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## HIGHLIGHTS



**Administrative Office and Seed Testing Lab  
@ VNR Plant Deorjhal (Chhattisgarh)**



**VNR Milan 2016 @ Raipur**

**Seed Testing Lab and Administrative block is inaugurated at VNR's Deorjhal Plant** on Monday, 7th March 2016 on the auspicious occasion of Mahashivratri. This facility is a step towards seed quality assurance infrastructure upgradation programme of VNR. The new facility with built-up area of more than 6000 sq. ft. Spread across 2 floors with 60 plus seating capacity. It comprises 2 blocks, one admeasuring around 2500 sq. ft.—which is 4 times of earlier facility—dedicated for Seed Testing Laboratory and rest is an extension for administrative function of Deorjhal plant.

VNR QA Lab—as popularly referred to—is equipped with most modern and futuristic equipments. While designing this lab, a special emphasis had been placed on workflow movement, where in each major function of lab activity is dedicated with independent work areas but aligned with next activity of the work process. There are separate work areas for Physical Quality, Physical Purity Analysis, Remnant Analysis, Moisture Test and Moisture Meter Calibration activities.

The two walk-in germinator chambers, each comprising of 810 CFT is fitted with ultrasonic humidifier where humidity can be maintained up to 100% level and temperature can be maintained in range of 20 – 30 degrees centigrade. These new germination chambers will handle a load of more than 1000 samples and will be very helpful during heavy rains and extreme winter season when it becomes impossible to conduct germination tests outdoors, in coco-peat trays and sand beds.

To be continued... in page no. 7

## Message From Management



**Mr. Arvind Agrawal**  
Director

We have, of late, been adopting suitable organisational practices which in turn allow us to be more competitive in business and to become a top ranking market player in some product segments. Though faced with challenges of various kinds and complications, today VNR stands wonderfully reshaped into a well known entity recognized for its growth and quality product deliverables. The organisation recognizes that employees are the key to organisational success apart from other success factors.

As an organization we've made excellent progress, and we have more to do. Not only growth is important but also the need to sustain the growth. Satisfaction at any point of growth, we know, amounts to be stagnation and so we cannot be satisfied with the existing growth rate. The business environment is dynamic and continuously changing with many factors causing fluctuations particularly in agriculture business.

The ongoing socio-economic environment demands flexible business approach, focused areas of competitive advantage, competent team, organizational agility to withstand environmental changes, etc. While focusing on meeting the short term goals, we should not lose sight of the long term goals of business expansion into new indigenous and international markets, offering superior quality product portfolio, having satisfied farmers, venturing into new technological innovations, etc. in the next few years to come.

The organisational goals can be achieved only through active participation and involvement of the each and every team members. A highly competent team can take the organisation to great heights. It is the need of an hour for all team members to invest time identifying the personal strengths and weaknesses and work towards improving competencies. Improved performance levels will lead to improvement of overall organizational performance.

There are some proven key habits one needs to follow the improving productivity levels.

1. Proper planning of tasks.	2. Do not overly multitask.
3. Ability to say "No" if overloaded with work.	4. Do not be afraid to seek feedback and work towards weakness.
5. Seek advice whenever required.	6. Always be surrounded by positive thinking people.
7. Effective Time Management.	8. Be a continuous learner.
9. Execute the planning with precision.	10. Track the time spent on specific task, cut down on non value adding time.
11. Give error free deliverables.	12. Meet the deadlines.

The above suggestive measures will lead to improved performance. The individuals should strike a balance between personal as well as organisational goals which will ensure both career growth and achievement of the organisational objectives. Once productivity levels improve there is nothing that can stop the individuals and organisation from scaling newer heights!

I am glad to see VNR Impact's success. It is growing and taking new shapes. Enjoy the third volume of Impact...

All the Best!!!!

## Editorial Board Speak



Welcome to yet another issue of VNR Impact. The topics of this issue range from management talk, learning of VNRites in training programs, etc. to various events and happenings at various locations within the company and outside. To the field of business, a new facility “QA Lab and Administration Office” has been added to our Deorjhal Plant. VNR has participated in various conferences and agricultural fairs. The team members participated in various in-house as well as external training programmes.

