



VNR Impact

Volume - 14, October-December 2018

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खुशहाली की ओर पहला कदम,
सही बीज का चयन

Chayan
VNR CRDP SHOW-2018

WELCOME 'PARTNERS IN PROGRESS'



VNR SEED
GOOD SEED BETTER YIELD

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EDITORIAL



Here's wishing one and all a very Happy New Year!

The main focus of the 14th Volume of the magazine is on the Mega event organized by the company in this fall; 'Chayan': The Crop Show. This is an unique program where the wide portfolio of the company's crop varieties were displayed in a well-structured way. The product specifications and detailed description was provided to the business partners, industry guest and other visitors who visited the facility.

The Achievements section covers our product success story. We are proud to share that one of our paddy variety is reaping great benefits and recognition for our end customers, the farmers. Many farmers were recognized in different states for their high yield of paddy variety VNR 2355 as a part of the recognition program on National Farmer's Day. Not only on Product front but also in sports, VNR team continues making us proud by winning the Gubba Premier League, an Inter-Corporate Cricket tournament. The employee Recognition at VNR was grandly celebrated whether it's performance-based or long association. Such celebrations and success storytelling shall continue to set an example for others and encourage them to excel. The VNRites celebrated some important festivals this quarter. The employee engagement activities continue to build a healthy and friendly culture in the workplace. It's Funny and healthy! ; Can you guess what is being referred to when we speak about these 2 adjectives together?. Well, visit our VNRites Zone-Talent corner of this magazine to know about it!

We hope our efforts to give wide coverage of topics will keep you abreast with the latest happenings in VNR. As always, we would be happy to hear your views, comments, and suggestions at vnrmagazine@gmail.com. We send across Happy New Year Wishes to our readers and their family members!

Happy Reading!
EDITORIAL TEAM

REWARD & RECOGNITION



KUDOS! to the 14 team members who got recognized with **Best Performance Award** in a small ceremony for the assessment period April 2018 to September 2018 on 3rd December 2018 for their outstanding performance.

The program recognized individuals who performed above and beyond expectations, inspiring others through their efforts and contributions. VNR recognize such efforts!

The recognition program which was a day-long event began with training that equipped our performers with mantras for bettering their performance. The team members then worked on group case studies putting forth their views with the management team in various areas like the people management, products management, business strategies for business development, etc.

The evening witnessed the awards distribution ceremony where our star performers were awarded memento and certificate. The ceremony was followed by celebrations in form of music, songs, food, and dance thus increasing the enjoyment quotient to the peak level!

VNR recognizes such stars for their diligence, dedication and self-motivation that serve as a source of inspiration for the rest of the team.

Winners of the “Best Performance Award” (April 18-September 18)

1. Mr. Shivsharan Singh, Sales
2. Mr. Akhilesh Kumar Rai, Sales
3. Mr. Nagabelli Mahender, Sales
4. Mr. Murugesan Thangarasu, Sales
5. Mr. Akshya Kumar Padhan, Sales
6. Mr. Rinesh Kumar, Sales
7. Mr. Harish Chandra Sahu, Sales
8. Mr. Akhilesh Chandra, Sales
9. Mr. Sandeep Kumar Gaur, Sales
10. Mr. Sumit Sharma, Sales
11. Mr. Anurag Kumar, Sales
12. Mr. Ashish Singh, Sales
13. Mr. Rahul Kumar Sahu, Marketing
14. Mr. Anuj Kumar, R&D



BEST PERFORMANCE AWARD 2018



Long Service Award Ceremony

VNR acknowledged the contribution of VNRites who completed seven years association through Long Service Award Ceremony. These VNRites have been contributing to the positive culture and environment of the company and their family members are equally appreciable for their support in this journey.

The Long Service Award ceremony was held on 24th October 2018 at Hotel V W Canyon, Raipur. A memento and gift were distributed to the awardees by the management team, who celebrated this moment of pride along with their family members.

VNR truly appreciates the hard work and efforts put in year-after-year and the contribution during these seven years that has supported the company's growth.

