



VNR



IMPACT

Volume – 27 January to March 2022

VNR IMPACT

New!

NEW YEAR & A
COMPLETE NEW
MAKEOVER

Photo Credit: Mr. Rahul Kumar Sahu, Marketing

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Welcome to 2022!

We wish you a very Happy New Year! We've started year 2022 with a complete makeover of the magazine...fresh new look and a fresh new design. After all the year is said to reinstate the norms after two long years of struggle. We would certainly like to know your views on this refreshing Impact and what more you feel must be in it to make it a more valuable read?

This year sounds cheerful already as we took our overseas operations in Bangladesh to the next level, conducted a successful distributor meet in Lucknow and celebrated in good ol' ways. Speaking of which, there was a grand arrangement at VNR's processing plant for Mahashivratri and an euphoric Holi at Corporate Center. Not to forget the real steal of the moment goes to all women force at VNR Seeds as they celebrate International Women's Day - really made to feel special the whole day! We've a glimpse of all these moments in this issue for you to read.

There's lot more happening in this issue like VNRites celebrating World Wildlife Day sharing their pictures of the wild in our gallery. There's a critical assessment of the impact of damage caused owing to the COVID and what lies in the future ahead. We've a sattu drink recipe, tamarind rice recipe for you and a doll collection from Makar Sankranti. There's even more sharing in gallery from VNR Nursery and new farmer's stories just for you. We hope you like this issue.

As always, we look forward to your comments, feedback, ideas and contributions for the magazine. Write to us on vnrmagazine@gmail.com.

Happy Reading!

VNR Editorial Team

VNR Bangladesh Team



We welcome **VNR Bangladesh team**, onboarded from 1st March 2022.

- **Md Mamun-Ur- Rashid** (Head Business Operations),
- **Md Abu Hosine** (Territory Business Executive)
- **Md Kamruzzaman** (Senior Business Executive PD),

Photo shared by Mr. Salil Kumar Srivastava (GM International & Institutional Business) during his recent visit to Bangladesh.

Sunset & Dawn at Paddy Fields



Shared by Mr. Shubham Vishwakarma, VNR Nursery

My First Visit to Bangladesh

by Mr. Salil Kumar Srivastava, Marketing

I landed in Dhaka on 27 Feb, 2022, then onwards began the informative and interactive 10 days of my visit to Bangladesh. Everyday, I started with the energetic Md. Mamun and eventually interacted with the other team members and the seven Agribusiness houses to understand the Bangladesh Market and upcoming year's planning during the initial 3 days at Dhaka.

We registered "VNR Seeds Bangladesh Pvt. Limited" as VNR subsidiary in the republic of Bangladesh In June 2021, with the vision to spread our wings into the International Market through our strong product portfolio. For Bangladesh GDP, Agriculture sector plays a vital role and Seed Market of Bangladesh is estimated of approximately USD 500 Million. Bangladesh Seed sector comprises of around 41% organized-market through Public and Private sector investments and 59% is retained by the Farmer in informal way. Maize, Paddy and Vegetables are the major Crops, which are grown in different seasons. Like Vegetables; mainly in Kharif 1, 2 and Rabi, Maize; in Kharif and Rabi and Paddy; mainly in three season Aus (Feb- April), Aman (May- June) and Boro (Nov- Dec).

To check our product trails, we visited the Bogura Farm , 200 km from Dhaka, which is approx 2.7 Acre. We saw the Chilli, Maize and Tomato traits in which few are very promising for the Bangladesh Market. We were able to manage our visit till extreme Northern parts of Bangladesh near the Siliguri Border to a places like Thakurgaon, Rangpore, Dinajpur and Birganj, even covering our promising Maize OFD trials. The whole VNR Bangladesh Team attended the Business Review meet on 2nd March 22 to present the future road MAP & progress done till Feb 22 to management team. The Bangladesh HR Policies were also released by HR during this meet.

Special thanks to our Bangladesh team Members; Md Mamun-Ur-Rashid, Md Abu Hosine, Md Kamruzzaman , Lobany Roy and all other team members for working very hard & sincerely with their zeal & passion. We will surely be able to place VNR Bangladesh Pvt. Ltd. as leading seed company of Bangladesh.



