



VNR Impact

Volume - 05, July-September 2016

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HIGHLIGHTS



Uday
DAWN OF GLORY



Message From Management



Mr. Atul Sah
Business Head

It has really been a fantastic journey till date in VNR seeds where we all saw a dream, nurtured it and converted it into reality, which is the VNR of today; VNR is one of the fastest growing companies in vegetable and field crop and surpassing new mile stones every year. Each and every member of this organization is contributing to the fullest capacity and converting the dream into reality, we are a true example of the team work and coordination between different departments and we are full of success stories!

With every passing year we are maturing as an organization and as a person, both professionally and personally. This success also brings to us a lot of responsibility towards the primary stake holder, which is 'The Farmer'. We all need to ensure that we maximize his per acre income not only by providing good seed but also by providing solutions for challenges he is facing while growing the crop. This is how we can create a difference as a seed company and as agriculture professional; there couldn't be a more satisfying job where we have capabilities, skill set, knowledge and tools to bring smile on the faces of millions of farmers. We need to focus on product, penetration, processes and optimizing value (both for farmer and company), each small process innovation as saving time and money in every department will cumulatively have a big impact on organization financial performance, which is key for success. Everyone is contributor to the bottom line; let's keep this always on the top of the mind.

With UDAY ...the dawn of glory, the conference theme this year, we are all set to expand our wings and take the business beyond the boundaries of INDIA, this is again a dream of becoming the biggest Indian seed company as exporter, I am very sure that with this team of champions, internationally reputed products, strong business processes and control, we will realize this dream shortly.

Stay focused and be passionate in fulfilling the responsibility and chasing the dream!



Editorial Board Speak

With the release of fifth volume of VNR Impact we are happy to announce that we have successfully completed one year of "VNR Impact" release. It gives us immense pleasure to announce that with your support and hard work we have been able to achieve another milestone and hope that you are enjoying the journey as much as we are. Our 9th Annual Conference "Uday – Dawn of Glory" held at Lonavala is the main attraction of this volume. All the conference members had the opportunity to visit Asia's Largest amusement park, "Imagica" and experience joyful moment with fellow VNRites. "Manthan" another Leadership training programme was also conducted during the quarter at sirpur for grooming the leaders of the company and educating them with the advanced method and skills for self development.

Lord Ganesha also known as the God of success has been blessing us with prosperity and fortune since the very beginning. The festival of Ganpati Bappa was celebrated at our office which was followed by worshipping Lord Ganesha twice a day for 10 days by VNRites. We really appreciate the contributors and readers of the journal for making the journey smooth and joyful. We invite more articles from all the VNRites for future issue of VNR Impact.

We request all our readers to contribute more and give us the feedback and suggestions so that we make next issue better and more interesting. Wish you all a Happy Navratra ! May goddess Durga keep showering her blessings and embrace us Happiness and Prosperity.

Happy Reading!!!

EDITORIAL TEAM

1st Anniversary



9th Annual Conference 2016
@ Imagica, Novotel



Knowledge Zone

Chilli and its diseases

VNR is presently delivering 34 chilli varieties at different markets. In present Knowledge Zone series, we are going to share some information about diseases found in chilli crops and how to deal with these diseases.

Types of Chilli Diseases and its cure

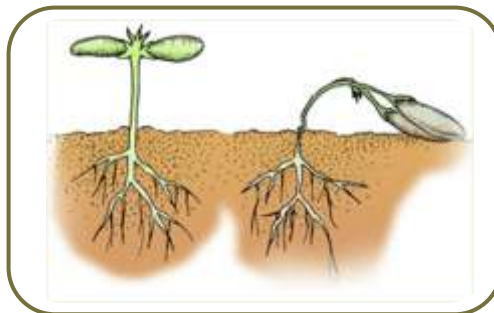
1. Damping Off
2. Alternaria Leaf Spot
3. Powdery Mildew
4. Anthracnose
5. Choanephora Blight
6. Fusarium Wilt
7. Bacterial Wilt
8. Cercospora Leaf Spot
9. Leaf Curl Virus

I) DAMPING OFF Caused by: *Pythium aphanidermatum*

Pre-emergence damping off is a very common disease in nurseries. Pre-emergence damping off causes death of young seedlings after germination but before there emergence above soil



Post-emergence damping off is characterized by toppling over of infected seedlings any time after they emerged from soil. Caused by: *Pythium*, *Phytophthora*, *Fusarium* and *Rhizoctinia*.



