day the cargo will move from point A to point B. There are hardly any contacts.

It's up to the associations, truck company and rest of the industry that integrity should be built in the organization drastically and if we all work as a team and enhance integrity to the greatest extent then trust will further enhance and we can work jointly to make India a market in future for everyone to come. Globally, there is a conception or fear that India is quite painful in ease of doing business but I would surely say that working in India has become much better."

"To go contactless, first we have to understand the meaning of working 24x7. South Africa was contactless in 2008 because they used to work 24x7 and they meant what 24x7 means, on Sundays also people reply to mail atend customers,". In coming time industry will be equipped with Block chain, IOT, Robotic process and automation & Digital analytics.

CMD, Manmohan P.S. Chadha



Dhananjay Prasad, CEO



Sharing how industry came to a halt when the lockdown was announced but recovered, Prasad said, "COVID-19 has brought a new change in our lives. When the lockdown started in March, industry got into a very bad shape and everyone was worried about the future. However, we have gone through it well. If we look at last three months, the progress is phenomenal in terms of how the economy has picked up and businesses are back to 75 per cent level. Hence, I see no reason why are not we going to grow the way we were growing earlier as we can also see the younger generation taking over the business, especially road transport which is even considered to be a tough one."

"The crisis has taught us collaboration and has brought everyone closer. We never used to have this kind of unity which we have now and big players are taking the help of smaller players in the areas where they are not strong," he added.

LOGISTICIANS NEED ACKNOWLEDGEMENT TOO

"The period of end of March and mid of April was filled with uncertain times," said Prasad. He continued, "Business came to a standstill,

trucks were stranded, and cargoes were held up whether it is road, airport or seaport. However, logistics being such an essential industry for the backbone of the country, it had to bounce back very fast. The government has ensured the delivery of essentials, right from the beginning, and slowly and steadily also enabled the entire ecosystem around essentials. Things have started moving pretty fast for the industry, however, it was filled with challenges; from obtaining local permissions to ensuring the safety of people and also if people are in place to operate. The challenges which we as an industry have faced have been immense but still the resilience and hard work with which each one of us stood up deserves some acknowledgement."

RE-ENGINEER BUSINESS WITH TECHNOLOGY

Agreeing on getting numbers back to 70-75 per cent, as an industry, Prasad said, "The future seems to be positive and bright. We should learn from the crisis; it has taught so many things from managing people, be it drivers or labour or our staff, to be digitally connected with the entire universe of stakeholders. The crisis showed us that physical presence is not required everywhere

and we can work from anywhere using various platforms."

"It has helped us in re-engineering the business to those directions which probably were not possible in normal working hours. So, technology has definitely shown us the path of how to operate in such scenarios. We are a people heavy industry and being connected during these times to those who were striving and going on the ground, full of risk, was crucial," he added.

"The industry has been through tough times and learnt good things. If we would be able to survive through these times, then we will surely thrive in the better times ahead," feels Prasad.

GO DIGITAL TO SAVE COST

According to Prasad, "The most striking thing that has emerged from this entire lockdown is that it has given every company an opportunity to improve their performance, way of working and re-understanding the entire operations."

"Interestingly, with the use of technology we have had the lowest cost ever in the history of the company in spite of the fuel prices going up. This crisis has made us much stronger; all the things which were left undone could be done now for the betterment of the company and this has made our foundation stronger," he maintained.

Stressing on the difficulties being faced by the unorganized sector and how difficult it is going to be for them to survive, Prasadl said, "The unorganized segment is going to go through a tough time in the next few years because if they are not asset light or manpower heavy, it's going to be very challenging."

He continued, "Looking at the way the organized segment is positioned, the entire crisis has helped us to manage our cost and become more lean." Adding to this, Prasad said, "With the help of technology, manpower cost has come down; it

has made us realize that a number of field staff were not even required."