Team members recognized were;

1. Mr. Harish Chandra Sahu (Sales)
2. Mr. Dharmbir Tiwari (Sales)
3. Mr. Vipin Kumar Sharma (Admin)
4. Mr. Thakor Manhar Bhai Jalam Bhai (Production)
5. Mr. Damar Singh (R&D)
6. Mr. Ajit Kumar (R&D)
7. Mr. Abhishek Pandey (Sales)
8. Mr. Ajay Kumar Dewangan (IT)
9. Mr. Sujit Kumar Sahoo (R&D)
10. Mr. Jeevan Lal Banjare (Processing)
11. Ms. Teena (Processing)
12. Mr. Sandeep Kumar (R&D)
13. Mr. Birendra Kumar Sahu (Processing)
14. Mr. Debrat Roy (HR)
15. Mr. Bhupendra Singh (Sales)



ACHIEVEMENTS

VNR 2355 emerges to be the front runner paddy variety!

The National Farmers' Day, Popularly known as Kisan Diwas, is a national occasion observed on 23rd December of every year in the honor of the former Prime Minister of India, Chaudhary Charan Singh. National Farmers' Day is celebrated across the nation with great enthusiasm and interest. This year too, National Farmers' Day (Kisan Diwas) 2018 was celebrated all over India on 23rd of December, Sunday. On this day, several debates, events, seminars, functions, and competitions around agriculture were organized to celebrate the event. The Agricultural department of the State Government and the representatives of farmers come together on the same platform to discuss the issues and solutions related to farmers and also the farmers are felicitated for their good work.

The farmers of UP state were recognized at the state level, block level and Panchayat Level in presence of Honorable Chief Minister of UP, Yogi Adityanath and Governor of UP, Ram Naik with "Choudhary Charan Singh Kisaan Samman" for their high crop yield. It is a matter of great pride to know that, Sh. Uma Shankar got recognized with second prize at the state level, Smt. Drupadi with 1st prize at the Block level and Mohd Hanif with second prize at the Janpad level for their yield of paddy crop variety VNR 2355. We appreciate the farmers' commitment, trust & loyalty towards VNR products.

This variety is vastly getting recognized in various other states for its high yield. We appreciate the efforts put in by our sales frontline team on the ground in creating awareness and the Regional Managers for guiding them.



ACHIEVEMENTS

New Facility inaugurated at Tatibandh

Another milestone is added in the mechanization journey of VNR. VNR inaugurated a corncob drying facility with the capacity of 10 MT per batch which will help in the drying of corncobs for reducing their moisture level, thus easing faster processing of the maize seeds.



VNR Wins the Gubba Premier League 2 - 2018

Here's exciting news that makes us proud of our team members! VNR Team has won the Gubba Premier League 2, an Inter-Corporate Cricket Tournament. Gubba conducted cricket matches between its clients, mostly from the seed industry, between 10th - 14th December 2018 at Hyderabad. Overall 14 teams participated in this friendly Cricket premier league. VNR team of not-so-professional players led and motivated by the team captain, Mr. Rajkumar Kundu (Lead Processing) played with all their might, determination and grit to overcome difficulties and finished as a winner. The winners not only brought home the cup but also confidence for the players to face many more similar challenges in future!

“Where there is a will, there is a way”.



EVENTS

CHAYAN The Crop Show-2018



VNR organized the second mega Crop Show namely “Chayan” which was held from 24th October 2018 to 1st November 2018, i.e. for 9 days at Raipur. VNR displayed its existing crop portfolio, alongwith the new upcoming products. It was an unique event where business partners, industry experts, institutional buyers, Importers and farmers got a chance to see the VNR portfolio and interact with the research and leadership team. The crop tour also included visit to the company’s Research, Quality Assurance and Seed Processing facilities. The event was concluded with an informative business session with channel partners about the company’s growth plans and future strategies.

This show provided an excellent platform for the business partners to explore various business opportunities. This Crop show is continuously thriving to become a platform of learning and awareness.