The mega event MILAN is the main attraction of this volume. Last month the VNR teams got bitten by the cricket bug... see the speaking glimpses of VNR Cricket League 2016 and feel the fever. Continuing our trend, this issue provides news updates from the field of business and other areas in additions to final reviews of and discussions about various challenging cases within our knowledge and research zone. We hope you will find these reviews both educative and entertaining.

We are happy to report that the popularity of our newsletter is growing day by day with the number of contributors to this newsletter increasing. We are enjoying this journey as much as you are. We intend to provide VNRites a great reading experience!

Keep sharing your experiences and feedback at [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com)  
Happy reading!!!

### Editorial Team

## VNR new offering in field crop

### VNR SINGLE CROSS HYBRID CORN - VNR 4325

- 105-110 Days Maturity in Sharif (Seed to seed)
- Intermediate Height, Medium –high cob placement.
- Uniform cobs with complete tip filling,
- Thick cylindrical cobs
- Orange flint grains
- 16-18 Rows, Good test wt
- Non Lodging
- Suitable for Kharif and Rabi season.



### HYBRID PADDY -VNR 2205

- 125-130 days maturity ( seed to seed)
- Grain type similar to BPT 5204.
- Good cooking quality,
- More tillers per plant
- 15-20% more yield than the similar duration hybrids



### HYBRID CORN -VNR 4226

- 95 to 100 Days Maturity in Kharif (seeds to seeds)
- Medium Plant Height
- Uniform cob size with medium cob placement
- Yellow orange semi flint grains
- High Yield Potential



### HYBRID BAJRA -VNR 3245

- 80 days from seed to seed
- Intermediate height (2 - 2.25 m)
- Sturdy stem, Lodging tolerant
- Stay green character, good for fodder foliage
- Tolerance to Downy Mildew
- Long cylindrical compact cobs
- High yield with grey colored grains



### HYBRID CHILLI – RAGINI (26-13)

- Fruit length 5 to 6 cm with 1.1 cm diameter.
- Semi erect canopy.
- Early hybrid. First harvest 45-50 days after transplanting.
- Tough fruit. High pungent. Good for long transport.
- Green color fruit.
- Good tolerance to leaf diseases.



### HYBRID CHILLI – ROHINI

- Fruit length - 8-9 cm with 1.1 cm diameter
- Early Hybrid, first harvest 50-55 DAT
- Dark green, glossy tough fruits
- High pungency
- Good cold & Heat set,
- High number of Secondary branches
- Umbrella type canopy.
- Good for long distance transport.



### HYBRID BITTER GOURD NT-222

- Early hybrid. First picking 50-55 days
- Dark green uniform fruits with tough spines.
- High yield potential
- Healthy vine. Good tolerance to Powdery mildew
- Good keeping quality and good for long transport.
- Fruit length 16-18 cm and 4-5 cm diameter.



### HYBRID BITTER GOURD NT-77

- Extra early variety. First picking 42 to 45 days.
- Dark green, glossy, attractive fruits
- 20-24 cm long fruits
- Continuous fruit setting, shorter harvesting intervals
- Early bulker
- Very high yield
- Good transportability

## VNR Reward & Recognition

On the eve of 30th January 2016, all the VNRites at Raipur set out in their best out-fits to participate in MILAN at Club Parasio for a celebration evening. The evening was marked by two special events –presentation of long service awards and bidding farewell. The team bid farewell to Mr. Shekhar Saha, who retired on 31st Dec 2015 after a stint of 9 years with VNR, from the position of Sr. Sales Executive. Retirement, though taken for liberation out of intensive realms of binding obligations, opens up new vistas wherein you do what you want to do; when you want to do it; where you want to do it and how you want to do it. It is only a solemnity, although no one can retire from work. He was honoured in presence of his family for his contribution to VNR. One and all had a gala time where all shook their legs, played games, cheered the award winners and ate the different delicacies chosen for them.

