



VNR Impact

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www.vnrseeds.com

Contributed by Kush Dutt (SPR)

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Dear VNRites,

As the weather cooled down, came a cascade of festivals like Ganesh Chaturthi and Navratri and VNRites were seen celebrating Ganesh Chaturthi festival with great enthusiasm.

The Rewards Night section highlights the proud moments captured during the Reward and Recognition Ceremony. The ceremony was organized to recognise team members with Performance Awards and Long Service Awards. Another achievement worth showcasing is about the live telecast of VNR's successful journey on 'Dare to Dream Show', one of the most talked about show of Zee Business where success stories of many brands are shared.

On the knowledge sharing front, two very useful trainings were conducted. One of which was meant to boost the present performance levels. It was quite challenging for the trainer as the chosen team members were amongst the best. The other training program was conducted on 'Quality Tool 5S' at the processing plant premises. Have you heard about 5S from Japanese Management Concept? Seiri, Seiton, Seiso, Seiketsu and Shitsuke was put into real life learning during the training session conducted by a certified Lead Auditor of Quality.

Make sure you read the magazine else you'll miss the new innovative product launches from VNR. We also bring VNRite's talent with their amazing poetry and stories for you to take inspiration from. Do you want to know the secret of keeping your skin healthy? Yes, well then do read about it. One of our family member was featured on top rated channel with her interesting recipe that we've kept as surprise and you must try it out.

The enthusiastic and health conscious VNR team participated in Walkathon to celebrate World

Heart Day. In South India, our team visited a school in remote area and shared resources to help them function better.

In a nutshell, this quarter sounds really happening! We expect your contribution soon... to show up on this section of the magazine.

With warm wishes for the festival of light and the victory of good over evil, we hope you'll have a very prosperous festive Quarter ahead. Also, please don't forget to write your feedback about contents and features on this release, so we can make the next one even better.

Happy Reading!

VNR Editorial Team



Kudos! VNR recognized its star performers for their exemplary performance in a recognition ceremony held at Raipur. The star performers were recognized with the 'Performance Award' under the Reward & Recognition(R&R) program. These star performers showed Exceptional Performance in their respective areas of work for the chosen period of assessment. The awardees were recognized with a certificate and memento by the management team. The performers also got an opportunity to interact with the management team. Overall the reward ceremony was memorable where the performance were entertained by music and dance.

dedication of those who completed seven years of association with the organisation. It was a moment of pride when the management team presented the award and memento to the awardees and their family members.

Congratulations! VNR appreciates the seven years of long association of the employees in the organization. This award signifies organisation's willingness to recognize such loyal individuals for their contribution to the business and gives a strong message that the organization

LONG SERVICE AWARD

The Long Service Award ceremony was held along with the R&R ceremony on 31st October 2018 at Hyatt, Raipur, to recognize the commitment and

BEST PERFORMANCE AWARD

- Mr. Varesh Tiwari, Sales
- Mr. Ram Bakil, Sales
- Mr. Sachidanand Kumar, Sales
- Mr. Amit Mohanty, Sales
- Mr. Shaik Shabbeer Basha, Sales
- Mr. Mahendra Singh Sisodiya, Sales
- Mr. S. Praveen Kumar, R&D
- Mr. Dinesh Kumar Pandey, QA

HALL OF FAME PERFORMANCE AWARDS

LONG SERVICE AWARD

- Mr. Girdhari Birla (Sales)
- Dr. Hari Prasad (FS)
- Mr. Raju Bista (FS)
- Mr. S.Praveen Kumar (R&D)
- Mr. Hatkar Jalba Datta (FS)
- Mr. Vankdavath Prasad (R&D)
- Mr. Saiyyad Suhail Hussain (Processing)
- Mr. Rajesh Pal Singh (Processing)
- Dr. Akhil Anand (R&D)
- Mr. Suman Kumar Sajjan (Sales)
- Mr. P. Srinivasa Swamy (Sales)
- Mr. Shireesh Gupta (Sales)



