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**ADIOS
2021**

**WELCOME
2022**

Photo Credit: Kush Rawal

IN THIS ISSUE

- ❖ Editorial
- ❖ Training
- ❖ VNR Nursery
- ❖ Farmer Success Story
- ❖ R&R
- ❖ Knowledge Zone
- ❖ Promotions
- ❖ Events
- ❖ VNRites Zone
- ❖ Media



Dear Reader,

As we bid goodbye to year 2021, we are hopeful of a bright year ahead and are ready to face the challenges. This quarter we noticed most of the activities being restored to normal. It created a room to organise VNR's routine events like field day visits, farmers and retailers meets, trainings, workshops, sharing success stories of farmers, engagement activities etc.

With the approach of very chilling winters this year, VNRites also geared up for some rewards and celebrations. A big congratulation to our 'Star Performers' who have made valuable contributions to the business growth. They shall be recognised with the certificates and memento.

We had an auspicious Diwali eve with great new beginning. Also, we had a gala Christmas celebration that almost changed every VNRite into Santa! We have tried to present the glimpses of all these events and competitions in this issue for you. We also bring to you a relevant note on the Indian Gov's ambitious 10,000 FPOs by 2027-28 in the Knowledge Zone, a must read update!

As the year passes by, we're delighted to bring a recap of year 2021 @ VNR with **Top 21 Snapshots of 2021**, summarising the important events and activities in this year. Hope you find it a good read and do let us know if you think we've missed any!

We have announced the winners of the Photography Contest, with Diwali theme, and were surprised to see the sheer number of participation and entries for the same. The winners will soon get a diwali hamper at their *doorstep!* We thank all the participants and congratulate the winners. There's an scrumptious contribution of a cake recipe and a soulful poetic creation in the VNRites' Zone.

Here we come to the end of 2021 and unlike the gloomy monotonous 2020 this year was more of a hurdling race, to catch up with the lag of previous year, pace up for the next year, match current year to the expectation and a lot more amid these challenging pillars. While we set up our ambitious plans to meet these goals we realised that we've assertively learned. We are a step ahead in accepting the rules of the new norms and skillfully blending them with our sweet ol' ones. This year, we saw lockdown, we kept the mask on, kept distance and yet, we celebrated, we got together on several occasions as well as we started games and competitions like it has always been at VNR. At this very moment while we pen our experiences, the new variant is right round the corner and with new spikes we know we're on a ride again, but, we shall overcome.

Wishing you all a good health and a very prosperous 2022.

Happy
VNR Editorial Team





Reward & Recognition- April 21 to September 21



Raman Sharma, Sales,
Anand, GJ



R Anjaiah, Sales,
Karimnagar, TS



Tapan Kumar Rout, Sales,
Sundergarh, OD



Biswa Bhusan Mahakul,
Sales, Keonjhar, OD



Shiv Prakash, Sales,
Gaya, BR



Vineet Kumar Shakya, Sales,
Kanpur, UP



Ajay Kumar, Sales,
Prayagraj, UP



Ashish Singh, Sales,
Hazaribagh, JH



Manohar Verma,
Sales, Dhamnod, MP



Sandeep Kumar Patel, PD,
Ranchi, JH



Kirti Ranjan Verma, PD,
Ranchi, JH



Amit Thakur, PD, Dhamnod,
MP



Ankush Kumar Singh,
PD, Faizabad, UP



Kadakanchi
Sathyanarayana, R&D,
Hyderabad, TS



Sampangi Parmeshwar,
Production, Nandyal, AP



Nilmani Sahu, Production,
Dhamtari, CG



Diwali Pooja @ RO

After two daunting years, the shadow was finally lifted from the festival of lights and the Diwali poojan was religiously performed at the corporate centre. This year’s mood was much lifted and completely different from the past and all enjoyed greeting each other at this occasion. Diwali poojan was also conducted at the premises of a new add-on facility to the prosperous future of VNR Seeds. The new facility is scheduled to come into operations in early 2022 and will be a hub to major progressive and critical operational departments in VNR Seeds.



Rangoli Competition at Corporate Centre, Raipur



Winner- Ms.Kiran Joshi & Ms. Vimla Sahu

1st runner up- Ms.Megha Soni & Ms. Nivedita Paul

2nd runner up- Ms.Varsha Sahu & Ms.Payal Agrawal

Celebrating the spirit of light, like every Diwali, Rangoli competition was organised at Corporate Office. The theme of the event was creativity and color combinations and the participants were given 2 hrs time to create their artwork. The event witnessed number of participations by enthusiastic VNRites and their creative work gave a tough time to the hon’ble judges to declare the finalist. The artwork lit the workspace on the day with deep concepts and colorful vibe hinting towards a healthy and a prosperous upcoming year. We also noticed a sense of teamwork and connection as other VNRites cheered with the winner and the runner up teams.