The members who received the long service awards were:-

- 1 Mr. Surendra Kumar
- 2 Mr. Jagdish Jaiswal
- 3 Mr. Alok Kumar Gupta
- 4 Mr. Ravindra Kumar Yadav
- 5 Mr. Shrayes Gothi
- 6 Mr. Anil Kumar Singh
- 7 Mr. Sevak Ram Verma
- 8 Mr. Chandrakant Singh
- 9 Mr. Pathakala Shankar
- 10 Mr. Mudugunt Rama Krishna Reddy
- 11 Mr. Naresh Kumar



## Training



## Managing Contract Farming

(January 25-29, 2016)

Indian Institute of Management, Ahmedabad conducted a training on contract farming and fresh food supermarkets to document the experiences of firms and farmers. This program intended to share the experiences with the executives associated with contract farming and procurement activity. The aim was to develop a broader understanding of the concept and develop skills in designing and implementing contract farming programs. The content covered rationale of contract farming, models, pricing, quality monitoring, contracts etc. The participants were a mix group from corporate as well as entrepreneurs. Mr. Surendra Kumar (Production) from VNR attended the training and gained important information and got upgraded on his knowledge of contract farming.

Faculty/Trainer

Professor Sukhpal Singh (Faculty Chair), IIM, Ahmedabad (GJ)

Contributed by :

**Mr. Surendra Kumar, Production**

## My Role in Improving Productivity & Quality (March 8<sup>th</sup>-9<sup>th</sup>, 2016)

Location:- Processing plant, Deorjhal

Trainer:- Ms. Huma Aziz, Consultant & Trainer HRDC, New Delhi

It was 2 days workshop conducted at the plant for emphasizing an individual's roles and responsibilities in improving the productivity at workplace. The training also emphasized upon the processes to maintain quality while achieving the productivity. The training covered various quality techniques like 5S's, Kaizan practices TQM & TPM important for achieving zero defect. The most important take away by the participants was that quality can be achieved in workplace by making small and continuous improvements in the work habits.





## Eagle..Training for growth

A training program titled “Eagle” was conducted by JCI on motivation and growth in Dec and included 10 short sessions. The trainer, Mr. Shekhar Jain, compared the human life with that of eagle bird to draw inspiration and learn important aspects of life through various topics like ‘how to achieve goals?’, ‘how to focus on targets?’, ‘task delegation’, ‘be ready for change’, ‘find hero in you’, ‘work life balance’, ‘find eagle in you and team building’ etc.

Purpose of the training was to train the participants on time management, decision making and leadership quality. Mr. Harendra Sharma, IT Department from VNR attended the training and gained great insights into the stated areas.



## Training on “Managing complaints & Farmer Meetings”

by trainer-  
**Mr. B. Sivaprasad at Hyderabad**

## Awareness Program on Snake Bites @ Kohadia Farm (Chhattisgarh)



सर्प विषधारी, सर्प हितकारी

सांप के स्मरण से ही बीभत्सतायक्तु भय से शरीर में सिहरन सा अनुभव होने लगता है, परंतु कृषिक्षेत्र में काम करने वाले किसानों तथा मज़दूरों का सर्पों से दो चार होना तो उनकी दिनचर्या का हिस्सा होता है। ऐसे में जानकारी अथवा जागरूकता ही किसी काम को व्यवसायिक गति दे सकती है। मार्च 9, 2015 के दिन कोहाडिया फ़ार्म पर आयोजित प्रशिक्षण कार्यक्रम का उद्देश्य भी यही था कि खेतों में कार्य करने वाले किसान-मज़दूरों को उनके कार्य के दौरान आड़े आने वाले विषैले जीव- जंतुओं के बारे में जानकारी दी जाये तथा उनसे रक्षा के लिये सुरक्षा कवच के रूप में सांप, उनकी प्रजातियाँ, उनमें पाये जाने वाले विष की मात्रा, उसका प्रभाव एवं प्राथमिक उपचार के बारे में जानकारी प्रदान की जाये। उक्त कार्यक्रम में जानकारी देने वाले थे श्री इरफान जो छत्तीसगढ़ की राजधानी रायपुर के 'नोवा नेचर' नामक अशासकीय संगठन के लिये अपनी सेवायें प्रदान करते हैं। उन्होने कुछ जीवित सांपों का प्रदर्शन करते हुए उनकी प्राकृतिक, प्रावृत्तिक तथा परिस्थिति-जन्य स्थितियों में किये जाने वाले व्याहारों पर प्रकाश डाला एवं उनसे निबटने के लिये किये गये उपायों में

