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## IN THIS ISSUE

- ❖ Editorial
- ❖ Knowledge Zone
- ❖ Fun Zone
- ❖ Farmer's Success Story
- ❖ Rewards & Recognition
- ❖ Training
- ❖ Promotions
- ❖ Events
- ❖ VNRites Zone
- ❖ VNR Nursery

# Editorial

Dear Reader,

It turned out to be a quarter of transitions as there were many shifts in the norm for more than we could imagine. The second wave of pandemic passed slowly bringing much damage to the personal beings vs the economy. However, everyday routine was restored towards the end of this quarter with movements of goods and transportation. The buying season amid this stringent environmental conditions was much balanced and self paced, a telltale sign that we've started adapting to the challenges. Monsoon struck the country a little sooner than expected and we look ahead towards a green and productive year. These were a few swift transitions amongst many. While many of the VNRites were able to gauge these transitions and managed to capture moments have shared their work with us, we at the editorial have spread their work all across the sections this time. There's a lot a photograph tries to communicate and we with our ability, sensitivity and differences interpret these frame in many different ways. Our readers will surely find many instances to connect with one or many of the pictures in this release and we look forward to your emails telling us how you felt about it.

This quarter we also have our inspiring star performers being recognised for their exceptional performance through the challenging time. The pandemic scenario has resulted into VNRites mulling on the integration of various technologies, apps and platforms that can fit into the ongoing system. The experiment has resulted in some remarkable initiatives which are built upon the online platforms. Teams from Maharashtra and Rajasthan are a few of many different states who presented their achievements on this release. There's a write up on Manthan, the initiative by VNR Nursery, which is consistently beating the status quo with insightful modern farming techniques and high value live discussion on agriculture amongst a panel of the experts and the farmers.

VNRites contribution come in different flavours this time. In Knowledge Zone, we share an article which is a creative blend of analogy and agriculture databases discussing segregated and fragmented picture of the sector and why it might just be of an immediate relevance to us. Furthermore, a page of mental well being which talks about signs of stress, remedies and its relevance in the present scenario for all us. Along with mental wellbeing, VNRites Zone has a bouquet of interesting topics like mobile photography, a glimpse of Maheshwar in Madhya Pradesh and a really tough Q&A competition with exciting prizes to be won!

We look forward for your feedback and response to this issue.

Happy Reading!  
Impact Editorial Team



## Reward & Recognition

### Winners of Performance Award - Oct'20 to March' 21



Mr. Brij  
Nayak, PD,  
Varanasi, Uttar  
Pradesh



Mr.  
Harignanakrishnan,  
PD, Coimbatore,  
Tamil Nadu



Mr. Sudhansu  
Sekhar Swain, PD,  
Kolkata,  
West Bengal



Mr. Ankush  
Kumar Singh,  
PD, Faizabad,  
Uttar Pradesh



Mr. Bommineni  
Vijay Chander  
Reddy, Sales,  
Kurnool,  
Andhra Pradesh



Mr. Gugulothu  
Srinivas,  
Sales,  
Warangal,  
Telangana



Mr. Mahendra  
Singh  
Sisodiya,Sales,  
Ratlam, Madhya  
Pradesh



Mr. Ajay Kumar  
Vishwakarma,  
Sales, Alwar,  
Rajasthan



Mr. Durgendra  
Pratap Singh,  
Sales, Durg,  
Chhattisgarh



Mr. Sumit  
Sharma,Sales,  
Baharaich, Uttar  
Pradesh



Mr. Ashish  
Singh,Sales,  
Hazaribagh,  
Jharkhand



Mr. Akhilesh  
Chandra, Sales,  
Agra, Uttar  
Pradesh



Mr. Akshya  
Kumar  
Padhan,Sales,  
Bargarh, Odisha

## Events

### PDA and Farmer Meeting Conducted by Maharashtra Team

Territory	No. of meetings	No of Farmers Attended	Meeting Host	Special Support
Nagpur	2	82	Madan Ramrao Khanzode	Bhojane Sunil Bhagawanrao
Akola	3	54	Devidas Ramdas Chikate	Imran Abbas Panhalkar
Jalgaon	1	38	Sandip Dinkar Nistane	Imran Abbas Panhalkar
Nashik	2	42	Sandip Dinkar Nistane	Imran Abbas Panhalkar
Ahmednagar	4	372	Imran Abbas Panhalkar	Imran Abbas Panhalkar
Sangli	3	87	Suhas Prakash Jadhav	Bhojane Sunil Bhagawanrao
<b>Total</b>	<b>15</b>	<b>675</b>		

The real heroes on the field will never give up. This was well demonstrated by VNR Teams across India. The COVID-19 second wave struck earlier than last year and it posed a major challenge for executives for field visits or to conduct farmer's meeting. To beat the heat our executives designed a program which could be easily conducted on meeting apps like Google Meet showing live production, lessons and built awareness on modern farming methods. These programs were attended in good numbers and were highly appreciated by the farmer groups. We wish them the very best to conduct similar meetings over the years to come.