BUILD UP OUR OWN CAPABILITY

Talking about industry's readiness on working on its own, Prasad said, "Working on our own is sort of a reality for logistics and the transport industry. The government body is doing its job but the real essence is, we have to build up our own capability and stand up tall. Eventually, if there is no help in future the question remains how will the business model sustain? We have to figure out a business model that would sustain without help and the

larger part is already standing on its own. As an industry, we can collaborate amongst ourselves; have some best practices or hand-holding with each other."

Continuing on the collaboration, he said, "Collaborations are opening up slowly but we still have a long way to go."

LOGISTICS; A STRONG CORRELATION WITH GDP

Explaining the size of the market, Prasad stated, "First, we must understand that Indian logistics is about 14 per cent of the GDP which is US\$ 340 billion and as per the NITI Aayog this is supposed to double in the next five years. Even if it does not double, it will come up to approx. US\$ 550 billion which is a substantial chunk of emerging business and 60 per cent of that will always remain road. So, if you look at 60 per cent of US\$ 500 billion, it equals US\$ 300 billion, as per the data by NITI Aayog, which will be road transportation in India. Here comes the important factor that 95 per cent of US\$ 300 billion is going to be unorganized. The challenge is that the GST which is not being collected by the unorganized segment will always be a threat to the economy. The government has to find ways and figure out how they can counter that."

INDUSTRY VERTICALS

"The standard story is that no industry is at 100 per cent levels; FMCG and pharma were the first ones who sprung up because of requirement irrespective of lockdown as they fall into the essential category. These verticals recovered but not to 100 per cent; they also had their struggles in terms of manufacturing or last-mile delivery.

Chemical industry has also sprung back decently in May and June because chemicals are also required either in pharma or in FMCG. However, the auto industry is definitely a challenge for a little while and is not coming back so fast like other sectors. The entire chain in the auto is going to remain a challenge for a while whether it is a truck or car or two-wheeler. There will be a buying challenge at the consumer level. Probably, the sales of tractor and spare parts may not get impacted because of the agriculture and farm sector," informed Prasad.

SCOPE OF AGGREGATOR MODEL

Commenting on the aggregation model where truck owners are connected by the goods supplier,

Prasad emphasized, "A lot of attempts have been made whether through private players or associations. To bring in efficiency, aggregation models should be strengthened, and they must be accessible to everyone, be it a truck aggregator or direct consumer. However, since the volume is so huge, probably one aggregating platform may not be able to sustain. It is only possible if three to four players merge, whether it is private or government, in order to make the truck seamlessly available to everyone. So, the data would be available but it is more about how easily we are able to access it with the use of technology and get the vehicle wherever you required it."

THE UNORGANIZED SEGMENT

Service industry has always been manpower heavy. On this, Prasad noted, "Being a part of logistics and transportation industry, we always have to be on ground to provide services. There is no way we can work from home. Hence, the next big challenge for the companies who are not going into automation will be managing their manpower during such a pandemic."



Hariom Sharma, AVP Bulk Division

We RITCO working as family and exploring the work with full passion, we are focusing on North zone to control the cost, as from September to Dec end the market mainly use to be very high. We have developed the SOPs to given the 100% customer service with their indent V/S placement portfolio and also to minimize the chances of NPP (Non Placement penalty). In this high time customer service and satisfaction is our top priority and by our full dedication towards the same we are getting the success as well"

Birth Celebration













My Ritco Opening













Heavy Lifts...

OVER DIMENSIONAL CONSIGNMENT

Movement from Jagdishpur Branch



अड़क किनारे क्यों लगे होते हैं अलग-अलग २ंग को पत्थ२?

