VNR

IMPACT

Volume – 28 April to June 2022

Technology & Innovation Special

IN THIS ISSUE

EDITORIAL

Dear Reader,

This special issue is dedicated to ***Technology and Innovation,*** celebrating the essence of the National Technology Day on 11th May. With the world getting connected with 3G, 4G and now 5G and smartphones driven by neural engines, we're already living in a verse that's dissolving thin line between command and intelligence. It is so intense, that knowledge heavy domain like that of our's i.e. Agriculture, is no exception to this dissemination by technology revolution.

We've curated special articles in this issue that gives an essence of the role of modern technology in the evolution of modern agriculture. The write-up covers a range of depth from day to day use of technology to the very core of futuristic cutting edge technologies on the verge of getting consumed in Agriculture business over the coming years. We've a fair share of experiences and innovations at VNR that you'll get to read along this issue. We wonder if you knew about it already, don't forget to tell us. We took this opportunity to inform you about the online VNR social media pages and website address, so that the readers are guided to the correct ones! We do hope you all are already a part or shall soon become a part of this growing online community.

We are glad to showcase the winners of the 'Best Performance Awards' in Reward & Recognition section. We bring you the glimpses of inaugural ceremony of VNR's new Biotechnology Lab facility, trainings and VNR's presence in HR Conclave. On product information, we have a storytelling of VNR 493 and information on as many as 10 New Product release. VNRites Zone has some amazing contribution, talking about power of accepting nature & surroundings, a creative homology of Yogasansas with wildlife and creative pencil sketch art.

The Young Arms Foundation has conducted some activities related to empowering entrepreneurs and women. We bring a plethora of information in this bulky volume along with our regular sections on VNR's promotional events, activities and success stories. We hope you'll like the collection of articles and we just can't wait to hear your feedback and suggestion to fuel the ever improving face of VNR Impact with your unique ideas and creativity.

Happy Reading!

Regards,
VNR Editorial Team

Best Performance Awards (October 21 to March 22)

Raj Bairagi (Sales)
Lucknow, Uttar Pradesh

Sachidanand Kumar (Sales)
Bihar, Bihar Sharif

Ganesh Sanjay Tape (Sales)
Purulia, W. Bengal

Dasarathi Sahoo (Sales)
Sundergarh, Odisha

Deepak Gangwar (Sales)
Sonipat, Haryana

Sumit Sharma (Sales)
Bahraich, Uttar Pradesh

Cherala Aravind (Sales)
Hyderabad, Telangana

Shivsharan Singh (Sales)
Dewas, Madhya Pradesh

Chandan K. Chaudhary (Sales)
Rajkot, Gujarat

Amit Thakur (PD)
Dhamnod, Madhya Pradesh

Rajat Kumar (PD)
Malerkotla, Punjab

Sudhansu Arya (PD)
Durg, Chhattisgarh

Banshi Dhar Sharma, (PD)
Jaipur, Rajasthan

Mukesh K. Chaurasiya (PD)
Bhagalpur, Bihar

Kummari Pandurangam (R&D)
Hyderabad, Telangana

Digamber Dutt (R&D)
Hyderabad, Telangana

Biotech Lab Inauguration@Tatibandh, Raipur (CG)

The New Biotech Lab inaugural ceremony was held on 16th May 2022 in Raipur, Chhattisgarh. The event began with auspicious Pooja. The guest and VNRites were given a tour of the lab and presentation; briefing the research activities performed in the lab. The presence of management team; Mr. Vimal Chawda (MD), Mr. Arvind Agrawal (Director), Mr. Atul Sah (Business Head), Dr. K.C. Upadhyay (Head R&D), Mr. Parag Agarwal (Lead R&D) and Mr. Raj Kumar Kundu (Lead Supply Chain) made the event more special. The lamp lightening ceremony by management team along with the event hosts'; Dr. Kislay Kumar Sinha (Breeding Support Coordinator-VC) & Mr. Ashok Patel (Breeding Support Coordinator-FC) was followed by the felicitation of service providers, research lab team members and associates who contributed in establishing the new Biotech Lab facility.













Biotech Lab
Inauguration


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Biotech Lab
Inauguration

Biotech Lab
Inauguration
16 May 2022, Monday












Biotech Lab
Inauguration


Product Launch of VNR 493 at Anantharam, Hyderabad (Telangana)

- Shared by Mr. P Srinivasa Swamy, Sales

VNR 493 unanimously turned out to be the winning variety by the PD and Sales Team in the OFD trials in Shamirpet Market. It was then decided that VNR 493 will be the variety for this business year and the sales team started planning for a never before seen product launch campaign to leave an everlasting impression in the mind of farmers. The strategy was prepared by Mr. Srinivas Swamy (RBM, Sales) along with Mr. Uddandam Mahesh Babu (RM, PD) department under the guidance of Mr. Kumar Rahul (GM Sales).

The event planner was created and every team member was allocated with specific action plan to make sure that the execution goes through smoothly. The launch was planned at Anantharam village in presence of 80 key farmers. It was the D-day and the plan started with a convoy of 14 cars taking farmers to the designated three plots which had the product display. The farmer meeting was arranged on the third plot that belong to Veeraju.

A great length of discussion was carried out during the plot visit and under the guidance of Mr. Kumar Rahul, Mr. Mahesh Babu presented product demonstration thereby explaining the USPs of this new promising variety. Post visit, all gathered at Veeraju's plot where we had set up a stage for unveiling of the variety. This plan was especially crafted by Mr. Aravind Kancharlapalli (RBM, Sales).

It was the moment when variety name VNR 493 was revealed to the farmers thereby thanking them for their active participation and interest in this variety of VNR.

VNR team felicitated farmers who decided to put this product in their plot and helped sales team in presenting an impressive yield data and study the product performance after every harvest. Mr. Srinivas Swamy explained about selectiveness and effectiveness formula used while choosing a new hybrid for the market. Mr. Mahesh Babu took the farmer's queries and doubts and answered them with clarity. Finally, Mr. K Rahul explained the vision of VNR, future hybrid lines and USPs that a modern farmer should look for in a variety. He suggested many valuable do's and don'ts to the farmers for successful farming and precautions while growing vegetables. The meeting ended up with a gala feast for the key farmers and an intense networking session. Our team gathered farmer's feedback on the variety and learned that they are really happy to learn about VNR 493, its fruit quality, PM and DM tolerance and they're hopeful that the product will be a success in medium fruit segment.

