



VNR



# IMPACT

Volume – 30 (Oct to Dec 2022)



*Photo Credit: Kush Datt Rawat, Production*

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Dear Readers,

We wish you a very *Happy New Year 2023* and wishing a cheerful *Farmer's Day* (look out for glimpses of Farmer's day celebration) to the extremely valuable farming community of India. We are grateful for their contribution in wiping out hunger and starvation from the planet and blessing us all with a healthy life. As we wave off a heartfelt goodbye to a much stable 2022, we're hopeful that the years to come will keep getting better. Also, we just couldn't let 2022 go without strong reinforcing memories, so we did what we had to! VNR experienced numerous events, competitions and gatherings in the last quarter. Not just that, there were many trainings conducted and achievements bagged by VNRites in the last quarter of 2022.

We ran another round of Rewards and Recognition for the valuable contribution of VNRites and started this volume with the introduction of these star performers! Later in this volume, you'll read about lot many engagement events like Diwali Celebration, the Garba Night and exciting Winter Food Fest that were organised. We've displayed our newly launched varieties and started an awareness series contributed by the Information Technology department.

We bring to you some glimpses of our participation in APSA organised in Bangkok. Apart from the Group Induction Program and VNR Pathshala training for our new members, many training programs were conducted across the organisation with the objective to upskill the VNRites. Under the banner of Enrich (VNR's learning and development initiative), 8 *Excel Training* sessions and a residential *Train the Trainer Program* was conducted. Functional trainings were also conducted for our frontline sales force. As you must've already guessed yes, there were lot of activities to give a distinct end to the year 2022.

In the VNRite Zone we've shared a really healthy recipe, a best out of waste case and something that everyone is waiting for... The Quiz Competition! We look forward to your participation in large numbers for the same.

Embarking a happy journey in life may not sound that easy but you'll certainly find a way through with Ikigai, want to know more about it? ...go to the VNRite Zone. Like always, we've a gallery of VNR Promotional Activities, VNR Nursery Activities and of course The Farmer Success Stories in this issue.

Happy Reading!  
Editorial Team



# REWARD & RECOGNITION

## Reward & Recognition- Apr 22 to Sep 22



**Rinesh Kumar**  
(Sales) Karnal, HR



**Abhishek Das,**  
(Sales) Bundu, JH



**Varesh Tiwari**  
(Sales) Hapur, UP



**Deepak Sharma**  
(Sales) Chhapra, BH



**Raman Sharma**  
(Sales) Anand, GJ



**Arun Kumar Yadav**  
(Sales) Jabalpur, MP



**Ravindra Singh  
Solanki** (Sales)  
Jaipur, RJ



**Sujit Kumar Sahoo**  
(PD) Bargarh, OD



**Ankush Kumar Singh**  
(PD) Ayodhya, UP



**Rohit Verma**  
(Production)  
Jaleswar, OD



**Shivnarayan**  
(Production)  
Bhadrak, OD



**Kodi Abbulu**  
(Production)  
Khammam, TS



**Bethu Praveen Kumar**  
(Production)  
Karimnagar, TS



**Mohd Nafis**  
(Logistics)  
Raipur, CG



**Aakash Kumar Masram**  
(Logistics) Raipur, CG



**Ketan Dwivedi**  
(Finance) Raipur, CG



**Ragini Umbarkar**  
(Finance) Raipur, CG

## Diwali celebration @ Corporate Centre, Raipur (CG)

Diwali is one festival which everyone looks forward to. The festival is marked with traditional attires, oil-lamps, rangoli, special sweets and snacks, the lit spaces and smile on everyone's face. And why not? This festival brings in endless positivity and enthusiasm at the workplace. As always VNRites celebrated Diwali on 22 October 2022 with lots of fun filled activities. The celebration commenced with "**Lakshmi Pooja**" at corporate centre, Raipur (CG) followed with prasad vitaran. Everyone was in traditional dress code which lit the charm of the festival even further.



Can there be any festival without having fun? We don't believe so. Like every year, this year too, Diwali was celebrated with competitions. One of them was "Pooja Thali Decoration" in which the judgement was based on innovative ideas and theme to decorate Pooja Thali. There were amazing creative work by the participants. Ms. Nivedita Paul (Finance) & Ms. Neha Yadu (Admin) won the 1st prize. Ms. Aparna Singh Rajput (Finance) & Mr. Jitendra Yadav (Finance) were the Runners-up.

Rangoli making is an age old Indian custom followed during festivals, especially Diwali. To mark the onset of auspicious eve, VNRites participated in the rangoli competition expressing new ideas and messages with this ancient artform leaving the judges much impressed with their creativity. Different themes were reflected through the rangolis like women safety, goddess Lakshmi's Avatar, Lord Gopala, farmer on field, child's dream etc. The workplace decorations got a traditional touch with these decorative arts.

One may wonder, what's so difficult about drawing a Rangoli?, well you have to do it yourself to know it!



## Aye Halo....It's Garba Night!

Navratri is a celebration of colour and tradition. It is also one of the most popular Indian festivals. Garba is a form of Gujarati folk dance which originates from the state of Gujarat in India. The name is derived from the Sanskrit term 'Garbha' meaning "the womb." Traditionally, the dance is performed by women in a circle around a clay lantern with a lit oil lamp inside, called a garbha deep ("womb lamp"). On 1<sup>st</sup> Oct 2022, "The Garba Night" was organised for the VNRites at Corporate Centre, Raipur. It was truly thrilling to see the talented VNRites dressed up in the traditional ethnic wear and grooving gracefully to the beats of Garba songs. The event saw seniors also participating and enjoying the dance. Prizes were given away for 'Best Dressed -Male', 'Best Dressed -Female', & 'Best Garba dancer' by the judges to recognise the talented dancers.