Mr. Shaik Shabbeer Basha
(Sales), AP



Mr. Sachidanand Kumar
(Sales), BR



Mr. S. Praveen Kumar
(R&D), TS



Mr. Ram Bakil
(Sales), CUP



Mr. Amit Mohanty
(Sales), OR



Mr. Mahendra Singh Sisodiya
(Sales), MP



Mr. Dinesh Kumar Pandey
(QA), CG



Mr. Varesh Tiwari
(Sales), WUP



A SMILE THAT'S WORTH ALL THE MONEY IN THE WORLD

VNR Seeds visited ZPHS Bandatimmapur school in Bandamailaram, Telangana to interact with the budding talents and distribute stationary items as a part of CSR activity. The kids demonstrated remarkable talent which moved the VNR Team led by Mr. Prakash Kumar Kapri, Deputy Manager – Processing. While sharing his experience of the visit, Mr. Kapri mentioned to us about how surprised he was looking at the young talents and the way they're getting education at such a remote location. He congratulated the efforts of faculties and staff of the school for their dedication towards shaping the future of the kids. Mr. Kapri recalls the moment at the time of distribution of various stationary and other offerings to the students and said, 'the smiles on the faces of those kids were priceless!'



ACHIEVEMENTS

FEATURED ON ZEE BUSINESS - DARE TO DREAM - GROWTH MATTERS



Dare to Dream – Growth Matters is one of the most appreciated shows on Zee Business dedicated to showcase the entrepreneurs and their businesses contributing to the growth of our economy. Through this show, Zee Media acknowledges leaders who through their innovation and scale of enterprise are contributing to the prosperity of India.

VNR Seeds was in the limelight of Dare to Dream, which was telecasted on 14th September, 2019. Mr. Arvind Agrawal, Director, represented VNR on this show with an aim to share the secret of accelerated growth of our company. During the show Mr.

Agrawal mentioned that unlike many seed manufacturing companies in India who started with trading, VNR Seeds built its foundation from the core research. Taking the audience to the past Mr. Agrawal mentioned how Dr. Narayan Chawda developed a pool of germ plasm from his journey around the world to understand farming techniques. He further explained that VNR Seeds is amongst the only few companies who first tested research driven improved quality seeds socially in the market for many years. The sole focus was uplifting the lifestyle of the farmer and it is still the prime objective of the company.

Mr. Arvind Agrawal, emphasized that ample business and career growth opportunities were available in the field of agriculture. Furthermore, core understanding of farmer's need and strategic growth slowly helped the company to get a firm root in the industry. Emphasizing on research facilities as probed by the host, Mr. Agrawal gave a brief about the research operations. In addition, VNR has collaborated with various universities, research institutes and government bodies in India for its research efforts. Our company received a huge run of applause for its contribution in the field of agriculture.

NEW PRODUCT LAUNCH

VISHNU



Product Features

- First harvest: 45-50 Days
- Fruit: Dark green with blunt spines
- L: 25-27 cm & W: 4-4.5 cm
- Avg. fruit weight: 120-140 gm
- Early fruiting in this segment
- Uniform fruit shape & size
- Good heat set & cold set
- High yield potential

RUDRAKASHA



Product Features

- First harvest: 40-45 Days
- Fruit: Green colour with pointed spines
- Length: 18-20 cm & Width: 4-4.5 cm
- Avg. fruit weight: 120-140 gm
- Early fruiting with uniform fruit shape
- High yielder & early bulker

ABHAY



Product Features

- First harvest: 45-50 Days
- Fruit: Green colour with pointed spines
- Length: 15-18 cm & Width: 4-4.5 cm
- Avg. fruit weight: 80-100 gm
- Early fruiting with high yield potential
- Better longevity
- Medium PM Tol.

MOHINI



Product Features

- First harvest: 40-45 Days
- Fruit: Light green attractive glossy
- Fruit Length: 26-32 Cm & Width: 3.2-3.8 Cm
- Fruit weight: 120-150 Gm
- Uniform fruit shape & colour

VNR 1366



Product Features

- First harvest: 45-50 Days
- Smooth texture, green colour glossy fruits
- Fruit L: 5.5-7 CM, W: 0.8-1 CM
- Tough skin, good for distant transportation
- Pungency: High
- Upright solitary bearing
- Short picking interval
- Umbrella canopy
- High yield potential

VNR 1262



Product Features

- First harvest: 45-50 Days
- Smooth texture, light green fruits
- Fruit length: 6-7 CM, Width-0.8-1 CM
- Pungency: High
- Good for fresh green chilli
- Compact canopy, high glossy fruits