Participation in HR Conclave @ ITM University

ITM University, Raipur, conducted HR Conclave, on 25th June 22, centered around the theme of building Industry-Academia synergy and nurturing the local talent of Chhattisgarh for employment.

Mr. Arvind Agrawal (Director) was invited as a key speaker for a panel discussion on the challenges faced by industry in talent acquisition. He emphasised upon the need to have a better industry and academia relationship and shared his insights into how tools like 'psychometric test' can help in guiding the students in developing desired personality traits for better job fitment. **Dr. Parul Parmar(GM HR)**, moderated the session bringing out important best practices of both industry and academia to address the concerns of local skilled talent availability and measures to be taken for attracting the local talent. She emphasised upon the need for students to develop learning aptitude and resilient approach, at the same time the academia should connect more often for effective collaboration.

Along with Mr. Arvind Agrawal, the other panelist were Mr. Shiju Sebastian (Healthcare industry) and Mr. Neeraj Pareek (Market Research industry). This conclave was attended by more than 100 participants; HR professionals, Students and teaching staff.

MDOs' Training @ Hyderabad, Telangana

~shared by Mr. P. Srinivasa Swamy, Sales

A technical sales training program was organised at Hyderabad on 9-10th May 2022 for Market Development Officers (MDO), who recently joined VNR. The objective of the program was to improve technical knowledge and selling skills of MDOs. Mr.P.Srinivasa Swamy (RBM, Sales) & Mr.U.Mahesh Babu (RM, PD) who were the trainers for this program, spoke in depth about various product lines (e.g.Chillies, Gourds, Okra), information and key features of existing and new vegetable hybrids, introduction to VNR's field crop portfolio of Paddy and Maize and method of conducting Farmer Meeting & PDAs with interactive role plays.
The effectiveness of training was measured by conducting in-house examination to assess candidates' basic knowledge prior to the training and the gained knowledge post training.

Manas

Product Features:

- First harvest: 50-55 Days
- Avg. Fruit Weight: 120-140 Gm
- Attractive Dark Green colour fruits
- Avg. Fruit Length: 18-22 cm
- Avg. Fruit Width: 4-4.5 cm
- Medium early hybrid
- Wider adaptability

VNR 486

Product Features:

- First harvest: 45-50 Days
- Avg. Fruit Weight: 200-220 Gm
- Green coloured long shaped fruits
- Avg. Fruit Length: 25-30 cm
- Avg. Fruit Width: 4-4.5 cm
- Early hybrid & early bulker
- Good for long distance transportation
- High yield potential

VNR 493

Product Features:

- Early hybrid, first harvest: 45-50 Days
- Avg. Fruit Weight: 100-120 Gm
- Attractive Dark Green colour fruits
- Avg. Fruit Length: 16-18 cm
- Avg. Fruit Width: 3.5-4 cm
- Tolerant to PM & DM
- Prolong harvesting period

Rohini

Product Features:

- Early hybrid, first harvest: 50-55 Days
- Attractive Dark Green colour fruits
- Avg. Fruit Length: 8-9 cm
- Avg. Fruit Width: 0.9-1 cm
- Pungency: Medium
- Intermediate tolerance to LCV
- Tough fruits, good for transportation
- Fetches good mandi prices due to colour and shine

VNR 285

Product Features:

- Early hybrid, first harvest: 50-55 Days for fresh green harvest
- Green colour fruits
- Avg. Fruit Length: 12-14 cm
- Avg. Fruit Width: 1-1.1 cm
- Pungency: Medium
- Intermediate tolerance to LCV & PM
- Early hybrid with high yield potential
- Dual purpose hybrid

VNR 286

Product Features:

- Medium early hybrid, first harvest: 45-50 Days for fresh green harvest
- Attractive Light green colour glossy fruits
- Avg. Fruit Length: 10-12 cm
- Avg. Fruit Width: 1.2-1.4 cm
- Pungency: Medium
- Intermediate tolerance to LCV
- Good plant canopy
- High yield potential

VNR 469

Product Features:

- First harvest: 45-50 Days for fresh green harvest
- Attractive Dark green colour fruits
- Avg. Fruit Length: 8-10 cm
- Avg. Fruit Width: 0.8-1 cm
- Pungency: Medium to High
- Quick dry property with good dry recovery
- Strong and semi-erect plant type
- Suitable for fresh green and dry purpose

Purva

Product Features:

- First harvest: 42-45 Days
- Avg. Fruit Weight: 150-180 Gm
- Light mottled green cylindrical fruits
- Avg. Fruit Length: 16-20 cm
- Avg. Fruit Width: 3.5-4 cm
- Desi type crisp fresh fruits, good in taste
- Good crop longevity
- High yield potential

SANA

Product Features:

- First harvest: 45-48 Days
- Avg. Fruit Weight: 180-200 Gm
- Attractive mottle green cylindrical fruits
- Avg. Fruit Length: 18-22 cm
- Avg. Fruit Width: 3.5-4 cm
- Uniform fruits after multiple pickings too
- Good for long distant transportation
- High yield potential

P6 Gold

Product Features:

- First harvest: 90-100 Days
- Avg. Fruit Weight: 5-7 Kg.
- Flat round shaped, dark green mottle fruit
- Light yellow to yellow colour flesh
- Avg. Fruit Length: 24-30 cm
- Avg. Fruit Width: 18-24 cm
- Early hybrid, Intermediate tolerance to LCV
- Good vine longevity with high yield potential

VNR's Digital Footprint

As this special issue is dedicated to Technology and Innovation you'd be surprised to know how much VNR has spread its roots in the Digitalverse. Driven by innovation and expertise in producing finest quality seeds and plants (nursery) for the farmers, we've been heavily followed and hence it's natural to have our duplicates or replicas. Here we would like to highlight our official Social Media links and pages which are governed directly by the company and also is your trusted source to reach out to us. Know more about the company, products and services, job openings etc. through these social media channels.