## Winter Carnival Food Fest

What else is needed when there's delicious food in front of you and it's sending the *Good Food- Good Mood vibe*? Exactly that happened to many food enthusiasts at VNR when the last weekend of the year ended with a delicious food fest. The winter Food Fest was celebrated not only for savouring delicious delicacies but to bring people together over food. The scrumptious treat was organised at Corporate Centre, Raipur on 24th December 2022 where few VNRites put up beautiful theme based food stalls with their regional dishes on sale.

The participants not only presented the cuisines of different regions of India but also decorated it with items reflecting the culture of that state. Every participant actively participated in the activity and also some of them were dressed in the regional attire to represent the local dishes. VNRites were recognised for their efforts with various prizes like *Best stall decoration, Judges Choice -The most delicious dish, Most popular Dish, People's Choice Award*. The judgement was done by the famous food blogger; Sparsh Lakhina. Overall the Food Fest was one of the most successful event at the year end.



**1<sup>st</sup> Prize-Lata Sinha & Ayushi Sao (Admin)**

**2<sup>nd</sup> Prize-Pooja Acharya & Ketan Dwivedi (Finance)**



## Glimpses of Winter Carnival Food Fest



**People's choice prize- Kriti & Preety Toppo (Nursery)**

**2nd Prize-Kiran Sahu & Aparna Singh Rajput (Finance)**



**Consolation Prize-Roopam Johri & Abhishek Pandey (HR)**

**Shikha Khadka & Neha Dewangan (HR)**



**Ragini Umbarkar & Durga Dewangan (Finance)**

## Participation in Gubba Premier League - Season 5

VNR participated 5th time in a row in the Gubba Premier League Season-5. It was a 6 days cricket tournament exclusively meant for the Indian Seed Industry where 16 teams were fighting for the cup. The matches were held from 21st to 26th Nov 2022 at Shamirpet, Hyderabad. When we talk about Gubba Premier League, the name of VNR team has a special place on everyone's mind owing to its past victories. Like every year, the team demonstrated tough sportsmanship and scored fairly good to set a challenging benchmark. VNR lost the finals but won the hearts of VNrites and others present on the field for putting up a tough fight and a great show on the field. We are proud of our team and are very hopeful that this team will surely bring the trophy next year!



## VBH 11



### Product Features :

- First harvest : 45-50 Days
- Fruit : Dark green colour with ridges
- Tolerant to YVMV
- Tender Dark green fruit quality
- Medium tall plant with cut leaves
- High yield potential

## VNR 446



### Product Features :

- First harvest : 42-45 Days
- Fruit : Dark green colour, smooth texture
- Avg. Fruit Length : 8-10 cm
- Avg. Fruit Width : 0.9-1 cm
- Pungency : High
- Early hybrid and early bulker
- Tough fruits, good for transportation



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### FRAUD THROUGH PHISHING LINKS

One day, Raju received message on his phone: 'Dear customer, if your KYC details are not updated within two days, your account will be blocked. Use the below link to update the details at <http://updateKYCXYZbank.com>'

Raju: "Oh! All my money will be blocked; I need to update my KYC details."



Raju clicked on the link, but the link to update KYC details did not work. Soon, he gets a call.



Fraudster: "Hello Sir, I am calling from XYZ bank. Are you facing any issues in updating your KYC details?"



Raju: "Yes, the link is not working."

Raju: "Okay, I have texts you all the details."

Fraudster: "Your KYC details are updated successfully."

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<https://cms.rbi.org.in/>



Raju: "Thank you."

After some time, Raju received SMS alerts on his phone stating that Rs 50,000 was debited from his account.



Raju immediately called the other person, but he didn't answer the calls. Raju realized that the person was a fraudster and he should not have shared any personal details with him.



HA HA  
HA HA  
HA HA  
HA HA



Fraudster: "The website load might be high; I will update the details manually. Please share your username, password and OTP."

Click!  
click!

**Do's:**

- ✓ Always cross-check the KYC status with your home branch or through your relationship manager when you receive calls, links or SMS from unknown sources requesting you to update KYC.
- ✓ Report the incident to the nearest Cyber Crime Police Station and National Cyber Crime Reporting Portal at <https://cybercrime.gov.in>

**Don'ts:**

- ✗ Don't click on unknown/unsolicited links received on the phone/email without verifying it.
- ✗ Don't share your confidential details with strangers.

For Hindi, click on the link ➔ <https://vnrseeds.org/Impact/>





## Participation in Asian Seed Congress@Bangkok, Thailand

Shared by Salil Kumar Srivastava, Sales

APSA's Annual Asian Seed Congress is the largest and most significant seed industry event in the Asia Pacific region, and is a prime opportunity to grow our business, get noticed, generate deals and gain an edge in the most populous and lucrative region in the world. The 27th Asian Seed Congress was held at the Bangkok Convention Center in Bangkok, Thailand from the 14<sup>th</sup> to the 18<sup>th</sup> of November 2022. This Congress was co-organized by the Asia & Pacific Seed Alliance (APSA) and the Thai Seed Trade Association (THASTA) as the official National Organizing Committee. The Asian Seed Congress is APSA's flagship event, held annually in a host country within the Asia-Pacific region. It is for members and it is based on invitation-only, featuring a trade exhibition, private and semi-private meeting rooms, trading tables, technical sessions, local tours, cultural and other entertainment programs.

