



VNR Impact

Volume - 08, April - June 2017

GOOD
SEED
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EDITORIAL SPEAKS

We are happy to announce the release of the eighth volume of 'Impact'. It gives us immense pleasure that this magazine is widely read within company and by our stakeholders like business partners, customers, and other industry members. The magazine offers good coverage about various happenings in the company and industry. This magazine has garnered a positive response from readers leading to increased contribution of articles, information, news, farmer success stories, personal experience sharing, hobbies and interests sharing etc. Our purpose to reach out to the various stakeholders through this communication channel is being well met.

In the current issue, we have extended our boundaries of information to include interviews and testimonials of our channel partners apart from the other news related to them. This quarter we share some strategically important news like the company signing a MOU with Punjab University, VNR Chilly's new variety releases and our new digital marketing campaign. In the monthly flow of events, we conducted a Free Health Check-up camp in April and in the month of May we had a very successful Business Partner Meet named "Milan Samaroh" at Indore where we recognized the efforts of our business partners and our best performing team members. Last but not the least, we have some news regarding Goods and Services Tax (GST), the most googled word in recent times. A brief article explaining the concept of GST has been provided. A GST workshop was conducted by JCI in guidance of our Director at Raipur attended by corporate, entrepreneurs and finance experts. Having outlaid the highlights, we request you to write your feedback related to the newsletter by sparing your valuable time. Finally I thank our well wishers, who are promoting this newsletter. We stand by our commitment to keep delivering valuable information in future. VNR Impact values your contribution and we look forward to your continuous support for the upcoming volume.

Happy Reading!!!
Bhumika Bondre
Editor



VNR Team @ Corporate Centre

TESTIMONIALS

TESTIMONIALS



मैंने वर्ष 2014-2015 VNR Seeds में की संकर धान 2245 को अपने 2.5 एकड़ के खेतों में लगाया था जिससे मुझे कुल 95 किलोटल धान उत्पादन हुआ। जो कि प्रति एकड़ 38 किलोटल है और इसमें मुझे किसी भी प्रकार का रोग नहीं दिखाई दिया। गत वर्ष मैंने किसी और कंपनी का संकर धान लगाया था, जिसकी तुलना में 9 किलोटल ज्यादा उत्पाद मुझे VNR Seeds के संकर 2245 धान के लगाने से मिला। मुझे धान की यह किस्म अन्य धान की किस्मों की तुलना में बहुत अच्छी लगी। अपने अनुभव से मैं अपने सभी ग्राम के भाईयों को ये संकर धान लगाने की सलाह देता हूँ। मुझे उम्मीद है कि भविष्य में हमारे ग्राम के सभी किसान भाई VNR Seeds का संकर 2245 धान अपने खेतों में लगाएंगे और अपने उत्पादन को और अधिक बढ़ाएंगे।

रामप्रसाद राणा
किरनापुर, बालाघाट (म.प्र.)



It's my pleasure to be a part of such progressing company "VNR". It is hardly 5-6 years when we started distribution of VNR products to our retailers & farmers. Though working with many MNC's & similar Indian brands, I found VNR more compatible, energetic and a complete farmer oriented company. Producing, packing & then marketing, giving a tough fight to MNC's product in Hybrid, understanding complete need of geographical areas is a challenge in itself, with this VNR brought a new face change to Indian Agriculture Industry. I really appreciate the effort behind the success of event called "Chayan The crop show 2016". It was thinking beyond the imagination. I do agree with the values of VNR due to which I have got good growth year on year & it made me more compatible in the market as well. It is said by someone that " growth of an organization always reflects in people they work with" Being closely connected with VNR, I appreciate its team member's work and I want to specially thanks to Mr. Dinesh Swami, Mr. Lalit Mohan, Mr. Mahendra Singh Sisodiya for helping me to achieve growth with VNR and to my father Mr. Vinod Mittal for creating such success.

The Culture that VNR has created would be remembered year after year & I am sure this company will make India & Indian farmers proud. I highly recommend people to choose VNR products & grow with VNR, Because sky is the limit for such organization.