Favorable factors

- Planting in heavily infested soil
- Over watering or poor drainage
- Overcrowding, poor ventilation of seedlings
- Excess application of nitrogen
- Stressful environmental conditions such as cloudy, wet weather, prolonged soil moisture, or low light that prevents drying pathogenic nematodes are present Control: Aliette @ 2-2.5g/ lit, Quintal @ 2-2.5g/ lit.

Chemical Control:

1. Fosetyl AL	80%	Aliette	Bayer 2.5g/ltr
2. Iprodione + Carbendazim	50% WP		Quinal Bayer 200g/ acre
3. Copper Oxychloride	20% SP		2.5g/ltr (4ltr/sqm)
4. Carbendazim	50%	Derosal	Bayer 2.0g/kg seed ST

To be Continued....



9th ANNUAL CONFERENCE 2016 @ Imagica Novotel



Like every year, this year too, the VNR family was eagerly waiting for the announcement of the 9th Annual conference. The most awaited piece of information is usually the conference venue. Finally, the venue announcement brought big smiles on the face of the kids. Guess what? ...the 9th Annual conference named as 'Uday', was being held on 29th & 30th August at the dream location for many kids, the Asia's largest theme park IMAGICA at Khopoli, near Lonavala, Maharashtra. Lonavala is a small hill station, one of the most visited monsoon destination and a weekend abode within 2 hours drive from Mumbai. The lush greenery and the waterfalls makes the environment very mystical in monsoon season.

The backend team came into action and began the conference planning that included many activities like hotel identification, selection of conference name and theme, designing the conference logo, travel and pick-up arrangements, entertainment programs for evening, kids and spouses sessions, momentos, gifts, negotiations with vendors, Park entry arrangements, selection of coordinating teams, allocation of responsibilities, identification of vendors, and the list goes on. A large team got into work for about 4-5 months for the event to be executed with such fineness. Kudos to all of them!

The Invitees started their travel for this destination in groups from their respective locations and gathered at Mumbai for a short road journey enjoying the monsoon weather. The moment the buses arrived near the venue the excitement of the kids started building up with the view of the theme park situated near the Novotel hotel. But the excitement was not over yet, the hotel lobby was pouring with different IMAGICA cartoon characters with whom children as well as adults were found busy shaking hands, clicking photos, playing and enjoying the moments. The families were excited to greet the family members from other parts of India after almost a year's gap. The smiles just couldn't be contained anymore!

The business conference began midday on 29th August, everyone dressed in their best formal wear and the lamp lightening session by the management team gave a spiritual beginning. The logo was inaugurated by Mr. Arvind Agrawal, Director who shared the genesis and the essence of the Uday logo. This was followed by the group photo session. The kids had a fun filled session that could be witnessed by the high decibel deafening noises surfacing from their traditional Indian games like kho-kho and many one minute games. The spouses attended a session on "Tips on Parenting" by famous child psychologist from Mumbai, Dr Neelam Vakil. The spouses got insights about how to deal with real life problems while raising kids and learned few things about better parenting. The business session was very informative with the functional heads sharing the insights about the progress and achievements in their respective functions. Mr. Vimal Chawda, MD concluded the business conference with his motivation talk and future directions.

Events @ VNR

The ambience and the atmosphere in the evening got converted into a mini bollywood with the caricatures of bollywood stars kept for photoshoots at the entrance, the bollywood props like colourful large sized spectacles, badges, colourful wigs, slogan cards etc., the presence of duplicate bollywood actors and much more filled the air with lot of excitement. All this created an ambience of bollywood night, which was very much the theme for the gala night! Shaking a leg with the duplicates of actors like Salman khan, Amitabh bachchan and Amir khan on their songs was the major attraction. But the show stopper event of the evening was the Bappa Excel group, the India's Got Talent semifinalist. The various dance forms like Robotic dance, LED dance, Puppet dance, bollywood salsa dance, the projection dance and the most famous Shadow dance put the audience in awe. But this was not all, the evening was made special by our own special heros, that is those team members who got rewarded for the 7 years long association with the organisation. The last event of the day was the most famous DJ of Mumbai mixing all the latest songs compelling the members to join the DJ floor!