जब भी हम एक जगह से दूसरी जगह जाते हैं तो सड़क पर हमें दूरी दिखाने वाले पत्थर लगे हुए मिलते हैं जो हमें एक जगह से दूसरी जगह की दूरी बताने में बड़े मददगार होते हैं और भले ही हम हमेशा सरकार को गालियाँ देते रहते हों पर इस एक काम के लिए हमेशा उनका धन्यवाद भी करते हैं, यहाँ हम जिस विषय पे बात कर रहे हैं वो ये है कि जो ये सडक किनारे पत्थर लगे होते हैं वो अलग अलग रंगों के होते हैं तो इनके अलग अलग रंगों के होने के पीछे क्या लॉजिक है।

दरसल सडक किनारे अलग अलग रंगों के पत्थर लगे होने के पीछे एक विशेष कारण है इन्हें आम भाषा में वैसे मील का पत्थर भी कहा जाता है पर जगह बदल जाने के बाद इनका रंग भी बदल जाता है, सभी पत्थरों का निचला भाग तो हर जगह सफेद रंग का ही होता है पर ऊपर का भाग कहीं काला कहीं पीला कहीं हरा कहीं नीला कहीं नारंगी हो जाता है। जब भी हमें सड़क खराब मिलती है जैसे कहीं गड्डे हों कही सड़क उखड़ी हुई हो तो हम कभी केंद्र सरकार को जिम्मेदार बता देते हैं और कभी राज्य सरकार को दरसल हमें पता ही नहीं होता कि अगर ये रोड खराब है तो किसकी वजह से है

पीले रंग का पत्थर:— आमतौर पर पीले रंग के पत्थर हमें नजर आ ही जाते हैं तो अगर आपको सडक के किनारे पीले रंग का पत्थर दिख रहा है तो इसका मतलब है कि आप नेशनल हाईवे पर हैं, क्यूंकि सिर्फ नेशनल हाईवे पर ही पीले रंग के पत्थर लगे होते हैं। नेशनल हाईवे पर सड़क से जुड़ी कोई परेशानी हो तो उसके लिए केंद्र सरकार जिम्मेदार है।

> हरे रंग का पत्थर:- यदि हम कहीं सफर कर रहे हों और इस दौरान हमें हरे रंग का पत्थर सड़क किनारे लगा हुआ मिल जाता है तो इसका मतलब है कि हम स्टेट हाईवे पर हैं, और अगर सड़क पर कहीं कोई परेशानी है जैसे गड्डे हैं या रोड उखड़ी हुई है तो इसकी जिम्मेदारी राज्य सरकार की है

नीला / काला रंग का पत्थर:- अब यदि हम सड़क पर सफर कर रहे हों और रास्ते में हमें नीले काले रंग के पत्थर लगा हुआ मिलता है तो इसका मतलब होता है कि हम किसी बड़े शहर के पास हैं और वो सड़क उस जिले के तहत आती है तो अगर उस सड़क पर कोई परेशानी है तो उसके लिए जिला जिम्मेदार है।



RAUKOT

नारंगी रंग का पत्थर:- यदि हम कही जा रहे हों और अब हमें नारंगी रंग का पत्थर लगा हुआ मिलता है तो इसका मतलब है कि ये सडक प्रधानमंत्री ग्राम सडक योजना के तहत बनायी जा रही है और इसके साथ ही ये रास्ता गाँव की और जा रहा है।

-संकलित -संदीप कौशल (गुरुग्राम कॉरपोरेट ऑफिस)

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CHITREY

195

The Elephant Rope (Belief)

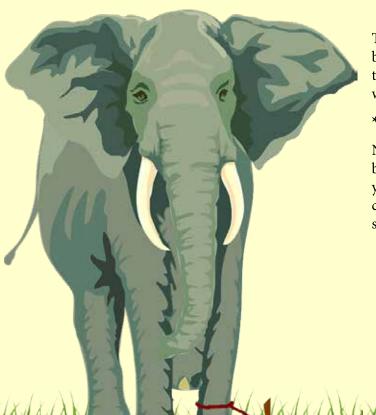
A gentleman was walking through an elephant camp, and he spotted that the elephants weren't being kept in cages or held by the use of chains.