Distributor meeting at Varanasi & Lucknow, UP

Shared by Mr. Deepak Mehra, Sales

Faith and hope always overcome fear and vulnerability, and we at VNR truly believe in our strength to beat every crisis and convert challenges into glorious opportunities. Thus, after the two most difficult years in all our lives we were able to meet our partners in growth – “Our Distributors” at the distributor meet. First meeting was conducted with the blessings of Mahakaal in the spiritual city of Varanasi on 9th April 2022 and the second meeting was conducted in the city of Nawabs, Kebabs and Pehle Aap culture, ‘Lucknow’ on 13th April 2022. Wholeheartedly, we thank our distributors for gracing the events with their esteemed presence.

VNR’s journey so far and the future prospects of the organization were shared by Mr. Atul Sah, Business Head. Also, this platform provided a learning session where we could understand distributor’s suggestions and perspectives. We discussed the new product launches, our product strategies and drivers for their success. The top distributors, having displayed good performance in various categories, were awarded. *Dear Distributors!, we really cherished your presence in these events and hope to grow together and reach the zenith of success.*



VNR Celebrates International Women's Day



International Women's Day is intended to recognise women' and raise awareness about women's equality. In VNR, we believe in having a diversified all inclusive team. Keeping in tune, we have a strong team of women who celebrated the IWD with full 'Josh'. During the celebration, Mrs. Hema Chawda, Director, enlightened the participants with her life experiences and shared the key to women empowerment in her speech. Rest of the day was fun filled with some awesome dance and song performances that surfaced the creative side of women at work. Additionally there were some fun games and team building activities to strengthen the bond and invoke team spirit amongst the participants. We're happy to see that the day was enjoyed to its full capacity and everyone at the celebration gathered a good memory of the moment.