VNR at Gubba Premier League 4

Gubba Premier League is the most awaited and the only sporting event in the Indian Seed Industry today. This year, the Gubba Premier League 4 was organised at Saraswathi Cricket Ground, Gundlupochampally where 16 teams from Seed Industry were ready to contest the fight for the cup. VNR Seed’s cricket team, winners of last year, and an integral part of the Gubba League keeps representing the company every year with the same passion and love for Cricket. Winning or losing is a part of the game but real sportsmanship lies in being consistent. Although the team lost in the first round, VNR team demonstrated a ferocious and energetic performance at the league and indeed it was an exciting match to watch with shared online link!



Merry X-Mas & Sshhh..



The Secret Santa has arrived!

Who doesn't like surprises? Everybody does, right? Exactly that’s what happened this X-mas at VNR Seeds Corporate Office when every VNRite took the role of Secret Santa for one other VNRite in the campus to give away a gift each day. The X-mas vibe was felt well before three days as the gift bag kept below the X-mas Tree was showered with gifts by so many Secret Santas at the workplace.

On the evening of the D-day the names of the secret Santas’ were revealed and the moment was celebrated with lot of cheers and laughter. This christmas we also brought smile on the faces of the office boys, security guard and housekeeping staff who were gifted lovely winter jackets and sweaters by Mr. Arvind Agrawal (Director). The organisers made this event much joyful with the dress theme of red & white, games, food and Santa dance!. We wish this vibe gets carried along through this year. Here’s wishing a Merry christmas to all!





VNR Seeds’ MDO Training on Paddy Agronomy

Shared by Mr. Vivek Vikram Singh, Sales



The MDO training program on paddy agronomy & PDA was conducted on 6th October in Dhamtari and on 11th of October, 2021 in Ambikapur. A team of 21 MDO along with 6 Territory Managers from Dhamtari region & 18 MDO along with 4 Territory Managers from Ambikapur region participated in the event with trainer being Mohd. Amir Khan, ZBM at Dhamtari and Mr. Vivek Vikram

Singh, RBM as the trainer for Ambikapur. This training was on standing paddy crop. During the training, trainers shared their knowledge in various areas; paddy diseases, pest control & information on method of conducting PDA's, field & harvest day, checking the panicle length, calculating yield per acre, checking the grain weight and counting the number of tillers to mention a few. The main focus of the training was to provide information on the importance of PDA and the method of executing the same in the field.



VNR’s ‘Rajni’ shows Tolerance to Floods and Cyclone

Shared by P. Srinivasa Swamy, Sales



VNR Seeds organised two field days visits was to demonstrate the tough performing Ridge Gourd variety ‘Rajni’ on 1st November and a new Chilli variety VNR-469 on 28th December, 2021 under the guidance of P. Srinivasa Swamy, RBM, Sales at VNR Seeds. 60 progressive farmers participated to witness Rajni with an objective to discuss the tolerance capacity during heavy flood and cyclones in Anantapur district of Telangana. The Ridge Gourd variety ‘Rajni’ was able to withstand the harsh nature challenges as well as virus attacks. VNR-469 chillies were introduced in Shantinagar, Telangana as new entrant in short chilli segment which is a market with promising growth in the coming years. Adding further, fresh green chilli VNR-286 was introduced in Kadapa district of Andhra Pradesh offering one more option to choose from in the region.



Targeting 10,000 New FPO 2027-28

Shared by Mr. Malis Chandra Shekar Reddy, Sales

Farmers Producer Organisation (FPO) The Government of India has approved and launched the Central Sector Scheme of “Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)” to form and promote 10,000 new FPOs till 2027-28 with a total budgetary outlay of Rs.6865 Cr. FPO’s can be registered under Cooperative Societies Act/ Autonomous or Mutually Aided Cooperative Societies Act of the respective State, Multi-State Cooperative Society Act, 2002, Producer Company under Section 581(C) of Indian Companies Act, 1956, as amended in 2013. Area of its operations can be entire union of India. As informed by the Government of Andhra Pradesh, a total of 852 FPOs have been formed till 2020 in Andhra Pradesh.



Features

It is formed by a group of producers for either farm or non-farm activities. It is a registered body and a legal entity. Producers are shareholders in the organization. It works for the benefit of the member producers. A part of the profit is shared amongst the producers. Rest of the surplus is added to its owned funds for business expansion

Activities

Procurement of inputs, disseminating market information, technology and innovations. Facilitating finance for inputs. Aggregation and storage of produce, primary processing like drying, cleaning and grading, brand building, Packaging, Labelling and Standardization.