Thanking you

Lokesh Mittal
Sarvoday Beej Bhandar
Sahar Sarai, Ratlam (M.P.)



My association with VNR Seeds Pvt. Ltd. is almost 7 years old and in these few years what I've felt is that VNR Seeds is one of the best Indian MNC that I have worked with. The best attribute of this company is that it is rooted and focused in giving their best to not only the farmers but to each and everyone associated with them, be it their employees or people like us -- "The Business Partners".

VNR Seeds Pvt. Ltd is one such company whom I've seen growing together with everyone around them. For a company that started from a city of Chhattisgarh to reach a level where it is considered to be one of the fastest growing seed company of India is truly incredible.

VNR Seeds, with its vision and R&D provides the best products for the farmers at competitive prices. It is also constantly working towards innovating new and best hybrids.

I would like to wish VNR Seeds all the very best for the future with the hope that our association will get strengthened and VNR will continue surprising us with new and innovative products.

Saurabh Tandon
Tandon Green Centre
Chhatarpur(M.P.)



KNOWLEDGE ZONE

DIGITAL MARKETING CAMPAIGN

Digital marketing campaign was driven for Hybrid Paddy varieties VNR-2355 PLUS, VNR-2245, VNR-2111 and VNR-2233. 2D Animated video clips designed in hybrid paddy varieties were sent to Dealers, Retailers and Farmers across India by the marketing team.

The video Clips intended to provide information on the USPs of company's Hybrid Paddy varieties that would bring benefits to the farmers apart from creating awareness amongst the Channel Partners. These clips were promoted through social media platforms like Whatsapp, FACEBOOK, etc.

To know the details visit our facebook page: <https://www.facebook.com/VNR-Seeds-Private-Limited-140499769382935/>



NEW VARIETIES

VNR HAS
INTRODUCED
THREE
NEW VARIETIES
OF CHILLY



Adaptable States – Maharashtra, Gujarat

Key Features of the Hybrid :

- Umbrella canopy, high branching with short internodes
- Light green, glossy attractive fruits
- High Yielding
- Very Good tolerance for Heat and Cold
- Tolerant to Leaf Curl Virus



Adaptable States – Andhra Pradesh, Karnataka and Punjab

Key Features of the Hybrid :

- Very early hybrid and a very good early yielding
- Compact plant with very close internodes
- Dual purpose hybrid for both fresh and dry chillies
- Has Good Cold tolerance



Adaptable States – Telangana, Andhra Pradesh, Karnataka, Maharashtra, Gujarat, Madhya Pradesh, Rajasthan, Uttar Pradesh

Key Features of the Hybrid :

- An Early fruiting hybrid with tough long straight fruits
- Umbrella plant canopy with high fruit load
- Tolerant to Chenopthora leaf spot
- Tolerant to Sucking pest too
- High pungency
- Good heat set – can be planted in Kharif and Summer

Health Check-up Camp @Corporate Centre Raipur



Giving fitness goals to its team members, VNR conducted a second free health check-up camp spreading the message "Think Healthy, Eat Healthy and Be Healthy". This health related initiative was taken at Corporate Centre, Raipur on 24th April 2017 with the Health Insurance partner, Future Generali. The doctors were welcomed by Dr. Parul Parmar, General Manager-HR. The health camp included testing of Blood Pressure, Random Blood Sugar, Height & Weight, ECG. The medical reports were reviewed and advice was given by medical consultants and specialists (Heart specialists & Gynecologist). More than 70 VNRTes got benefited by this health checkup camp.

GST Workshop

"Manthan"- A Conclave On Business Ahead Under New Tax Reforms"



A workshop on GST was conducted on Saturday, 27th May 2017 at Hotel V W Canyon, Raipur (CG) by JCI Raipur Capital Zone-IX where Mr. Arvind Agrawal, Director of VNR Seeds is one of the mentor.