### Online Retailer and Distributor Training Program with Kota Regional Team

Particulars	Rajasthan	Maharashtra
Retailers Participated	99	74
Team Members	12	9
Meeting Addressed By	Ramesh Chand	Girjesh Patidar
Meeting Presenter	Munesh Kumar Tevta	Munesh Kumar Tevta




The online technologies were limited to farmers and VNR Team based at Rajasthan & Maharashtra took it a notch above creating a program for Retailers and the Distributors. The program addressed much needed information about VNR Seeds schemes and new varieties which were the major topic of discussion during the meet.

## Events

### Fruit Grading & Cold Storage Facility Inauguration



On 15 January 2021, Arpa Fruits Private Limited inaugurated their fruit grading and cold storage facility at village Bakawand. Built-in 12000 sq. ft area, this facility aims to provide storing and grading of fruits for the farmers of Bastar. It has a pre-cooling storage capacity of 100 metric ton and cold storage capacity of 142 metric ton. The grading machine available in the facility can grade 1.5 ton of fruits per hour. Today, farmers of Bastar are capable of growing different fruit crops but due to lack of storage facility, many farmers are forced to sell their produce at low rates compromising their profit produce at low rates compromising their profit margin. With this new cold storage unit, they will be free to sell their fruits when the price for their fruit crop is right thus gaining maximum profit out of their hard work. This cold storage will open new doors of success for the farmers of Bastar. The cold storage was inaugurated by Shri. Vimal Chawda, Managing Director of VNR Seeds with Shri. Arvind Agrawal, Shri. Rajkumar Kundu and Shri. Devesh Shukla in the presence of Shri. Santosh Tiwari, President - Bastar Kisan Kalyan Sangh, VNR management team and farmers of Bastar. After the inauguration, Mr. Chawda personally explained working of cold storage to the farmers. He also talked about the benefits of cold storage and different facilities available at the cold storage. Mr. Raj Kumar Kundu explained about the journey of establishment of the warehouse and cold storage facility and about the technology used herein with full automation & integration of Systems and lastly Mr. Arvind Agrawal explained about the financial aspects of the project utilization for the farmers of Bastar.

### VNR Pathshala- MDO /TFA Training

VNR Team successfully conducted the training program VNR Pathshala in Seoni, MP. Five teams, one each from Balaghat, Chhindwara, Jabalpur, Gondia and Seoni participated in the program. The program started on 3rd April, 2021 with an enthusiastic and energetic start by Mr. Sachin Kumar, RM, Jabalpur. The presentation described in depth about each and every department at VNR Seeds. There were surprised faces during the slides showing huge production facilities, the manpower and the services delivered to customer by VNR. We discussed on the opportunities to help our existing potential farmers base. Learned more about paddy and maize crop and at the last, a small quiz was arranged on the basis of the whole training program. The best participant was honored by Mr. Sachin Kumar with certificate and a token of appreciation. We appreciate Mr. Sachin Kumar for the wonderful lead at the meet and guidance on season's working. Also, thanks to Mr. Shireesh Gupta and Balaghat team, Mr. Tameshwar Thakre and Chhindwada team, Mr. Ajay Pachauri and Jabalpur team, Mr. Charudatta Pande and Gondia team for actively participating in trainee program.

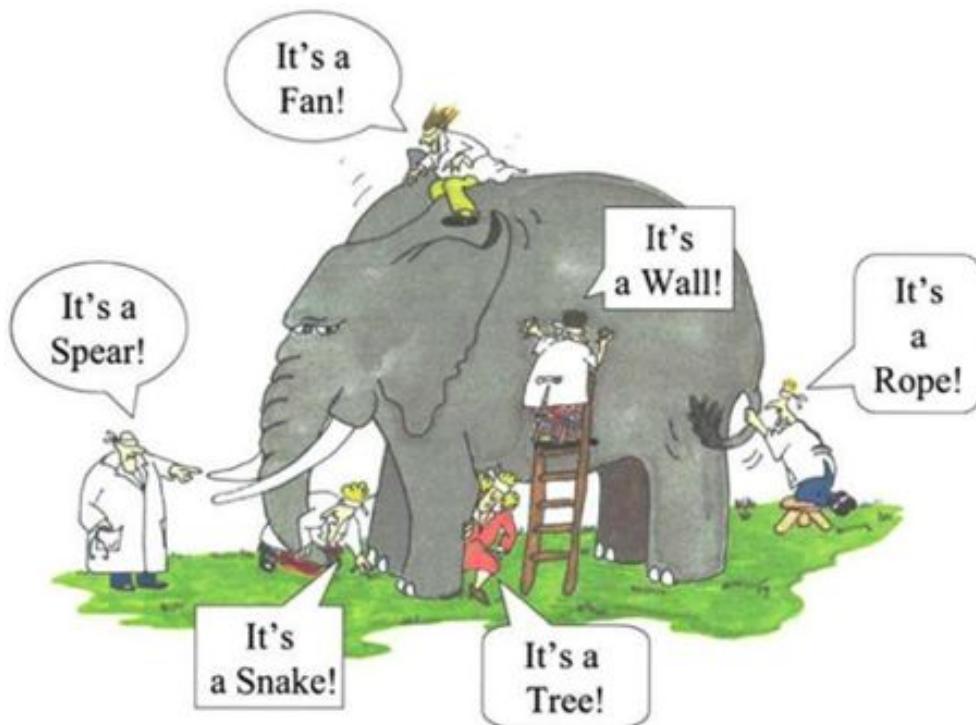
Shared by More Shubham  
Sacchidanand, Sales



