



# VNR Impact

Volume - 02, October-December 2015



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**utkarsh**  
*Journey towards Excellence*



VNR Impact Inauguration



Dr. Narayana Chawda's Autobiography  
Book Launch Ceremony

**The 8th Annual Conference, Utkarsh...Journey Towards Excellence**, was conducted at Jodhpur, Rajasthan the colourful city and the citadel of ancient Marwar kingdom.

The conference coordinators started the preparations for the conference from the month of May as done every year. The length of preparations included multiple activities like deciding the conference participant's list, conference location, conference dates, hotel booking, travel plan booking, communications to the conference team, Conference name and theme selection, logo, agenda, scheduling entertainment events, coordinating with the event company, backdrop & flex designing, purchasing mementoes and gifts, planning the food menu, etc. Even the long service awards related activities like award and gift purchasing, coordinating for the colleague's views on videos and combining it together for the final movie, award speeches etc. The hardwork and assistance from all nook & corner alongwith the senior's support went into making UTKASRH another successful milestone.

To be continued... in Page no.11.

## LEARNING ATTITUDE



Mr. Vimal Chawda  
(Managing Director)

To become successful individual with growth oriented mindset, we need to inculcate learning attitude. From childhood we continuously observe, learn and adapt/change ourselves. But as we grow and mature, learning tendencies are slowed down, which can be attributed to fixed mindset, where in we start believing that,

- (1) Intelligence and talent are largely matters of genetics (Inherited) – “One either has it or doesn’t!
- (2) Failure is caused due to incompetence.

Success and failure are phenomenon in the life of an individual where, when we achieve success, we attribute it to Hard Work, Brilliance & Skill whereas whenever we encounter failure it triggers painful emotions in us like ‘Hurt’, ‘Anger’, ‘Shame’ & ‘Depression’. We then instead of trying to know the actions/causes which led to failure and trying to learn from it, attribute the failure to bad luck. On top of it we also try to hide our

mistakes/failures and are reluctant to discuss it with our colleagues.

From childhood we are taught that “Failure is stepping stone to success” or “Mistakes are the learning opportunities”. Such mindset limits our ability to learn. How then can we do efforts for active learning? This can come with mindset to grow. Seek challenges & learning opportunities.

**We need to understand that no matter how good we are, we can always get better by thorough efforts and practice. We need to develop learning attitude.**

The traits of potential active learner are

- (a) Curiosity
- (b) Insight
- (c) Engagement
- (d) Determination



- Curiosity:** We should have the disposition to inquire (WHAT and WHY) and seek after knowledge. We should always have the desire to gratify the mind with new information and knowledge.
- Insight:** We should always have the sight to introspect any situation and this will happen with asking Question (HOW).
- Involvement:** This will only happen with commitment and sharing, if we share with our group members, may it be family or work, not only we are involved but all others will also get involved which will lead to enthusiasm, participation, curiosity and above all commitment.
- Determination:** We need to set ourselves and make our mind for the goal. Our trait of being resolute and firm will definitely help us to achieve our goal. “Firmness of purpose” is all we need to become determined and excel.

We wish all of you to become a ‘learner’ and collectively many such individuals would form a learning organization. We look forward for VNR to be recognized as a ‘Learning Organization’.

Heartiest Wishes for Success



Dear Readers,

First of all, let me take this opportunity to wish all our readers a very happy, peaceful and prosperous 2016. Hope the new year brings lot of cheers and happiness in your life.

We are excited to share with you the second issue of the VNR Impact. It represents the voice of the organisation and its members, shedding light upon industry developments and providing a wide range of new perspectives in the area of agriculture. Initially, when we got the opportunity to be a part of the magazine it was very exciting but knowing the close deadline the excitement got converted into a challenge; we got merely 7 days to work on it! The search began for the publisher/printer and the magazine title. Designing and arranging of content was really a tough job for the new and inexperienced editorial team. The work started on a war footing but luckily we got an extension of one month to complete the work. And with the help of wonderful content contributors we met our deadline on time and the magazine got launched on 13th September 2015 at Jodhpur, Rajasthan.