Quality control, marketing to institutional buyers, Participation in commodity exchanges & exports. As per the Evaluation Report of PricewaterhouseCoopers (PwC) on FPO component titled “Impact Study 7- Enhanced realization of agriculture produce marketed through PCs/FCSCs under Maharashtra Agricultural Competitiveness Project (MACP)” brings out the following major points:

- (i) Sale through Farmer Producers Companies (FPCs) has resulted in increased price realization by members by 22%
- (ii) Incidence of cost of marketing is 31% lower than other channels
- (iii) 28 percent of members have purchased inputs from PCs and it has resulted into net savings of Rs.1384 per acre.

FPOs can engage farmers in collective farming and address productivity issues emanating from small farm sizes, employment generation due to the increased intensity of farming. FPO can help farmers compete with large corporate enterprises by increasing bargaining power. Enable members to save time, transaction costs, distress sales, price fluctuations, transportation, quality maintenance, etc. Social capital will develop in the form of FPOs, as it may lead to improved gender relations and decision-making of women farmers in FPOs. This may reduce social conflicts and improved food and nutritional values in the community.



2021 We launched 23 New Varieties in the market!

Ameena Papaya Success Story



Transformed a barren landscape into ..All season papaya producing ..All Women Orchard Thank you Ameena!



Started a Fruit Grading & Cold Storage Facility for farmers in Bakawand, Chhattisgarh

VNR Nursery Organised a successful Online Knowledge Series of 8 episodes under 'VNR Manthan' program.



Implementation of ERP- Focus for effective business operations

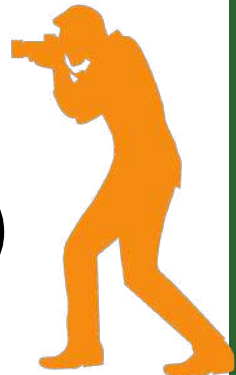


R&R

52



Recognised 52 VNRites under Rewards & Recognition program from Jan-Dec 2021. Cheers!



10

Identified, rewarded and featured budding photographers through photography contest in VNR Impact Magazine!



+1 Country

VNR office in Bangladesh in 2021



VNR Nursery awarded with 3 Star Top Most Rating by National Horticulture Board (NHB), Ministry of Agriculture and Farmer's Welfare, GOI.

4.5 Million!

4.5 Million Fruits plants produced by VNR Nursery are planted in 300+ districts of 22 states in india.



Celebrated International Women's Day connecting to 400 SHGs with about 5000 members in 9 different territories of Jharkhand!



Designed Mobile Apps for the convenience of VNR Employees



Celebrated Ganesh Chaturthi with an fun event everyday for all 9 days!



Conducted Diwali Poojan at the New facility in Raipur which will soon be operational



Sales team was seen streaming live at many different occasions exclusively for our dear farmers..

Making right use of the technology at the right time.... checked!



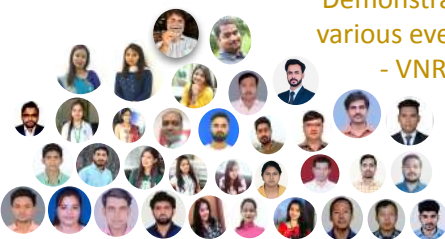
Published 12 Farmer's Success Stories with different VNR Seeds' varieties and their total revenue earned.



Demonstrated Sportsmanship at various events and organised VPL - VNR Premier League!



Greeted by an Amazing Santa on the Christmas Eve!



2021 witnessed high team engagement with fun events, training programs, festival celebrations, team meetings, Rewards & Recognitions etc.

Organised 8 Online Softskills training programs and many more technical inhouse training programs



Said a Good Bye to 2021 with many moments to cherish and wishes for the New Year!



New Product Launch



Product Features

- First harvest: 45-50 Days
- Easy picking
- Attractive, Dark Green tender fruit
- Good fruit weight
- Intermediate YMVV and ELCV tolerance
- Good yield potential
- Good for Dry Season (Rabi Season)



Photography Contest Winners

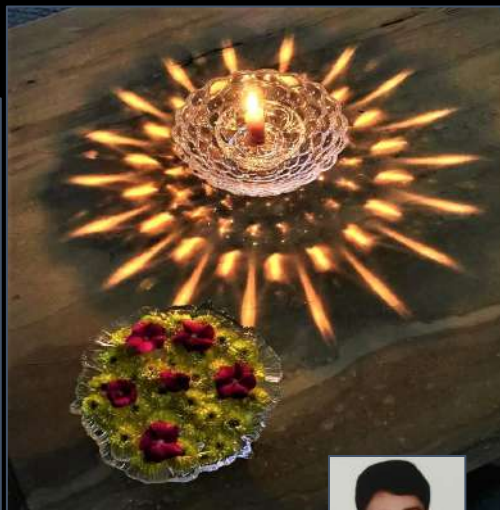
Theme: 'Diwali'