Vnrseeds.com

Vnrnursery.in

facebook.com/Vnrseeds

facebook.com/Vnrnursery

youtube.com/c/VNRNurseryRaipur

linkedin.com/company/vnr-seeds-private-limited/

TECHNOLOGY & INNOVATION SPECIAL

*This issue is dedicated to the theme '**Technology & Innovation'**, signifying the importance of science and technology in Agriculture sector. This theme also commemorates the National Technology Day (11th May). This day marks successful nuclear test conducted at Pokhran. Every year, this day has a different theme and for the year 2022 the theme is 'An Integrated Approach to Science and Technology for a Sustainable Future', which is so relevant in today's context and VNR is successfully driving the technological revolution.*

Modern Techniques & Innovations In Orchard Management

~ Mr. Devesh Shukla, VNR Nursery

Keeping in tune to our motto "Kisano Ke Hit Mein", VNR has always been moving forward with new innovations and techniques, so that our farming community gets benefited, socially and economically. In this regard to improve the efficiency, productivity and yield and to have good profitability growers are encouraged to shift from local/traditional methods to latest technologies of fruit cultivation. In this regards VNR Nursery introduced proper layout making, land preparation with suitable drainage, movement roads, raised bed oriented to North-South.

VNR Nursery has also demonstrated & initiated adoption of training of plant (Round & Espalier), Plant Structure for better efficiency in servicing the plant, bagging to protect the plants from insects along with good harvesting, grading & packaging of fruits to get good prices from the market. The images below shows use of different innovative techniques and technologies practiced in Horticulture;

1. LAYOUT OF ORCHARD

2. FERTIKIT, AUTOMATION

3A. PLASTIC MULCH

3B. ORGANIC MULCH

3C. LIVE MULCH OF DOOB GRASS IN BETWEEN THE ROWS

4. ESPALIER SYSTEM

5. BAGGING IN CUSTARD APPLE

6. DOUBLE LINE DRIP LATERALS

7. BAGGING IN GUAVA

8. WEATHER STATION

9. GRADING OF VNR MADHUR - CUSTARD APPLE

10. COLD STORAGE

The Tech Mutation

A Radical Transformation of Agriculture through Technology

~ Mr. Mukesh Kharya, IT

As per UN World Population Prospects report—the current global population stands at 7.96 billion as of July 2022 and by 2050, it is projected to reach 9.80 billion. 68% of this projected population will live in urban centers and to feed this massive population, there is a need to increase agricultural output by 70%. To put this to perspective, there is a need to grow more food in the next 35 to 40 years than the combined produce grown in previous 10,000 years!

Managing this huge deficit is a concern for scientist, researchers, and agricultural community across the globe. Solution to this pertinent issue lies in adoption of sustainable technology and disruptive innovation. One may need to revisit pre green revolution days and initiate the new drive of reinvention.

Considering the present times in agriculture, science needs to be more diverse and inclusive. New age agriculture must embrace technology and digital connectivity fueled by transformation to overcome climate change, increasing demand and numerous disruptive forces.

Technologies & Innovation in Agriculture Future technology for agriculture has many facets. Some of the technologies which are and will be paving way for innovation in agriculture are:

CRISPR: Clustered Regularly Interspaced Short Palindromic Repeats (CRISPR) – a modern breeding tool which helps in precisely editing genes and to develop nutritious crops that can withstand drought and heat. CRISPR is a technology advancement and answer to climate change, drought, diseases, and pests. CRISPR-Cas9 offers broad gene editing applications for plants, animals, and humans – for agriculture, it offers an efficient and targeted way to develop healthy seed and aid farmers in cultivating extra and superior produce with limited resources. It is based on natural system, can precisely improve a plant without incorporating DNA from another species.

It's estimated that with CRISPR, the total seed development timeline can be reduced from an average of 8 years to 5 years while maintaining the same field-testing protocols. The gene editing market is growing at a rapid pace and as per report by Adroit market research, by 2028 it is expected to cross USD 19.45 billion.

Computational Biology: Applied to understand biological systems and relationships using data analysis, mathematical modelling, and computational simulations. Method used to analyze large collection of biological data such as gene sequences, cell populations, to make new predictions or discover new biology.

This DNA tech is successfully used in East Africa to fight crop disease – whiteflies, brown streak and mosaic disease in cassava. Cassava feeds nearly, 500 million people in East Africa and this technology supported livelihood of cassava farmers.

Phenotyping: It is a collection of measurable characteristics resulting from the genotype's interaction with the environment. Phenotypes represent the organism's nature and nurture. Phenotype is the science of the characterization of the crops, which is particularly important for decision support in agriculture and for plant breeders when selecting the best genotypes that will become the future cultivars well-adapted to different environments.

Phenotyping techniques like High Throughput Field Phenotyping (HTFP) and Proximal Phenotyping can be implemented based on farmland and application agenda. Heat map generated from data collection of a farmland showing different colors red, green, blue and yellow, can be used to enable phenotyping. By this one can understand, why did the same seed variety grow differently in different

parts of the farm, this may help a researcher to create a new genotype. This will improve yield, reduce cost, and ensure sustainability.

Biological cell programming: It is considered to be the next software revolution wherein scientists are researching on possibilities of programmable plants that fix nitrogen more effectively or resist emerging fungal pathogens or even programming crops to be perennial rather than annual so crop yield can be doubled. Researchers are putting efforts in the direction where they could mimic something that plants figured out thousands of years ago; how to harness the sun's energy with an efficiency that is unparalleled by our current solar cells. They wish to understand the program of quantum interactions that allow plants to absorb sunlight so efficiently, if able to translate that into building synthetic DNA circuits that offer the material for better solar cells. It's a promising future, waiting to be unfolded.