The amount of participation that followed the first edition is admirable. We encourage readers' participation in form of user generated content, social media posting, information on training and events, etc. We also welcome readers' views and feedback on each volume to be expressed telephonically or by email to the editorial team.

In our first edition we were surprised to find the hidden talents in our organization and the number of such talented team members is increasing day by day. Keep reading our future volumes to know more about them! The main attraction of this edition is the Autobiography release of Dr. Narayan Chawda and the leadership award accorded upon him for his contributions in the field of agriculture. This issue also presents a glimpse of the 8th VNR Annual Conference at Jodhpur.

### **HOPE YOU WILL ENJOY THIS EDITION**

Happy Reading!

Editorial Team:

**Bhumika Bondre, Deepika Gajjar**



### 1. Okra is attractive tender green fruit

- VNR-999 fruit is tender, with attractive green colour
- Many farmer do Window Dressing of their harvest by placing top layer of VNR-999 in the crate,
- It helps them in selling there produce early and in getting a Premium of Rs. 1.00 - 5.00/kg over the other bhindi's in the market
- Even if we have identical yield of two hybrids VNR-999 fetches better profit to farmer owing to additional premium to the tune of Rs. 8000 to Rs. 20000 / acre

### 2. Easy picking

- VNR-999 fruits are easy to pick
- Easy picking leads to more efficient use of labour, more picking/ labour helping the farmer in timely picking from the field, resulting in less fruit damage.
- If a labour picks 60 kg of other hybrid in a day than he will easily pick ~ 70-75 kg of VNR-999 in a day so the cost of picking is reduced from Rs. 1.66 to Rs. 1.33 / kg, saving about Rs. 0.35/ kg if equated over 8 mt it will fetch benefit ~ Rs. 2800/- only because of VNR-999 selection
- Easy picking leads to easy availability of labour

### 3. Does not turn fibrous (मोटा नहीं होता एवं दाना नहीं दिखता ) if left for a day or two

- One of the serious issue of okra is that if the labour missed timely picking the fruit turns fibrous and looses commercial value.
- If labour somehow missed picking VNR-999 fruit, than it can be picked next day without the fruit turning fibrous giving farmer a choice to extend the picking

### 4. Good keeping quality

- VNR-999 has good keeping quality so best suited for feeding distant markets and to cater export market

### 5. Second generation hybrid with good YMV and ELCV tolerance

- All the hybrids available in the market are in the market for past more than a decade and are of previous generation and have lost their resistance in due course of time.
- VNR- 999 is a second generation hybrid with good tolerance as a result, the crop continues for long, and so the harvest window, and farmers return and profit
- The crop continues for additional 20-30 days and farmer is able to take 10-15 more picking due to selection of VNR-999, we can make out the profit

Contributed by

**Mr. Pradeep Tiwari, Marketing**

## SEED TECHNOLOGY STUDY TOUR TO THE NETHERLANDS

(Experience shared by participants)

21-25 September  
2015



A Study Tour Program organized from 20th to 28th September 2015 by the Asia and Pacific Seed Association (APSA) with the help of Dutch Association PLANTUM with the aim at exposing the members to recent advances in technology for sustained seed quality assurance and seed handling processes. Mr. Atul Sah, Mr. Raj Kumar Kundu, Mr. Sekhar Chandra Sati and Mr. Hari Prasad Verma participated from VNR Seeds. In this tour all the companies opened their doors and demonstrated their product. Netherland is one of the world's leading countries in the production and trade of plant reproduction material, especially for vegetables seeds. In this tour many other seed companies also participated.

