



# Success story of North Zone



# Geography/Team

- **Zone HQ** – Ludhiana
- **Te's** – Varanasi, Kanpur, Moradabad  
Sonepat and Malerkotla
- **FA's**– Varanasi, Prayagraj, Badaun, Malerkotla
- **Trial Locations-**
- ❖ **UP-** Varanasi, Prayagraj, Ghazipur, Kanpur, Lucknow, Unnao, Hardoi, Moradabad, Bareilly, Agra, Mathura, Badaun, Meerut, Bulandshahar, Aligarh
- ❖ **Haryana** – Sonepat, Panipat, Karnal, Ambala, Fatehabad, Jhajjar
- ❖ **Punjab** – Malerkotla, Amritsar, Firozpur, Ropar, Pathankot
- ❖ **Trials in 2021-** 1491
- ❖ **Trials in 2022-** ± 1500
- ❖ **Replace/Add new team member within the notice period of ex employee at Kanpur HQ.**



# Farm Management

- Change and Develop a new farm in Varanasi at much suitable and convenient location
- Add more land to existing farm in Malerkotla to counter increased trials
- Improve agronomy at both Farms
- Add new crops in trialling ex.. Cowpea, French Bean, Carrot, Radish, Cauliflower, Onion, Pea, Zucchini etc...
- Conducting new trials Y3 and Y2



# Training and Activities

- On Farm training to EUP PD & sales Team
- Participated in Sales MDO training programme at different locations, share the knowledge about Gourd Crops disease and their management
- Key Farmer participation in Product selection for new crop like Cauliflower at Malerkotla and Varanasi Farm
- Organised crop tours at Varanasi, Prayagraj, Kanpur, Moradabad, Sonapat, Malerkotla and Firozpur locations in Different Seasons..
- Organize & Participate in Field activities on new products with sales team ex.. Chilli VNR 285 at Badaun , Okra VBH 11 at Sonapat.



# Activities



Training

Crop Tours



Farmers participation in product selection Malerkotla & Varanasi for Cauliflower



Field activity





# Manas

- ✓ First picking 50-55 DAS
- ✓ Attractive DG Colour
- ✓ Pointed and flexible Spine
- ✓ Early And High yielding
- ✓ Moderate tolerance to virus and foliar disease
- ✓ **Geography-** EUP, WUP, Haryana, Punjab
- ✓ **Season-** WS & DS
- ✓ **Target --** EW Pragati



# SANA

- ✓ Attractive Green colour
- ✓ Good length & high uniformity
- ✓ Crispiness Good
- ✓ High yielding
- ✓ Moderate tolerance to virus and DM
  
- ✓ **Geography-** EUP & CUP
- ✓ **Season-** DS
- ✓ **Target** - Chitra, Don





# VNR 446

- **USPs**
  - Early hybrid
  - Good yielder
  - DG, high Tuffness with high Pungency
  - Length around 9-10 cm with Dia of 0.9-1 cm
  - Moderately tolerance to LCV in DS sowing window
- **Sowing window**— Oct- Nov and 2<sup>nd</sup> May-June
- **Targeted Geography**- WUP for DS and EUP for WS while best suited window is DS (Oct –Nov)
- **Targeted Segment**— DG med thin like- Pride, 60-13
- **Advisory**— Avoid high virus pressure area like early sowing window of EUP







# VNR 357

- **USPs**

- Mid Early hybrid
- Good yielder
- DG, high Tuffness with high Pungency
- Length around 11-13 cm with Dia of 1-1.1 cm
- Moderately tolerance to LCV
- Moderate cold set

- **Sowing window**— June -July

- **Targeted Geography**- EUP & CUP for WS

- **Targeted Segment**- DG med thick- NS 1701/NS 3572

- **Advisory**— 1<sup>st</sup> picking yield is low.





# Nutan

## USP--

- ✓ Dark Green colour glossy and smooth texture
- ✓ Length 7-8 cm with Dia 0.9-1 cm
- ✓ High pungency and H toughness
- ✓ Early
- ✓ High yield
- ✓ Good tolerance to LCV

## ✓ Geography & Season-

EUP & CUP – WS

WUP & Haryana – DS

- ✓ **Target** - Pride, Hina & small thin segment





# VNR 285

- **USPs**

- Early hybrid
- Good yielder
- Green, high Toughness with high Pungency
- Length around 11-13 cm with Dia of 1-1.1 cm
- Moderately tolerance to LCV

- **Sowing window—** June -July

- **Targeted Geography-** WUP

- **Targeted Segment-** Rasi 78





# VBH 11

- ✓ First picking in 50-55 DAS
- ✓ Uniform DG attractive & Soft fruits
- ✓ Fruits length 11-12 cm
- ✓ Medium internode distance
- ✓ Tolerance to YVMV
- ✓ Good hybrid for both summer and rainy season
- ✓ High yield
- ✓ **Geography** – EUP & Haryana
- ✓ **Season**- SS & WS
- ✓ **Caution**- Height may be an issue in some regions



# Smooth Bitter gourd Pipeline

- **TE-23 (22042):-** Early, Attractive DG fruits with good uniformity, Med Heat wave tolerance than 22051 & Raja-22(HyVeg). \*Fruit quality is very good.
- **TE\_-26 (22051):-** Early than Raja-22(HyVeg), High yielder, Good fruit quality in terms of Colour, Uniformity, Shape & size, Good DM and Heat wave tolerance (bit less than Raja-022).



**22042**



**22051**





Thank You

GOOD SEED BETTER YIELD