Sensor Technologies: The use of crop sensor technologies, has the potential to completely transform agriculture production. The current generation smart sensors can read and generate data points from plant health, water needs of plants, to nitrogen levels in the soil. Based on real time field conditions, the sensors enable application of inputs. Optical sensing technologies are used to monitor crop health, the process involves measuring light reflectance from the crop that translates into nitrogen levels. Electronic controllers that are connected to the sensors can signal fertilizer spreaders to apply the correct and needed quantity of nitrogen. VRT (Variable Rate Technology) provides farmers with a built-in prescription GPS map, it helps in identifying inputs needed in different areas of the field. With the knowledge of most productive areas of the field, fertilizer rates can be increased or decreased at a given time in a given portion of the field. This technology is highly beneficial, as it ensures the application rate applied is most effective for that field. Agriculture sector has the due potential to scale up Industry 4.0 led technology solutions to achieve both financial and operational performance growth, as well as environmental sustainability.

Agriculture faces challenges by having its operations in a remote location. Invariably by applying Industry 4.0 solutions and futuristic technologies such as Data Analytics, Artificial Intelligence (AI) Machine Learning (ML), Blockchain, Internet of Things (IoT), Cloud computing, Digital twin, Edge computing, UAVs (drone)—remote satellite imaging, Pervasive

automation, Autonomous Robotics, Virtual reality - Augmented reality VR/AR, Metaverse etc. it can help to achieve higher yield, lower costs, higher profits, sustainability, and resilience through better anticipation of risks.

Framework for adoption of new technology

In any technology initiative, mapping ESI framework is highly critical to the successful adoption of the technology. The critical factors to be considered are: (*Refer Exhibit 1)*

Evaluation: Technology evaluation is a set of principles, methods and techniques or tools for effectively assessing the potential value of a technology and its contribution to the organization or sector's competitiveness and profitability. The evaluation of proposed technology needs to be undertaken carefully, considering, and identifying all the related factors which may potentially affect the functions of the organization.

The various technology options evaluated needs to be classified, tabulated, and compiled in a comparable mode detailing its benefits.

Selection: Technology selection is next critical aspect in technology adoption. Various factors like cost-benefit analysis, return on investment (ROI), internal rate of return (IRR) needs to be worked out, from financial standpoint. But prior to this, a due diligence of evaluated technologies needs to be conducted drawing a clear comparative matrix. Risk profiling of evaluated options needs to be dwell into from economic, social and change management perspective. During the selection process, always consider that technology is an important factor to achieve operational resilience along with people and compliance.

Implementation: Implementation is the most important and critical aspect in technology adoption. Prudent selection of stakeholders with defined skill sets and appropriate resource allocation along with streamlined process flow is the key to successful technology implementation. A weak evaluation will lead to wrong selection of technology, and this will

invariably result in unexplained delays, challenges, and failure in implementation. The practice of trial and error has no or little scope during implementation phase.

During the implementation, factors for improving technology service resiliency – like root cause, patterns, automation for prevention and detection, development of tools and expert network for speed incidence response – needs to be planned and executed.

Technology driven successes in agriculture

Technology is one of the core drivers of agricultural progress. Technology is allowing nations to be secure for food and nutrition and improve their economies and lives of farming community. In Precision Farming, one such example is combination of technologies like global positioning system (GPS), geographical information system (GIS) and advance artificial intelligence (AI) software. It is used for land mapping/surveying, soil analysis, planting and seedling, Irrigation monitoring and planning, monitoring crop health, crop spraying and crop damage management.

Artificial Intelligence and Robotics: Jorge Heraud – a Peruvian-born engineer, now living in Silicon Valley, his company Blue river (now, a John Deere's subsidiary) developed a robotic weeder named See and Spray. Heraud mentions this kind of technology as AI-powered robotics systems to identify and pluck weeds in real time.

It may look like a simple problem, but it's not an economical and operationally effective situation to spray the entire farmland with pesticide and employing humans to weed out hundreds of acres of land by hand is incredibly cost and labor prohibitive task. See and Spray farm vehicles can handle weeding in real-time while farmers are doing other tasks autonomously, such as tilling thus farmers save time and labor while simultaneously increasing outputs for current and future crops.

AI powered autonomous tractors: John Deere a manufacturer of traditional farming and industrial equipment transform itself into one of the most technologically advanced AI and machine learning based data-driven business.

A company founded in 1837, spent the last few decades investing in precision agriculture by acquiring NavCom, having expertise in correcting GPS signals down to an accuracy of a couple of centimeters. Later, acquired AI startup Blue river, a developer of AI and machine learning powered smart farm machines.

The autonomous AI powered tractor delivers the tasks of combine and sprayer with high level of precision while moving from point A to B. Another aspect is of customizing the AI architecture for taking a decision in nano seconds despite low connectivity in rural areas.

AI is being used to build machines that can interpret images captured by cameras installed in machinery and enable autonomous decision-making. John Deere constantly disrupted its own technologies over decades and been heavily invested in robotics and autonomy.

Marker based DNA Analysis: Hum Didi – a women self-help group (WSHG) from Darbha, Jagdalpur is a classic example of reinvention in agriculture. The diverse group of village and tribal women came together and decided to foray into farming in barren forest land.

Under the horticulture for rural development program, utilizing barren lands – an inclusive farmer hand holding model, supported by technology transfer from VNR, experimented with 100% hermaphrodite seedlings identified through marker-based DNA analysis of hybrid gynodioecious variety of papaya, which opened a livelihood avenue through an advance agricultural technology.

In unique association and training from progressive farmers group and Government administration, the tribal women under their new avatar of being farmers – produced and nurtured – Bastar Papai, fruit from tribal heartland and earned their first million.

Conclusion

Technologies like precision agriculture— using geographic information systems and data to guide planting, watering, and other activities—can help millions of farmers increase their output and reduce post harvest losses, with access to timely market data bolstering their incomes.

It's foreseen that the introduction of the latest technology & innovation in agriculture will lead to a massive increase in food productivity as well as removing any concerns relating to a scarcity of food in the future.