All that was holding them back from escaping the camp, was a small piece of rope tied to one of their legs. As the man gazed upon the elephants, he was completely confused as to why the elephants didn't just use their strength to break the rope and escape the camp. They could easily have done so, but instead, they didn't try to at all.

Curious and wanting to know the answer, he asked a trainer nearby why the elephants were just standing there and never tried to escape.

THE TRAINER REPLIED;

"when they are very young and much smaller we use the same size rope to tie them and, at that age, it's enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free



The only reason that the elephants weren't breaking free and escaping from the camp was that over time they adopted the belief that it just wasn't possible.

MORAL OF THE STORY:

No matter how much the world tries to hold you back, always continue with the belief that what you want to achieve is possible. Believing you can become successful is the most important step in actually achieving it.

CompiledVeer SinghGurugram Corporate Office

Social Media Activities







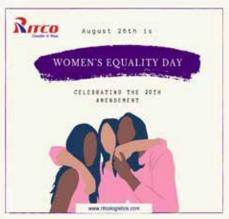






























#FRIDAY NIGHT QUIZ

The term millinery refers to the design and manufacturing of which fashion product?

The expression 'mad as a hatter' goes back to the 18th century hat-making industry, where exposure to a particular product led to dementia-like symptoms. Which product is it?

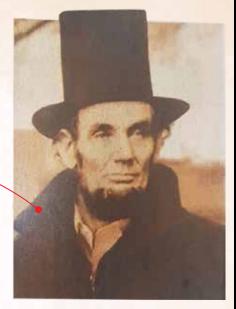
Panama hats originated from which South American country? (Hint: It's not Panama)

Abraham Lincoln was famous for his hat, one so tall, it was said he would store his speeches inside it. What's it called?

And one last question

Lady Gaga once wore a hat shaped like which aquatic animal?

- etpanache@timesgroup.com



Answers 1. Hats 2. Mercury 3. Ecuador 4. Stovepipe hat 5. Lobster

#SATURDAY NIGHT QUIZ

The Nobel Prize ceremony usually takes place on October 10 in Stockholm, Sweden. Except the Nobel Peace Prize. Where is it awarded?

What is the maximum number of people who can share a Nobel Prize?

When was the last year nobody won the Nobel Peace Prize?

Winston Churchill won the Nobel Prize in 1953 in which field?

And one last question

Which is the newest Nobel Prize category? (Hint: It was established in 1969)

-etpanache@timesgroup.com



5. Economics

4. Literature

3. 1972

2. Three

1. Oslo, Norway

Answers

PREVENTION OF

COVID-19



करोना जानलेवा है पर डरें नहीं सावधानी से पीछे हटें नहीं सभी मिलकर आगे आयें करोना से देश बचायें करोना जानलेवा है पर डरें नहीं सावधानी से पीछे हटें नहीं सुरक्षा जानकारी सब में फेलायें अफवाहों को दूर भगाएं करोना जानलेवा है पर डरें नहीं सावधानी से पीछे हटें नहीं समय समय पर हाथों को धोएं ध्यान रखें बीमार न होयें करोना जानलेवा है पर डरें नहीं सावधानी से पीछे हटें नहीं एक छोटी सी कोशिश।

— अंशिका
 (गुरुग्राम कॉरपोरेट ऑफिस)

SAFETY FIRST!

Vodafone Company starts 7 golden rules which Vodafone employees must follow to retain the job and not being fired by the company. These rules are related to public health and safety and not connection with the actual work.

Vodafone started these rules recently and 3 employees have been fired for drunken drive and some got the warnings. This is the follow of foreign companies which motivate the employees as well as people to follow the rules and live and make live others.

Guard and watchman should look this matter and report it if anybody found guilty breaking any rule. This code will apply not only to employees during office work/hours, but also to their personal lives.

Thanks

THE 7 RULES

Always wear a seat belt while driving and ensure others wear one too.

Never exceed speed limits.