The week-long Congress was initiated by an all-day Pre-Congress Workshop focusing on a new theme every year, and officially concludes with APSA's General Assembly Meeting. There is also a tour offered for members to visit seed production and processing facilities in the host country. Only delegates from active member companies can attend the Asian Seed Congress. We as delegates have access to all areas of the Asian Seed Congress i.e. trading table, the exhibition zone, all Congress workshops & technical sessions, Annual General Meeting and all social events which includes the inaugural ceremony, welcome party and the grand banquet. This year around 409 companies & about more than 1140 delegates participated in the Congress. One area of the conference is designated for Trading Tables allowing Face-to Face Business meetings between members, leading to building better networks & understanding of international market & business practices. We were thrilled to get an exhilarating constant response at our Trading Table. We met more than 51 Companies delegates from around the globe at our table. Our team of 5, joined the meeting this year under the guidance of Mr. Atul Sah (Business Head) present there supporting us. The team included Mr. Sudipto Agarawala (GM Business Development), Mr. Rahul Tripathi (AM Sales) and Salil Kumar Srivastava (GM International & Institutional Business). Also, we introduced our proud subsidiary VNR Seeds Bangladesh Private Limited represented by Md. Mamun-Ur-Rashid (Head of Business Operations). Apart from our regular international business focus point of Vegetable Crop Seeds & Field Crop Seeds, our focus was on promoting our subsidiary & exploring opportunities for deep market penetration of Root Stock & Horticulture Crops in European & South East Asian Countries.

We were glad that there was a positive image of our brand and the industry members from all around the globe laid trust on our strong Production, Research & Development capabilities. The preparation for attending the congress usually begins few months before the event at our end; from customizing samples according to companies and their geographical location to scheduling meetings & charting out plans accordingly. The process involves profound research & homework about the targeted products/companies, geography & revising our previously implemented process as per new developments in the market & industry. Post meeting, we ensure regular follow-ups on the business opportunities discussed & samples distributed during the meeting.

It was a great learning for all of us & indeed a very delightful experience to represent VNR Seeds at such a huge platform!



## Group Induction Program

Group Induction Program (GIP) was conducted at Corporate Centre from 12-14th December for a batch of 23 new joiners. The orientation program aims to provide an overview of policies, processes, tools, systems and functions of the company. In these 3 days the new joiners get oriented to the organisation, functioning of each department and they also visit various company facilities like biotech laboratory, production and plant facilities.



## VNR Pathshala

VNR Pathshala, an orientation program for Sales & PD new joiners, was held on 15th & 16th December, at Raipur HO. The session was conducted by Mr. Ketan Raundal (PD), Mr. Ashish Nautiyal (Sales) & Mr. Sanjay Singh (Sales) mentored by Mr. Amit Upadhyay (PD). The participants were both from vegetable as well as field crop verticals. The areas covered were product features, best cultivation practices, major pest & control measures, nutrient management basics, soft skills & other important product related information.





## Excel Training

(By Mr. Nandkishore Sharma, Logistics)

**Training** is a powerful tool that help individuals to develop their skills and perform well to meet personal as well as organisational objectives.

At VNR, we believe in continuous learning and therefore training has been organised on 6 topics with a massive 28 training sessions to be conducted on every Monday. One of the topic being; Microsoft Excel for which training was orgainsed on a large scale by HR under the banner of 'ENRICH', with 201 participants joining across departments and locations. The magnitude of nominations itself speaks a lot of the learning aptitude of VNRites, as they were keen for the training. The training covered both basic and advanced features of Excel, including creating and formatting worksheets, entering and editing data, basic formulas, functions, pivot tables, VBA, advanced charts and graphs. The training program was hosted in both; online and offline mode to provide multiple platforms to team members so that the training could be attended from any multiple locations.

*"Spreadsheets are corporate poetry; when constructed elegantly enough, they can be used to communicate sophisticated ideas to audiences who wouldn't otherwise be receptive to details."*

### Objectives

- Introduce team members to the basic and advanced features of Excel
- Help team members improve their skills in organizing, analyzing, and visualizing data using Excel
- Provide team members with resources and best practices for using Excel effectively in their work

### Training Materials

**PowerPoint slides:** We used PowerPoint slides to provide an overview of the various topics covered.

**Hands-on exercises:** We provided team members with exercises to help them practice their skills.

### Salient features of Excel

- Microsoft Excel is a spreadsheet program that is part of the Microsoft Office suite of productivity tools. It is a powerful tool that allows you to create and manage data, perform calculations and analysis, and create charts and graphs.
- Excel is a grid of rows and columns that you can use to organize and manipulate data. Each row is identified by a number, and each column is identified by a letter. You can enter data into the cells of the grid and use formulas to perform calculations on that data.
- One of the key features of Excel is its ability to perform calculations using formulas. Formulas are equations that tell Excel how to manipulate the data in your spreadsheet. For example, you can use a formula to add up a range of cells, calculate the average of a set of numbers, or find the maximum or minimum value in a range.
- Excel offers a variety of formatting options that allows you to customize the look of your spreadsheet i.e change the font, size, text color, cell shading, borders, and other formatting options.
- In addition to formatting options, Excel provides a range of chart and graph types that you can use to visualize your data. You can create pie charts, bar graphs, line graphs, and other types of charts to help you understand and communicate your data more effectively.
- Excel is a powerful and versatile tool that is widely used in business, finance, and a variety of other fields. It is an essential tool for working with data, i.e. performing calculations and analysis.