Next day, on 30th August, the kids got up early despite the previous late night and got ready to kick off to the theme park. All parents had a difficult time controlling their excitement. The lobby was filled with kids, running helter-skelter waiting for the theme park tickets to arrive. They had a surprise in store, as the clock struck 10:00, there started the grand IMAGICA parade from the hotel lobby where the IMAGICA rides & story based characters like Mr India, Mogambo, Seema, Roberto, Dwarfs, Rajasaurus, Snow white, the elephant tubby, etc danced to the tune of the music making everyone dance with them. Imagica's very own flying elephant, Tubby, just loved meeting all the cool kids. The star chef Roberto was another character, doing his rounds and meeting all the guests who were bowled over by him. Finally, all embarked on the tour of IMAGICA theme park. The different rides, movies and attractions at the theme park like gold rush, Scream machine, Nitro, Deep Space, I-India, Mr. India, Rajasaurus made the adrenalin levels rise high! The drizzling rains didn't dampen the spirit of our team who enjoyed and had lots of fun till the dusk.



Events @ VNR



The kids despite having an exhausting day got decked up for the cultural night that showcased in-house talent of the kids. Right from regional folk dances, poems to movie songs, our little champs captured the stage and our hearts with their beautiful performances. The conference ended with DJ floor movements that evening, but the spirit did not lessen, the team kept on shaking their legs and enjoying the last few moments together as never before till the departures started the next day....with one hope....hope of meeting next year at a new destination!

The beautiful experiences and the cherished moments were possible due to the management team's support and the coordinating team's ardent efforts!

We thank the coordinating team members;

I) PLANNING TEAM

- a) Mr. Arvind Agrawal (Director)
- b) Mr. Atul Sah (Sales)
- c) Mr. Mukesh Kharya (Guest)
- d) Mr. Ashish Bajpai (Finance)
- e) Dr. Parul Parmar (HR)
- f) Mr. Roopam Johri (HR)

II) BACK-END COORDINATION

- a) Ms. Bhumika Bondre (HR)
- b) Ms. Deepika Gajjar (HR)
- c) Mr. Krishna Dahariya
- d) Office support staff (Admin)

III) EXECUTION TEAM

- a) Dr. Ashok Gupta (Sales)
- b) Mr. Manish Karkun (Finance)
- c) Mr. Nandkishore Sharma (Logistics)
- d) Mr. Debrat Roy (HR)
- e) Mr. Sameer Shelar (Sales)
- f) Mr. Santosh Singh (Sales)
- g) Mr. Vipin Sharma (Admin)
- h) Mr. Gautam Sharma (IT)
- i) Mr. Gautam Chandrakar (Logistics)
- j) Mr. JP Yadav (Logistics)
- k) Mr. Santosh Lukhey (Logistics)
- l) Mr. Sushil Sahu (Logistics)
- m) Mr. AP Singh (Legal)
- n) Mr. Ajay Dewangan (IT)
- o) Ms. Sakshi Chauhan (Finance)