Always wear a helmet while riding and ensure that the pillion rider wears one too.

Never use a mobile phone while driving.



Never drive under the influence of alcohol or drugs that influence driver performance.

Electrical work should only be carried out by qualified individuals.

Always use suitable personal protective equipment and attached safety harnesses while working at heights.

- Compiled

- Vikram Singh
Gurugram Corporate Office



Arthur Ashe, the legendary Wimbledon player was dying of AIDS. From world over, he received letters from his fans, one of which conveyed:

"Why does GOD have to select you for such a bad disease"?

To this Arthur Ashe replied:

The World over-

5 crore children start playing tennis,

50 lakh learn to play tennis,

5 lakh learn professional tennis,

50,000 come to the circuit,

5000 reach the grand slam,

50 reach Wimbeldon,

4 to semi final,

2 to the finals,

When I was holding a cup I never asked GOD "Why me?". And today in pain I should not be asking GOD "Why me?".

CompiledShambhoo SinghGurugram Corporate Office

TRUCK DRIVER SHORTAGE

Think to Make Them Available for Future

Ritco had random interaction with employees on topic Driver Shortage and Reduce attrition and making Zero Accidents.

EMPLOYEES VIEWS ON THE ISSUE...

To control over the situation, we have to give due respect to driver and similarly driver should also understand about his requirement and role in transport & logistics industry. He should be provided all those facility which we feel better for him. As, we know from articles about the status of driver in European countries, why it is not in our country.

VINOD SHARMA, Parcel Division

Like the school, colleges are increasing in our country. We have also think about to increase the driver training institutes to make efficient drivers. Apart from regular training, there is need for counseling them. Drivers should also allow to express their views. On the welfare part, there should be free education system from their children and free medical assistance for their families.

PRATIBHA RATHORE, HR Department

The reason for this shortage may be due to long working hours/ sleepless driving, lack of proper arrangements for resting during off hours, lower compensation packages, insecurity for old age livelihood, risk while driving to dangerous/ hilly areas as well accident. Whenever an accident took place, nobody cares about finding the actual person responsible for the same; by default a truck driver is the person who is held guilty & has to face the wrath of police & mob which gathers at that moment.

DEEPAK KHARATKAR, IT Department

When we see the situation in Ritco, it is not away from the situation facing of 90% plus attrition rate of truck drivers in the last financial year, less pay may be one of the reason of the attrition but it is hardly near about 33% of the fact because pay scale are as much as same in the entire logistics industry and we are good on that part. This is time to think about 67% component of reason behind the attrition.

N.K. MISHRA, Bulk Division

A person thinks about I, means my respect and regard in life as well as healthy relationship with family, good amount of finance status, good friendship relations and a future where he can see the light of hope. The records says, there are about 3 million truck drivers are in India but the condition is now said to change radically as the industry is facing an unmatched scarcity of Truck drivers. The answer is clear, on ground of lack of the five basic needs no one want to see his son become a truck driver in future.

HARIOM SHARMA, Bulk Division



बच्चे करेंगे ऐसा काम उनसे होगा बड़ों का सम्मान



Gourí Sharma D/o Haríom Sharma









क्या आए जानते हैं?

क्या आए जानते हैं?

(SIM-SUBSCRIBER IDENTITY MODULE)

को हिंदी में उपभोक्ता पहचान
को हिंदी में उपभोक्ता कहते है।

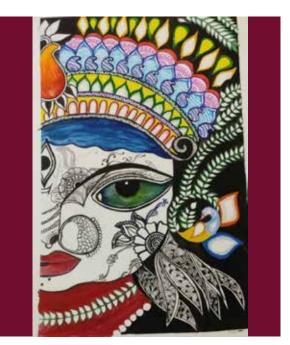
इकाई पता कहते है।

Handcrafted flower pots from wastage material made

Pakhi Namdeo

Dio Vrishna Kant Namdoo

D/o Krishna Kant Namdeo



Navdurga

All the nine forms of Devi represent nine different qualities. Shakti means energy and Devi Shakti is that primordial source of unseen energy which maintains and sustains this creation. Navratri celebrates and honors the nine different aspects of Mother Divine, also known as NavDurga.