The speakers made the participants aware regarding the advantages and disadvantages of GST

The distinguished speakers were:

- Shri Sudhir Chandra, Formal Chairman CBDT
- Shri S.K. Goel, Former Chairman CBEC
- Shri J.K. Mittal, Advocate of Supreme Court & Delhi High Court, CA, Co-Chairman: National Council Indirect Taxes





Visit of Dr. Narinder Dhillon, Vegetable Breeder (World Vegetable Center, Thailand)

We had a visit eminent scientist Dr. Narinder Dhillon (Vegetable Breeder, World Vegetable Center, Thailand) who visited VNR's Green House and Maheshpur farm at Ambikapur(CG). Dr. Dhillon observed the cucurbit crops and guided the VNR research team for new pumpkin varieties. He also helped in identifying the diseases like Luteo Virus in Bitter gourd & other cucurbits. It was a valuable and informative visit for VNR R&D team.



Field Visit

Mr. Sevak Ram Verma showing the powdery mildew tolerance line in bitter gourd during the field visit of Product Development and R&D team



Kisan Mela

Chhattisgarh Yuva Pragtsheel Kisan Sangh and JCI Jagdalpur city organized Chhattisgarh Kisan Mela at Jagdalpur (CG)





MILAN SAMAROH

Recently, VNR organized a "Milan Samaroh" for the business partners (dealers and distributors) on 4th May 2017 at Hotel Radission Blu, Indore (MP). The program started with the auspicious lamp lightning ceremony in presence of Business head; Mr. Atul Sah, Senior sales team members and business partners.

Mr. Atul Sah shared VNR's history, business growth and the future goals. Mr. Nishith Ranjan Parida (GM Business Development) shared about the company's export business. Mr. Dinesh Swami, Regional Manager of MP welcomed the business partners for their support to VNR and trust in company's products. Some new varieties of Paddy, Chilli, Corn and sponge gourd were introduced on this occasion. This event was made memorable by recognizing the efforts of the business partners in various areas and the outstanding performance of the VNR team members through special awards. The function was concluded by Dr. Ashok Kumar Gupta, Zonal Sales Coordinator through vote of thanks.

Recipient of the Awards:

1. Business Partners

• State Champion Award	:	Mr.Jitendra Jain; Jain Beej Bhandar, Indore
• Veg Champion Award	:	Mr.Saurabh Tandan; Tandan Krishi, Chhatarpur
• Field Crop Champion Award	:	Mr.Dinesh Raghuvanshi, Raghuvanshi Beej Bhandar,Seoni
• Mr. Dependable Award	:	Mr. Lokesh Mittal , Survoday Beej Bhandar, Ratlam
• Finance Excellence Award	:	Mr. Manish ,Shakti Beej Bhandar,Gwalior
• Emergence champion Award	:	Mr. Anil Sundarani, Moti Beej Bhandar,Sagar
		Mr. Sanjay Jain, Nandkishor Komal Chand Jain, Sagar
• Sales Excellent Contribution	:	Mr. Vijay Kushwaha, Kushwaha Beej Bhandar, Rewa
		Mr. Santosh, Santosh Beej Bhandar, Satna,
		Mr. Nikhil, Krishi Beej Bhandar, Sanawad
		Mr. Dharmendra Pawar, Pawar Krishi Seva Kendra, Manawar

2. To VNrites

Outstanding Performance Award (I & II Qtr)	:	Mr. Amitosh Singh, Sagar (MP)
Outstanding Performance Award (III Qtr)	:	Mr. Mahendra Singh Sisodiya, Ratlam(MP)

VAMA BADMINTON LEAGUE - SPONSORED BY VNR SEEDS



JCI Raipur VAMA Capital organized its first VAMA Badminton League (VBL) 2017, a Badminton Match at Corporate Centre, Raipur on 7 & 8th April 2017.

The VAMA teams that participated were:

1. Suman's Shuttle Busters
2. Shining Shradha
3. Trouble Shooters
4. Alka's Angry Bird
5. Abha's Royal Angels
6. Lioness Leena
7. Mala Mast Kalandar
8. Mastani, The Shooter

There were 15 matches played between these eight teams. VNR was one of the sponsor of the match. The team Mala Mast Kalandar won the match and claimed the VBL trophy.