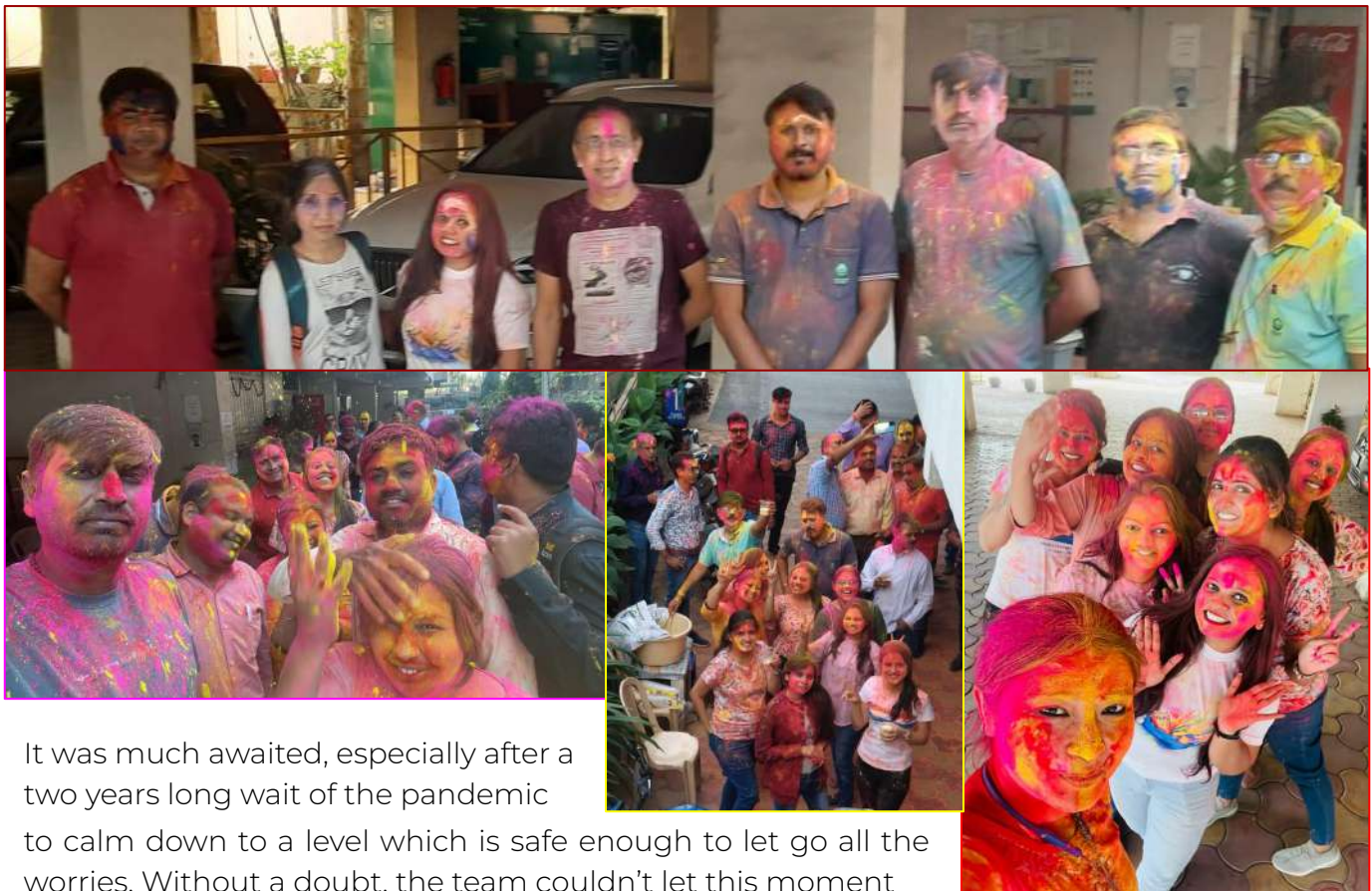


Mahashivratri at Deorjhal Plant



Mahashivratri puja was commenced at Deorjhal plant on 1st March 2022 by Dr. Kislay Sinha having presence of senior management team, VNRites and family members. This festival is one of the most awaited celebrations hosted by VNR's processing plant team and involves the gathering of team members.. Soon after the puja many events and games were organised along with a scrumptious 'bhog' and refreshments for the team at the plant.

All Drenched in the Festival of Colors!



It was much awaited, especially after a two years long wait of the pandemic to calm down to a level which is safe enough to let go all the worries. Without a doubt, the team couldn't let this moment fly away just like that. So eagerly they waited till the clock struck two, then out they came... What happened next at VNR Corporate Office can be easily inferred by these clicks above. This Holi we celebrated with Gulal, unlike flowers or some other alternatives during the previous years. More so, we enjoyed the spirit of festival with some good 'motichur ke ladoos' and some good refreshments. It's an indication we're somewhat through with the downtime and now it's the time to carry on with the routines 'normally' like we have been doing so far. We hope dear readers resonates with us, if yes then feel free to share your holi experience with us over email. We wish you a healthy and prosperous year ahead!

VNR Pathshala at Kurukshetra

One of the VNR's most successful Sales training program that we organise in small groups is VNR Pathshala. VNR Pathshala was held at Kurukshetra, Haryana on 15th Feb, 2022 which focused on Field crops. The participants were taken through the Field Crops portfolio along-with their characteristics and technical details. The participants appreciated this attempt and were satisfied with the range of products VNR has been offering to them.



KNOWLEDGE ZONE

Impact of Covid19 on Seed Industry in India

Shared by Malis Chandra Shekhar Reddy, Sales

Seed is the basic and important input in the agriculture. All other inputs are dependent on the quality of seed. The quality and the proper management of the seed and other inputs directly contributes about 30 – 45 % of the proper production.

The seed industry is a truly globalised sector. As a key input in agriculture in order to get value addition, before reaching to the farmers seeds travel to several countries/states for multiplication, production, processing and packaging. The COVID-19 pandemic is the greatest global humanitarian challenge the world has forced since World War 2. The virus had spread widely, and the number of cases were rising daily as government worked to slow its spread. Due to this government had to put some restrictions on the movement and transport by the government which seriously impacted production, certification, distribution and cost of seeds. This problem was created because of the shortage of personnel available for producing the seeds for international trade, making it difficult to access high quality seeds of modern varieties for domestic use.

The lockdown was imposed at the time when Rs. 18,000 crore seed industry had started preparing for the upcoming kharif season. In case of cotton, where flowers are manually pollinated, the companies get into contract with small or medium holding farmers who grow specific hybrid seeds for them. Soon after seeds are formed they sent them to factories for

further processing and packaging. The cotton growers from North India were in this contract and planted early for the seed packets which should've reached their districts by April 15. But the lockdown posed a question mark on timely transportation of seeds. The same problem was in maize seeds production because supply chain was broken at the drying process of corncob, questioning the quality of the seeds.