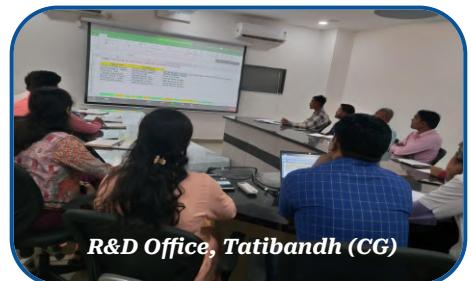
## Excel Training

### Benefits of Excel

1. Organizing and storing data: Excel allows you to store and organize large amounts of data in a clear and structured way. You can sort and filter your data, and use pivot tables to analyze and summarize it.
2. Performing calculations: Excel's powerful formula and functions allow you to perform a wide range of calculations on your data, including basic arithmetic, statistical analysis, and financial modeling.
3. Visualizing data: Excel provides a range of chart and graph types that you can use to visualize your data, making it easier to understand and communicate your results.
4. Collaboration: Excel allows you to share your work with others and collaborate in real-time. You can invite others to edit and comment on your work, and track changes and review feedback.
5. Customization: Excel offers a range of formatting and customization options that allow you to create professional-looking documents. You can change the font, size, and color of your text, as well as apply cell shading, borders, and other formatting options.
6. Compatibility: Excel is compatible with a wide range of file formats, including CSV, TXT, and other spreadsheet formats. This makes it easy to import and export data from other sources.
7. Productivity: Excel's features and functions can save you time and effort by automating tasks and calculations, allowing you to focus on the more important aspects of your work.

Overall, the training was well received by team members. Many participants found the hands-on exercises particularly helpful in reinforcing their learning. We also received positive feedback on the range of topics covered.

I would like to extend a special thanks to all the team members for their active participation and valuable contributions during the Excel training. Your engagement and willingness to learn has made this training a success. Hope the training session organized on Excel was useful for all the participants and it will add some value in understanding data analysis and preparation of meaningful reports.



## VNR MDOs' TRAINING PROGRAM @RAIPUR, CG

A functional training program was organized at Raipur on 07<sup>th</sup> and 08<sup>th</sup> Oct 2022 for Market Development Officers. The objective of this program is to improve the technical knowledge related to crop cultivation practices, identification & management of plant diseases as well as insect pest. This training program was conducted under the guidance of Mr. Ketan Raundal (Area Technical Manager PD), Mr. Sanjay Singh (RBM Sales), Mr. Sudhansu Arya (Trial Executive PD) and all members of CG Sales team participated.

The topics covered in the training were; Fertilizer Management, Disease and Insect Pest of crops like Gourds, Chilli, Okra, Tomato and OFD Management. At the end of the session, a test was conducted with 50 Multiple Choice Questions related to the topics covered in 2 days program. This helps in gauging the effectiveness of the program. The top three performers, based on test result evaluation, and the best participants were recognised with gifts and appreciations.



## CERTIFICATE SEED LEARNER'S PROGRAM (CSL)

VNR Seeds participated in a 15 hours Certificate Seed Learners Program conducted under a joint initiative by SeedWorks International Pvt Ltd and AgMatrix. The objective of the program was to offer a 360 degree understanding of the Seed Industry and prepare the industry participants for the next level positions. The major titles of the training were Vegetable Seed Sector, R&D, Regulatory, Supply Chain, QA, Marketing and Technology. Each session was meticulously drafted with the latest and up to date information pertaining to the seed industry, its current assessment wrt operations, changing regulations and changing landscape owing to the introduction of new technologies. As the session was delivered by the seasoned industry experts currently practicing their respective domains, there was a high degree of clarity in concept and actual practices prevalent in the industry. As the nature of this program was online program, every participant had an option to post

Their doubts and queries as per their convenience. And all the doubts were well addressed by the speakers. Post every session there was a test that was mandatory to give in order to receive the certificate. The program was a great learning curve for the participants of seed industry and we are sure that such programs in the future will add even more strength to the community of seed learners present across the nation.



## Train the Trainer Workshop@Raipur, CG

VNR's learning and development initiative, 'Enrich' aims at continuously adding value to VNRites, be it directly related to the subject or value addition by developing soft-skills and interpersonal skills under its knowledge enrichment objective. *Train the Trainer* Workshop was one such training program which focused on imbibing training skills to the selected participants. The speaker of the session was Mr. Mukesh Asher who is a Trainer, Motivator & soft skills expert. It was not merely a training but it also offered future opportunity for the participants to become recognised trainers of VNR. Train the Trainer Workshop was a three days residential intensive training program with round the clock planned activities, task and test to assure the best outcome from the program.

The program dealt with critical aspect of training design which is often overlooked thence resulting in weak-links and loopholes and in-efficient outcome of training session. The program dealt with modularizing every such aspect of training with sufficient checkpoints to assure that the module has been executed with precision. It dealt in depth about the persona of a trainer, their appearance and presence at the time of delivery, importance of body-language, eye contact, loudness and confidence while voice modulation and of course the mode of delivery. The training also bifurcated a presentation scene further so the audience is well aware of the objective of training, participate and interact during the delivery and ready to demonstrate their learning via test, role play, speech etc when asked.

As final demonstration, all the participants were divided into groups and were asked to deliver a presentation keeping all the checkpoints in mind. Mr. Atul Sah (Business Head) was present during the presentation along with Dr. Parul Parmar (GM HR) as observers. The program ended with a vote of thanks by Dr. Parmar and certificate distribution. Post this, individual feedback was shared with the participants to improve on their skills. Looking forward to many training programs being conducted by the budding VNR trainers.