VNR 751



Product Features

- First harvest: 80-85 Days
- Green colour medium long smooth texture uniform fruits
- Fruit Length: 10-12 CM, Width- 1-1.1 CM
- Quick dry property with good dry recovery
- Dual purpose hybrid
- Good Sucking pest Tolerance

VNR P1



Product Features

- First Harvest: 50-55 Days
- Outer skin: Dark green
- Round, yellow to orange flesh
- Fruit colour pattern: Mottle
- Fruit skin luster: Glossy
- Avg. fruit weight: 1-1.5 Kg.
- Very early hybrid
- Uniform fruit shape & colour

VNR 707



Product Features

- First harvest: 45-50 Days
- Smooth texture, light green fruits
- Fruit length: 10-13 CM, Width- 1.7-1.8 CM
- Pungency: High
- Good for fresh green chilli
- Compact canopy, high glossy fruit

EVENTS

GANPATI BAPPA MORYA ! AGLE BARAS TU JALDIAA!

Ganesh Chaturthi brought alive the festive mood in the office with the VNRites coming together to celebrate it with much fanfare. The Lord Ganesh was welcomed in the office premises which was readied and beautifully decorated for his arrival. Starting 2nd September to the following 10 days, the celebration began with great enthusiasm. All the team members religiously offered their prayers both in the morning and evening. Ganesh



aarti and other devotional songs echoed the walls of the office in the praise of lord Ganesh. A ceremony was held on the 11th day when all gathered to wave goodbye to the lord with much heavy heart. There was music, celebration and cheers - Ganpati

Bappa Morya! And we all prayed to the lord to come back soon next year. Here while we are sharing our Ganesh with you, don't forget to share your Ganesh festival celebration with us. We're eager to hear it from you!

VNR FEST-A HIGH FIVE FOR THE 5 DAYS OF UNLIMITED FUN!

The Corporate Office was all caught up in good vibes during these 5 days. There were team building moments, power games, creative challenges and the thrill. It was all tailored around a color/dress code theme for each day – isn't it?

VNR Fest was one of the most talked about festivals celebrated in Corporate Office starting September 2nd to 6th. To describe the series of tasks and the challenges during the fest in a nutshell – it was fun overloaded. So, the general layout had the participants and the audience which made each event far more exciting.

Cheers began on **Day 1** with musical chair and we really appreciate the coordinators who creatively managed to deep challenge participants' reflexes by

dropping the volume just a bit. Very much within the purview of rules, indeed. Next game was the tug of war that demonstrated jaw dropping strength of VNRites. Screams were heard till the rooftop, the win must've been tough.

Day 2 was a traditional day and it was also a test of taste, talent and intelligence. The participants were to dress up on any traditional theme, demonstrate their talent and answer an on the spot question shot by the judges. We witnessed some real hidden talents surfacing from VNRites which otherwise wouldn't been known in normal corporate set up.

Day 3 was for yellow & orange resting in the wardrobe along with a very challenging activity i.e. to draw Lord Ganesha using seeds exclusively sponsored by VNR Seeds! Exiting just as it sounds, VNRites left no stone unturned to beat the heat of this competition. Judges were seen mulling over decisions over and over again till

they reach the final decision. To quote a difference, people's choice winner was different altogether.

Day 4 was all about blues or the greens and definitely most enjoyed by participants as well as the audience. In this treasure hunt there were 4 teams and clues were hidden all over the Corporate Center. One clue led to other and those who could decipher the riddle came out the ultimate winner. Needless to say, they had to really dig deep for the win.

Day 5 was multicolor and although nobody looked flamboyant as peacock, there were colors no doubt... smart. Game of the day was Antakshari and easy it may sound; it was none like the traditional. Game reached finals after 2 smooth elimination rounds. Final was head-on, tiebreaker to the rescue and the win. Winning is just a part of the game, this event paid off every penny (it was free to attend & participate) entertaining the audience.





VNR TEAM @WALKATHON 2019

On 28th of September the capital city Raipur celebrated World Heart Day in a very unique style by organising a Walkathon. As apparent from name, it was an event where the Raipurians gathered together for a walk to create an awareness about fitness. VNRites who are believers of healthy living habits cheerfully participated and expressed their support towards this cause and similar healthy initiatives. A healthy heart leads to a healthy lifestyle, and VNRites stood by saying NO to some of the most common cause of heart failures and dangerous conditions like cancer, during the walkathon. The event began early at 6:00 AM with some warm

up sessions of Zumba. It was soon followed by some valuable tips to keep a healthy heart like – keeping a balance between ghee and oil, changing oil types for a complete diet and laughing out loud, by the doctors present at the event.