Shift towards Digital Workplace

~ Mr. Rahul Tripathi, Sales

I believe that I have witnessed the transformation phase where technology has enormously changed our way of living and working. During my childhood the installation of Landline phone at my home was a matter of excitement for me, I use to sleep late at night in anticipation of incoming call as well as waking early in the morning for the same reason in first few days before realizing that our landline number was not circulated anybody yet. Now almost 25 years later I can list down different technologies adapted by us which have drastically transformed our way of working.

The same transformation is experienced in our workplace, when I joined VNR Family in 2008, I hardly knew much about Google Email Service, now Gmail has been an integral part of every professional. The CRT Monitors which required major portion of work desk have been replaced by Ultra Slim LED Screens enabling us to use our desk space optimally. The sophisticated Blackberry phones are replaced by much more User-friendly, large-screened, entertainment-oriented Android Phones. The big sized Hard Disk Drives are replaced by pocket-friendly SSDs which helps us to transfer all our valuable data over phone or laptop on the go.

In the modern era of digitalization, we need to keep ourselves updated and aligned with time. This requires adaption of new technologies and techniques to keep moving ahead and organize our work and workplace.

Now the modern workplace can better be regarded as digital workplace, with use of Cloud Services, Artificial Intelligence and Augmented Reality, we can easily organize, manage our work, such technologies break geographical barriers and ensure that information is accessible remotely and is available round the clock.

Taking notes in day-to-day working is crucial and important, use of digital diaries, phones with note taking abilities and iPads are now becoming an integral part of our work-processes, in the past few years mobile applications have been evolved a lot and taking notes and real-time translations have been made possible which earlier was a very cumbersome task. Similarly, the conventional watches are being replaced by smart watches which synchronizes with our work calendar, tasks and reminders seamlessly for better task-management.

On one of the Campus recruitment drives with HR Team, we tried a mobile application-based test module which helped us a lot in organizing multiple tests for large groups, this application was further adapted broadly for all recruitment drives in the past few years. Similarly in our day-to-day business activities we meet many people and exchange our business cards, many of the cards get misplaced if not stored properly, the better way to manage such business cards collected on daily basis is to convert them to digital records, many such applications are available which immediately converts the image of the card to 'vcf' format and saves automatically to contact book of the smartphone.

These transformations were possible due to evolution and adaptation of latest technologies in the near past, in order to keep us updated we must keep looking for suitable techniques and technologies which can help us increase the efficiency of our operations.

DRONES: The Agritech's Future

~ Ms. Shreya Kundu
(D/O Mr. Raj Kumar Kundu, Management)

Human civilization has existed since the Paleolithic era, but it was not until approximately 12,000 years ago that we learned the wonders of agriculture, and ever since its advent, the way this civilization lived, possessed things, their diet and health habits ultimately started to take a sharp turn from 'the hunter and gatherer mode' to a more domesticated and ambitious one.

But there was another field that revolutionized our way of living completely once again and it was when we humans discovered the beauty of automating things which made us a far more superior species than the one that used human labor. And ever since, our technological advancements have been running at the speed of light.

Nevertheless in hindsight, for centuries we have been segregating agriculture and technology as two distinctively different fields, yet the fact is undeniable how immensely inter-winged the two are. Over years we have gone from barely growing anything to slashing and burning farms to finally adopting more sophisticated agriculture techniques. However, the need to keep improving these techniques is more than ever today.

You don't agree? Let me give it a try

Agriculture is the main source of any and all raw materials, and we use these raw materials in production that determines a country's economic strength, we also export them which directly affects international trade. A nation's major revenue is produced by agriculture, which is a considerable source of employment. And not to forget it is our main source of food supply.

And when something affects so many domains of a civilization's well-being directly and indirectly it eventually becomes an important character that drives further innovation in its technology and techniques. So it's just a matter of time before our agriculture practices reach the "maximized production and minimized effort " culture and the pathway to it, is being technologically innovative every day. One such step being actively used in present times by agriculturists all around the globe is the "Agri-Drone". Drones are basically Unmanned Aerial Vehicles that can be remotely operated by a trained drone pilot. Primarily agriculture drones can be effectively used to monitor the crops and fields, they can be used in seeding, managing plants, spraying crops, weather monitoring, it can assess soil conditions, etc. In short, drones can perform a lot of agricultural tasks that in general requires humans but in a faster, efficient, cheaper, and safer way.

In order to promote precision agriculture in India, guidelines have been issued by the Union Ministry of Agriculture and Farmers Welfare, to make drone technology an affordable option for the stakeholders. Agriculture institutions are being granted financial support of up to 10 lakh rupees for the purchase of drones with an intention of increasing awareness by large-scale demonstration of this tech in the farmer's field. Even The Farmers Producers Organization [FPO] is eligible for grants up to 75% of the cost of agriculture drones for their demonstration in the farmer's field.

In brief, the government intends to normalize as well as make it cost-effective to have a full-fledged farm operated by agricultural drones.

Several countries have already been using drones in agriculture for a while - has resulted in a more efficient usage of fertilizers & pesticides, better crop surveillance, increased production, and minimized labor work and costs.

Although operating drones does require professional training but is all worth in time ahead, it is essential for farmers to level up and learn these new technologies in agriculture because it is just a matter of time before our consumption needs become higher than our production capability but what we can do is delay it till forever by adopting new technologies and advancing our agriculture techniques.

Innovation & Technology Chart at VNR

Scada Operated Machines at processing plant.

ERP based financial and operational modules. Keeping real-time updates on core business logics.

Automated HR Dept with developed algo on record keeping, performance appraisal and more.

Barcoding based dispatches from plant.

iOS

Aiming towards fully automated new plant facility.

Fully automated recruitment and training module.

Barcoding based material tracking on field.

Dedicated ESS App for VNR Employees.

Social Media presence of official pages

Central management of marketing material and promotional campaigns plannings.

Innovative Pouch Counting machines

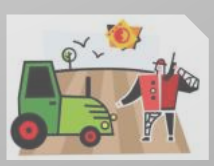
App driven loyalty scheme

App based sales field activity monitoring

State of an art Pan India R&D infrastructure. Using cutting edge modern farming techniques to yield better results.