## "Teamwork makes the dream work"

Shared by Abhishek Das, Sales

The idea of teamwork is that a group of people can work together to achieve a common goal. It is very important that a team sticks to a consensus and each member starts working towards the same objective. To communicate this, we conducted a friendly cricket match among the Jharkhand FC team of VNR. The aim behind this match was for everyone to understand the meaning of teamwork which is the crux of great achievements. We divided and created 4 teams irrespective of any territory, and guess what?, the team having least probability of winning actually won the game even if there were no high individual scorers in the team. All the present members understood that "**if you want to go fast, go alone. If you want to go far go together.**"

After all the matches got over, we conducted team meeting for our next campaign and towards the end of the meeting a very awkward incidence happened. Suddenly a phone started ringing with the caller tune "mera dil yeh pukare aaja" which is currently most viral on social media. I thought that the concerned team member would be reprimanded for this disturbance by the senior but to my utter surprise when I turned back I found everyone in the meeting room peeping outside the window and acting as if the song was being played outdoor. This situation looked so awkward and funny that even our senior had a good laugh, understanding quickly that the team members were trying to support their colleague.

So, apart from 'teamwork', the other major learnings we derived and the way we correlated it with our campaigns are as shared below:

**1. Proper planning and execution:** Failing to plan is planning to fail and hope is not a plan. For every game or action, we need a good plan. Taking a goal without a plan is just a wish. The team had won the match because of their planning. They had really planned well for who would bat at which position? Similarly, we need proper planning to execute our next campaigns i.e. which village to visit and when? If for any reason the first village doesn't work out for conducting the meeting do we have a second village ready for the same?

**2. Never ever miss an opportunity:** In the match too, the team who took the maximum catches won the match. In real life also, we have to grab all the opportunities to maximize the outcome. This is an important lesson as nothing is more expensive than a missed opportunity and today's opportunity can help in building the tomorrow we want. Thus the coming campaigns are opportunities, for the next Kharif season and better campaigns will help in getting much better results of Kharif season.

**3. Pushing ourselves,** chasing for an extra run is similar to covering the last most village in the list. It's all about the extra efforts that we make to complete the execution and not give up easily.



## Recipe: Smoothie Bowl

This scrumptious bowl only takes 3 ingredients and 5 minutes. This is a perfect tasty Sattvic food.



### INGREDIENTS –

You just need 2 frozen bananas with 3 chopped pears and  $\frac{1}{2}$  cup chopped beetroot

To make this amazing smoothie bowl.

### METHOD-

1. The method is very simple as you just have to take 2 bananas and slice them and put them in the freezer for 5 minutes.
2. Put all the 3 ingredients in a blender and make a smooth mixture.
3. Then pour this smoothie base into a bowl and add a topping like the season's fruits and nuts according to your preferences.
4. This is one of the most simple and tasty sattvic recipes.



Shared by Shikha Khadka, HR

## Best out of waste

Shared by  
Komal Wakde, Admin

### Candle Holder



### What & Why?

Creating useful and decorative items out of waste available instead of throwing them is the best use for them. Lots of waste is generated at home daily such as coconut shells, old newspapers, glass jars, plastic bottles and cardboard boxes. All these can be used in a creative way to spruce up the interiors. Best out-of-waste simply means to make something innovative and attractive out of the material that is of no use otherwise.



### What Waste You Need?

- Cardboard
- Fabric Glue
- Colorful & White Beads
- Scissor & Cutter
- Red Velvet Paper
- Soft drink Bottle

### Many Benefits of Using Candle Holders

Candles are a great way to add warmth to your home or to set up a pleasant mood at an event. Lighting a candle also creates a peaceful and soothing atmosphere that helps relax and calm your mind, body, and soul. In the past, candles were used as the primary light source but in modern times they are commonly used either as decorative accessories or for their positive and calmative features.



## QUIZ! Contest - Are You Ready for this Quiz Contest?

Hello VNRites,

As an on demand section on the magazine, here we're with new set of challenges. Test your skills, revert to us with answers and get a chance to win exciting prizes.

Hurry Up! Hint? -> Processes & Products of VNR

### Sort the Jumble Words



1. NO MARF TNEMPOLEVDE
2. OILS TSET DIPAR
3. OGRW TOU ETST
4. EELOYMPE FESL ERSECIV
5. PENXESSE
6. SYAEX
7. SUFCO
8. RAHVSEINGT
9. TENINSIVE ARFINGM
10. NVR EANMA



### Caption Contest

### What's the caption?

The wittiest & best caption for each photo will get rewarded!