बरती जानी वाली सतर्कता बिंदुओं से भी अवगत करवाया। सर्प विशेषज्ञ श्री इरफान ने सांपों की भयावहता से डरने की अपेक्षा उनकी उपयोगिता का लाभ लेने पर ज़ोर देते हुए उनको न मारने की सलाह दी। उन्होने बताया किस तरह सांप मेंढक, चूहे आदि अन्य फ़सल खराब करने वाले जीवों से फ़सलों की रक्षा करता है। अपने प्रभावी भाषण-शैली से इरफान प्रसंग को रुचिकर बनाते हुए श्रोताओं का ध्यान निरंतर बनाये रखने में सफल रहे। कार्यक्रम के सहभागियों का उत्साह बना रहा। श्रोताओं ने न केवल प्रश्न पूछ कर अपनी जिज्ञासा पूरी की बल्कि सांपों को स्पर्श कर अपने भय भी दूर किया।

## Achievement

# Inauguration of Seed Testing Laboratory and Administrative Office @ VNR Deorjhal Plant



Another unique feature of this lab is vacuum seed counter which is imported from Hoffman USA. The vacuum counting heads will lead to accuracy and help to achieve operational speed; it will be useful in maintaining distance between seed on germination paper, which will result in easy segregation of seedlings at the time of evaluation. These seed counting and planting heads are great way to save time and maximize productivity.

Seed sample being an important entity in QC Lab, its handling, storage and retrieval is very critical,

to facilitate this—a dedicated, independent and secured mechanized Guard Sample racking system is custom built which can store more than 25000 samples.

Apart from this, administrative block is having a 14 seat conference room well equipped with overhead projector to conduct meetings and in-house training. This facility also houses IT server room having a dedicated seedtrac server and controller switches for video security surveillance backed by seamless internet connectivity with failover switching in between 2mbps BSNL dedicated connection from Durg and 10mbps Airtel line from Raipur. Wireless connectivity is facilitated through Cisco access points and network is secured with firewall access control infrastructure.

There is a room fitted with mechanized rack storage system for electrical, electronic and high value spares—this along with Guard sample storage is well supported with in-house Seedtrac stores management application.

The ceremony was well attended by all the members of Managing team. The 15 member strong professionally qualified QC team arranged series of work role presentations, where they showcase their skills and responsibilities in front of management team and seek guidance from them on point of specific importance. At the outset; Mr. Vimal Chawda MD congratulated Plant & QC team for bringing up this excellent facility. He said, “The inauguration of this laboratory will essentially guarantee our farmers to have access to good quality seed and will consolidate our belief to always work in the interest of farmers”

The building is aesthetically designed where its central passage is open to sky for natural sun light, amidst beautiful array of green plants providing a soothing effect and instil calmness among working colleagues. So next time, while you are in Raipur—make sure to visit and have refreshment with Plant & QC team, at colourful and lively canteen of this facility!!

Contributed by : **Mr. Mukesh Kharya**





## Research Says

### NORTHERN SEED ASSOCIATION

## INDIAN RESEARCHERS CLAIM THAT CELL PHONE RADIATION AFFECTS CROP GROWTH.

Researchers from Kolkata's Jadavpur University in India have said that mobile-tower radiation affects plants and vegetables. Scientists from the university's electronics and telecommunications engineering department conducted tests on plants, fruits and vegetables by exposing them to radiation from cell phones .

“Nearly 50 chilli plants exposed to mobile radiation from the seed-stage till they grew into plants, attained more height and grew longer leaves than their counterparts not exposed to radiations. But their leaves were wrinkled and looked dull compared to normal plants,” said Bhaskar Gupta, a professor of electronics and telecommunication at Jadavpur University, who led the study. “Our experiments only reveal plants are affected by mobile radiations. We are using the help of biologists to find out what changes are going on inside the plants and whether these are harmful or beneficial.”

*Source: Horti Daily*

## Garden plant residues can improve soil



*When there is no plant residue left to cover the soil, it can form a crust. This reduces the soil's natural ability to soak up rain and can increase erosion.*

*Credit: Kate Norvell*

**Garden Plant Residues Can Improve Soil.** Intentionally or unintentionally, many gardeners have left plants in their gardens over the winter. The Soil Science Society of America (SSSA), Soils Matter blog post explains it to be actually a good thing to do... and something everyone should consider on a yearly basis.