Mr. Arvind Agrawal (Director, VNR Seeds) as a speaker at CII Chhattisgarh session on GST "Transition to GST Implementation" held on 16-17th June 2017 at Hotel Zone by the park, Raipur (CG)

“

वो भी एक दौर था,
जब जिंदगी किताबों और किताबों के कागजों से
बने कश्तियों में तैरती थी
आज तो id और password में सिमट कर रह
गई हैं ।

कोई मन से बड़ा, कोई धन से बड़ा।
मैंने रब से पूछा कौन बड़ा !
वह मुस्कुराया और बोला पगले तेरा
कर्म बड़ा ॥

जब आदमी खुद से हार जाता है, तब उसे खुदा
नज़र आता है ॥

गौरव राठौड़, Finance

”

GOODS & SERVICE TAX (GST) 1 COUNTRY TAX MARKET



Picture Source: Business Standard

Since August 2016 ,when the 122nd amendment was passed by the Rajya Sabha, the country has been preparing to change the way it pays taxes. After almost 7 months on 29th March 2017 the Lok Sabha had passed the most awaited GST Bill. The proposed date for GST implementation was 1st July 2017 and has been implemented across the country.

WHAT IS GST?

GST is one indirect tax for the whole nation which will make India one unified common market. GST or Goods and Service Tax is applicable on supply of goods and services. It has replaced the earlier taxes of Excise, Service Tax, Value added tax, Entertainment Tax, Entry Tax, Purchase Tax, Luxury Tax etc.

WHY IS GST NEEDED?

There were different tax laws in different states in India. This created problems, especially when businesses made sale to different states. Also most businesses had to pay and comply with three different taxes i.e. Excise, VAT and Service Tax. GST will bring uniform taxation across the country and allow full tax credit for the procurement of input and capital goods which can later be set off against GST output liability. This reform gives equal footing to the big enterprises as well as medium and small sized enterprises.

WHO WILL HAVE TO PAY GST?

GST will be paid by all manufacturers and sellers. It will also be paid by service providers such as telecom providers, consultants etc. However being an indirect tax, GST will be born by the end consumers just like in the previous process.

WHAT KIND OF GST WILL BE IMPLEMENTED IN INDIA?

India will implement the Canadian model of dual GST i.e. both the Centre and State will collect GST. There will be three types of GST;
Centre GST (CGST): Collected by the Centre
State GST (SGST): Collected by the states
Integrated GST (IGST): Applicable on interstate sales. It will help in smooth transfer between states and centre.

WHAT WILL BE THE GST RATES

The GST rates has been passed by the Lok Sabha on 18th May 2017.

The final 4 rates declared are : 5%, 12%, 18% and 28%.

As per the announcement made by our finance minister Mr. Arun Jaitley :

14% items fall under 5% tax rate
17% items fall under 12% tax rate
43% items fall under 18% tax rate
19% items fall under 28% tax rate
7% items comes under exemption list.

HOW WILL GST IMPACT YOU?

Things would get cheaper when GST comes in action

1. Branded goods
2. Hotels, Restaurants
3. Food grains
4. Processed food items
5. Entertainment services
6. Soaps
7. Tooth paste
8. Personal hair product

Things would get expensive after GST

1. Tea, Coffee, Masala
2. Luxury goods, Aerated drinks, Tobacco products
3. Mobile bills, Insurance premium, Banking charges, Internet and DTH services
4. School fees, Courier services and Air tickets
5. Small cars

IS THERE ANY DISADVANTAGES OF GST?

Change is never easy. Other countries which have implemented GST before India have faced inflation and price hike during the transition period. However anti profiteering measures in the GST bill will keep price hikes in check and stop the economy from blowing over.

With the implementation of GST, most of the challenges of the previous indirect tax regime will be story of the past. It is expected that with GST in place, India will become a single market where goods can move freely across state borders, compliance will be easier and cost of daily goods will reduce.