All ten participant from Indian seed companies visited i.e. from Pop Vriend Seeds, Sakata Seeds, Enza Zarden, Incotec, Bejo Zaden, Naktuinbouw, Takki Seeds, Plantum, Rajk Zwaan, Beekenkamp, Dummen Orange, Wageningen University, Hoopman Equipment and Engineering BV., Seed Meet Technology and Seed Processing Holland. They elaborated the new innovation and technologies for quality assurance, Seed Processing, Treatment, Coating, paleting drying, sorting, storing, sustainable crop protection and Hydroponics, Varieties and ERP software.

Contributed by :  
**Mr. Rajkumar Kundu, Processing**



The team also studied about different aspects of seed quality testing like –

- 1-The role of Oxygen in the seed storage
- 2-Use of Ethanol as a measure for seed quality
- 3-Seed maturity and stress tolerance
- 4-About Rice seed longevity

Vegetable grafting techniques and advances in seed processing technology were also seen during field visit at Beekenkamp and Bejo.

Contributed by :  
**Dr. Hari Prasad Verma, FS**

## HAPPY FACES ARE CAPTURED IN RnR CEREMONY

In its old tradition, VNR recognized many team members along with their families for putting in long service of 7 years as 'Long Service Award' that included a memento and a gift at the 8th Annual Conference conducted at Jodhpur, Rajasthan. The team members were commemorated for their contributions and dedication that have helped the organization to grow at an unprecedented pace. Their colleagues appreciated their associations through pre-recorded messages in videos. The presence of families and senior management team made all the award recipients very nostalgic!



## TRAINING ON TEAMBUILDING

(At Deccan Trails, Hyderabad)

14-16 October  
2015



An Outbound training on Teambuilding was organized from 14th Oct 2015 to 16th Oct 2015 by Brig Sushil Bhasin (M Phil, MSc(Def Studies), B Ed) who served in the Indian Army for over 34 years, out of which 8 years were in the rank of Brigadier. The training was organized for 23 team members of Production department. All the employees were instructed to gather at the training venue at 4.30 PM. The participants were excited on reaching the venue; Deccan Trails, based near forest area & equipped with ropes bridges, tents, Huts etc. giving it a very adventurous look. The training started with a brief introduction of the trainer followed by the content delivery. Some mutual rules & regulations were framed at the beginning for Timings, Punctuality and Penalty. After that an activity called "Frenze" was done around the 07.00Pm followed by the learning session from the activity.

Next day morning session started with the warm- up exercise and Jogging. A beautiful morning that energized all with singing of a beautiful blended song on Nature and VNR; "Haryali Idhar Udhar" The song was also enacted propelling everyone in action. Following this energy activity was another small fulfilled activity called foot cricket played by the participants.

After the breakfast we all gathered once again for another session, called "Passing the Ring", "Blind folds" & "Cross Over" was done by the participants followed by learning sessions for the respective activities.

The two days witnessed many more activities like " Net Walk, Monkey Crawl, Log Race, Rope Walk, Balancing Board, Flying fox, Tarzen swing , Moon Walk, Burma Bridge and Firemans Lift" After lots of physical activities everyone were exhausted as well as energised. All took a resolution that fitness of body would lead to fitment of mind, therefore leading to improved productivity. All acted and Felt like commandos at the end. Thus the purpose of the training surely got fulfilled.

Contributed by:

**Mr. Roopam Johari, HR**

## SALES TECHNICAL & SOFT SKILL TRAINING

We are pleased to inform you that in lines with our company motto "In the service of the farmer" we have taken a new initiative for improvisation of the Teams technical domain and the softer skills. It will help our team to service farmer with technical knowhow, it will help farmer reaping good yield of our products in turn bringing prosperity at the farmers door.

The training curriculum contains:

- Crop technical training, question answer session, written examination
- Product communication, this component is incorporated with a view to build unity in the product communication across the geography
- Softer Skills, intent to groom team for conducting more effective farmer meetings
- Objection handling, an integral part of any business, team shared their experiences and it proved to be a mutually beneficial exercise
- All the activities are supported by multiple role plays
- In the initial round of training we have shared knowledge about Paddy, Maize, Bajra, Gourds and Okra.
- Second round of training will capture Chilli, Tomato and Brinjal.