Even though there were some relaxations for the seed manufacturing and transportation being an essential services, the villagers did not allow labourers from outside. Additionally, truck drivers were reluctant to travel long distances as roadside caterings were closed. This lockdown affected work in most seed producing states like Andhra Pradesh, Tamil Nadu, Telangana , Maharashtra and Karnataka. In the Rs. 18000 crore seed industry market cotton accounts for around Rs. 4000 crore while maize and vegetable seeds are valued at Rs. 2,500 crore and Rs. 5,000 crore, respectively.

While in the second wave the corona had affected the rural India amidst fear for slowdown in sowing but there were no report of lower sales of seeds of agriculture crops so far. In 2021 the seed industry had been growing at an average 9% CAGR, the growth was marginally declined to about 8% last year due to pandemic. Some shifting were noticed in maize area. The vegetables seeds sales had also declined in the last kharif season but picked up in rabi season as lockdown restrictions removed gradually, creating demand. The seed industry which is manpower intensive was also worried about labour availability because of the reverse migration of the labours to their hometowns as they were worried over the fast spreading covid 19 infections.

For every 6 months, the government has to renew the seed licence for The Federation of Seed Industry of India. It also urged the state governments to quickly ratify new additions to the list of seeds. The government also granted permission for various seeds of the year. Then the companies were supposed to get them renewed ahead of the season. But because of the Covid – 19 impact there was slow down of government machinery , and the industry feared delays in getting the renewals. NSAI took measures by asking State governments to approve the hybrids and give licences for the season via video conferencing. Because of the reverse migration of the labourers the seed firms anticipate cost overruns of 5-6 %.

Important Steps

1. Seed testing, processing, packaging and storage operations in Telangana take place from March to June.
2. Processing and packing of groundnut and pulses seed is done in February – March and the packaged seed is shifted to cold storages by the end of the march third week.
3. Arrival of unprocessed paddy seed starts from March third week and the exercise goes on till the end of May second week.
4. Processing and packing of seeds produced in Telangana as well as other states is done here in April and May to make it available for the next Kharif season.

Major process in seed production takes place in the months of March – June where the lockdown was imposed in those months which seriously impacted the seed industry of the India.

World Wildlife Day as Photography Theme

VNRites share their wildlife photo collection to participate in this year's **World Wildlife Day** (on 3rd March 2022).