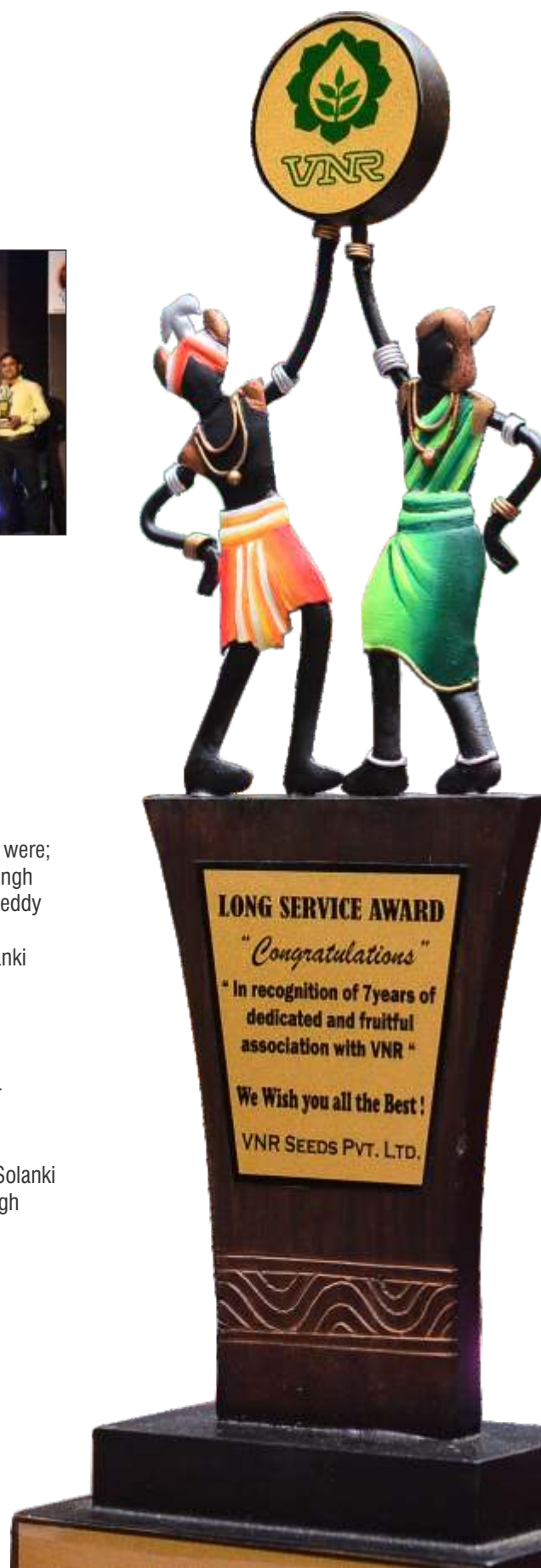
VNR Rewards & Recognition



We value the commitment and long association of our team members who completed 7 long years with VNR. The long service award ceremony was held at Uday, the 9th Annual Conference at Novotel, Imagica near Lonavala. The evening witnessed the cheerful faces of the families who are the supporting pillars of our team members. The award in the form of memento and a gift was given away by the management team. This event was organised to recognise the team members for their long association and commitment towards the growth of the organisation. The colleagues shared some messages about them through pre-recorded videos, posted on the conference website. The nostalgic moments were captured in the lenses and will not be effaced so easily from our memory. The company values their contribution in building this growing organisation.

The long service awardees were;

1. Mr. Arunendra Pratap Singh
2. Mr. D Chandra Sekhar Reddy
3. Mr. Rahul Tripathi
4. Mr. Ravindra Singh Solanki
5. Mr. Sushil Kumar Sahu
6. Mr. Parag Agrawal
7. Mr. M. Ponselvaram
8. Mr. Pradeep Tiwari
9. Mr. Gautam Chandrakar
10. Mr. Rinesh Kumar
11. Mr. Santosh Lukhey
12. Mr. Rameshwar Singh Solanki
13. Mr. Akhilesh Kumar Singh
14. Mr. Ashish Bajpai
15. Mr. Manish Karkun
16. Mr. Jaiprakash Yadav
17. Mr. Tamatam Ravindra



Hybrid Rice Study tour conducted by Asia Pacific Seeds Association(APSA) at VNR



Asia Pacific Seeds Association recently organized "Hybrid Rice study tour" for the Chinese companies. Under this program, few delegates visited the VNR Seeds Research, Production, QA and Processing facilities on 28th Sep 2016. The delegates were highly impressed with the Research capabilities of VNR Seeds and its infrastructure. They considered VNR seeds capabilities to be at par with the Chinese companies. The delegates were representing the top six Hybrid Rice companies of China which collectively has more than 60 percent market share i.e. more than 2 lakhs MT of Hybrid Rice market. All of them were interested in exploring more possibilities of business collaboration with VNR Seeds.

Football Match- sponsored by VNR Seeds



JCI Raipur Capital has organised its Soccer Premier League (SPL) 2016 (Football Match) at Madhuban Farmhouse, VIP Road, Raipur on 11th September 2016. The teams participated were:

1. VNR Riders
2. JK Fighters
3. Om Chargers
4. Rajat Express

There were 2 matches played between these four teams. The team VNR riders (sponsored by VNR Seeds) won the match and claimed the SPL trophy.