For the execution purpose the entire team is divided into 6 Region.

### Region

Orissa + C.G. + Vidarbh

Western UP + Rajasthan + Punjab

Central UP + Eastern UP + Gorakhpur

Bihar + Jharkhand + West Bengal

Western MH + Madhya Pradesh + Gujarat

Andhra Pradesh + Tamilnadu + Karnataka

Contributed By :

**Mr. Pradeep Tiwari, Marketing**

## BE "EMPEROR OF THE NEW MIND"



A training program was organized for the production team with the theme "Emperor of the New Mind" at Himatnagar (Gujarat). The purpose of the training was to create awareness on importance of team building, goal setting and communication. The training was provided by Mr. Vanraj Jhala, an eminent trainer and expert in behavioral trainings. The training was made interesting with the help of games like Formula one Racing Car, Word Game and the Braking Square Game.

Contributed by :

**Mr. Achchhey Lal Chauhan, Production**

## AN INITIATIVE TOWARDS FITNESS



Morning walk with team AP & Telangana at Hyderabad. This initiative was undertaken as physical fitness improvement program.

Contributed By :

**Mr. T. Ravindra, Sales**



## 8TH AGRICULTURE LEADERSHIP SUMMIT 2015

Sustainable agriculture for food and nutritional security



India's agri Sector is globally well known for its large and varied products. Rapid developments in the field of agri technology has led to enhanced productivity & diversification.

The outstanding farmers at the State-level would be honored in the summit, which was inaugurated by the Hon'ble Home Minister of India, Shri Rajnath Singh, Hon'ble Governor of Haryana & Panjab, Prof. K.S. Solanki, Hon'ble Chief Minister of UP Sh. Akhilesh Yadav and Chairman of National Communitiee, 8th agriculture leadership award, Prof. M S Swaminathan.

The other aim of the summit was to create a direct marketing chain of agri products from the farmer to the customer for the benefit of both. The other objective was to let the farmers know the latest techniques and innovations in

the field of agriculture, which usually remain hidden in the laboratories.

**8th Agriculture leadership summit 2015** has been conducted by agriculture today group on 18th September 2015, Shahjehan Hall, Taj Palace Hotel, New Delhi. **Dr. Narayan Chawada chairman of VNR Seeds who has known as hitech horticulture farmer was awardee for farming leader.**

## THE OCCASION OF PRIDE BIOGRAPHY BOOK LAUNCHED

We feel proud to share the news that Dr. Narayan Chawda's biography book has been launched on 11th October-2015 at Hotel Babylon International, In the presence of

President Shri Ramesh Naiyar-Senior Generalist, Raipur

Chief Guest- Dr. Kirti Singh-President, World Noni Research Foundation

Senior Guest – Dr. D.P. Rey-X Chancellor, Orisa Agriculture & Technical University, Bhubaneshwar

Dr. Divik Ramesh- Senior Autor, Delhi

Dr. Omprakash Mishra- Senior Autor, Delhi

Dr. Rajeev Ranjan Mishra- Writer & Author, Chhattisgarh

Shri Rahul Bhardwaj- Director, Yash Publication, New Delhi

Honorable Senior Farmer group-SPLM Patel Puraskar



The book is a biography of well-known agriculture scientist Krishi Pandit Dr. Narayan Chawda. The book not only comprises the life and achievements of Dr. Chawda but also includes his findings & approach towards scientific research in the field of agriculture. It is also a discussion on sustainable development-while author establishes his point-that true development of our country is only possible through agriculture. In this book, agricultural scenario of Chhattisgarh region has been discussed in detail along with geology, soil condition, climate pattern, type of crops etc. The book has potential to act as handbook of agriculture and an asset for agriculture students—who can understand the art and science of modern day farming—in light of success story of a farmer. The book discusses the various aspects of modern day farming, hybrid plants, hybrid seeds, seed processing techniques and also has a glossary of products of VNR Seeds—invented by Dr. Narayan Chawda.