Avians



Dr. Panga Ravi Yugandhar, R&D



Mr. Devesh Shukla, VNR Nursery

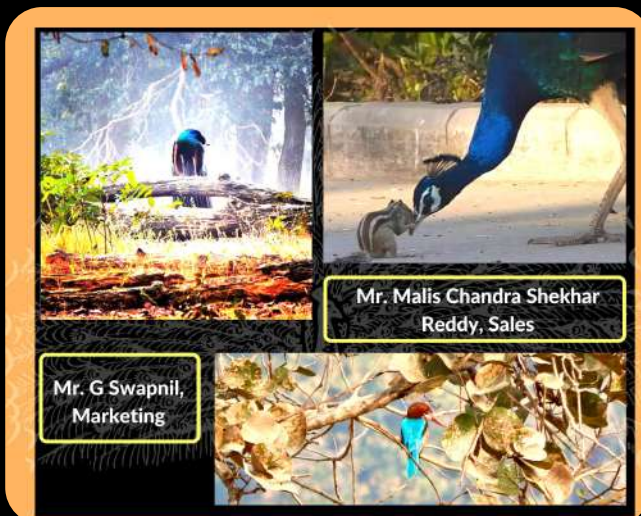


Ms. Ruchi, Marketing

Mr. Girjesh Patidar, Sales

Mr. Ashutosh Verma, Production

Mr. Dibakar Das, Sales



Mr. Malis Chandra Shekhar Reddy, Sales

Mr. G Swapnil, Marketing



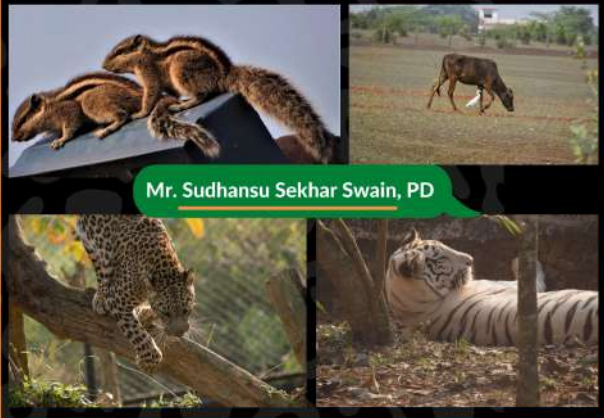
Mr. Sudhansu Sekhar Swain, PD

Animalia

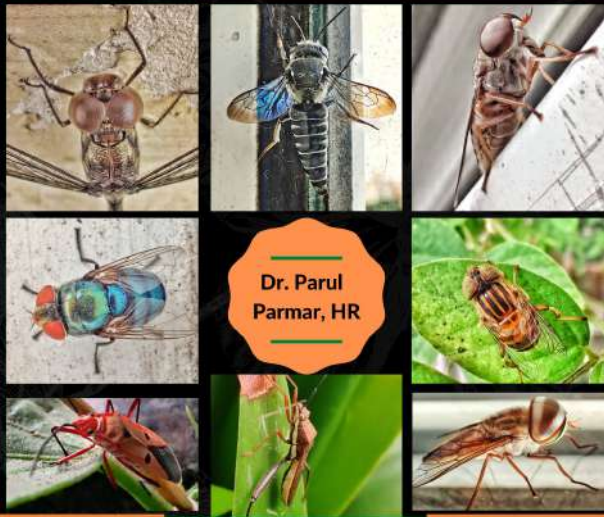


Mr. Devesh Shukla, VNR Nursery

Mr. Prashant Rawat, Nursery



Insecta



SATTU DRINK

Shared by Ms. Hema Chawda
(Director & W/O Mr. Vimal Chawda,
MD).



Ingredients

- ½ cup sattu or roasted gram flour
- 1.5 cups chilled water
- ½ tsp. roasted cumin powder
- ½ tsp. black salt
- ¼ tsp. salt
- 1 lemon juice
- 1 tbsp. onion finely chopped
- 1 green chilli finely chopped (optional)
- 1 tbsp coarsely grinded roasted peanuts (optional)
- 1 tbsp. coriander leaves and mint finely chopped
- Some ice cubes optional

Recipe of Sattu Drink

- Take ½ cup sattu in a bowl. Add cumin powder along with the salt and ½ cup of water.
- Now mix well with a whisk or a fork so that there are no lumps.
- Add the remaining water to thin down the drink. Add lemon juice.
- Taste and adjust seasoning.
- Garnish with chopped onion, green chilli, coriander leaves and mint leaves and crushed peanuts .
- Serve immediately.

Your sattu drink or sattu ka sharbat is ready to serve. Enjoy!

It has a lot of protein and is very nutritious. It can be a good replacement for a full meal and is very good for weight loss.

How to Beat the Heat of this Summer?



The heat of the summer calls for additional precaution and care when it comes to going or working long hours outside. Here's how to face it:

- Plan the work so you're not exposed to overhead sun for long periods.
- Use Umbrella or Scarf that can reduce the exposure of prolonged direct sunlight.
- Wear loose, light and breathable clothes to help evaporation of sweat.
- Make sure you're carrying sufficient water for the day.
- Give yourself a liquid diet, body needs it the most during summer.
- Apply sunscreen and UV-protect to minimise the skin damage.

Tamarind Rice

Shared by Mrs. G Divya, W/O
Mr. G Swapnil, Marketing



About Tamarind Rice Recipe:

The tangy rice dish is made with chana and urad dals, infused with the flavour of tamarind pulp. Tamarind rice is actually a north Indian version of Pulihora, where the term 'Puli' means something sour. Tamarind here is the sour ingredient. This is a perfect meal to cook when you want something light, easy and quick bite.

- Total Cook Time-40 mins
- Prep Time-10 mins
- Cook Time-30 mins
- Recipe Servings-2



- Saute till the dals splutter and becomes slightly coloured.
- Now add curry leaves and whole red chillies.
- Mix them well.
- Add salt, hing, red chilli powder and turmeric powder. Saute them well.
- Add gur to the cooked mix and saute well. Now add the tamarind pulp to the mix and saute till it becomes a semi thick gravy.
- Let the gravy cool and then add rice to the mix.
- Saute it well so the rice is completely mixed with the cooked gravy.

P.S. Tastes better if had after 30 mins.