1



2



3



**Send your Captions with the photograph No. at [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com)**

4



5



6

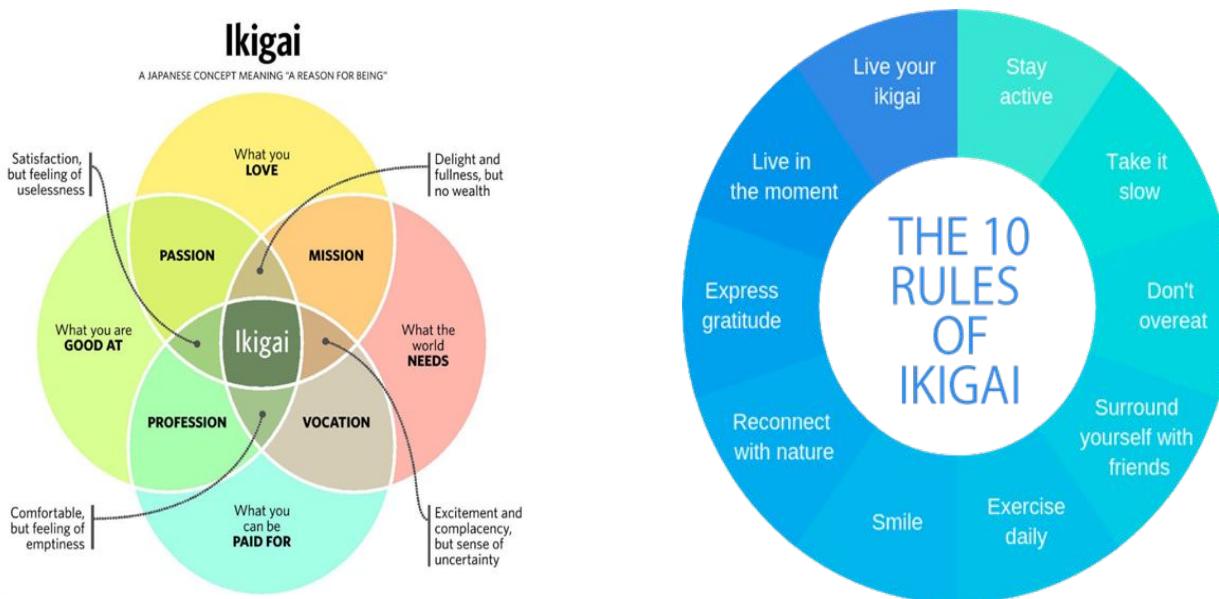


## Vivid Reflections



Let's welcome the month of January & the official season of making & breaking of New Year Resolutions. As you must have started seeing endless memes, videos and conversations over people's inability to keep up with their New Year's Resolutions, let's take a look on how we keep up with them for long term. To associate a new year with new beginnings is not a new idea. **Though the "new year, new me" mantra is inspiring; the truth is if all that's really inspiring us to do better is a different number on the calendar? Maybe there's a better way to fully embrace everything life has in store for us. In our everyday life, we constantly strive to find the perfect balance of happiness, purpose and success.** While some of us might have easily found that balance, some of us are still working on it. On times when you have done some self-introspection, have you ever wondered where your life is headed? What is your purpose in life? What is the source of your happiness and contentment? Given the world we are in right now and the way we live our lives today, finding our happiness & purpose in life may not always seem easy. Figuring out the right path towards your happiness and success can sometimes feel like solving a puzzle.

But did you know that the Japanese have already figured out the formula to finding the right balance of purpose, happiness and success? Yes! It's an age old ideology which they call ***Ikigai*** – literally translating to “*iki*” that is “life,” and “*gai*” that is used to describe “value or worth”. **So, *ikigai* is all about finding joy in life through purpose. It's what brings you joy and inspires you to get out of bed every day. *Ikigai* is, above all else, a lifestyle that strives to balance the spiritual with the practical. This balance is found at the intersection where your passions and talents converge with the things that the world needs and is willing to pay for.**



In your quest to find your *ikigai*, there are four things that you need to tick off of your list. Figuring out what these four things are will give us a better direction as we continue our search:

### 1. What you love?

Your *ikigai* should be something that you enjoy doing. It can be anything that makes you feel good; something that you would willingly do anytime. It's something that anytime you have the chance to talk about it and share it with others, you would gladly do so in a heartbeat. It can be as simple as a hobby that you really enjoy doing, such as writing, sports, singing, creating videos, taking photos, painting, dancing, baking or even travelling or anything.



## Vivid Reflections

### 2. What you are good at?

Another thing that can help you get closer to finding your *ikigai* is figuring out what you are or would like to be, good at. Is there something that you naturally excel at? Is there something that you can effortlessly accomplish or are considered an expert in? Or maybe there is something that you are willing to learn doing or something you have strived to learn doing or have worked hard to attain? So if you are doing something that you love and you are actually good at, then you have now ticked two items off your list to find your *ikigai*.

### 3. What you can get paid or rewarded for?

To find your *ikigai*, you should also know what you can get financially rewarded for. Keep in mind that, for us to survive, we need to earn money to support our survival. Thus your *ikigai* should ideally be something that can get you paid. It's not enough that you just love what you do or that you are good at it. It also equally matters that you are properly compensated for it.

### 4. What the world needs?

The fourth component for finding your *ikigai* is something that the world needs. Knowing that what we do, helps make the world we live in a better place & ultimately helps us feel good. It makes us feel that we are playing an important role in our community. Nowadays, one reason why a lot of people are not happy with what they do is because they don't see the value of what they do. By knowing that your work can change the lives of others, it can help you get closer to finding your *ikigai*.

Now that you know what it takes to find your *ikigai*, you can now start analyzing what these four components are in your life.

Passion	Mission	Profession	Vocation
<ul style="list-style-type: none"> <li>If you have something that you love and are really good at, then you have found your passion. Unfortunately, some people who are pursuing their passion have a sense of satisfaction and happiness. But some of them may feel like what they do is not creating such a huge impact or is not getting them any tangible rewards at all.</li> </ul>	<ul style="list-style-type: none"> <li>If you have something that you love and is also what the world needs, then you are someone with a mission. People with a mission usually become a humanitarian who try to change the world by joining volunteer missions or offering services to those who need it. This can give you a sense of fulfillment, knowing that you are making a difference in the world, but you might not be getting proper compensation for what you are doing.</li> </ul>	<ul style="list-style-type: none"> <li>If you are among the many people who have something that they are good at and are getting paid for it, then you have your profession. But doing what you are good at and getting paid for it does not immediately equate to doing what you love and making a difference in the world. If you are at a point in your life wherein you have been working so hard, but are not getting any sense of fulfillment, you might have to make some changes in how you live your life.</li> </ul>	<ul style="list-style-type: none"> <li>Now, for those who have something that the world needs and are also getting paid for it, you have found your vocation. Some people who are pursuing a vocation are not always happy about what they do. If you think you are one of these people, then you will have to figure out how to be better at what you do and to turn your vocation into something that you love doing.</li> </ul>