# एक हाथी और कुछ नेत्रहीन लोग !

Shared by Sudiip Agarawaal, Marketing

मुझे यकीन है, आपने ये प्रसिद्ध भारतीय दंतकथा जरूर सुनी होगी, जो उन छह नेत्रहीन यात्रियों के बारे में है जो अपनी जीवन यात्रा के दौरान एक हाथी के शरीर के अलग अलग हिस्से के संपर्क में आते हैं और अपने अपने सीमित अनुभव और विष्टिकोण के आधार पर हाथी की अपनी अपनी एक अवधारणा बनाते हैं। बात यहीं खत्म हो जाती तो फिर भी ठीक था, पर वे सब आपस में बहस करने लगते हैं और अपनी अपनी अवधारणा को ही वास्तिकता साबित करने लग जाते हैं।



भी नहीं होतीं। कम से कम मेरे व्यक्तिगत अनुभव में तो ऐसा ही होता है। अक्सर बीज उद्योग को मापने के हमारे प्रयासों के परिणाम ऊपर उल्लेखित दंतकथा में नेत्रहीन लोगों के द्वारा हाथी को मापने के प्रयास के समान ही होते हैं। समस्या और भी गंभीर तब हो जाती है जब हम अपनी जानकारी या अवधारणा को ही सत्य मानने लगते हैं, और यह भी चाहते हैं की अन्य सभी भी उसको ही सत्य स्वरूप स्वीकार करें।

हमारे देश के सार्वजनिक क्षेत्र में ऐसी कोई भी एक संस्था नहीं है जो विभिन्न कृषि वस्तुओं की बिक्री या उपयोग का रिकॉर्ड रखती हो और जरूरत पड़ने पर इस महत्वपूर्ण जानकारी को एक संसाधन के रूप में हमें मुहैया करा सके। इस आभाव को हमारी जानकारियों का उत्तम दर्ज का, सटीक या वास्तविकता के करीब न होने का काफी हद तक जिम्मेदार ठहराया जा सकता है। अलबता, प्रयासों की कोई कमी नहीं है। कमी है तो वह है विश्वसनीयता की।

कृषि, सहकारिता और किसान कल्याण विभाग (Department of Agriculture, Cooperation & Farmer Welfare) एक कृषि जनगणना (Agri Census) प्रकाशित करता है। प्रत्येक कृषि जनगणना (Agri Census) रिपोर्ट सैकड़ों पृष्ठों की होती है। वर्ष 1970-71 में यह पहली बार प्रकाशित किया गया था। वर्तमान में संदर्भ वर्ष (Reference Year) 2015-16 के लिए प्रकाशित अंक, इस शृंखला का दसवां प्रकाशन है। यदि आप चाहें तो इसे <http://agcensus.nic.in/> पर देख सकते हैं।

इस कथा को कुछ देर यहीं रोकते हैं।

वर्तमान युग में हर व्यवसाय भ्यांकर प्रतिस्पर्धी है। हम जिस क्षेत्र में काम करते हैं, उसकी कुल क्षमता (Potential) का एक व्यापक और विश्वसनीय अंदाजा, वर्तमान एवं भविष्य की व्यावसायिक योजनाओं का बनाने और ढंग से पूरा करने के लिए अति महत्वपूर्ण है। बीज व्यापार से किसी न किसी तरह जुड़े होने के कारण हम सब भी देश के भीतर बीज उद्योग या इसके फसल खंडों के संभावित आकार को जानने के लिए सदैव उत्सुक रहते हैं।

हमारी उत्सुकता अत्यंत स्वाभाविक है। लेकिन ज्यादातर समय हमें प्राप्त होने वाले जानकारियाँ उत्तम उत्तम दर्जे की, सटीक या वास्तविकता के काफी करीब

## Knowledge Zone

देश के विभिन्न राज्यों में किसी फसल के फैलाव के आकलन के लिए मैंने स्वयं कई बार इसके उपयोग का प्रयास किया है। कभी-कभी मुझे इसमें उपलब्ध डेटा कुछ अवास्तविक और अविश्वसनीय से लगते हैं क्योंकि यह हमारी व्यक्तिगत जानकारी, जो हमने प्रत्यक्ष अनुभव के आधार पर जुटाई होती है, उससे काफी विपरीत मालूम देते हैं।

शायद, जब मैं ऐसा सोचता हूँ, तब मेरा व्यवहार भी उन नेत्रहीनों की तरह ही होता है, जो अपनी अवधारणा को ही सच मानना चाहते हैं।

कई अन्य एजेंसियां, जैसे राष्ट्रीय बागवानी बोर्ड (National Horticulture Board), एपीडा (APEADA), राज्य कृषि विश्वविद्यालय, सरकारी और निजी सहकारी समितियां और कई अन्य कृषि के साथ कुछ संबंध रखने वाले संस्थान, समय-समय पर इसी तरह की रिपोर्ट प्रकाशित करते रहते हैं। यदि हम उनके द्वारा प्रकाशित इन रिपोर्टों को एक सरसरी निगाह से भी देखे तो हमे ऐसा अहसास होता है कि यह सभी व्यापक रूप से एक दूसरे से प्रेरित हैं और शायद अपने द्वारा प्रकाशित डेटा के लिए एक-दूसरे पर निर्भर भी हैं। यहां तक कि एक प्रतिष्ठित ग्लोबल संगठन - FAO कृषि, सहकारिता और किसान कल्याण विभाग (Department of Agriculture, Cooperation & Farmer Welfare) द्वारा प्रकाशित कृषि जनगणना (Agri Census), जिसे हम पहले ही अविश्वसनीय करार दे चुके हैं, से अपना डेटा उधार लेता दिखाई देता है !