1st Runner Up

Winner



Mr. Dibakar Das, Sales



Mr. Sandeep Kumar Patel, PD



2nd Runner Up



Mr. Prashant Rawat, Nursery



Mr. Sudhansu Sekhar Swain, PD
1st Consolation



Mr. Akash Singh, Sales
2nd Consolation



Ms. Ruchi, Marketing
3rd Consolation

Competition Judged by

Mr. Manoj Lokhande

Mr. Lokhande is a seasoned photographer with an experience of over 20 years in the field of photography & Videography. Mr. Lokhande has been recognised by CGSLSA for his short film that brings awareness towards Law. He owns a YouTube channel where he frequently releases folk songs and glimpses of tribal culture in Chhattisgarh.

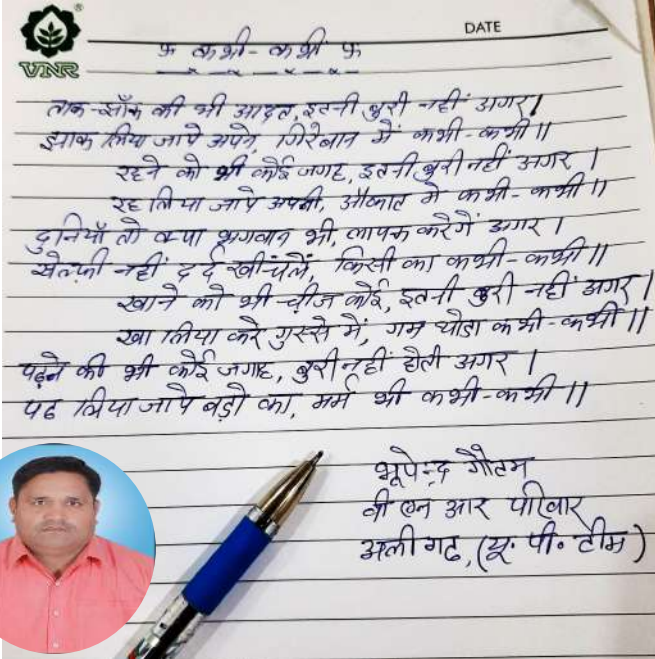
Upcoming Event Alert!

Celebrating wildlife on **World Wildlife Day** on 3rd March 2022. Please share Wildlife pictures (insects, animals, birds etc.) taken by you by Feb end. The best and unique pictures shortlisted shall be posted in the future magazine volumes in VNRites Section.



Kabhi Kabhi

Shared by Mr. Bhupendra Gautam, Sales



‘Tutti Frutti’ Cake Recipe

Shared by Mrs. Puja Sah w/o Mr. Atul Sah, Business Head

Ingredients

- 1) Butter: 3 tbsp
- 2) Oil: 3 tbsp
- 3) Powder sugar: 1/3 cup
- 4) Condensed milk: 3/4 cup o 240 g
- 5) Milk: 1 cup/240ml
- 6) Vinegar: 1.5 tsp
- 7) Choice of essence: 1 tsp
- 8) Flour or Maida: 1.5 cups/195g
- 9) Baking soda: 1/2 tsp
- 10) Baking powder: 1.5 tsp
- 11) Tutti Frutti



To make batter for cake,

- 1) Mix butter, oil, and sugar in a bowl.
- 2) Add condensed milk in it and mix it well.
- 3) Now take a 1 cup of milk and add vinegar and vanilla essence in it.
- 4) Mix flour, baking powder and baking soda in a separate bowl.

Now slowly add milk and flour mixture to condensed milk mixture and mix it well. Bake it at 180 degrees for 45 mins. Let it cool before serving.