Events @ VNR

Dealer Distributer Meeting

Andhra Pradesh Dealer Distributer Meeting (July 2016)

VNR Andhra Pradesh Sales team conducted dealer distributor meeting on 10 July 2016 at Rajahmundry (AP). 60 local sub-dealers attended the meeting and team AP made them aware about the company its growth journey & future plans. The distributors Maruthi seeds, Ravulapalem & Devi Agencies, Korukonda, East Godavari District launched a lucky draw scheme. The lucky winners of this lucky draw were awarded prizes by Mr. Atul Sah (Business Head, VNR Seeds Pvt. Ltd)



On July 11th, 2016, AP Sales team conducted another Sub Dealers meeting at Vishakapatnam District. The meeting was inaugurated by Mr. Atul Sah (Business Head) & Mr. Tamatam Ravinder (Zonal Sales Coordinator)

LORD GANESHA STHAPANA

@ Corporate Center, Raipur (CG)

Ganesh Chaturthi is a festival of utmost significance for all of us. We celebrate the birth anniversary of Lord Ganesha on this day. Lord Ganesha is also known as "Vighna Vinasaka", which means, one who destroys and remove obstacles. Ganesha blesses us with peace and prosperity and on the occasion of this special day Lord Ganesha's murti (idol) was established for 11 days in our office. VNRites religiously took part to worship Lord daily for blessing.



MANTHAN: A Leadership Development Initiative

An initiative of Leadership Team Development is being undertaken under the title 'MANTHAN', meaning reflecting through study. The first step towards this was 2 days workshop held at Sirpur, CG on 1st & 2nd August. The training program "Managerial effectiveness", held under the initiative of MANTHAN aimed at self analysis of core strengths of leadership team and to identify the leadership competencies needed to enhance the performance.



Training on 5'S (17th September 2016)

@ Corporate Center, Raipur (C.G.)

The training program was brought by ANM Consultants, Raipur, two of their Trainers, Mr. Praneet Surti and Mr. Devesh Thakur have delivered the training on 5S.

5S, is abbreviated from the Japanese word, Seiro (Sort), Seiton (Systematize), Seiso (Sweep), Seiketsu (Standardize), Shitsuke (Self-Discipline).

5S aims for spontaneous and continuous improvement of working environment and working conditions. 5S can not only be used at companies but can be used in every aspect of human life. A better, systematic, organized and disciplined work culture always ensures success.

The purpose of this training program is to make employees aware of the work disciplines and how to organize a working space for efficiency and effectiveness. All the participants enjoyed this training session and actively taken part in the training activities and games.



VNRites Zone



Contributed by : Mr. Sahid Pathan, Production Captured in Camera

Should you be happy?

“The world is increasingly designed to depress us. Happiness isn’t very good for the economy. If we were happy with what we had, why would we need more?”

- How do you sell an anti-ageing moisturizer? You make someone worry about ageing.
- How do you get people to vote for a political party? You make them worry about immigration.
- How do you get them to buy insurance? By making them worry about everything.
- How do you get them to have plastic surgery? By highlighting their physical flaws.
- How do you get them to watch a TV show? By making them worry about missing out.
- How do you get them to buy a new smart-phone? By making them feel like they are being left behind.
- To be calm becomes a kind of revolutionary act.
- To be happy with your own non-upgraded existence.
- To be comfortable with our messy, human selves, would not be good for business.”

Source : Matt Haig, Reasons to Stay Alive
Contributed By : **Mr. Rajeev Bhaskar**, VNR Nursery



Contributed By : Mr. Devesh Shukla, VNR Nursery

Tips To Take Care of your Gadgets Properly

You are always using your devices to its full potential. But have you ever thought how you can handle them properly? Here are some of the most practical tips on how you can make your gadgets last longer.

SAY NO TO DIRECT SUNLIGHT

Sunlight can be very bad for your gadgets. While it sounds impossible, gadgets can and do melt in direct sunlight. Phone and laptop screens are particularly susceptible. All your gadgets must be stored away from direct sunlight. Otherwise, it'll be ruined.

BUY PROTECTIVE CASING

You'll see a lot of protective casing available. They are not there for nothing. If you think that these will ruin your gadget's look, you are wrong. There are a lot of designer protective housings which would be perfect for your desktop, laptops and mobile phones. Instead of making your gadgets look dull, these casings give it more personality.

CLEAN YOUR GADGETS AS NECESSARY

Too much is bad. You need to clean your gadgets when it's needed. Don't use your everyday cleaning materials at home. Buy special fluids and microfiber cloth for your devices. That way, you can be sure you will not scratch your phones by accident.