आज के समय बाजार में, किसी भी व्यवसाय का "हाथी कितना बड़ा है" जानने की इस जिजासा के इंद-गिर्द बुने एक व्यावसायिक मॉडल के साथ व्यावसायिक अंतर्दृष्टि (Business Insights) और विश्लेषण (Analysis) प्रदान करने वाली कई ग्लोबल और स्थानीय "मार्केट रिसर्च" कम्पनियाँ और एजेंसियाँ उपलब्ध हैं। यह मार्केट रिसर्च कम्पनियाँ और एजेंसियाँ समय समय पर कुछ रिपोर्ट्स प्रकाशित करती रहती हैं जिनकी कीमत एक प्रति के लिए लगभग 4000 डॉलर से शुरू होती है !!

यह ग्लोबल और स्थानीय मार्केट रिसर्च कम्पनियाँ और एजेंसियाँ इन रिपोर्टों को उस क्षेत्र से जुड़े व्यवसाइयों एवं बिज़नेस मैनेजर्स को यह कह कर बेचती हैं कि इनमें संकलित जानकारियाँ उन्हें एक "बुद्धिमत्तापूर्ण निर्णय" (Intelligent Decision) लेने में सक्षम बनाएँगी। यह रिपोर्ट हमें जो बताती हैं, वह मुफ्त में उपलब्ध, सरकारी संस्थानों द्वारा प्रस्तुत संस्करणों से कुछ खास अलग या बेहतर नहीं लगता।

यकीन नहीं होता तो एक उदहारण देखिये –

क्रमांक	एजेंसी	वर्ष	मूल्यांकन	पूर्व अनुमानित मूल्य और वर्ष	अपेक्षित CAGR और अवधि
1	रिसर्च एंड मार्केट्स	2017	यूएस \$ 3.6 बिलियन (₹ 26000 करोड़)	यूएस \$ 8 बिलियन (₹ 57,500 करोड़) 2023 तक	14.3% 2018-2023
2		2018	यूएस \$2.1 बिलियन (₹ 15120 करोड़)	यूएस \$ 3.04 बिलियन (₹ 22,000 करोड़) 2024 तक.	6.4 % 2019 – 2024
3		2018	यूएस \$ 4.1 बिलियन (₹ 29520 करोड़)	यूएस \$9.1 बिलियन (₹ 65,500 करोड़) 2024 तक	13.6% 2019-2024

इन आंकड़ों और उनमें दिखाई देते विरोधाभासों के देख कर तो ऐसा ही प्रतीत होता है कि ग्लोबल और स्थानीय मार्केटिंग रिसर्च कंपनियाँ और एजेंसियाँ की स्थिति भी दंतकथा में वर्णित नेत्रहीनों सी ही है।

कभी सोचा है, ये ग्लोबल और स्थानीय मार्केट रिसर्च कम्पनियाँ और एजेंसियाँ किसी उद्योग को कैसे नापतीं होंगी??

## Knowledge Zone

मेरे पास शायद कुछ सुराग है - - उस उद्योग से जुड़े तथाकथित "विशेषज्ञों" के माध्यम से !! जिनसे ये जुड़ते हैं एक अन्य ग्लोबल और स्थानीय "अंतर्दृष्टि" (Insight) प्रदान करने वाली एजेंसियों के माध्यम से !



यह तथाकथित "विशेषज्ञ" इन मध्य में स्थित एजेंसियों के "विशेषज्ञ पैनल" के सदस्यों के रूप में नामांकित होते हैं और मार्केट रिसर्च करने वाली एजेंसियों को जानकारी और राय प्रदान करते हैं। इस काम के इन

तथाकथित "विशेषज्ञों" को 150- 300 डॉलर प्रति घंटे के हिसाब से भुगतान किया जाता है, जो आता है ग्लोबल और स्थानीय मार्केट रिसर्च कंपनियों और एजेंसियों की जेब से, और उसका एक हिस्सा जाता है मध्य में स्थित ग्लोबल और स्थानीय "अंतर्दृष्टि" (Insight) प्रदान करने वाली एजेंसी की जेब में !

समस्या की जड़ यहीं है। इन तथाकथित विशेषज्ञों में से अधिकांश स्वयं दंतकथा के नेत्रहीनों के समान हाथी को आकार देने की कोशिश कर रहे होते हैं। वे स्वयं निश्चित रूप से नहीं कह सकते कि हाथी वास्तव में कितना बड़ा है!

