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Editorial

VNR Impact churns out another interesting edition of the magazine for your reading. We always strive to make it informative, catchy and easy to comprehend. We try our best to cover all the major events and information related to VNR for our lovely readers.

In this edition, we are presenting the highlights of one of our mega annual event, the VNR Annual Conference. This year, VNR completed 10 successful years of celebration with the VNR family held at Kolkata, the historic city of joy! The cherry on the cake of the conference proceedings was the Long Service Awards Ceremony, where members of the VNR family were felicitated for their collaboration and contribution towards the organization over the years.

This quarter, training programs were organized for the development of some important life skills. One of them being “The Outbound Training”, which was organized in the lush green scenic surroundings of Barnawapara Wildlife Sanctuary, Chhattisgarh, where the adventure filled modules brought about a lot of excitement and enthusiasm amongst the participants.

One of the most popular Indian festival, “Ganesh Chaturthi” was celebrated with Ganesh Sthapna for ten days at the Corporate Centre. The atmosphere in the office turned very pious with, the distribution of Prasad and humming of bhajans during the Ganesh Puja held every morning and evening.

In the last Quarter, numerous Farmer-Dealer-Distributor-Retailer meetings & gatherings were held in different parts of India by the sales team. Some glimpses of the field activities are reflected in the photos shared here.

We hope you enjoy our editions and feel free to share your feedback and suggestions at vnrmagazine@gmail.com

Happy Reading!!





Long Service Awards 2017

The Long Service Award ceremony commenced on the Gala night at Samveg, the 10th VNR Annual Conference held in Kolkata. Its purpose was to recognize the commitment and dedication of those who had completed 7 years of association with the organization. It was a moment of pride when the management team felicitated the awardees and their families with awards and mementos.

The award winners were:

1. Mr. Bhushan Kharkhar (Research & Development)
2. Mr. Sanjay Jayswal (Production)
3. Mr. Sunil Kumar (Sales)
4. Mr. Hitendra Singh (Sales)
5. Dr. Parul Parmar (Human Resources)
6. Mr. Lalit Mohan (Product Development)
7. Mr. Ashutosh Verma (Production)

VNR appreciates the hardwork, dedication and contribution of the team members during the 7 years of association. We also appreciate their families who supported them throughout this journey.

Training

TRAINING ON CORPORATE COMMUNICATION SKILLS

(28th & 29th September 2017)

A corporate training was organized on "Training on Corporate Communication Skills" on 28th-29th September '17 in Hotel VW Canyon, Raipur (CG). It was conducted by Mr. Vanraj Jhala, an experienced international trainer, who aimed to improve communication skills within the participants. Communication plays an important role in our professional and personal life. Each one of us communicates to express our thoughts. But, do we communicate in the correct manner? Are we always able to tell what we intend to? During the training, participants learnt the various effective modes of communication to create the desired impact on the listener. Mr. Jhala greatly helped the participants in identifying personal behaviors that affect conversations. The participants were able to point out the areas where they could develop themselves with the help of case studies, games and story telling.



OUTBOUND TRAINING AT BARNAWAPARA (CG) (21st -23rd August 2017)

A cross departmental team underwent an adventure filled learning experience in form of 'Outbound training' program held at lush green surroundings of Barnawapara wildlife sanctuary, 90 kms away from the busy Raipur city. The trainer, Brigadier Sushil Bhasin hailing from a military background did great justice as a trainer by exposing the team to the disciplinary lifestyle changes one should bring in life. The training involved lots of adventurous and physical games like river rafting, 9ft high wall jumping, Burma bridge crossing, passing the obstacles etc. The takeaways from this training were ample like discipline, punctuality, time management, goal setting, tasks scheduling, decision making, team working, visioning etc. The tiresome games did not dampen the spirits who despite all odds completed the tasks in teams thus increasing their confidence levels to cross various hurdles in life by being much more confident now.



Events

SALES PROMOTIONAL ACTIVITIES



SALES PROMOTIONAL ACTIVITIES



INDEPENDENCE DAY CELEBRATION AT KOHODIYA FARM



Lord Ganesha

Visits Corporate Centre
(24th August to 5th September)

Ganesh Chaturthi or Vinayaka Chaturthi is one of the most celebrated festival of the Hindu religion. Like every year, Ganesh Sthapana or establishment of the idol of Lord Ganesha was done at the corporate centre. The Pran-Prathishta of the Ganesh Idol was done on August 24, 2017 following all the rituals. The office staff graced this occasion with their presence. The atmosphere was filled with a festive mood during morning and evening poojas, which were performed with great enthusiasm and religiosity. The 10th day was celebrated by wearing traditional attire to bid farewell with 'Bappa Morya' slogans. Visarjan of the idol was performed with heavy hearts. Everyone hoped of experiencing the same lively 10 days next year when Ganesh will return to bless us all.