The book has been written by Shri Rajeev Ranjan Prasad who is the author is Geologist and Environmental Scientist, presently working with a PSU. He is also a columnist, poet and writer of many books mostly based on the tribal aspects of Baster region. He has received many awards for his contribution towards literature.

## GREEN VILLAGE : CSR INITIATIVE BY VNR



VNR adopted 'Deorjhal' village in Durg district for plantation of about 400 'VNR-BIHI' guava plants in the month of August 2015. This Initiative was taken up as a Corporate Social Responsibility (CSR) project by VNR team intending to spread greenery and contribute positively towards a healthy environment & well being of the villagers. Recently there has been similar green initiatives declared by the central and state government. This initiative is in line with the Central's Government initiative of Green India and the state government's recently declared greenery mission "Harier Chhattisgarh Abhiyan" (Green Chhattisgarh Campaign) of planting 7.58 crore saplings of different species in the State. This plantation activity brought the communities closer where all the villagers were involved in planting the trees in and around their homes and common places like temple, dispensary and school premises alongwith the VNR team of HR, Deorjhal plant & VNR Nursery. The plantation drive left a positive impact on the young minds, as the children enthusiastically participated in this initiative that would bear sweet fruits for them. VNR team shall continue providing the necessary technical knowhow for ensuring proper growth of the plants. The fruit trees would provide the villagers ample fruit supply that can also get converted into livelihood opportunities in future as well as keep the environment pollution free.

## NEW BLUE TOMATO VARIETIES HAVE MADE THEIR WAY TO AUSTRALIA, AND ROBBIE KECK IS ONE OF THE FEW GROWERS IN VICTORIA.



Ten months ago Robbie, from Seymour, was researching tomato varieties on the internet when he came across the crossbred heirloom varieties.

- “I saw a few photos of these varieties a while ago and they stood out because they looked so different,” Robbie said. The varieties he grows are blue beauty and blue berries, developed in California, US.

Robbie said he took a “bit of a risk” when he ordered the varieties for his farm.

“You don’t know how they’re going to crop, what the texture or taste is going to be like and that’s dangerous for growers,” he said.

The experiment almost ended in disaster when Robbie considered pulling the blue berries variety out of the ground.

- “They weren’t cropping well, there wasn’t very much fruit and they were very small,” he said. “I’m glad I kept them in because after a little longer they just went bananas and were producing heaps of fruit.” An issue he faced with the variety was the labour needed to pick the crop.

- “This variety produces very small tomatoes, maybe about the end of your finger in size,” he said. “You have to hand-pick every one and that’s a lot of labour just going into picking them.”

The 40 blue berries tomatoes he planted produced an average three kilos per plant and most were sold at farmers markets. “People are pretty impressed by them,” Robbie said. “I’ve had people who never liked cherry tomatoes coming back to buy these because they’re so different.

- “The colour and size is what draws people to them but it’s the taste that excites the imagination because they range from tangy tartness to sweet.” Only the skin of the tomato is blue. The flesh is red or, occasionally, purple due to “bleeding” of colour from the skin.

The blue in the tomatoes comes from an antioxidant known as anthocyanin, found in fruits and vegetables with dark pigment. The antioxidant is also found in regular tomatoes but in the stems and leaves. University of Melbourne antioxidant expert Said Ajlouni said blue tomatoes contained anthocyanin and lycopene — also present in red tomatoes. “If a tomato contains more antioxidants it’s better for people but they still need to eat a variety of fruit and vegetables to get all the necessary health benefits from antioxidants,” Dr Ajlouni said.