इस प्रकार यह एक नेत्रहीन व्यक्ति के दूसरे नेत्रहीन की अगुवाई करने का मामला बन जाता है।

पर क्या इस भ्रम भरी परिस्थिति से निकलने का कोई समाधान है? क्या बिज़नेस मैनेजर्स कभी भी निश्चित रूप से यह जान सकते हैं कि वे कुल कितनी बड़ी क्षमता के बाजार में काम करते हैं ताकि एक बुद्धिमत्ता पूर्ण निर्णय (Intelligent Decision) ले सकने में सक्षम हो सकें ?

मुझे लगता है, समाधान है !आप!!! जी हाँ, आप ही हैं वह समाधान ।

और यह समाधान भी हमें उसी दंतकथा में ही मिल जाता है। जब सभी नेत्रहीन व्यक्ति आपस ने अपनी परिकल्पना के ही हाथी होने के दावे पर बहस कर रहे होते हैं तब एक बुद्धिमान व्यक्ति उनको समझाता है कि वास्तव में वे सब अपनी-अपनी जगह सही हैं। उनके व्यक्तिगत वर्णनों में अंतर इसलिए है क्योंकि उन्होंने हाथी के शरीर के अलग-अलग भाग छाए हैं। अगर सबके वर्णनों को एक साथ जोड़ दिया जाये तो संपूर्ण हाथी का वर्णन स्वतः हो जायेगा !!

माना, एक विशाल हाथी को आकार देना कर्तव्य आसान नहीं है, पर शायद इसके अलग अलग हिस्सों को आकार देना संभव है।

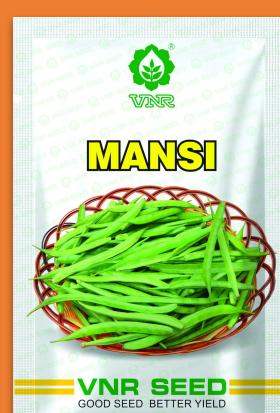
अगर जमीन से जुड़ी 1000-500 जोड़ी आँखों और कानों वाली हमारी जैसी कोई टीम, इस बड़े हाथी (मार्किट) को छोटे छोटे प्रासंगिक टुकड़ों (रीजन / टेरिटरीज / जनपद/ ताल्लुका / गांव/ फसल / प्रजाति/ कॉम्पटीटर इत्यादि ) में तोड़कर और फिर उन टुकड़ों से प्राप्त जानकारियों को एक साथ जोड़ कर, नहीं नाप और माप सकती तो फिर इस काम को और भला और कौन कर सकता है ??

प्रश्न यह है कि क्या हम करेंगे?

## Ab Naye Roop Me

### Mansi Cluster Bean

- First Harvest : 55-60 days
- Fruit: Attractive light green
- Length: 10-13 cm
- Fruit Shape: Straight, erect
- Medium long tender pods
- Good cooking quality



# Mental Wellbeing Is As Important As Physical Wellbeing!

Compiled by Dr. Parul Parmar, HR

Mental wellbeing is a positive state of mental health. It has gained much importance over physical health. Having a good mental health is to keep oneself free from all types of stress and feel positive. Mental health includes our emotional, psychological and social wellbeing. During the first & second wave of pandemic, most of us have gone through lot of mental turmoils due to its impact on our health and like so to our near ones. While those who were affected by COVID infection are still struggling to get their health to normal, few others continue to suffer from emotional and mental stress due to its adverse impact on their dear ones.

**Some symptoms to recognise if you are still stressed;**

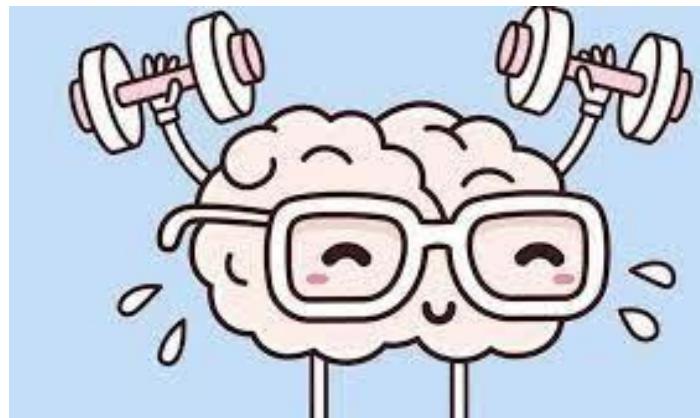
- Unable to overcome grief of losing loved ones
- Getting upset or stressed listening to negative news
- Finding it difficult to return back to the normal routine
- Having headaches, mood swings, sleeplessness
- Avoiding interaction with people
- Disturbed diet or food habits

If one or more of these symptoms persist, we need to take immediate measures to overcome the mental stress.