VNR 10th ANNUAL CONFERENCE AT KOLKATA

The decade old, unique and much awaited celebration and largest congregation of VNRites at Kolkata this year, spread it's magic wondrously. The 10th Annual Conference, "SAMVEG" was witnessed at Vedic Village Spa Resort, Kolkata. Being the capital of West Bengal, Kolkata is a flourishing and prosperous city. The highlight of the city being the famous Howrah Bridge, which runs above the river Hooghly. Kolkata is the city of commercial, historical and financial importance. The local specialities of this beautiful city are the great architectural wonders like the Howrah bridge and Victoria Gardens; sweet delicacies like Sandesh, Rasogolla and Mishti Doi; travel modes like Tram and Manual rickshaw; popular snacks like Puchka, Singara, and Jhal Muri; famous art styles like Shola Art and Dokra Art.





Ridai

Higher, Faster, Stronger

Samveg witnessed all the cultural flavors of Kolkata during its 2 days long conference schedule beginning on the noon of September 11. The enthusiastic VNR families started arriving early in the morning. The hotel having resort type rooms spread in a lush green background increased the component of enjoyment and leisure. The beaming and electrified faces were looking forward towards spending quality time with VNR family members. The hotel reservation coordination committee was busy distributing the welcome kits and conference mementos to the delegates. At the same time, the event management team and coordinators were occupied in setting up the stage, sounds, lights at the banquet hall where the show was about to begin.

The conference began at 1:30 pm with all the 100 families assembling together to experience the unveiling of the conference theme of 'SAMVEG'. The delegates and their families were addressed by the conference chairman of SAMVEG, Mr. Hitendra Singh (GM Sales). The conference logo and theme was presented by Mr. Arvind Agrawal (Director). There were games organized for the spouses and kids while the VNRites attended the business conference sessions. The cultural night began with the illusionist showing the magical acts and putting the audience at awe. The VNR kids' enthralling performances stole the hearts of each one present in the room. The night ended with the DJ playing famous music numbers to make the VNRites and families crazy on the dance floor.

The day two of SAMVEG on September 12th, began early in the morning with all sporting a traveller look as this was the day of sight-seeing and experiencing the bangle culture. The kids couldn't curtail their excitement of moving around the city in a bus. The visit to the historic Victoria Gardens and the Indian museum gave many life lessons to the kids. Having witnessed the buzzing life at the heart of Kolkata, it was time to get ready for the most awaited Gala night.

The Gala night was themed as the Kolkata night where the delegates were welcomed by Bengali folk dancers who performed the Dhaki Dance. The drumbeats set the tone for the musical night ahead. The ambience was based on the city of Kolkata with highlights of the city's monuments and culture displayed everywhere. The VNRites took away some personal goals towards family, health and development by signing on the 'Pledge Wall'. The limelight of the show was the Long Service Award Ceremony which was conducted to recognize those who had completed 7 years of service in the organization. The Famous Indian reality dance troupe unravelled their dance stunts and group formations with much finesse. These dances were interspersed by the magical voice of the singer who glued the audience to their seats. The LED backdrop and the aura created by the designs, further increased the tempo of the performers. The VNRites also moved their bodies to the musical notes on the DJ floor. The third day was the departure from the venue back to their destinations. The mood was sombre due to the separation from the other families who had mingled so well, but there was a hope of staying in touch. Samveg witnessed making of new friends and memories which are unforgettable. The VNRites took home some new learnings and experiences to look back to.



VNRites Zone

CHOCO BISCUIT DESERT FOR KIDS

When it comes to enjoying her favourite TV show after dinner, Vanshika, my daughter likes to savour something sweet to add to the delight. She dished out this desert using her own imagination before she was going to watch the 'Dance India Dance' episode. I was quite amazed by the combination and dressing used with simple ingredients that are always available at home. Also, it is safe as it is fireless cooking and it tastes delicious! Well, the all time kids favourite things go into the making of this dish.....which I have named as the

"Choco Biscuit Dessert".