After some warmup, the whole VNR team began the walkathon, initiating WorldHeart Day with an amazing kickstart. It was a circular circuit taking round of one of the most happening street of city which is called Marine Drive of Raipur owing to the ambience it offers. It's a place where everyday people gather for a morning walk and fitness routine, something which we all should follow in our daily routine. Please share with us about your fitness regime and we would also like to know how many of us are an early morning person?



HONOUR OF INAUGURATING THE ABL BIOSCIENCES SECOND SEED CONDITIONING PLANT

Mr. Arvind Agrawal (Director) was invited as the guest of honour for inaugurating the second Cimbria make seed conditioning unit at ABL Biosciences Pvt. Ltd. through a single click of button in Bandamailaram, Telangana. Mr. Agrawal congratulated ABL Bioscience for achieving 150MT per day production capacity and commended the hard earned work done by the team just like their punch line 'Make Things Happen'. Mr. Rajkumar Kundu (Lead Operations), an expert in operation of seed processing units, especially the Cimbria plant, highlighted the unique automation feature of these processing units. These units seamlessly integrate with SCADA, a software that displays every minute



detail of operations communicating with the sensors. He added that it is possible to control every aspect of plant right from these panels. The plant is located in Bandamailaram, Medak, Telangana which is 40 km away from Hyderabad, giving it a strategic location advantage. Mr. Veeraiah Edara, Managing Director of ABL Bioscience along with his wife did pooja at the inaugural of the plant. Mr. Edara conveyed that ABL is inspired with the word 'able' and hence the caption 'Make Things Happen'.

READ TO KNOW WHAT THIS IS ALL ABOUT



Scan this Code

We all love farming, no doubt, and then, we all love the view of green paddy fields and the vegetables at farms dangling in air. But there are two sides of a coin, let's fast forward these fields quickly – post sowing, post-harvest, post sales, post purchase and in the kitchen now. Right, on the flipside of that coin, there's a foodie in all of us.

During July, Mrs. Mukta Agrawal (wife of Mr. Arvind

Agrawal, Director) shared her secret recipe on "Aapki Rasoi" Zee News Madhya Pradesh & Chhattisgarh. It was on air and highly appreciated amongst the foodies like us. As you're an active reader, we will not engage you in this article writing about what happened in the show (runtime: 03min 51sec) and how the TRP was like etc. We only ask you to scan this QR Code before planning for today's meal. Wait, before that just make sure you've the required ingredients ready!

*My Butterfly
She is a butterfly
let her dreams fly
like a fire fly
Oh! She see her flee
with her perfect wings,
with her beautiful rings,
She is humming her songs,
In the way along!*



Contributed By
Ruchi, Marketing

ALL THOSE RULES WERE BROKEN THAT DAY

Traveling on the well-known roads, equipped with GPS and Google Maps, arriving destinations that interest travelers and tourists! Now this is how most of my rides have been so far, while exploring Chhattisgarh on the weekends. As a traveler I know one rule that in the interiors, if you come across a welcome gate then drive away from it towards the concrete highways to keep yourself on the right track. All those rules were broken

that day. Just as we left the city's periphery, I lost the internet and furthermore, we went right through every other welcome gate that came on our way. India is an agriculture centric country and it is through these gates we see stretch of green land touching the horizon. Strange, we lost the roads somewhere behind and still we were on the desired path.

I was participant in the company's orientation program and we reached our first destination, huge farm set-up, where one of our team member joined us explaining concepts of germination, grafting,



healing and hardening. I slightly detoured in the surroundings and the scene was unlike usual brick and concrete. It was brown earth, green border and blue sky, all man made yet so natural.... noted that humans have all the power to make it happen. Snap back to the present! So brinjal roots are naturally resistant to nematodes and we can use its roots to grow healthy tomatoes. And green room and the net room two different things, noted. We saw how a plantlet heals after grafting in this controlled facility. Walked through the orchard learning intricacies involved in its pruning and mulching. It should be experienced by every individual living in the city. Then we left the venue for next destination crossing many farms on the way to reach yet another farm set-up. This farm turned out to be another facility



that extrapolated the production concept of previous farm location to economies of scale. Looking at what's in front of us, my calculations switched to carbon credits and its tradeoff in the city life. Also, we learned about pruning concepts for production of bigger and healthier fruits, especially VNR Bihi. The last stop was what we all were really waiting for. As it was the epicenter of whatever greens we've just seen thought-out this journey. It was the company's fully automatic seed processing plant. It was a learning curve of this journey and we learned a great deal about relevance and process of step by step screening of seeds. How the complete system processes seeds in steps and the whole monitoring and control can be operated from a screen. So, in the process, the farmers can have fields which are greener than the greens.