This event showcased approx. 324 varieties over an area of 15 acres. There were more than 1500 visitors from different states and countries and they were all fascinated to see the varieties and quality of products. The success of the event was gauged by the positive feedback and appreciation shared by our partners during the Business Partners Meet. Behind the event were the untiring efforts of the organizing team and their assiduous nature of work leaving no stones unturn to ensure that the event was successful. We appreciate the efforts of organising team and volunteers who helped in execution of this event to perfection.



EVENTS

DIWALI –The Festival of Lights !!

Diwali, the festival of lights and one of the most celebrated festivals in India, was celebrated on 7th November 2018, at Corporate Centre, Raipur (Chhattisgarh). Goddess Lakshmi and Lord Ganesha were worshipped as per the rituals and prasadam were distributed among all team members. The office atmosphere was made festive by lighting diyas and lights. The team members adorned festive look by wearing traditional dresses. The traditional form of art, beautiful and creative Rangolis, added to the festive look. The evening ended with exchange of sweets and Diwali greetings.



Know your Health: Nadi Pariksha or Pulse Diagnosis

Health is Wealth! It stands not only as a motivational quote but also needs to be ingrained in daily routine. A health diagnostic camp was organized based on the concept of Nadi Pariksha or Pulse Diagnosis by the Art of Living Foundation on 10th December 2018 at Corporate Center, Raipur. Nadi Pariksha is an ancient Ayurvedic technique of diagnosing physical, mental and emotional imbalances through the pulse of the individual. This program was oriented towards promoting a happy, healthy and fit life. The Nadi Parikshan helped in diagnosing the ailments, to know the precautions and steps to be taken for following proper diet and lifestyle. The response was overwhelming with all queuing up for their health check. We hope for continuous wellness of the VNRites.



TRAINING

Training on “Bettering the Best”

One should always keep striving for becoming better than now. This program was organized especially for our star performers who got recognized through the reward and recognition program. The objective of the program was to impart knowledge of competencies required to not only sustain the existing performance but to excel further and raise the bar of performance. The eminent trainer shared some mantras to be followed to excel in performance. The performers got highly motivated and charged. We are sure they will continue to shine!



Training on "Molecular Markers for Crop Improvement"

Our research team members participated in the 5 days workshop training course on "**Molecular Markers for Crop Improvement**" conducted by World Veg SA in collaboration with ICRISAT. The workshop was conducted by Dr. Roland Schafleitner (Head Molecular Genetics, WorldVeg Centre, Taiwan). This 5 days intensive workshop was held at ICRISAT campus, Hyderabad, from 10th to 14th December, which included both, lectures as well as field visits and practical lab classes. Having the knowledge of latest technologies and improvements will help the researchers in their research programs.



Training on Grafting Technology

VNR Nursery organized the 4th training cum workshop on Grafting Technology in Vegetables & it's Business Opportunities from 24th to 28th December 2018 at Raipur. The team devised a unique training cum hands-on workshop on grafted vegetable technology to train progressive agriculturist on this upcoming business opportunity. These programs are based on the concept of Learning by Doing. VNR Nursery's prime focus was to develop a business model for profitability and welfare of the farming community.



YOUNG ARMS FOUNDATION

“Grooming & Etiquettes”

Proper grooming and professional appearance are important to gain not just a positive impression but also respect in the workplace. Young Arms Foundation conducted a seminar on “Grooming & Etiquettes” at Corporate Centre, Raipur (C.G), which was held on 5th to 6th October 2018. Mrs. Mohini Malewar, Mrs. Prerna Nair & Mrs. Angela Franklin were the three trainers of this seminar.

In this seminar, trainers dwelled upon different personality traits, etiquettes and skills improvement such as - communication skills, Emphasis on language development, Tech Savvy Attitude, Personality Development, Self Motivation, Body Language, management skills etc. The program also covered some office makeup tips for the female participants. Few practical demo sessions were the highlight of the program. The seminar was very helpful for the participants for overall personality development.