**Source : Seed Quest**

## A NEW VARIETY OF CUSTARD APPLE HAS BEEN INTRODUCED



This new custard apple was gifted to our hon'ble chief minister Dr. Raman Singh as gesture of respect by Mr. Devesh Shukla, National Head, VNR Nursery.



VNR has researched a new variety of custard apple that is big size, has small seeds, better keeping quality and excellent sweetness. The plants will be available in market from 2017.



## The 8th Annual Conference

**UTKARSH...** Journey Towards Excellence was conducted at Jodhpur, Rajasthan the colourful city and the citadel of ancient Marwar kingdom.

The VNR conference team enjoyed a warm welcome at hotel **Taj Gateway**, Jodhpur on the first day of the conference i.e., **13th September 2015**. The conference began with the opening session providing information on the logo genesis and the successful journey of VNR. This session was followed by the 'business conference' session that covered the various achievements and success stories by all functions that led to the company growth. Simultaneously the spouses and kids had great fun with many group games including treasure hunt. Brilliant talent was showcased in form of dance and songs by the VNR team and family members especially the kids in the cultural night program in the evening.

**The next day, 14th September**, began with the Jodhpur Darshan; sight seeing tour of the historic fort of Mehrangarh. After the historical trip it was time for the much awaited excitement building trip to the Thar Desert. The adventurous jeep ride i.e. the Desert Safari made the adrenalin rush and raised the body temperatures only to be cooled by the calm camel ride and cool breeze on top of the dunes during the sunset. The camel rides to the dunes for the sunset view gave some thrilling moments to the kids and families, especially the scary take-off and descent scenes from the camel's back. After a fulfilled adventurous day, more fun factor was added in the Gala night by the Rajasthani folk dances, Rajasthani food and the Rajasthani ambience created at the dunes resort.

**On 15th September** morning, all families bid farewell and departed with a heavy heart, not wanting the journey to end, and with the promises to stay in touch with other families having established some new friendships. The return group journeys in buses and train of different regions were also exciting with all sharing the sweet memories, playing, singing and enjoying variety of discussions. The conference team is still basking in the wonderful memories of the Rajasthani conference "Utkarsh", waiting for the next conference destination to be announced soon!





## CHHATTISGARH PRAGTISHIL KISAN SANGH

Organized Akhil Bhartiya Pragatishil Krishak Samagaman

Farmers from different parts of the country gathered in Hotel Babylon International, Raipur on 10th of October 2015, in Akhil Bhartiya Pragatishil Krishak Samagaman and shared the knowledge and experiences of their respective field of expertise. Team VNR took part in the function, the day started with field visits of different horticultural crops surrounding Raipur, followed by visit to VNR's Seed Processing and Packaging Plant in Village - Deorjhal.

Hon'ble Chief Minister of Chhattisgarh, Shri. Raman Singh, Hon'ble Agriculture Minister, Shri. Brijmohan Agrawal and Hon'ble, Panchayat and Rural Development Minister, Shri. Ajay Chandrakar expressed thanks to all the renowned farmers for taking time out of their busy schedule and visiting Chhattisgarh and shared their expertise in different fields of agriculture.

The farmers also expressed their gratitude towards VNR family for the invitation and hospitality. They were amazed on seeing the latest cultivation practices and well mechanized farms of VNR.



**THE ASIAN AND PACIFIC SEED ASSOCIATION (APSA)**, in co-operation with the National Seed Association of India (NSAI) held the 22nd Asian Seed Congress in Goa, India on November 16-20, 2015. VNR Participated in this event and won third prize for best booth.

## KRISHITHON "STAR AWARD"



VNR team participated in Krishithon – International Agriculture Exhibition and got star award for best stall. Krishithon is being organized since 1998 in the Mecca of Indian agriculture – Nashik,

India. Krishithon 2015 has reached a landmark of its 10<sup>th</sup> edition in 2015, with every passing year it has reached a new high with its range of programs that caters to agriculture and its allied sectors. The program rightly addresses the issues of sustainable agriculture at the time of climatic fluctuations.