No matter what you have right now, be it a passion, a mission, a profession or a vocation, you can always figure out a way to make the most of your situation and arrive to a point wherein you can have a sense of satisfaction, comfort, delight and excitement at the same time. Once you have found your *ikigai*, you will realize how good your life is. You will become more productive and feel motivated to achieve success. You will achieve a state of flow that makes it easier for you to enjoy being busy & never retire. It will also motivate you to continuously improve and be able to make the most of every second of your life. **So let us find our *ikigai* and start living a life filled with happiness and purpose.**

Always Grateful,  
Pooja Acharya

For detailed insights on the concept, the book "IKIGAI" by Francesc Miralles and Hector Garcia can be referred  
Feedback, Suggestions & any spiritual discussion is welcome at [poojaacharya.vspl@gmail.com](mailto:poojaacharya.vspl@gmail.com)



# PROMOTIONAL ACTIVITIES



Field Day and PSA at Katihar, Bihar



Field Day on Chilli Nutan at Karadi, Taluka-Parola, District-Jalgaon, MH



Field Day on Chilli VNR 277 at Jun Mohide, Taluka & District- Nandurbar, MH



Field Day on Bitter Gourd Sahi at Pahurpeth, Taluka-Jamner, District- Jalgaon, MH



# PROMOTIONAL ACTIVITIES



Field Day on Chilli **VNR 285** at Taluka-Dhamdai & District- Nandurbar, MH



VNR Team participated at Agri Exhibition, District-Jalgaon, MH



VNR Ridge Gourd **Rajni** Fruit Display In Nashik Market, MH



Mega Farmers meet on Hybrid Paddy **Bheem 115** at Chikadinkop, Taluka-Khanapur, KN



# PROMOTIONAL ACTIVITIES

## Farmer's Day Celebrations



Plants were distributed on the occasion of Farmer's Day in presence of Mr. Munna, Past Sarpanch of village Misraulia, Bihar by Mr. Abhishek Mishra, Mr. Amar Singh and Mr. Sachin Kumar Singh from VNR.



Farmer's Day celebration at Ramgarh, Jharkhand by Mr. Vikas Kumar, Sales



**Farmer's Day  
celebration by  
FC team  
Jharkhand**



# PROMOTIONAL ACTIVITIES

## Crop Tour

Shared by P. Srinivasa Swamy

The essence behind the famous quote ‘Seeing is Believing’, was adopted by us in one of our recent initiatives where we planned and conducted 7 Retailer Crop Tours (RCT), to showcase the performance of hybrids in different plots with different practices.

We conducted 5 RCT on Hybrid Paddy VNR 2228 ,Virat, Chilly VNR 285 and Bhindi VBH 11. The performance related to virus tolerance and bulk fruiting in VNR 285 at Kurnool and in VBH 11 at Ananthapur, Andhra Pradesh helped in building confidence of trade and nursery owners. The impact of this initiative led to positive results and increased product demand in those areas of Telangana.



PDA for Hybrid Paddy **VNR 2111** at Talapur, Ramgarh, Jharkhand



## Media



## वीएनआर सीइसकडून पीक पाहणी

### ► जळगाव | प्रतिनिधी-

भाजीपाला क्षेत्रातील निरसन केले. या कार्किमाता जळगाव, धळे, औंगाबाद येथील २० वेळा जास्त मिर्ची उत्पादक शेतकरी उपस्थित होते. तसेच बियाणे विक्रीते, नसीधारक,१ मिर्ची व्यापारी आणि गावातील मिस्त्री उत्पादक शेतकरी उपस्थित होते. कार्यदम यशस्वितेसाठी संदेश सिंहल, योगेश पाटील, अमोल डिगर भोजने, इम्रान फहातुकर यांनी उठाकर घेतला.



This quarter started with a Pomelo promotion campaign and fruit tasting at various locations in Raipur. The main aim of this campaign was to create an awareness of fruit in between consumers and to promote retailers to sell the fruit. VNR Nursery team also visited many institutions such as GB Pant University, PDKV, MPKV and UHS Bagalkot. This year ended with participating in many exhibitions all across the country.



Team VNPL at GBPAT, Pantnagar, UK with Vice Chancellor - DR M. S. Chauhan



Team VNPL at MPKV, Rahuri, MH with VC - Dr. Prashant kumar Patil



Team VNPL at UHS Bagalkot, KA with Dr. Indiresh K.M. - VC & Dr. S. I. Athani - DEE of UHS Bagalkot, KA



Dr. A. Vishnuvardhan Reddy- VC of ANGRAU Guntur, AP at AgTech Expo 2022



Dr. Dilip Ghosh - Director, ICAR-CCRI, Nagpur at Agrovision Expo 2022



Shri Kakani Govardhan Reddy Garu, Agriculture Minister, AP at Guntur, AP



Shri Nitin Gadkari - Minister of Road Transport and Highways at Agrovision Expo, Nagpur, MH



Shri Abdul Sattar Abdul Nabi Ji - Agriculture Minister of MH at Krishithon Expo, Nashik, MH



VNR Nursery Participated in the Agro Industrial Exhibition at GBPUAT, Pantnagar, UK