Right, so I relooked Google Maps in satellite view after reaching home that day. Deviating away from the NH and SH, did this for a few hours and then concluded the real corridors are these gates that we miss out during our long drives. Got a whole new angle to the saying - it's about the journey not the destination.

Contributed by
G. Swapnil
Marketing



TRAINING

BETTERING THE BEST A WORKSHOP ON RAISING THE PERFORMANCE BAR

After an team member takes a leap of performance to deliver everything that he/she's got, comes this challenge – consistency and further leap. There could be many external and internal drives in you and all of us to reach to the best. But to move further from here, needs an energy that lies within.

The workshop was organized on 31st August 2019 at Hotel Hyatt for the employees who were the awardees for R&R & LSA. Mr. Ashar, through his

transformational exercises and activities helped to re-energize the participants.

In this program the participants learned about work improvement, time management, conflict management, effective communication within the team and its impact on performance at work. Mr. Mukesh Ashar who is also known as the change catalyst is a well celebrated soft skills trainer and motivator. He has been helping organization to discover the Qui, hidden somewhere to attain the synergy. Bettering the Best is a workshop that is specially designed to achieve the same and boost in the much-needed energy in the best of the employees.

5S A TOOL TO IMPROVE PRODUCTIVITY

5S is seen and are being used as a central lean manufacturing tool in many countries around the world.

The program was conducted by trainer, Mr. Praneet Surti, a Certified Lead Auditor of Quality, Environment, Health & Safety, Energy and Lean management with 7 years' experience in implementing Business excellence Operational management, Lean management such as 5S, TQM, TPM etc.

The philosophy of the 5S has its roots in Japan. It is the place where Toyota's founder, Sakichi Toyoda, his son Kiichiro, and chief engineer Taiichi Ohno developed Toyota's Total Production System, or TPS, a philosophy that still provides the foundations for manufacturing and logistics at the Japanese auto facility.

So, what is this 5S,

5S focuses on effective workplace organization and standardized work procedures. 5S classifies the work environment, reduces waste and non-value activity while improving quality, efficiency and safety.

1. **Seiri- Tidiness**
(sorting, organization of the workplace, elimination of unnecessary materials) refers to the practice of sorting through all the tools, materials, etc., in the work area and keeping only essential items.
2. **Seiton- Orderliness**
A process that focuses on efficiency. Set everything in proper place for quick retrieval and storage.
3. **Seiso- Cleanliness**
This is simply the need to keep the workplace clean and neat.
4. **Seiketsu- Standardization**
A work practice to operate consistently and in a standardized manner.
5. **Shitsuke- Discipline**
Practice 'Five S' daily – make it a way of life; this also means 'commitment'.

All the participants were very enthusiastic about the training program. Here they have learned how to practice and implement the 5S techniques at their workplace. They have also done an audit of their workplace to identify the areas where the 5S can be implemented and discussed about how to do it.



THE SECRET OF HEALTHY SKIN AND HAIR

Young Arms Foundation has been organizing sessions on relevant topics that seeks attention and awareness. July'19 was peak monsoon season and skin diseases gets prevalent during this month and next few too. Young Arms Foundation organized a session to create awareness about its prevention with the guest of honor Dr. Narendra Agrawal.

Dr. Narendra Agrawal is a renowned skin specialist and known speaker who actively participates in awareness programs. It is the largest organ of body that protects all the internal organs from harmful allergens in the surrounding. Skin directly bears the heat of the sun and in the process of protection, produces free radicals which are known to burn (oxidize) the cells. In addition, skin is the first line of protection against Ultraviolet rays that sun emits. Genetics is one other reason for a certain skin type, but it is inherited.

Ultraviolet rays are known for their notorious reaction with DNA leading to various form of skin cancer. These effects can be easily prevented by application of Sunscreen that at least has SPF 15 or more. SPF or Sun Protection Factor is known to form a defensive layer of protection which does not let UV rays to penetrate skin. Also, moisturizer or oil balance in the lotion keeps the skin appropriately hydrated and healthy.