**Here are few tips to keep yourself mentally healthy:**

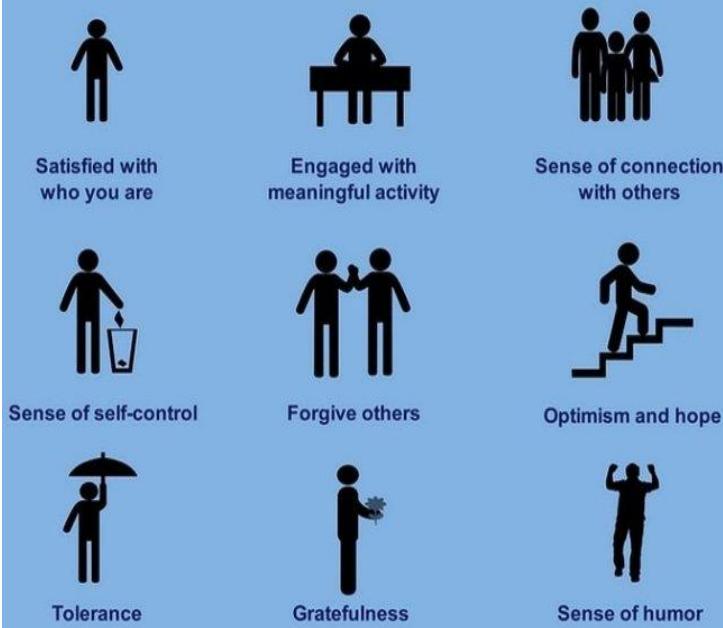
- Speak to your colleagues, friends, family or seniors about your feelings.
- Reduce access to non-positive social media information.
- Focus on immunity building mechanisms like exercise, healthy food etc.
- Put efforts to bring yourself back on routine
- Sleep well, take help of soothing music if required
- Spend more time on your hobbies or interest areas, do things that relax you
- Start writing a diary to pen your feelings
- Learn new skills
- Help others in need
- Read/listen to motivational blogs, articles, videos, podcasts, etc.
- If these doesn't help, consult a mental health expert

Do not shy away to take professional help, if needed, as your mental wellbeing is important for you to lead a healthy and happy family life. Remember, having a healthy mind will help you deal with the inevitable challenges and adversities of life! Make mental health your top most priority.



## Mental wellness

### 9 Signs of good mental health

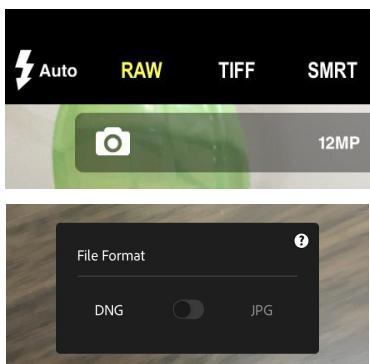


# Quick Hacks Still Skills - Mobile Photography

Shared by G Swapnil, Marketing

One of a common myth that's now busted is an excellent photograph must've been an output of a high-end camera and expensive gears. Well, that might very well be true... but there are instances when it's not true and we are going to focus on those instances - aka Photography skills. More specifically, we will discuss one of the most common photography methods used for on-field photography by our team and that is - mobile photography.

So, what makes a still\* excellent? Sometimes there is a story in a still, sometimes you happen to capture a rare moment or maybe sometimes that photograph reminds you of something really close to you. We know, this can happen on almost any device and all you need to do is to capture. What if it is one of those moments and all you have is your mobile? On the next few paragraphs let's make sure that it's ready to capture.



## Hack 1: Image Format – RAW/DNG/HIEF/JPG?

Most mobile camera will try to save a photograph into JPG/JPEG format which will be less useful for later edits. Later edits? Yes, you'll not always be lucky to take a perfect shot in first go, but you can always click and then enhance pictures later. Now, check if your phone supports RAW format (mobile settings >> camera settings >> image format) if not, then install an app like Adobe Lightroom and switch on DNG format. ProCamera, VSCO & Halide are some very well optimized apps those can shoot RAW.

## Hack 2: Grid Lines

When you open your mobile camera and don't see three horizontal and three vertical lines on screen, then you know there's something called grid lines which at the moment is switched off. Back to mobile settings >> camera settings >> grid lines – and then turn it on. Start camera again, so what are these lines on the screen now? This is your scale of 9 boxes, 6 lines (img 1) and it'll help in many different ways. Remember that photo of you that your friend clicked out of an excitement and you almost look like.... a small dot? Next time you can ask to your friend to make sure that you're there on at-least 7 boxes. Grid-lines mission accomplished! But that's not the real purpose of these lines. You know, these lines intersect on four points and it's on these points of intersections where the image quality is the sharpest. So, this is where you might like to place the sharpest feature of your subject (subject: someone/something that you're clicking). You can also use grid lines to make sure your image is not tilted (img 2) but straight (img 3). Yet another and I suppose the most relevant aspect of grid lines is to add perspective in your shots (img 4) in which scene runs at certain angles to the grid lines.



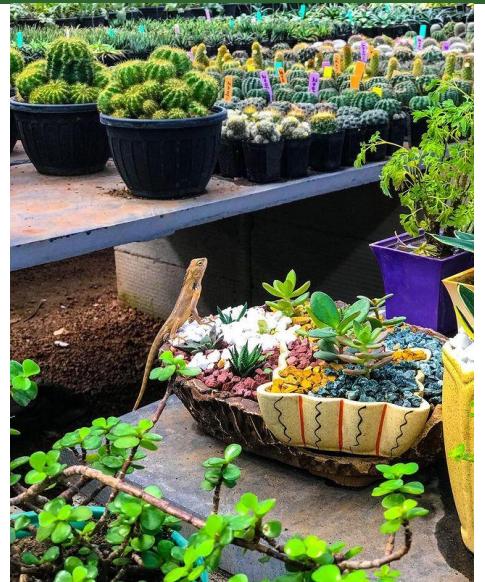
\*photographs are also known as stills, if that's surprising read the title of this article again.