CHARGE YOUR BATTERY AFTER THE 'WARNING' SOUND

As much as you want to use your phones for a long time, you have to give it a rest. Wait for the warning indicating that the battery needs to be charged.

ALWAYS BRING YOUR GADGETS TO AN ACCREDITED OR AUTHORIZED CENTER

In case your gadget breaks down, don't bring it to cheap repair centers. In the end, you will be paying more. It is best if you bring it to well known repair centers. That way, you know that you are putting value on your money.

Always bear in mind that gadgets can be very fragile. If you will not take care of it, you'll have to buy a new one sooner rather than getting the full use out of the existing one.



Telephone Etiquettes

- Identify yourself when making a call
- Address the caller by his name in a courteous manner
- Never be impatient, listen carefully, do not interrupt
- Do not speak loudly in phone, speak politely and in an effective manner
- Do not eat or chew something while speaking on phone
- If you wish to put the caller on hold, request his permission to do so
- In case of missed calls, return the call within a reasonable period of time
- Phones to be switched off during meetings
- If someone calls you by mistake, inform the caller politely that he reached a wrong number
- Avoid putting the caller on hold for a long time to pick another call
- The ringer volume should be low when in office
- The ringer should be pleasant and not cause disturbance for others when mobile rings

International Exhibition (September-2016)

VNR Seeds & VNR Nursery jointly participated in three international exhibitions organized at Bangalore (Karnataka) from 26-28 Aug 2016, Gandhinagar (Gujarat) from 2-4 Sep 2016 and Hyderabad (Telangana) from 8-10 Sep 2016. Thousands of farmers visited the stall and come across products related with their farming. The farmers had interaction with technical team to know the specifications of products of their interest areas.



New Fruit in VNR Nursery's Basket

VNR Nursery released two new fruit Variety of VNR Jack Fruit and VNR Apple Ber. Plants are available on 3-6 months of advance booking.



VNR Jack Fruit

VNR Jack Fruit is an early bearing fruit variety, fruiting within 3-4 years from plantation, tested & tried extensively before release. It is gumless variety.



VNR Apple Ber

Apple Ber is big size fruit. Prolific bearer, fruiting within 6-8 months from plantation.

FARMER'S SUCCESS STORIES

Farmer Mr. Dinkar Dattarao Kait

Mobile No.	9657343752
Place	Lasina, Hingoli (Maharashtra)
Crop	Okra
Variety	VNR-999
Area	1 Acre
Sowing Time	1/12/2015
Row to row distance	3 Feet
Plant to plant distance	1 Feet
Harvesting Time	Jan 2016 to Apr 2016
Total Production	70 Qtls
Total Profit	1.75 Lakh
Expenses	0.25 Lakh
Net Profit	1.50 Lakh

Farmer Mr. Namdeo Ranbhaji Ingoli

Mobile No.	8007001483
Place	Jawala BK Hingoli (Maharashtra)
Crop	Bitter Gaurd
Variety	VNR-Aishwarya
Area	0.5 Acre
Sowing Time	15/5/2014
Row to row distance	6 Feet
Plant to plant distance	2 Feet
Harvesting Time	July 2015 to October 2015
Total Production	30 Qtls
Total Profit	1.20 Lakh
Expenses	0.30 Lakh
Net Profit	0.90 Lakh

Farmer Sekh Shubhan Sekh Kalu

Mobile No.	8380803819
Place	Karwadi, Hingoli (Maharashtra)
Crop	Tomato
Variety	VNR-3348
Area	0.5 Acre
Sowing Time	1/12/2015
Row to row distance	4 Feet
Plant to plant distance	2 Feet
Harvesting Time	Jan 2016 to Apr 2016
Total Production	700 Qtls
Total Profit	3.20 Lakh
Expenses	0.30 Lakh
Net Profit	2.90 Lakh

Farmer Mr. Kashiram G. Jadhav

Mobile No.	9970101630
Place	Lasina, Hingoli (Maharashtra)
Crop	Sponge Gourd
Variety	VNR-Alok
Area	0.5 Acre
Sowing Time	1/09/2015
Row to row distance	5 Feet
Plant to plant distance	1 Feet
Harvesting Time	Oct 2015 to Jan 2016
Total Production	80 Qtls
Total Profit	1.20 Lakh
Expenses	0.20 Lakh
Net Profit	1 Lakh



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Please share your suggestions & feedback
E-mail : vnrmagazine@gmail.com



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