Humidity during monsoon attracts fungal growth on any organic surface and skin is no exception. Some common diseases like ringworm or scabies (daad, khaj khujli) seeks immediate treatment by consulting with a skin specialist. In addition, clothes of such patients must be kept separately as these diseases are communicable.

Dr. Agrawal revealed an interesting inside to the cause of Hair fall. Stress is becoming a major cause of hair fall and it requires appropriate treatment. In addition, lack of Vitamin E and undernourishment are few more reasons for the same. Protein rich diet, especially Daal (pulses) can help reducing such hair falls. And last but not the least, a healthy and stress-free lifestyle is the ultimate secret of fitness.



MEDIA

बारिश में त्वचा की खास देखभाल की जरूरत, लगाएं सनस्क्रीन

यंग आर्मस फाउंडेशन का प्रशिक्षण कार्यक्रम

रायपुर, नईदुनिया प्रतिनिधि

यंग आर्मस फाउंडेशन ने शनिवार को कारपोरेट सेक्टर रायपुर में एक दिवसीय 'स्किन केयर इन नैचुरल' प्रशिक्षण कार्यक्रम आयोजित किया। विशेषज्ञों ने त्वचा की देखभाल कैसे की जाए, इस पर जानकारी दी।

स्किन स्पेशलिस्ट डॉ. नरेंद्र अग्रवाल ने बताया कि स्किन शरीर का सबसे बड़ा भाग होता है। इसकी देखभाल करना बहुत ही जरूरी है। स्किन को कई चीजों से नुकसान हो सकता है। जैसे अल्ट्रा वायलेट, रेडिएशन, स्मॉग, जैनेटिक, डी रेडिकल्स, बारिश में अधिक देर तक खड़े रहना आदि से। स्किन को सुरक्षित रखने

तनाव और लंबे समय तक बीमार रहने से झड़ते हैं बाल

डॉ. नरेंद्र ने कहा- हर कोई चाहता है कि फाल सुंदर और स्वस्थ रहे, लेकिन अक्सर तनाव और बारिश की समस्या से परेशान है। इसका कारण है तनाव, लंबे समय तक बीमार रहना, खाने-

के लिए हमें मन खोलना या उपयोग करना चाहिए, यह बहुत आवश्यक विषयों से स्किन को सुरक्षा करता है।

सूर्य जलां हमें रोशनी देती है, वहीं दूसरी तरफ अक्सर तनाव किरणों स्किन के लिए नुकसानदायक होती हैं। इससे बचने के लिए तब धूप में ज्यादा देर नहीं रहना चाहिए। शरीर को कवर करके रहना चाहिए, सनस्क्रीम और टोपी पहनना चाहिए और सनस्क्रीम का उपयोग करना चाहिए। इन उपयोगों से त्वचा को सुरक्षित रख सकते हैं।

उन्होंने यह भी बताया कि बारिश

कीमे पर बग़र ध्यान नहीं देना चाहिए। इसके लिए हमें प्रोटीन का इस्तेमाल करना चाहिए। रात में सोने से पहले इससे बाल धोने की सलाह दी।

के मौसम में अक्सर स्किन में फंगल इन्फेक्शन जैसे दाद, खज, खुजली की समस्या होती है। इसका इलाज करनी है। दूसरी के बग़र का उपयोग बिल्कुल नहीं करना चाहिए।

धूप में निकलने से 15-20 मिनट पहले लगाएं सनस्क्रीन

धूप में निकलने से 15-20 मिनट पहले सनस्क्रीम का उपयोग करना चाहिए। सनस्क्रीम हमेशा एस्प्रीएस देखकर लेना चाहिए। कम से कम एस्प्रीएस 15 होना चाहिए।

वीएनआर का अमरूद हुआ लोकप्रिय

एमडी ने किया रतलाम क्षेत्र का दौरा



इलीर। प्रसिद्ध वीएनआर सीड्स कम्पनी रायपुर के एमडी डॉ. विमल चावड़ा ने रात दिनां जलोत्साव के कार्यक्रमों के समूह के साथ रतलाम जिले के रातों का दौरा किया और वहाँ अमरूद बीएनआर किस्म बिही की समस्याओं को जाना। रात-राधाखेड़ा में एक व्यापक संशोधनी भी आयोजित की गई।