# VNRites Zone

## Hack 3: What's on Focus? Is it visible: Exposure?

Focus & exposure, you must've come across these terms a lot and might as well be using them actively. Auto focus cameras shows a square/square bracket around the object they've identified, you must've noticed how things around them gets blurred. You can also touch a portion of screen and notice that spot getting sharper blurring the surrounding, what you just did is called a manual focus. In the process you've converged most of the lights of your lens to that spot so to get the sharpest output on that portion. In doing so, this part will retain its quality vs any other portion in the photo. That way, focus is really important.

Exposure can now be understood as amount of overall light coming in the whole shot. Simply imagining, exposure-min you see nothing, exposure-max all you see is white. Although on new mobiles exposure is adjusted by default (AI) but you can always play along with the level of lights for an artistic touch to your stills.

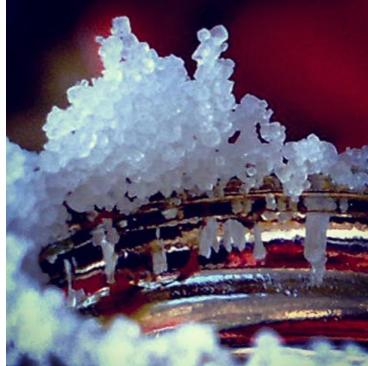


## Hack 4: What's on Your Screen?

Perhaps this is the most crucial part of the whole process and this is where you might start listening to your heart more than your brain. One of the obvious advantages of a mobile photography is a large screen compared to a small viewfinder on cameras. Look at the screen closely and ask yourself if this is the best shot? Are you capturing the best features of your subject or you can make it better by adding perspectives? Try different angles, focus areas, walk closer, go macro or walk away take panorama. Try different time of the day, golden hour or the evening hue. Your mobile screen will give you much clear interpretation of what you're going to click. Snap! When the feeling is right.



## More Hacks: Modes?



**Portrait Mode:** Forms a bokeh effect in the background and works on the principle of Phase Difference.

**Macro Mode:** Reveals depth unseen from eyes.  
In the picture: Salt crystals on Coke bottle.

## Summary

So, here's a small checklist before you take a shot

- Are you now shooting RAW or DNG?
- Are the grid lines on?
- Is your subject in focus and is the exposure looking good?
- Considered camera modes for this shot?
- Asked yourself if it's the most interesting shot?

**Yes? Snap!**



## VNRites Zone : Storytelling via Photo Clicks!

### Maheshwar, Madhya Pradesh

Shared by Mr. Devesh Shukla, Business Head, VNR Nursery



Shared by Shubham Vishwakarma, Production, Nursery



### Quiz Contest

**Answer these 20 questions correctly and get a chance to be the lucky winner! Send your answers to [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com)**

1. Name the VNR hybrid in the Ridge Gourd segment that has a female's name, it looks attractive green with uniform fruits and has extended harvest days.
2. A very popular hybrid of VNR Sponge Gourd which offers greater number of pickings & early fruit set.
3. A Bottle Gourd hybrid which is green, elongated & uniform in shape and has a synonym meaning - "river".
4. New pumpkin hybrid in dark green, round, orange flesh, uniform fruit shape & color and 1.5-2.5 kg weight.
5. The only Sweet Corn variety that's recently launched and has 75-80 days of crop maturity.
6. This Papaya hybrid name is synonymous to Lord Ganpati. It is long oval, early bulker and has deep orange flesh.
7. The Cluster Bean (guar) in OP segment whose commercial packaging changed recently.
8. New Bitter Gourd hybrid that has attractive dark green glossy fruits with blunt spines & good crop longevity.
9. New Okra hybrid that has late actress Sridevi daughter's name, has tender fruit, short internode distance & tolerant to ELCV & YVMV.
10. The Chilly hybrid in black color segment which is named after God "Vasudeva".
11. VNR's highest selling hybrid paddy.
12. VNR's second highest selling hybrid paddy.
13. 3 USPs of Bhim-115.
14. Name VNR's long duration paddy with its USPs.
15. What is the average rice recovery from Paddy?
16. 2 special qualities of hybrid 2111 which has given it due recognition .
17. Name of 2 of VNR's wheat varieties.
18. Name the missing link and the expansion of the abbreviations used- RST - \_\_\_\_\_ - OFD.
19. Highest selling maize of VNR.
20. New Launches: 2 Hy Paddy products with BLB and Blast tolerance.

### Announcement: Photography Contest!

Monsoon is around the corner and so is the World Photography Day ( 19 August). To make the best of both, we are happy to announce the **Photography Contest** with "**Monsoon**" as the theme. We hope that the tips shared in the article "**Quick Hacks Still Skills - Mobile Photography**" will help you to click good photos. All entries shall be judged by a veteran photographer. Looking forward to your photograph submissions to [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com) by 30th July 2021.

#### Photographs shared by Ruchi, Marketing



## VNR Manthan

VNR Manthan is an online knowledge sharing platform where scientists, researchers and farmers share their knowledge, experience & resolve the concerns of participants. VNR Manthan is open-for-all platform for gaining knowledge through the experience of scientist and fellow farmers.