Contributed by:



Mr. Manish Karkun
(Finance)

GOODS & SERVICE TAX (GST)



बनारस के घाटों का जीवन . . .

इतिहास से भी पुराना है बनारस,
सभी परंपराओं से भी पुराना है बनारस
पौराणिक कथाओं से भी पुराना है बनारस और
इन सभी के योग से भी पुराना है बनारस . . .

तस्वीरें बिन बोले ही सब कुछ बयाँ कर जाती है। कुछ तस्वीरें ऐसी होती हैं, जो जीवन का पल पल उल्लेख करती है, बनारस के घाटों में भी कुछ ऐसी ही बात है जो ये तस्वीरें बता रही हैं। बहुत सी यादें हैं जो ये पवित्र नदी गंगा अपने में समाये हुए हैं। ये जो बनारस है अपने आप में संस्कृति, आध्यात्मिकता एवं तहजीबों का शहर है और इसके घाट प्रतिदिन नए आगन्तुकों का स्वागत करते हैं।

श्री देवेश शुक्ला (व्ही एन आर नर्सरी) के द्वारा ली गयी बनारस के गंगा घाटों की ये तस्वीरें वहां की दिनचर्या की कहानी को स्पष्ट रूप से बताने में कामयाब हो रही हैं।



NURSERY

NURSERY



VNR Nursery Pvt Ltd participated in Krishi Vikas exhibition in Bhopal (MP).

VNR Nursery Pvt Ltd conducted farmer meetings in Ratlam & Dhar (MP) in second week of April for training the farmers about the cultivation techniques of VNR-BIHI.



BREAKING STEREOTYPE



Despite the ongoing turmoil in MP for raising wholesale price of vegetables, some farmers broke the stereotype by not being fully dependent on local vendors. One such farmer is Mr. Narayan Patidar from Jabda, Dhar (MP).

Mr. Narayan Patidar switched from vegetable growing to cultivation of fruit varieties which can be sold to bigger markets. He started his fruit cultivation with VNR-BIHI in 5 acres. He is very happy with its outcome and now he has cultivated more varieties of VNR; Apple ber, Pomegranate, Konkan Lemon, Jamun and Rose in his 15 acre land.

He set an example to his peers and within 3 years >30 farmers, in his influence have adopted cultivation of fruits which they are planning to sell in Delhi and Jaipur markets. Not only Mr. Narayan Patidar but many such farmers post influence on community to adopt latest technologies and be prepared for future.

FARMER'S SUCCESS STORIES

Farmer Name	Mr. M B Dhaygude
Place	Satara (MH)
Crop	Chilly
Variety	Sunidhi
Area	0.5 Acre
Sowing Time	01-07-2016
Row to row distance	4.5 Feet
Plant to plant distance	1.125 Feet
Harvesting Time	13-08-2016
Total Production	8180 kg
Total Profit	Rs. 1,60,000/-
Expenses	Rs. 60,000/-
Net profit	Rs. 1,00,000/-

Farmer Name	Mr. Bakshiram Dhakad
Place	Dhar (MP)
Crop	Cucumber
Variety	VNR - Kumud
Area	12 Acre
Sowing Time	16 June
Row to row distance	4.5 Feet
Plant to plant distance	3 Feet
Harvesting Time	45 Days after sowing
Total Production	25 MT
Total Profit	Rs. 4,00,000/-
Expenses	Rs. 45,000/-
Net profit	Rs. 3,55,000/-

Farmer Name	Mr. D S Mhetre
Place	Pune (MH)
Crop	Bhindi
Variety	VNR - 999
Area	2 Acre
Sowing Time	01-11-2015
Row to row distance	2 Feet
Plant to plant distance	1.5 Feet
Harvesting Time	15-01-2016
Total Production	14,500 Kg
Total Profit	Rs. 4,35,000/-
Expenses	Rs. 60,000/-
Net profit	RS. 3,75,000/-



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

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