According to the blog writers Kelley House and Kate Norvell, who are certified professional soil scientists, plant litter that remains after a harvest is called "residue." Leaving the residues in place over the winter, instead of pulling them up or tilling them into the soil surface, provides numerous benefits for the soil and your garden.

- Plant residues reduce erosion and loss of valuable topsoil.
- Having plant residues on the soil surface prevents something called soil crusting.
- Residual plant material reduces weeds by covering and shading the soil.
- Plant residues provide shade, regulating soil temperature.
- Cooler soil temperatures also aid in the retention of soil moisture, which in turn is favourable for seed germination in the spring and crop growth.
- Crop residues provide micro-habitats that protect and benefit the germinating plant seeds and establishing seedlings.
- Plant residues provide a source of organic matter for the soil.

Source: Science Daily, 15 February 2016

## Events @ VNR

### BUSINESS PARTNERS MEET

The South India team conducted a Business Partner's Meet at Ramoji Film City, Hyderabad on 27th March 16 in the presence of management and senior leadership team Mr. Vimal Chawda, Mr. Atul Sah, Dr. KC Upadhyay, Mr. Parag Agrawal and 70 distributors from South Indian states (Andhra Pradesh, Tamilnadu, Telangana & Karnataka).

The business head, Mr. Atul Sah shared the VNR success story and appreciated the contributions of the business partners and VNR team. The best performing distributors were recognized with shields in various winning categories of Zonal Champion Winner, Zonal Champion Runner, State Champions, Emerging champions, Cash Kings.

The meeting ended with some entertainment program and distribution of momento's to all distributors.



Contributed by :  
Mr. Tamatam Ravindra , Sales

### Women's day Celebration on 8th March @ Corporate Centre

The international women's day was celebrated at corporate centre with 14 female VNR staff and 3 housekeeping women staff. This event was organised with the purpose of recognising the contributions made by the women force in their respective areas. This occasion was graced by two special guest of honour invited from other fields.

Dr. Pooja Kadhi (Gynaecologist), shared her achievements and informed all on the measures to be taken to avoid female specific ailments and gave tips to maintain good health. Mrs. Leena Vadher (Founder President of the female wing of JCI, WAMA at Raipur), shared her inspiring journey from a founder member to president thus motivating others. The members of management team Mrs. Hema Chawda and Mrs. Mukta Agrawal gave lot of motivation and encouragement to the female members to excel in their fields and to remain healthy by sharing their personal experiences.

All the ladies of VNR had lots of fun and felt extra special on this day!!!



## Events @ VNR

### VNR Cricket League 2016 @ Raipur

VNR Cricket League 2016, the cricket championship tournament was the much awaited event at VNR. The participants began practicing many days ahead of the D-day. VNR Cricket League was organized at Raipur (CG) on 21st February 2016 with the participation of four VNR Teams namely VNR Champs, VNR Superkings, VNR Bulldozers and VNR Boosters representing different functions. The winner team was "VNR Boosters" who won the trophy in their first ever participation match playing against "VNR SUPERKINGS".



### VNR Sponsored Cricket Match

28 फरवरी 2016 को JCI Raipur Capital के द्वारा Capital Premium League 2016 (Cricket Match) ] कांगेर वैली मैदान में कराया गया। जिसमें Capital की चार टीमों ने बढ़चढ़ कर हिस्सा लिया। ये टीमें थी :-

- 1) VNR Riders
- 2) GK Fighter
- 3) AT Lions
- 4) Rajat Express

जिसमें VNR Seeds ने VNR Riders को sponsor किया। यह मैच पूरे अंतर्राष्ट्रीय नियमों के साथ खेला गया।

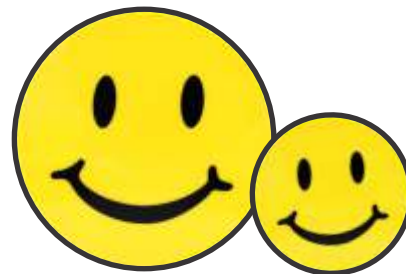


Hon'ble Mayor of Durg Mr. Labh Chand Bafna had inaugurated Lime stone cricket match @ Ahiwara, VNR was one of the sponsor for match