Ingredients (As used in this recipe):

- Thin milk biscuits (12-15 Nos.)
- Chocolate sauce (Add according to taste)
- Handful of Chocos

Procedure

1. Arrange about 9-10 biscuits in a circular shape on a plate. The biscuits used here are Milk Thinz by Bisk Farm.
2. Pour chocolate sauce over it.
3. Place some chocos on the biscuits.
4. Coarsely crush the a few biscuits using hands.
5. Spread crushed biscuit crumbs as a garnishing on the biscuits.
6. Put the dish in fridge, if you want it to be consumed much later. Put it in freezer for half an hour, for immediate consumption.
7. Remove the choco biscuit dessert from fridge and enjoy.

This is a very easy, simple and safe dessert dish for kids to try! Many different variations can be done using crushed chocolates, choco chips, Nutella, wafer biscuits, ice cream, etc. So kids.....do try it out!



Prepared by : Ms. Vanshika Parmar
Presented by : Dr. Parul Parmar

करेला प्याज की "बेसन वाली सब्जी"

Ingredients

- | | |
|------------------------------|-------------------------|
| बेसन - 1 कटोरी | सरसों - 1/4 चम्मच |
| 3 प्याज - लंबे कटे | धानिया - 1/4 चम्मच |
| 3 करेले - बारीक कटें (उबले) | गरम मासला - 1/4 चम्मच |
| खड़ा धानिया पावडर -1/2 चम्मच | नींबू रस -2 चम्मच |
| सौफ - 1/4 चम्मच | षक्कर -1/4 चम्मच |
| जीरा - 1/4 चम्मच | हल्दी, नमक, स्वादानुसार |

Method: - Non. Stick pan में तेल को गरम करके सौफ, खड़ा, धनिया, जीरा, सरसों का तड़का लगायें फिर उबले करेले और कटे प्याज को उसमें डाले, फिर हल्का भूरा होने के बाद उसमें बेसन डालें, हल्का नमक, हल्दी, शक्कर, गरम मासला, धनिया पावडर डालकर अच्छे से मिलाये और मासला तैयार होने तक भूने बीच बीच में पानी का छीटा दे जिससे मासला न जले गुलाबी होने पर गैस बंद कर देंगे।



By Mrs. Mukta Agrawal



Nursery

VNR BIHI @ MADIHAN , MIRZAPUR (UP)

This place has the biggest Guava plant population at a single point in India!
This year, VNR Nursery was able to establish an orchard at Mirzapur, U.P with a population of about 40,000 VNR Bihi Plants. The project was carried out by the team of Vindhyanchal Agro Farms Private Limited. VNR wishes them luck for a fruitful orchard establishment.



TRAINING PROGRAM ON GRAFTED VEGETABLE TECHNOLOGY @ VNR R&D CENTRE, GOMCHI, RAIPUR (CHHATTISGARH)

Grafting vegetables can protect crops against many soil-borne diseases and can improve crop tolerance. VNR Nursery has developed effective grafting techniques for Brinjal, Tomato, Chili, and a few Cucurbits. Vegetable grafting is widely practiced amongst farmers in Taiwan, Japan, Korea and Vietnam. There are abundant business opportunities that will help expand this method in India. VNR Nursery has designed a unique training-cum-hands-on workshop program on grafted vegetable technology to train progressive agriculturists on this very modern business opportunity. This program is based on the concept of Listening is Knowing & Learning by Doing. VNR Nursery's prime focus is to develop a business model for profitability and welfare of the farming community. The training program modules are structured to make the participants learn grafted vegetable technology through classroom sessions and practicing grafting in green houses. Field visits conducted are under supervision of trained faculties to observe and understand the real crop and its behavior.



ORGANIC CUM NURSERY MELA 2017

Organic cum Nursery Mela 2017 was organized by confederation of Indian Industry from 15-18th August 2017 at Vijayawada (AP) where the Honorable Chief Minister of Andhra Pradesh, Shri Chandra Babu Naidu visited the VNR Stall & showed interest in VNR Bihi-Guava & VNR Vegetables.



Participation IN Agri Exhibitions

Team VNR Nursery attended two Agri exhibitions during this period namely - Agri Asia, Gujarat and Krishi Mela at UAS Dharwad, which took place from 1st - 3rd Sep and 22nd to 25th Sep 2017 respectively, the footfall at the exhibitions were approximately 5 lakh.



VISIT BY SHRI L. VENKATRAM REDDY, HORTICULTURE COMMISSIONER



Shri L. Venkatram Reddy, along with his team visited VNR to observe & gain insight of the fruit cultivation & grafted vegetable cultivation in Chhattisgarh.