Digital campaigns treating each prospect personally by serving pages tailored to his/her specific needs.

Data driven activities across geographies. Collection of critical farming data using in-house apps for various activities.



Celebrating
International Yoga Day
(21 June 22)
with Wildlife!

(Wildlife Photos/ Creativity by Dr. Parul Parmar, HR)

- Promotes Self Healing
- Increases Self Awareness
- Enhances Personal Power
- Reduces stress in the body
- Attains perfect equilibrium & harmony
- Removes negativity from mind and body
- Helps in attention, focus and concentration

Sketches by Mansi Sharma D/o Mr. Harendra Kumar Sharma (IT)

Is only giving enough?

-By Ms. Pooja Acharya, Finance

Social ethics have always taught us that the act of giving is the most supreme virtue in life. Especially if you are being brought up in India, somewhere the habit of giving is preinstalled in your behavior. We all have listened to the saying that people who are givers can always sleep better. Simply it is being emphasized that kindness is one of the greatest virtues you can inculcate which is so true. We all have at least once in our lives, have experienced that when we are kind and do something for others, we feel a different sense of contentment & joy. We all have something of value for the other person rather for any other living being on this earth. Fortunately, being Kind & Generous is never limited to material possessions. Sometimes a simple smile or a random act of care & understanding can bring comfort & ease to someone facing a turbulent time. However, when we assess the other side of the coin, being at the receiving end of kindness we sometimes tend to reject it directly or indirectly or take it as a burden that we owe to the person extending help. I strongly feel that many of us have to let go of this mental block that has wired itself into our compulsive behaviors. For example, most of us have been raised to become humble, modest & have self-respect. This keeps me wondering, does that mean if we are humble & modest, we have to downplay our accomplishments or if we have high self respect we tend to misunderstand empathy for sympathy & end up taking it negatively. For instance some people have a hard time accepting Sympathy but they are very compassionate and acknowledge empathetic behavior very well. When we have a hard time receiving, it might mean that we have developed feelings of anger, insecurity & resentment leading to burn outs in long run. In our personal lives, we often observe the above fact but we tend to be stingy when it comes to acknowledging, accepting & working on it. We need to get rid of these compulsions in order to be able to let the divine energy enter within us. I feel the transaction of giving & receiving is much more than this. If we are not accepting the kindness we are getting gracefully we might end up breaking the cycle. I used the word cycle because kindness has a rippling effect.

The transaction of giving & receiving is much greater than we could possibly imagine. I feel it's the rhythm of nature, its everywhere – we just have to dance to its tunes. So ultimately the better we are at receiving, the better we become at giving as none of us can pour from an empty cup.

As per my limited understanding of life at this age, Kindness is not only an Act but an attitude. The Natural attitude of Mother Earth - Compassion. Whatever we have, including our body we have taken it from this planet. Whereas what we can give back is just a paltry part. ***So when we make our very way of being into giving and we live as a manifestation of that, joy will be an immense by-product for both the giver & receiver. Just by making every act & every breath into a process of giving & receiving at the same time – we can see howwe can contribute to everything around us, no matter where we are & what we do.*** Especially now when we all live in a corporate & competitive set up, we must acknowledge the power of kindness at work as well. For example, in an urge to be better than our peers we frequently find ourselves pulling people down sometimes knowingly & many a times unknowingly. Isn't it necessary to bring each other up? Isn't it okay to accept the help we get gracefully? Isn't it crucial to care about the well being of people around us? Isn't it critical to be compassionate everywhere, at work too?

It is time for us to look into ourselves as to what kind of culture we are creating - at our homes, at our workplaces, in our society & wherever we go. It is time for us to reflect upon our own selves whether we are constantly fine tuning ourselves with the divine cosmic presence or simply drifting apart from it?

When we give cheerfully and accept gratefully, everyone is blessed. – Maya Angelou

PS: Dear readers if you could connect with the above piece even little bit, please share your answers to the questions, your experiences on the above topic or further questions which we need to ask ourselves on ***poojaacharya.vspl@gmail.com****.*

Let's keep up this discussion & bring the Compassion Culture!
Awaiting little bit of your kindness in my mailbox

Bizz Insight on Business Development by Young Arms Foundation

Young Arms Foundation is back with new and unique program **"Bizz Insight on Business Development".** 'Bizz Insight' is one year program on business development which will focus on business progress, with deep insight into business parameters, introspecting the challenges, finding the road map to achieve the desired goals in business. The first session was held on 3rd June, 2022 at Corporate Centre, Raipur and there shall be more sessions to be conducted throughout the year. Mr. Arvind Agrawal (Director) was the speaker/trainer of the program. Aspirants, willing to start their own business, struggling businessmen, start-ups willing to scale their business to new heights or someone who is willing to contribute in the development of the Indian economy participated in this program's session.




Women's Car Driving Training Program

Young Arms Foundation conducted Women's Car Driving program on 15th May 2022 at Maruti Suzuki Driving School, Raipur (CG). Mr. YNG Prasad Meher was the program convenor. Mr. Prasad shared scientifically designed curriculum, about the digital courses, glimpses of training methods, brief about the Institute, State-of-the art driving simulator and many more about the Maruti Suzuki Driving School. The program was all about women empowerment and to create awareness about the driving skills.

Mango Fest by Young Arms Foundation

Young Arms Foundation celebrated this **Monsoon season** by organising **"Mango Fest"** at Mango Farm House, Raipur on 24th April 2022. The members of Yarms joined along with their family. The excitement of this celebration were clearly visible on the kids' happy faces. The kids enjoyed plucking mangoes directly from the tree. There were no restrictions, members could pluck any number of fresh mangoes of any variety. They enjoyed climbing the mango tree to pluck the Mangoes and making instant fresh mango dishes without cooking.




PROMOTIONAL ACTIVITIES



Mega Field Day on VNR Bitter Gourd **Nandita** & **Nisarg,** at Musalwadi, Taluka-Rahuri, District- Ahmednagar, MH.



Mega Field Day on VNR Bitter Gourd **Nandita,** at Taluka-Pathardi, District- Ahmednagar, MH.