## Know your self

### True or not.....Psychologist Says .....

1. If a person laughs too much, even at stupid things, he is lonely deep inside.
2. If a person sleeps a lot, he is sad.
3. If a person speaks less, but speaks fast, he keeps secrets.
4. If some one cant cry, he is weak.
5. If some one eats in an abnormal manner, he is tense.
6. If some one cries on little things, he is innocent & soft-hearted.
7. If some one angry over silly or petty (small) things, it means he needs love



## Healthy & Chilled “Buttermilk Dalia”



### INGREDIENTS

- |                        |           |
|------------------------|-----------|
| 1. Dalia               | 1/2 cup   |
| 2. Water               | 1 cup     |
| 3. Buttermilk          | 1 cup     |
| 4. Coriander Leaves    | 8-10      |
| 5. Mint Leaves         | 9-10      |
| 6. Curryr Leaves       | 9-10      |
| 7. Green Chilly        | 1         |
| 8. Onion               | 1         |
| 9. Cumin Seeds (Jeera) | 1/2 tsp   |
| 10. Urad Daal          | 8-9 seeds |
| 11. Ghee               | 1/2 tsp   |

**Method** : Make dalia with water & salt in a cooker. Then add butter milk ,Coarse grind (green chilly, few mint leaves(Pudina leaves), Coriander Leaves), more salt to be added as per taste and then put the chopped onions in the dalia.

**For tadka** : Take little Ghee or butter, heat it and add whole jeera, soaked urad daal and currey Leaves and put it in the dalia. Now keep it in the fridge and then serve when it is cold

**Useful Tips:** Don't make this dalia too thick. Add more butter milk if it is thick. It is good for weight loss and diabetic patients.

**Contributed by** : Ms. Hema Chawda

### कविता

जीवन के आकाश में सब हो गए पतंग।  
डोर किसी के हाथ में, उड़े किसी के संग।

आपके हर सवाल का जवाब मेरी आँखों में था।  
और आप मेरी जुबां खुलने का इंतजार करते रहे।

अभय ढोक, सेल्स

## डर के आगे जीत है .....

Adventure at its best! I tested my guts by taking part in Bungee jumping at Rishikesh during my family outing in Jan this year. It's a 10 kms ride from the main city and coordinated by Jumping heights. The biggest thrill from bungee jumping undoubtedly comes from the free-fall and the rebound. I decided to take the challenge to jump from 300 feet high cliff and trust me it worked out well. I was scared initially but little bit of coaxing from others and I was ready for the fall. I felt the adrenalin rushing through me when I experienced the free fall similar to that of a bird diving down.....it's an amazing thrill which can only be experienced!



Contributed by : Gourav Rathod, Finance

### Eye Care



Crested Serpent Eagle, Captured by-  
Mrs. Parul Parmar, HR

मैं काफी समय तक कन्जक्टीवाइटीस बीमारी से परेशान रहा और काफी तकलीफ से भी गुजरा, और ऐसा आप सभी के साथ भी ना हो इसलिए कुछ सामान्य नियमों का पालन जरूर करें जो कि मुझे डॉक्टर ने दी है।

जय बंगला ,कन्जक्टीवाइटीसद्ध बीमारी से बचने की सामान्य सूचनाएं

1. कभी भी मुंह पर हाथ फेरने की इच्छा हो या आंख में खुजली चले तो कृपया बिना हाथ धोये अपने मुंह या आंख पर हाथ न फेरें। नहीं तो आंख उठने की बीमारी के आप जल्दी ही शिकार हो सकते हैं।
2. आंख व मुंह पोछने के लिये अलग रुमाल, गमछा या टावेल का इस्तेमाल करें। दूसरों का इस्तेमाल किया हुआ कपड़ा अपनी आंख व मुंह पर न लगायें।
3. आंख में काजल व सुरमा न लगायें।
4. आंख की बीमारी वाले मरीज के साथ एक ही बिस्तर पर न सोयें।
5. अगर आपको आंख की बीमारी हुई है तो अलग बिस्तर में सोयें।
6. आंख में खटक या गड़न या चुभन है, तो ठंडे पानी में आंख को एक मिनट डुबाकर आंख को पानी से मटमटायें। दिन में दो बार।
7. जिनकी आंख आयी हो, उनसे हाथ न मिलायें। अगर उनसे हाथ मिलायें तो कृपया आप अपना हाथ शीघ्र धो दीजिए।
8. जिस तरफ की आंख आई हो उसी तरफ करवट से लेटना चाहिए। जिससे गंदा पानी दूसरी आंख में ना गिरे।
9. रोगी को धूल और धूप से बचना चाहिए। गोगल्स अर्थात् काला चश्मा पहनना चाहिए।