Team VNPL receiving Third prize in Stall Category at GBPUAT, Pantnagar, UK



VNR Nursery Participated in the FarmTech Asia Exhibition at IGKV, Raipur, CG



VNR Nursery Participated in the 15th AgroTech India Exhibition at Chandigarh



VNR Nursery Participated in the Maha Agro at Agriculture Tech & KVK NARP, Aurangabad, MH



VNR Nursery Participated in the Krishithon Expo 2022 at Nashik, MH



VNR Nursery Participated in the Agrovision Exhibition at Nagpur, MH



VNR Nursery Participated in the AgroTech Expo 2022 at Akola, MH



VNR Nursery Participated in the AgTech Exhibition at Guntur, AP



VNR Nursery Participated in the MPKV Climex 2022 at Rahuri, KA



VNR Nursery Participated in the Horticulture Fair 2022 at UHS, Bagalkot, KA



VNR Nursery Participated in the Kisan Mela 2022 at Pune, MH

# FARMER SUCCESS STORY

## Nasim Ahmad



**Phone:**  
7250909614

<b>Variety:</b> VNR 486	<b>Crop:</b> Bitter Gourd
<b>Sowing Area:</b> 5 Kattha (0.2 Acre)	<b>Sowing Date:</b> 10-06-2022
<b>Row to Row Distance:</b> 4 feet	<b>Plant to Plant Distance:</b> 4 feet
<b>1st Harvest Picking:</b> 28-07-2022	<b>Till Date Yield:</b> 200 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 2500 kg	<b>Total Expense:</b> Rs. 15,000
<b>Total Estimated Revenue:</b> Rs. 60,000	<b>Net Income:</b> Rs. 45,000
<b>Address:</b> Manjhi, Miya Patti, Saran, Chhapra, Bihar	

## Sikandar Prasad



**Phone:**  
9934714682

<b>Variety:</b> RG Green	<b>Crop:</b> Brinjal
<b>Sowing Area:</b> 0.5 Acre	<b>Sowing Date:</b> 20-06-2022
<b>Row to Row Distance:</b> 3 feet	<b>Plant to Plant Distance:</b> 3 feet
<b>1st Harvest Picking:</b> 06-09-2022	<b>Till Date Yield:</b> 50 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 20,000 kg	<b>Total Expense:</b> Rs. 25,000
<b>Total Estimated Revenue:</b> Rs. 2,00,000	<b>Net Income:</b> Rs. 1,75,000
<b>Address:</b> Village-Khushalpur,Khizersarai, Gaya, Bihar	

## Raju Kumar Ram



**Phone:**  
9110105453

<b>Variety:</b> OFD 119025 (Sana)	<b>Crop:</b> Cucumber
<b>Sowing Area:</b> 0.4 Acre	<b>Sowing Date:</b> 05-03-2022
<b>Row to Row Distance:</b> 4 Feet	<b>Plant to Plant Distance:</b> 1 feet
<b>1st Harvest Picking:</b> 21-04-2022	<b>Till Date Yield:</b> 3 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 500 kg	<b>Total Expense:</b> Rs. 2,000
<b>Total Estimated Revenue:</b> Rs. 10,000	<b>Net Income:</b> Rs. 8,000
<b>Address:</b> Village-Majlispur , Jalalpur, District-Saran, Bihar	

- Shared By Akhilesh Kumar Singh, Sales

# FARMER SUCCESS STORY

## Sanjay Nand Singh



**Phone:**  
9199218007

<b>Variety:</b> VNR Nutan	<b>Crop:</b> Chilli
<b>Sowing Area:</b> 0.5 Acre	<b>Sowing Date:</b> 06-06-2022
<b>Row to Row Distance:</b> 3 feet	<b>Plant to Plant Distance:</b> 2 feet
<b>1st Harvest Picking:</b> 27-08-2022	<b>Till Date Yield:</b> 120 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 8000 kg	<b>Total Expense:</b> Rs. 35,000
<b>Total Estimated Revenue:</b> Rs. 1,60,000	<b>Net Income:</b> Rs. 1,25,000

**Address:** Village-Bhadeji, District-Gaya, Bihar

## Pappu Sahani



**Phone:**  
9334286935

<b>Variety:</b> Krish	<b>Crop:</b> Cucumber
<b>Sowing Area:</b> 1 Acre	<b>Sowing Date:</b> 27-06-2022
<b>Row to Row Distance:</b> 3 feet	<b>Plant to Plant Distance:</b> 1 feet
<b>1st Harvest Picking:</b> 10-08-2022	<b>Till Date Yield:</b> 320 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 24,000 kg	<b>Total Expense:</b> Rs. 92,550
<b>Total Estimated Revenue:</b> Rs. 4,80,000	<b>Net Income:</b> Rs. 3,87,450

**Address:** Block Punpun, District-Patna, Bihar

## Chandan Kumar Chauhan



**Phone:**  
6204770235

<b>Variety:</b> Sarita	<b>Crop:</b> Bottle Gourd
<b>Sowing Area:</b> 1 Acre	<b>Sowing Date:</b> 25-07-2022
<b>Row to Row Distance:</b> 5 feet	<b>Plant to Plant Distance:</b> 3 feet
<b>1st Harvest Picking:</b> 01-10-2022	<b>Till Date Yield:</b> 300 kg (1st Picking Yield)
<b>Total Estimated Yield:</b> 28000 kg	<b>Total Expense:</b> Rs. 59,000
<b>Total Estimated Revenue:</b> Rs. 4,20,000	<b>Net Income:</b> Rs. 3,61,000

**Address:** Village-Bheriya Rahika, District-Katihar,Bihar

- Shared by Akhilesh Kumar Singh, Sales



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