“Green Photography Contest”

The "Green Photography Contest" was organized successfully by the Young Arms Foundation on 1st November 2018. More than 30 photographers participated in this competition. The theme of this competition was to demonstrate their talent in the natural environment. The judge of this competition was Mr. Sharad Mohta, having knowledge of photography. In this competition, the contestants got a chance to do live photography on the ground displaying 300 varieties of vegetables at the venue of 'Chayan' crop show organized by VNR. Mr. Sharad Mohta gave many helpful tips on photography to the contestants for capturing good images. The participants showed their creativity through their lenses. A budding photographer, Mr. Ratnapriya Singh was the winner. Consolation prizes were given to five contestants for display of creativity.



The Y@Family Diary

Maintaining a personal information dairy has been found as one of the most powerful tools to change the way you feel about yourself. A practice usually followed by our great forefathers, is almost forgotten in this technological age. The shortfall of technology is that it has reduced our ability to memorize dates and passwords. While technology is not a solution to all problems, following such a simple tool like maintaining a dairy can help one in overcoming stress and anxiety out of forgetfulness. It allows one to have a peaceful mind. Having confidential information like IDs, passwords, investment details, etc. at one place can save a lot of trouble for the family members, with whom the details can be shared, during emergencies.

The Y@Family Diary was launched by Young Arms

Foundation on the occasion of its first anniversary on 19th December 2018 at Corporate Centre, Raipur by the team. Mr. Arvind Agrawal (Director), founder of Young Arms was the facilitator of the program. He shared the significance of maintaining a diary and how could it make life easier. This initiative was widely appreciated by all participants.



PROMOTIONAL ACTIVITIES



VNRites ZONE

Healthy Art



Nothing can be better than Art and Health being mixed together. Ms. Shreya Sinha, d/o Dr. Kislay Kumar Sinha (R&D) has changed the way the green vegetables appear. Ms. Shreya is in Class IX and is very creative with interest towards drawing. Her vegetables look quite interesting, attractive and funny!

Hoping that the readers may want to try this technique of painting cucumbers, maybe more vegetables, and fruits, for making their kids favoring them and savoring them too. Well done Shreya!



VNR NURSERY

Glimpses of activities at VNR Nursery



Participation in Agritex 2018, Hitex, Oct 4-6 at Hyderabad. Telangana



Participation in Krishithon 2018, 22-26 Nov, Nashik. Maharashtra



Participation in 13th Agrotech 2018, Dec 1-4, at Chandigarh. Punjab

Participation in Agro World 2018, 25-27 October @IARI, Pusa, New Delhi

Team VNR Nursery participated in Agro World 2018 @ IARI, Pusa, New Delhi & 11th Global Agriculture Leadership Awards 2018 @ Hotel Hyatt Regency, New Delhi. This fair was special to the team due to the opportunity to meet Dr. M S Swaminathan (93 years) - Indian farmer of Green Revolution who has been awarded Padma Vibhushan, World Food Prize and Padma Bhushan. He is an Indian Genetics & International Administrator, renowned for his leading role in India's green revolution, a program under which high yield varieties of wheat and rice seedling were planted in the fields of poor farmers.



FARMER'S SUCCESS STORIES

Farmer Name	Mr. Dinesh Kumar Maurya
Village	Devera Kokhraaj
District	Kaushambhi
Crop	Bittergourd
Variety	NT-222
Sowing Date	24-06-2018
Area	1.75 Acres
Row to row distance	5 feet
Plant to plant distance	4 feet
Harvesting time	10-08-2018 (1st Harvest)
Total production	400 qtl
Total income (Rs.)	4,00,000
Total expense (Rs.)	90,000
Net Profit (Rs.)	3,10,000
Mobile No.	9792946854



Farmer Name	Mr. Ramesh Kumar Patel
Village	Madhumkhiya
District	Varanasi
Crop	Bittergourd
Variety	VNR - Akash
Sowing Date	20-06-2018
Area	1 Acre
Row To Row Distance	8 Feet
Plant To Plant Distance	3 Feet
Harvesting time	10-08-2018 (1st Harvest)
Total production	21,780 kgs
Total income (Rs.)	2,17,800
Total expense (Rs.)	50,000
Net Profit (Rs.)	1,67,800
Mobile No.	6394592906



'Greater Flamingo' near Narara Marine National Park, Gujarat.



Photos Clicked by Mr. SC Sati (GM QA)



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