योगदान द्वारा :  
नवीन अग्रवाल, IT

## Nursery



## Rastriya Krishi Mela

Rastriya Kishi Mela was organized by ministry of agriculture Chhattisgarh and CII East Chapter, between 26-28 Dec-2015 at Raipur(CG). The mela was inaugurated by hon'ble chief minister of Chhattisgarh Dr. Raman Singh and agriculture minister Shri Brijmohan Agrawal. The closing ceremony was done by the Governor of CG, Shri Balam Tandon.

### Participants

VNR Seeds Pvt Ltd , Department of Agriculture/Horticulture/Animal Husbandry, IGKV(Indira Gandhi Krishi Vishvavidyalay), Johndeer, Mahindra Tractors, HDFC Bank, Punjab National Bank, Tata Chemical etc..

### Objective

The mela was organized to reduce the distance between technology and farmers. VNR showcased its prominent fruits variety VNR-BIHI(Guava) which is very much popular in CG & having its presence with 3 lac plants in grower field.

VNR exhibited fruits of several vegetables viz Tomato, Brinjal, Ladyfinger, Chilly, Bottle Guard, Beans etc. VNR displayed grafted vegetable plants of Water Melon and Brinjal. More than 10000 farmers visited VNR stall & took interest in displayed crops & its adopted technology.

Contributed by :

**Mr. Devesh Shukla, VNR Nursery**

## Agri & Dairy Technology Exhibition



Agri & Dairy Technology Exhibition was held at Vijaywada-AP between 4th -6th Feb-2016. It was a moment of pride when honorable Agriculture Minister of Andhra Pradesh Shri Prathi Pati Pulla Rao Garu and Irrigation Minister of Andhra Pradesh Shri Devineni Uma Maheshwar Rao visited VNR stall during the exhibition and showed keen interest in the cultivation of VNR BIHI (Guava).

## AGRI-TALK Agriculture exhibition

Agri-talk, an agricultural exhibition was held at Shastri Maidan, Rajkot, Gujarat from 26th- 29th Feb. 2016. The team of VNR from Raipur participated in it. The total exhibitors were 205, in which we had around 7000 visitors in our stall. The show drew a good number of farmers from in and around the periphery of that area along with few visitors from across the state.

Contributed by :

**Mr. Rajeev Bhaskar, VNR Nursery**





## Mahashivratri Puja 2016 @ Deorjhal Processing Plant



## Holi Celebration 2016 @ Corporate Center



## Farmer's Success Stories

Farmer. : Mr. Sumanta swain  
 Place. : Kantapada,Olatpur,  
 Cuttack(Orrisa)  
 Area. : 2.5 Acre  
 Crop : Pumpkin  
 Variety. : VNR 11  
 Showing time. : Nov-15, 2nd week  
 R to R distance. : 6 feet  
 P to P distance. : 6 feet  
 Harvesting time. : DAS 3 month  
 Total production. : 35 ton approx  
 Gross Earning : Rs 2,00,000/-  
 Total expenses : Rs 30,000/-

Farmer. : Mr.Srinivasulu Reddy  
 Place. : Kadapa (AP)  
 Area. : 1 Acre  
 Crop : Brinjal  
 Variety. : VNR-Simran  
 Showing time. : Aug-15, 3rd week  
 R to R distance : 3 feet  
 P to P distance : 1.5 feet  
 Harvesting time : DAS 2 month  
 Total production : 66 ton approx  
 Gross Earning : Rs 1000000/-  
 Total expenses : Rs 270000/-

Farmer : Mr. Ravin Malgaya.  
 Place : Kanapur(Bedia)MP  
 Area : 3 Acre  
 Crop. : Pumpkin  
 Variety. : VNR-11  
 Sowing time. : 2/10/2015, 1st week  
 R to R distance : 4 Feet  
 Plant to plant distance : 2 Feet  
 Harvesting time : DAS 1 year  
 Total production : 90 ton  
 Gross Earning. : Rs.520000/-



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