VNR Manthan is a unique online platform which invites progressive and accomplished farmers as “Anubhuti Speakers” for sharing their experience on real challenges faced by farmers and also provide practical and adaptable solutions to overcome them. The aim is to help fellow farmers with latest crop improvement technology. VNR Nursery started the series with great enthusiasm from October 2020. Till Date, 8 editions have been successfully deliberated with overwhelming responses from the farming community.

Padmashree Dr. Brahma Singh, Chairman - BSHF, is the Chief Patron of VNR Manthan the webinar series, the convener of the Series is Mr. Devesh Shukla, Business Head, VNR Nursery. The key speakers are from the scientist fraternity who have excelled in the subject CROP while the Anubhuti Speakers have the same criteria in terms of farming. The program involves coordination amongst chief patron, key speaker, and Anubhuti speakers as it has to happen on a virtual platform. The Nursery team learned invention of new technologies, their merits, and their goodness in knowledge dissemination. The Nursery team use the platforms like Facebook Page, Whatsapp groups for promoting the Event and have received overwhelming responses from the farming community. It has put its heart on the show to make it successful in terms of Whatsapp groups creation in every edition so that the attendees need not face any issue while logging in the program. VNR Manthan is gaining popularity amongst the growing community as it is the only platform where we share the knowledge from the desk of renowned scientist & best progressive farmers together to the agriculture enthusiast, farmers and students' community and we hope that it is helping the farmers in a different dimension during the covid-19 situation.

The 8th Manthan dealt with Technology driven Papaya cultivation for higher profitability held on 2<sup>nd</sup> April 2021-The webinar was focused mainly on how the hermaphrodite variety of Papaya can leads to the higher profitability among farmers. The cultivation aspects like nursery management, pollarding, weed management, post-harvest technologies, disease and pest managements were also discussed during the session. Participants also came to know how to safeguard against the PLCV, PRSV, PMV which is the major challenges in Papaya cultivation.



## Promotional Activities



Crop show of Sweet Pearl –Sweet Corn at Aligarh, Uttar Pradesh



Field visit of Summer Bajra VNR-3535 at Dist. Sirohi & Jalore, Rajasthan

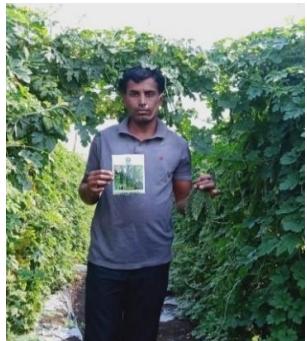
## Farmer Success Story



<b>Farmer Name - Subhash Jain</b>	<b>Mobile No. - 9425107451</b>
<b>Variety - VNR Pumpkin Jumbo</b>	<b>Crop - Pumpkin</b>
<b>Sowing area - 1 Acre</b>	<b>Sowing date - 23-02-2021</b>
<b>Row to row distance - 5 feet</b>	<b>Plant to plant distance - 2 feet</b>
<b>1st harvest picking - 01-06-2021</b>	
<b>Till date yield- 450 Kg</b>	
<b>Total estimated yield - 15000 Kg</b>	<b>Total expense - Rs. 30,000</b>
<b>Total estimated revenue - Rs. 1,05,000</b>	<b>Net income - Rs. 75,000</b>
<b>Address - Mahua Neemuch Road, District- Mandsaur, Madhya Pradesh</b>	



<b>Farmer Name - Swadesh Kurmi</b>	<b>Mobile No - 7489012270</b>
<b>Variety - VNR-Sunidhi</b>	<b>Crop - Chilli</b>
<b>Sowing area - 2 Acres</b>	<b>Sowing date - 03-08-2020</b>
<b>Row to row distance - 4 feet</b>	<b>Plant to plant distance - 40 cm</b>
<b>1st harvest picking - 07-10-2020</b>	
<b>Total date yield- 25 MT</b>	
<b>Total estimated yield -NA</b>	<b>Total expense - Rs. 1,80,000</b>
<b>Total estimated revenue - Rs. 4,20,000</b>	<b>Net income - Rs. 2,40,000</b>
<b>Address - Village - Sonawal, District- Jabalpur, Madhya Pradesh</b>	



<b>Farmer Name - Nilesh Popat Kasab</b>	<b>Mobile No - 9518979411</b>
<b>Variety - Nisarg &amp; Nandita</b>	<b>Crop - Bitter Gourd</b>
<b>Sowing area - 1 Acre</b>	<b>Sowing date - 15-12-2020</b>
<b>Row to row distance - 5 feet</b>	<b>Plant to plant distance - 2 feet</b>
<b>1st harvest picking - 15-02-2021 (Harvesting continued )</b>	
<b>Till date yield- 35 MT</b>	
<b>Total estimated yield - 37 MT</b>	<b>Total expense - Rs. 2,50,000</b>
<b>Total estimated revenue - Rs. 8,50,000</b>	<b>Net income - Rs. 6,00,000</b>
<b>Address - At post- Rajuri ,Tal-Rahata, Dist- Ahmednagar, Maharashtra</b>	

**Beauty through lens by Prashant Rawat, Production, Nursery**

