



Success story of North Zone



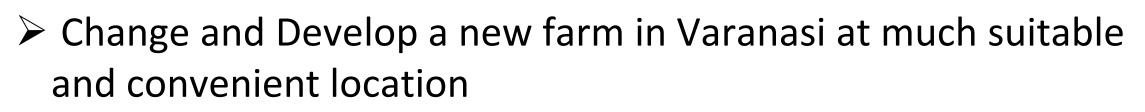
Geography/Team

- 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.





- 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





- ➢ 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, Sonepat, 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 Sonepat.



Activities



Crop Tours





vnrseeds

Farmers participation in product selection Malerkotla & Varanasi for Cauliflower



Training



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
- \checkmark 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 2nd 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— 1st picking yield is low.









- ✓ 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
- $\checkmark\,$ Good hybrid for both summer and rainy season
- ✓ High yield
- ✓ Geaography 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).









Thank You

GOOD SEED BETTER YIELD