## VNR SPONSORED TEAM

in football ground



**VNR SEEDS**  
GOOD SEED BETTER YIELD

## ROAD SAFETY

**INDIA LEADS WORLD IN ROAD DEATHS :** As India sees a sharp rise in sale of personal vehicles, it is witness to another unfortunate phenomenon-rise in the number of deaths in road mishaps-around 1,05,000 every year ,reports WHO.

### PERSONAL EXPERIENCE IN MY LIFE

Habit of Wearing Seatbelt saved my life

"In the year 2010, one day at 7pm I was travelling under self driving in my own car nearby Secunderabad area, Hyderabad. While I was driving , suddenly my car went and crashed the road divider, which was halfway started. Immediately my car tumbled downwards three times and the final position of my car was upside down. Luckily no vehicle was behind my car. Trespassers immediately came to rescue me and dragged me out of the car. Nothing happened to me, there were no injuries and all thanks to the life saving seat belt. My car was totally damaged. Anybody looking at the car would have felt that the driver must be have been severely injured but I was SAFE! My car underwent repair with a cost of Rs 1,20,000/- (Rs 95,000/- under insurance). I lost some money but saved my precious life!"

**Learning : Always use SEAT BELT & follow the road Safety rules**



Contributed by :

**Mr. Srinivasa Swami, Sales**

## BODY LANGUAGE

Kinesics or the science of body language is an interesting aspect of corporate communication. A keen observer almost always gets the visual clues that is sent across through non-verbal means. An indepth study of postures and gestures aptly helps to recognize these visual clues-

- A smile indicates friendliness.
- A dead fish handshake(a limp handshake) indicates lack of confidence.
- Prolonged eye-contact indicates threat. (Dreamy eyes almost always indicates love)
- Shrugging one's shoulder is considered bad manners.
- A droopy shoulder indicates weariness.
- Crossing one's arms or crossing one's legs at the knees indicates barrier in communication.
- Drumming one's fingers on the table top indicates restlessness.
- Speaking with one's chin up indicates a position of authority.

Contributed by :

**Ms. Suparna Karkun**

wife of Mr. Manish Karkun, Finance

Such and many more clues often give away our inner self to others. A little caution and care can go a long way in developing a positive body language.



**BUTTERFLIES ;**  
as captured in the lens  
By : Ms.Parul Parmar's camera



## ACHIEVEMENT



**SHREYA KUNDU** Daughter of Mr. Rajkumar Kundu

**66 यूनिट रक्त एकत्रित, आज पौधरोपण**



अहिल्वारा। रेडक्रास सोसाइटी द्वारा विगत दिनों वीएनआर सीड्स देउरझाल में रक्तदान शिविर का आयोजन किया गया, जिसमें 66 यूनिट रक्त एकत्रित की गई। शिविर में अहिल्वारा सहित आसपास के ग्रामीणों ने रक्तदान किया। इस अवसर पर महाप्रबंधक राजकुमार कुंडू, अतुल शाह, एचआर एससी साथी, पारूल परमान, भुवन साह, भोमराज जैन सहित बड़ी संख्या में ग्रामीण व कंपनी के कर्मचारियों ने रक्तदान किया। वहीं वृक्षारोपण महाभियान के तहत 3 अगस्त को ग्राम देऊरझाल के 400 घरों में हाईब्रीड अमरूद के पौधे रोपे जाएंगे।

**कई फसलों की नई-नई किस्में विकसित करते हैं डॉ. चावड़ा**

नारायण चावड़ा पर केंद्रित किताब मुख्यमंत्री को भेंट की



मुख्यमंत्री डॉ. मंगू सिंह को उनके निवास - आ सीएमए के निवास पर बुलाकर नारायण चावड़ा ने अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की। डॉ. चावड़ा ने मुख्यमंत्री को अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की। डॉ. चावड़ा ने मुख्यमंत्री को अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की। डॉ. चावड़ा ने मुख्यमंत्री को अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की।