The team also visited VNR Seeds processing unit at Deorjhal to experience state of the art technologies adopted for processing seeds. Mr. Rajkumar Kundu, GM Plant, elaborated on the processing operations and Mr. S.C. Sati, GM QA, briefed about the functions of Quality Assurance. They also visited VNR Farms at Kohadia to experience the new canopy management technique, the trellis system, adopted by the company on the guava variety of VNR Bihi. The team also took interest in witnessing the infrastructure of VNR Nursery - Green Houses, Net Houses, and

the Mother Plant field.

Mr. Vimal Chawda, MD, elucidated them on the business operations by VNR, with the focus areas being seeds & planting material. The visitors lauded the work of the VNR team.



FOCUS STATE : CHHATTISGARH

Opening Bright Avenues for Food Processing Sector
21 February 2017
Hotel Babylon International, Raipur, Chhattisgarh

Conference on Make in India & FDI in Retail Opening Bright Avenues for Food Processing Sector

PHD Chamber in collaboration with the Ministry of Food Processing Industries, Govt. of India organized a conference on "Make in India & FDI in Retail: Opening Bright Avenues for Food Processing Sector" on February 21, 2017 at Hotel Babylon International, Raipur.

Mr. R. G. Dwivedi, Regional Director, PHD Chamber welcomed the dignitaries and the participants.

Mr. Amar Agrawal, Hon'ble Minister, Commerce and Industries and Public Enterprises, Commercial Taxes, Urban Administration & Development, Govt. of Chhattisgarh pointed out that there has been a paradigm shift in people's perspective towards the sector and the future will witness a huge surge in this area. He said that the state of Chhattisgarh is going to be a huge contributor, gives its natural competencies, friendly policies and dedicated efforts towards development of the sector.

Mr. Sunil Mishra, Managing Director, Chhattisgarh State Industrial Development Corporation stressed on the fact that Chhattisgarh has a lot of potential in the food processing sector, with the state having recorded a high GDP growth.

Mr. Venu Jain, Chairman, Chhattisgarh Committee, PHD Chamber said that 'Make in India' is the government's flagship campaign intended to boost the domestic manufacturing industry and attract foreign investors to invest into Indian economy. He added that Chhattisgarh has opportunities and state-of-the-art infrastructure to establish and run their business.

Mr. Kartikeya Goel, IAS, Director, Directorate of Industries, Government of Chhattisgarh, Mr. Venu Jain, Chairman - Chhattisgarh Committee, PHD Chamber, Mr. Amar Agrawal, Hon'ble Minister, Commerce and Industries and Public Enterprises, Commercial Taxes, Urban Administration & Development, Govt. of Chhattisgarh, Mr. Sunil Mishra, Managing Director, Chhattisgarh State Industrial Development Corporation and Mr. Shashank Rastogi, Co-Chairman, Chhattisgarh Committee, PHD Chamber.

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FARMER'S SUCCESS STORIES

Farmer Name	Mr. Harindra Verma
Place	Bhikhrona, Dhar (MP)
Crop	Maize
Variety	VNR - 4325
Area	2 Acre
Sowing Time	10-06-2017
Row to row distance	2 Feet
Plant to plant distance	0.9 Feet
Harvesting Time	06-10-2017
Total Production	30 qt / acre
Total Income	Rs. 42000 / acre
Expenses	Rs. 8500 / acre
Net profit	Rs. 33500 / acre

Farmer Name	Mr. Omprakash Jaiyaswal
Place	Sunwara, Seoni (MP)
Crop	Maize
Variety	VNR - 4325
Area	1.5 Acre
Sowing Time	19-06-2017
Row to row distance	1.5 Feet
Plant to plant distance	0.75 Feet
Harvesting Time	12-10-2017
Total Production	40 qt / acre
Total Income	Rs. 40000 / acre
Expenses	Rs. 8000 / acre
Net profit	Rs. 32000 / acre

SAMVEG photos contributed by VNRites



By Mr. Devesh Shukla, Nursery



By Mr. P Srinivas Swamy, Sales



VNR SEEDS PVT. LTD.

Corporate Centre, Canal Road Crossing,
Ring Road No.1, Raipur-492006 (C.G.)

Contact us : +91 771 4350005-10

Visit us at : www.vnrseeds.com

VNR Impact

Volume - 09, July - Sep 2017

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E-mail : vnrmagazine@gmail.com