The Devi Shakti, or the feminine spirit, manifests itself in many forms. It encompasses and supplements qualities such as strength, transformation, anger, beauty, compassion, fear, and power. These qualities are reflected in each individual, in different events and in this universe as a whole.

"Every women is the form of Durga " In every women, lot of energy lots of kindness, lots of courage"

> Compiled - Ekta Singh Gurugram Corporate Office



This tea vendor from Rajasthan during my last visit - 'Irrespective of what you do, you can make it interesting and worthwhile'-Entrepreneur is a 'state of mind'.

> - Dhananjay Prasad Gurugram Corporate Office





RITCO NETWORK





BRANCHES

AHMEDABAD AMBALA BENGALURU BARODA BHADRACHALAM BHATINDA BHIWANDI CHENNAI DAHEJ DELHI **DIBRUGARH**

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JAMNAGAR KANPUR KOLKATA LUDHIANA MANGALORE MOGA MYSURU NAGOTHANE NAGPUR NALLUR

PANIPAT PARADEEP PATA PUNE RAIPUR RANIPET RUDRAPUR TRICHY VAPI VIJAYAWADA

FLEET **CENTER DAHEJ GUWAHATI KOLKATA PANIPAT SURAT**

WAREHOUSE

AHMEDABAD BENGALURU BHIWANDI HAZIRA KOLKATA VAPI



IMPORTANCE OF RELATIONSHIP

Father is Flying a kite. His son is watching him carefully. After some time son says "Dad Because of the string the kite is not able to go any further higher. "Hearing this, the father smiles and breaks the string. The kite goes higher after breaking of the thread and then shortly after that is comes and falls on the ground. The child is very dejected and sad. The father sits next to him and calmly explains: "Son, in life we reach a certain level of prosperity and then we fell that there are certain things in our life that are not letting us grow any further like Home, Family Culture Friendship etc. We Feel we want to be free from those strings which we believe are stopping us from going higher. But remember son. Going higher is easier than staying at the higher level. And friends, family and culture etc. are the things that will help us stay stable at the high heights that we have achieved. If we try to break away from those strings our condition will similar to the kite."

MORAL

"Never go away from culture, family, friends and relationships as they help keep you stable while you are flying high."

CompiledKamal SinghGurugram Corporate Office



HOW TO OVERCOME FAILURES

Failure does not mean that you lost and wouldn't be successful. If you want to open the door to success, the key to it is hard work. We can't always win nor always be successful in everything, but we should try and give it our best shot. Be confident not overconfident. Did you know? Thomas Alva Edision who was a school dropout didn't lose confidence. Instead, he remained focused on his goal and went on to become one of the most celebrated scientists with some of the greatest inventions and discoveries to his credit. Everyone has a potential. Believe in yourself and go for it. If you gave it your best but still lost, be happy that you tried, try again and again until you succeed. Failures are the stepping stones to success.



Compiled
 Deepika Pruthi
 Gurugram Corporate Office



सावधानी हटी, दुर्घटना घटी



हर तीन महीने में बेस्ट आर्टिकल अवार्ड दिया जाएगा जिसकी राशी 1100/— रुपये है जिसका निर्णय वरिष्ठ अधिकारीयों द्वारा लिया जाएगा।





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हर अंक को बेहतर स्वरूप देने के लिए सभी पाठकों से अपेक्षा की जाती है कि आप हमें अपने लेख एवं कविताएं समय-समय पर भेजते रहेंगे। आपकी प्रतिक्रियाओं एवं सुझावों का हमें इंतजार रहेगा। आप अपनी प्रतिक्रिया एवं सुझाव भेज सकते हैं।

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