**अमरूद की बगिया में तब्दील होगा गांव**

नईनी अहिल्वारा। वीएनआर सीड्स देउरझाल में वृक्षारोपण शिविर का आयोजन किया गया। इस अवसर पर 66 यूनिट रक्त एकत्रित किया गया।



इस अवसर पर 66 यूनिट रक्त एकत्रित किया गया। डॉ. चावड़ा ने मुख्यमंत्री को अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की। डॉ. चावड़ा ने मुख्यमंत्री को अपनी पुस्तक 'प्रगतिशील कृषि में अमरूद' की प्रस्तुति की।



“On 3<sup>rd</sup> of August Dr. Narayan Chawda was invited at DD Kisan channel, New Delhi for a live talk show on Vegetable Grafting along with Dr. Jitendra Singh, Head, Department of Vegetable Sciences, IGAU, Raipur. There they have discussed about the endless possibilities of this technology in India.”

**उन्नत खेती शामिल होगी कौशल उन्नयन में**

प्रगतिशील किसान सम्मेलन को संबोधित करते हुए डॉ. चावड़ा ने कहा कि उन्नत खेती का प्रोत्साहन और किसानों को उन्नत खेती का प्रोत्साहन प्रदान करना है।

मुख्यमंत्री डॉ. मंगू सिंह ने कहा कि उन्नत खेती का प्रोत्साहन और किसानों को उन्नत खेती का प्रोत्साहन प्रदान करना है।

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कृषि विकास के लिए

कृषि विकास के लिए

# DIWALI CELEBRATION

at Corporate Centre with VNR Team



## FARMER'S SUCCESS STORIES

Farmer name	- Mr. Lallu Bhartiya
Place	- Bajaha , Allahabad
Mob.	- 9793633394
Area	- 1 acre
Crop name	- Bittergaurd
Variety	- Navdhan
Sowing time	- 2/7/15
Row to row distance	- 6 fit
Plant to plant distanc	- 3 fit
Harvesting time	- After sowing 48 days total picking 15
Total production	- 60 qtl
Total profit	- Rs 90000
Total expense	- Rs. 25000
Net total Profit	- Rs.75000

Name of farmer	- Mr. Mahan Singh Rajpoot
Mob.	- 08006145327
Place	- Pikhloni, Aligarh
Area	- Western UP
Crop Name	- Sponge Gourd
Variety	- Alok
Sowing Time	- 18 February 2015
Row to row distance	- 8-10 feet
Plant to plant Distance	- 2 feet
Harvesting Time	- 20 April 2015
Total Production	- 17,500kg
Total profit	- Cost of product Rs 1, 40,000/-
Expenses on cultivation	- Rs. 28,500
Nett Profit	- Rs 1, 11,500/- net profit

Farmer name	- Mr. Awadh Kishor Patel
Place	- Wazirabaad , Allahabad
Mob.	- 9936829685
Area	- 1 acre
Crop name	- Paddy
Variety	- 2355 plus
Sowing time	- 12/6/15
Row to row distance	- 22 cm
Plant to plant distance	- 18 cm
Harvesting time	- 23/10/15
Total production	- 27 qtl
Total profit	- Rs. 32000/acre
Total expense	- Rs. 6000/acre net
Total Net Profit	- Rs.26000

Name of farmer	- Mr. Rakesh Kumar Sharma,
Place	- Khedhiya, Narakhi, Firozabad
Area	- Western UP
Crop Name	- Chilly
Variety	- VNR-38
Sowing Time	- 04 July 2014
Row to row distance	- 45cm
Plant to plant Distance	- 25cm
Harvesting Time	- 0 Sept. 2014
Total Production	- 54,835 kg
Total profit	- Cost Of Product Rs 4, 39,515/-
Expenses on Cultivation	- Rs 1, 45,000/-



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