डॉ. चावड़ा ने व्यापक समूह के साथ रतलाम जिले के ग्राम गिलरी, करमदी, राधाखेड़ा, जलोत्साव स्थलों में किसानों के खेतों का दौरा कर वहाँ अमरूद बीएनआर बिही प्रजाति की समस्याओं को समझा और इनके संभावित समाधान के बारे में व्यापक और इनके संभावित समाधान के बारे में जानकारी दी। राधाखेड़ा में व्यापक संशोधनी आयोजित

की गई जिसमें रतलाम, रायपुर, झांझार और रात जिले के किसान बड़ी संख्या में शामिल हुए। रातों में कम्पनी के सीईओ डॉ. सुभाष ने बताया कि रतलाम और जलोत्साव के मालवा क्षेत्र में वहाँ अमरूद का बड़े पैमाने पर पीछे पीछे हुआ है। 1800 एकड़ से भी ज्यादा क्षेत्रफल में बीएनआर बिही की

पौधे लगाए गए हैं। इसका मुख्य कारण यहाँ की मिट्टी और जलोत्साव का अनुकूलता है। इस दौरान बीएनआर को मोटाफल की नई प्रजाति राधुर के जो में बलान्त बुकिंग शुरू करने की घोषणा की। इस अवसर पर जलोत्साव के प्रगतिशील व्यापक श्री राजेश चावड़ा ने किसानों के समझ मुद्द के द्वारा विकसित की गई रात राधाखेड़ा की तकनीक को बीटिंग और फोटो के जरिए समझाया। जलोत्साव के किसान समूह को रातों में स्थानीय बांधों वाहनरी और वाहन प्रजाति के अंगूरी की खेती में आकर्षित किया। एमडी डॉ. चावड़ा ने राधाखेड़ा की स्कूल के लिए 5 लाख रुपए का ढान देने की घोषणा की।

PROMOTIONAL ACTIVITIES



Farmer Meeting at VillageKotni Farm, Durg, CG



Krishi Plot visit with Monsoon Agro, Ambikapur, CG



Field day at Sandhir (Karnal, HR)



Maharashtra Team Field Visit, Nashik(MH)



9th Agri Asia Exhibition, Gandhinagar(GJ)



Field Day for Maize



Field Day at Dharampur (GJ)

Business Partner's Overseas Tour through Utkarsh Loyalty Program



Visit to Malaysia & Thailand



Visit to Turkey



Visit to Singapore



5th Training Cum Workshop on Grafting in vegetables and It's Business Opportunity - Gomchi, CG



Participation in Agri Asia Exhibition, Gujarat (6-8th September 2019)



Meeting with IIHR Director at Bangalore, Karnataka



Training on Custard apple in at IIHR Bangalore, Karnataka



Farmers Meeting (Guava) in Ratlam, MP date - 9-8-19



Visit and farmer meeting at AP



Farmers meeting at Durg, CG



Farmers meeting at Bangalore, Karnataka

FARMER'S SUCCESS STORIES

Farmer Name	Mr. Manpreet Singh
Village	Lubriwal (DABEA VALLI VASTI)
District	Firozpur
Crop	Chilli
Variety	Sahiba
Sowing Date	05-10-18
Area	6 Acre
Row to row distance	3.6 Feet
Plant to plant distance	11 Inch
Harvesting time	April To July
1st harvest picking	10-04-19
Total production	168 Ton
Total income (Rs.)	Rs. 33,60,000
Total expense (Rs.)	Rs. 8,40,000
Net Profit (Rs.)	Rs. 25,20,000
Mobile No.	9501398898



Farmer Name	Mr. Kulbir Singh
Village	Wadali Dogra
District	Amritsar
Crop	Okra
Variety	Saurabh
Sowing Date	10-03-19
Area	1 Acre
Row to row distance	11 Inch
Plant to plant distance	11 Inch
Harvesting time	May To August
1st harvest picking	02-05-19
Total production (Rs.)	16 Ton
Total income (Rs.)	Rs. 2,50,000
Total expense (Rs.)	Rs. 88,000
Net Profit	Rs. 1,62,000
Mobile No.	9872631634



Photography on the move !



Contributed by Devendra Mewada (R&D)



Contributed by Kush Dutt (SPR)



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