Training and Tours



7th Training Cum Workshop on Grafted Technology Program from 9th to 13th Nov 2021 at Gomchi (CG)



Mr. Devesh Shukla (Business Head) at Birsa Agricultural University with Dr. J. Oraon, Directorate of Extension Education, BAU

Mr. Devesh Shukla (Business Head) at Punjab Agricultural University with Dr. Harminder Singh, Head of Fruit Science Dept, PAU



Mr. Devesh Shukla (Business Head) visited His Excellency Ramesh Bais, Governor of Jharkhand

Happy Customer - Mr. Mukesh Kumar Ray's Orchard visit by Mr. Sazid Raza





Promotional Activities



Mega Field Day on Chilli Krishna at Rahuri, Dist.-Ahmednagar, Maharashtra



Retailer's Meeting on Bitter Gourd Karan and Chilli Krishna at Ayodhya, Uttar Pradesh



Farmer's Meeting and visit program on Bitter Gourd & Brinjal at Jagdalpur, Chhattisgarh



Chilli Field Visit with Chawda Bagh team at Dava near Khariar Road, Odisha



Maize VNR 4343 & VNR 4226 Field Day at Gokak Taluka, Dist.-Belgaum, Karnataka



Promotional Activities



Farmer's Field Visit on Bitter Gourd Saahi at Chakraway (Simga), Dist. - Baloda Bazar, Chhattisgarh



Farmer's Meeting at Chawda Bag Farm at Anki near Khariar Road, Odisha



Mega Field Day conducted on Hybrid Tomato Vaani at Khatagia Village, Dist. Prayagraj, Uttar Pradesh



Field Day on Okra Janhvi at Village Kogilwaj, Dist.-Hanamkonda, Telangana



Mega Field Day on Chilli VNR 1706 at Village H Kairawadi, Dist. Kurnool, Andhra Pradesh





वीएनआर कंपनी ने फसल प्रदर्शनी सह प्रशिक्षण शिविर की आयोजित

संपर्क

बंधन : प्रखंड के कोटा गांव में वीएनआर बीज कंपनी द्वारा एक दिवसीय फसल प्रदर्शनी का अहमोजन किया गया। फसल प्रदर्शनी कार्यक्रम का विधिवत उद्घाटन कंपनी के रीजनल मैनेजर आशीष नोटवाल, ट्रेटरी मैनेजर अंकित कुमार सिंह एवं सुपर डिस्ट्रिक्ट्स साहू, इंट्रप्राइजेज के आनंद कुमार साहू ने संयुक्त रूप से फीता काट कर किया। कार्यक्रम में वीएनआर कंपनी के उन्नत हायब्रिड बीज वीएनआर 2228 की खड़ी फसल पर किसानों को बीज की गुणवत्ता से रूबरू कराया गया। इस मौके पर कंपनी के रीजनल मैनेजर आशीष नोटवाल ने कहा कि वीएनआर



संकर धान दो नंबर जमीन के लिए काफी उपयुक्त है। इसकी वाली लंबी और बजनदार होने के कारण किसी अन्य धान की तुलना में चार से पांच क्विंटल अधिक पैदावार देने में सक्षम है। साथ ही यह विपरीत परिस्थितियों में भी किसानों को अच्छे पैदावार देता है। इस मौके पर कार्यक्रम में आये जिले के सभी प्रमुख बीज

विक्रेताओं को कंपनी की ओर से एक-एक कंबल देकर सम्मानित किया गया। इस मौके पर कंपनी के टीएम अंकित कुमार सिंह, प्रदीप महतो बीज विक्रेता मुन्ना साहू, ब्रजेय गुप्ता, गंगाधर साहू, नवाब खान, सुनील साहू, जनक साहू, रामधन साहू के अलावा दर्जनों विक्रेता और किसान शामिल थे।



Farmer Success Story



Farmer Name - Duhnu Ram

Mobile No. - 9301291792

Variety - Kirti

Crop - Bottle Gourd

Sowing area - 1.20 Acres

Sowing date - 16-08-2021

Row to row distance - 5 feet

Plant to plant distance - 60 cm

1st harvest picking - 06-10-2021

Till date yield- 19 MT

Total estimated yield - 19 MT

Total expense - Rs. 80,000

Total estimated revenue - Rs. 2,86,500

Net income - Rs. 2,06,500

Address - Village-Mahuaa, Post- Sanna, District- Jashpur, Chhattisgarh



Farmer Name - Kamlesh Gupta

Mobile No - 9691882897

Variety - Krish

Crop - Cucumber

Sowing area - 1.10 Acres

Sowing date - 20-05-2021

Row to row distance - 5 feet

Plant to plant distance - 30 cm

1st harvest picking - 22-06-2021

Total date yield- 35 MT

Total estimated yield -35 MT

Total expense - Rs. 65,000

Total estimated revenue - Rs. 6,68,000

Net income - Rs. 6,03,000

Address - Village -Rai-Khurh, District-Surguja, Ambikapur, Chhattisgarh

White Fleshed Pitahaya, Dragon Fruit Flower



Shubham Vishwakarma,
VNR Nursery



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suggestion and feedback
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