Mandi meeting on VNR Ridge Gourd **Rajni,** at Paravada market, Visakhapatnam, A.P.


Field Day on VNR Ridge Gourd **Rajni**, at Village- Ramannapalem, District-Visakhapatnam, A.P.



PDA program on VNR Chilli **Nutan**, **Nupur,** and New chilli trial at Village Matnar, Dimrapal, and Kumhali (Bastar), C.G.



Field Day on VNR Bitter Gourd **Nandita,** at Village Khambale (Ghoti), Taluka- Igatpuri, District-Nashik, M.H.



PDA on VNR Bottle Gourd **Kirti**, at Village- Hesla, District-Ramgarh, J.H.


Field Day on VNR Bitter Gourd **Nandita** at Village Khadakwadi, Taluka- Igatpuri, District- Nashik, M.H.


PDA on VNR Tomato **Vaani** at Village Areya, District- Gumla,J.H.


PDA on VNR Chilli **VNR 1366** at Village- Kairo Jamuntoli, District- Lohardaga, J.H.


PDA on VNR Cucumber **Kumud** at Village Merho, Block- Senha,District-Lohardaga, J.H.


PDA on VNR Chilli **VNR 1366** at Village- Nadi Nagra, Block- Kuru, J.H.

PDA on VNR Chilli **VNR 1366** at District-Lohardaga J.H.

Dealer's meeting at Karimnagar shared by Mr. P Srinivasa Swamy, Sales

A dealer's meeting was held at Maitri Hotel, Karimnagar, Telangana on 03-04-2022 focusing on kharif 2022 Season. The Speakers of the meeting were; Mr. P.Srinivasa Swamy (RBM, Sales), Mr. R.Anjaiah (TBM, Sales) and Mr. Sravansai Kumar Rayipelli (TSE, Sales).

The meeting began by Mr. Sravansai giving welcome speech, followed by sharing of safety guidelines. Then the senior members present as honoured guest were welcomed; Sri P. Srinivasa Swamy by R.Anjaiah and K.Srinivas by Sravansai. The chief guest along with distributors and dealers started the meeting with lamp lightning.

Mr. P.Srinivasa Swamy delivered the corporate presentation covering topics like the history of VNR, about the founder, products, collaborations etc. Next product presentation was given by Mr. Venu Gopal Reddy in which he explained the current product portfolio in details and the upcoming products in vegetable crop and field crop segment. He clarified the doubts related to the products to the dealers. The meeting ended on a good note and with a vote of thanks by R.Anjaiah. Best performance award was distributed to the dealers to recognise their good performance. Following this a lucky draw was conducted whose winners were announced on the spot and gifts were distributed. Post meeting, the team bonded with the business partners over a sumptuous lunch.



VNR Manthan

During challenging times of Pandemic, VNR Manthan a series of Webinar was initiated covering different problems and challenges related to agronomy of different Vegetable and Fruit Crops. In this series of Webinars, Presentations were delivered by eminent scientists of different Research Institutions and progressive farmers of different parts of the country.

Last year the farmers of Central and Southern India faced severe problem while managing Black Thrips in Capsicum and Chilli crops and heavy losses were incurred by the growers due to crop failure. Similar challenge was faced in managing Tuta absoluta in Tomato and Fall Army Worm in Corn. To address this issue VNR Seeds, VNR Agrimatrix and VNR Nursery in collaboration with Syngenta India Ltd. and Netafim Irrigation India Pvt. Ltd. organised a mega farmer meet under banner of Manthan - Knowledge Series and invited scientists from ICAR - Indian Institute of Horticultural Research, Bengaluru and Global Speakers from Crop Protection division of Syngenta Group to address the problems and guide the growers with Integrated Pest Management techniques to manage these pests.

Chief Guest : Dr. Girish Chandel, Hon'ble Vice Chancellor - Indira Gandhi Krishi Vishwavidyalaya, Raipur

List of Speakers :

(1) Dr. Prasanna Kumar N.R. (Scientist, ICAR - Indian Institute of Horticultural Research, Bengaluru)

(2) Dr. Sridhar V. (Principal Scientist - ICAR - Indian Institute of Horticultural Research, Bengaluru)

(3) Dr. Robert Senn (Global Technical Manager - Insecticides, Syngenta Crop Protection)

(4) Dr. Alex Silva (Head of Technical Support for Asia Pacific, Syngenta Crop Protection)

(5) Dr. N. Pazhanisamy (Insecticide Lead for Asia Pacific, Syngenta Crop Protection)

(6) Dr. Nawab Ali (Head of Technical Support for India, Syngenta Crop Protection)

Continuing our legacy of knowledge sharing, this event was a grand success as it was attended by more than 500 farmers of different districts of Chhattisgarh along with farmers from neighbouring states of Maharashtra and Madhya Pradesh.

Team VNR Nursery participated in Sitafal Workshop at PDKV, Akola, MH on dated 15th May 2022, organised by Sitafal Mahasangh, MH

Dr Praveen Rao, VC, @ PJTSAU, Hyderabad, TS at Agritech South Expo 2022 on dated 20th April 2022

Shree Venkatram Reddy, Horti Commissioner, TS at Agritech South Expo 2022 on dated 20th April 2022