Ingredients of Tamarind Rice

2 Cups rice (cooked 'bite-like'), 1/2 cup tamarind (made into pulp), 3 Whole red chillies, small ginger piece, 1/4 cup curry leaves, a pinch of asafoetida(hing), 1 tsp mustard seeds, 1 tbsp chana dal, 1 tsp urad dal, 1/4 tsp methi seeds, 1/2 tsp red chilli powder, 1 tbsp peanuts, 1 tsp salt, 1/4 tsp turmeric powder, 1/4 tsp jaggery/gur, Oil

How to Make Tamarind Rice

- Wash and cook then and add salt, turmeric powder and curry leaves as required.
- Crush 2 green chillies and about 2-inch ginger piece.
- After the rice is cooked, let the rice cool and add a spoon of oil, crushed mix of green chillies and ginger and mix.
- Heat oil and roast peanuts along with both dals.



Shared by Mr. Aravind Kancharlapalli, Sales

Following the Sankranti tradition of Telugu culture, My daughter Chiranjeevi Kancharlapally Navya Sri Taraka has been collecting dolls since 2015, which was not possible last year and will continue for the 7th year this year.

Happy Sankranti and Lohri to All. Thank you!



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This is your page. This is our attempt to make it a two way magazine and we hope this to be an experiment of its own kind. Coming back to the point, yes, this is your page and scanning the QR Code above with your phone or following the link you'll get a e-blank page to type your thoughts, share images and lots more. In our next release, we'll be happy to release your page in a whole new way. We can't wait to see what you share... Ready? Go Scan or Hit the Link....See you on the other side.

PROMOTIONAL ACTIVITIES



Field Day at Village Pankina, Dist. - Jayashankar (Telangana) on Chilli VNR 788 & VNR 577



Field Day at Taluka Sironcha, Dist.-
Gadchiroli (Maharashtra) on VNR 788 &
VNR 577



Mega Field day at Village Looniyasar, Tehsil Sanchore, Dist. Jalore (Rajasthan)



Team VNPL visited KVKS in Chhattisgarh



VNPL visited KVKS and SAU in Karnataka



Business Head VNPL at RAU,Pusa

MEDIA



FARMER SUCCESS STORY



Phone:
7894968125

Prakash Batra

Variety: Laxmi Plus **Crop:** Paddy
Sowing Area: 6 Acres **Sowing Date:** 05-07-2021
Row to Row Distance: 7 Inches **Plant to Plant Distance:** 6 Inches
1st Harvest Picking: 24-11-2021 **Till Date Yield:** 200 Qtls
Total Estimated Yield: 200 Qtls **Total Expense:** Rs. 1,50,000
Total Estimated Revenue: Rs. 2,50,000 **Net Income:** Rs. 1,00,000

Address: Gumaguda, Nabarangpur, Odisha



Phone:
77751912140

Rutu Barman

Variety: 2233 **Crop:** Paddy
Sowing Area: 2 Acres **Sowing Date:** 27-06-2021
Row to Row Distance: 7 Inches **Plant to Plant Distance:** 6 Inches
1st Harvest Picking: 20-11-2021 **Till Date Yield:** 64 Qtls
Total Estimated Yield: 64 Qtls **Total Expense:** Rs. 34,000
Total Estimated Revenue: Rs. 90,600 **Net Income:** Rs. 56,600

Address: Village - Kusumpur, Raigarh, Nabarangpur, Odisha



Phone:
9583239550

Taman Bisoi

Variety: 2233 **Crop:** Paddy
Sowing Area: 10 Acres **Sowing Date:** 03-07-2021
Row to Row Distance: 7 Inches **Plant to Plant Distance:** 6 Inches
1st Harvest Picking: 01-11-2021 **Till Date Yield:** 285 Qtls
Total Estimated Yield: 285 Qtls **Total Expense:** Rs. 2,20,000
Total Estimated Revenue: Rs. 5,52,000 **Net Income:** Rs. 3,32,000

Address: Rabanaguda, Borigaon, Nabarangpur, Odisha



Phone:
7008640503

Manjulata Mohanta

Variety: 2233 **Crop:** Paddy
Sowing Area: 5 Acres **Sowing Date:** 09-07-2021
Row to Row Distance: 7 Inches **Plant to Plant Distance:** 6 Inches
1st Harvest Picking: 03-11-2021 **Till Date Yield:** 145 Qtls
Total Estimated Yield: 145 Qtls **Total Expense:** Rs. 1,25,000
Total Estimated Revenue: Rs. 3,20,000 **Net Income:** Rs. 1,95,000

Address: Badadara, Badra, Mayurbhanj, Odisha



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feedback vnrsmagazine@gmail.com