Team VNR Nursery Organised a field day at Manish Bang, Kamargaon, Washim, MH on dated 16th May 2022

www.epaper.azadsipahi.com

08 जुलाई, 2022

रांची

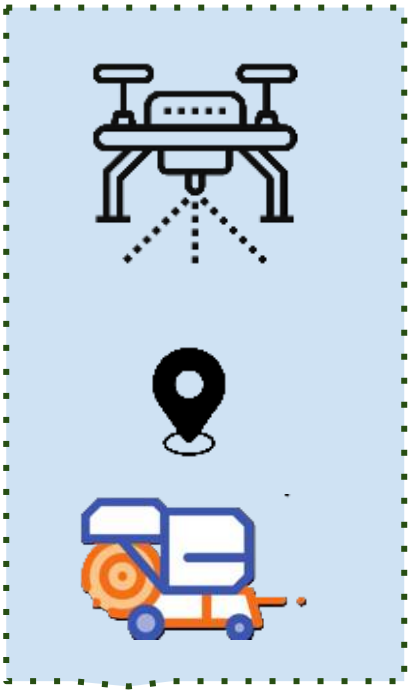
आजाद सिपाही

कलम कलम बढ़ाये जा

वीएनआर कंपनी ने किसान सारथी कार्यक्रम का किया आयोजन

आजाद सिपाही संवाददाता

कुजू। वीएनआर कंपनी के तत्वाधान में जगदीप होटल सोनडीहा के सभागार में किसान सारथी कार्यक्रम का आयोजन किया गया। आयोजित कार्यक्रम में बोकारो और रामगढ़ जिले के विभिन्न प्रखंडों के प्रगतिशील किसान शामिल हुए। कार्यक्रम का शुभारंभ आगत अतिथियों का किसान मित्रों द्वारा बुके भेंट कर सम्मानित किया गया। इस दौरान कंपनी के टीएम विकास कुमार और एसटी अमित प्रसाद ने मौजूद किसानों को वीएनआर कंपनी से किसानों को उन्नत खेती करने समेत बेहतर ढंग से फसल उपजाऊ करने संबंधित खेती से जुड़े बिंदुओं पर विस्तार पूर्वक जानकारी दी। मौजूद किसानों ने खेती के दौरान होने वाले अपनी कई समस्याओं को रखा। साथ ही, किसानों ने वीएनआर कंपनी को बेहतर उन्नत के रूप में अपना विश्वास जताया। किसानों ने कहा कि उक्त कंपनी आर्थिक स्रोत को बढ़ावा देने में प्रमुख कंपनी है। कार्यक्रम के दौरान एक नंबर खेती के लिए प्रजाति- 2318 तथा दो नंबर के लिए प्रजाति - 2228 सबसे उत्तम बीज है। इसके ऊपज के बारे में किसानों को विस्तार पूर्वक बताया। मौजूद अधिकारियों ने मौके पर 120 किसानों को प्रति 3 किलोग्राम मुफ्त में दोनों प्रजाति के धान रूपी बीज वितरण किया गया। मौके पर किसान मित्र गिरधारी महतो, त्रिलोकी महतो, दीपक पटेल, मुखिया द्वारिका महतो, पूर्व मुखिया कनैया राम, आकेश्वर महतो, क्षेत्रीय बीज विक्रेता अभिषेक राज समेत दर्जनों किसान मौजूद रहे।



Digital Revolution in Agriculture

IoT in agriculture

TheHitavada

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More than 100 participate in 'HR Conclave 2022' by ITM University

■ Staff Reporter

RAIPUR, June 26

ITM University, Raipur organised 'HR Conclave 2022' at Hotel Babylon International, Raipur on Sunday.

The conclave was centered on the theme 'Nurturing Local Talent of Chhattisgarh: The HR Challenge'. The conclave with over 100 participants provided a platform for HR professionals to interact with panelists, exchange experiences and best practices in the field of human resources relationships.

Chief People Officer (CPO) ITM Group of Institutions, Mumbai Professor Lakshmi Murthy and Director IQAC ITM University Raipur Dr Yasin Sheikh by lamp lighting and paying obeisance to Goddess Saraswati.

Addressing the conclave, CPO Professor Lakshmi Murthy highlighted the objectives of HR Conclave and said that academic institutions have a big challenge to place the student on good salary with good organisations as per their expectations. She appreciated that a lots of manufacturing industries including services have been established in Chhattisgarh and they need manpower in various segments. The current jobseekers of tier-1 cities are now migrating to tier-2 and tier-3 cities for employments. In these perspectives the HR have big challenge to balance the industry requirements and employee satisfaction on account of skill, smart salary, and sustainable industrial development, she added.

Interactions in progress during the HR Conclave 2022 organised by ITM University, Raipur.

Earlier, the panelists were welcomed by School of Engineering and Research Head Dr Satya Prakash Makhija, School of Life and Allied Sciences Head Dr Rupesh Thakur and School of Law Head Dr Shraddha Paney and the SHTM Head Professor Ameya Jani by presenting potted plants during the inauguration session. The programme was well coordinated by Operation Head Deepti Mishra, Dr Bhavna Prajapati, Professor Arijit Goswami and Professor Incy Pandey along with the training and placement team of the university.

The programme was ended with a vote of thanks proposed by Professor Arijit Goswami. President of Jindal Steel and Power Limited Raipur Pradeep Tandon was the chief guest of the programme.

FARMER SUCCESS STORY

Prakash Batra

Phone: 7894968125

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

Rutu Barman

Phone: 77751912140

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, Raighar, Nabarangpur, Odisha

- **By Mohammed Ahmad, Sales**

Farmer Testimonial

Nilesh Popat Kasab & Babasaheb Popat Kasab

Post - Rajuri Taluka-Rahata
District - Ahmednagar
Total Area - 3 Acres

We are using VNR Seeds' Aarti, Nisarg, NT77, Rajni, Nandita since last 3 years. We received timely guidance from Mr. Imran Abbas Panhalkar and Mr. Kiran Gopale, Ahmednagar District representative in agriculture. Because of proper guidance & good product varieties, we got huge benefits. We are doing farming with a commercial approach in mind. We also market the produce we grow ourselves and we get the support of the whole family. Self-marketing earns us four times more than others. Our dream turned into reality when we built our own house from the income through VNR's seeds. Today, more than 500 farmers till date from Ahmednagar, Aurangabad, Nashik, Solapur, Pune have visited our vegetable plots. We once again thank Team VNR!

- **By Mr. Imran Abbas Panhalkar, Sales**

VNR SEEDS PVT. LTD

Corporate Centre, Canal Crossing,
Ring Road No. 1, Raipur-492006 (C.G.)
Contact Us: +91 771 435005 – 10
Visit Us at: www.vnrseeds.com

VNR IMPACT
Volume – 28 April to June 2022
Please share your suggestions and feedback vnrmagazine@gmail.com