



IMPACT

Volume - 33 (July to Sep 2023)



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Dear Readers,

Congratulations! India became the first nation to land on the south pole of the moon and the fourth nation to land on the moon's surface. We've come this far with the power of our hopes and dreams. A country whose economy is largely driven by agriculture endeavours is now walking on the moon as well as Mars. Isn't it wonderful? We're moving faster than ever, not only in outer space but also in the space that's available for cultivation. More crops per hectare is one of the objectives that we in agriculture are trying to achieve, and all that begins with a 'good seed'.

Recognising the difference a good team can make, VNR took an opportunity to recognise these gems in the organization with Long Term Service Awards. This quarter too, there were many learning initiatives that were re-energising and synergising for the teams. Various training programs such as Transformational Team Leadership, Personal Effectiveness, Navigating Vision to Success using 5W & H and Creating & Managing High Achieving Self Motivated Team were conducted to gain the second wind for a booster performance in the years to come.

The quarter was welcomed with happy vibes as it was the beginning of all the major Indian festivals that will fall in the coming months. We made the best use of these eves and you can read about activities during Ganesh Chaturthi, Vishvakarma Jayanti, Janmashtami, and more in this issue. So was the enthusiastic participation of VNRites that can be seen in the VNRite Zone.

There's an interesting read on Jainism and Jain Tirthankara, which will be helpful to connect to their school of thought spiritually. Some facts about the technologies used in Chandrayaan-3 and their current implementation on Earth. We've also collected food for thought on topic like Active Listening.

Just like in every issue, we also have a collage of many activities at VNR Seeds as well as VNR Nursery. Last but not the least, we've charted the more success stories of the farmers who're the consumers of VNR Seeds.



Happy Reading!

VNR Editorial Team





Long Service Award



Atul Sah
(Management)
Raipur, CG



Raj Kumar Kundu
(Management)
Deorjhal, CG



Devesh Shukla
(Sales, VNR Nursery)
Raipur, CG



Chandan Lal Sahu
(Logistics)
Raipur, CG



Nandkishore Sharma
(Logistics)
Raipur, CG



Dushyant Sahu
(Finance)
Raipur, CG



Akshya Kumar Padhan
(Sales)
Bargarh, OD



Dinesh Swami
(Sales)
Indore, MP



Surendra Kumar
(Production)
Karimnagar, TS



Lochan Kumar Gohil
(Production)
Kantabanji, OD



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Dhamnod, MP



Jagdish Jaiswal
(Logistics)
Varanasi, UP



Ravindra Kumar Yadav
(Processing)
Deorjhal, CG



Prakash Kumar Kapri
(Processing)
Bandamailaram, TS



Roopam Johri
(HR)
Raipur, CG



Shrayers Gothi
(Logistics)
Varanasi, UP



Long Service Award



Anil Kumar Singh (Sales)
Raipur, CG



Navin Agrawal
(IT)
Raipur, CG



Ashok Kumar Patel
(R&D)
Raipur, CG



Chandrakant Singh
(Production)
Mahasamund, CG



Pathakala Shankar
(Production)
Karimnagar, TS



Mudugunt Rama Krishna Reddy
(Production)
Karimnagar, TS



Naresh Kumar
(Processing)
Boriya, CG



Long Service Award



Mohd. Nafis
(Logistics)
Raipur, CG



Anuj Kumar
(R&D)
Raipur, CG



Babalu Kumar Patel
(Foundation Seed)
Kohadiya, CG



Vikas Pandey
(Sales)
Moradabad, UP



Long Service Award



**Deepak Kumar Sahu
(Finance)
Raipur, CG**



**Ram Prakash Singh
(Sales)
Jammu, J&K**



**Deepak Mehra
(Sales)
Lucknow, UP**



**Ravindra Pal Singh
(Production)
Deulgaon Raja, MH**



**Dattukant Gangadhar Chaple
(Processing)
Boriya, CG**



**Mahendra Singh Sisodiya
(Sales)
Ratlam, MP**



**Rahul Kumar Sahu
(Marketing)
Raipur, CG**



**David
(FS)
Deorjhal, CG**



**Prashant Kumar Dhankar
(Processing)
Deorjhal, CG**



**Varesh Tiwari
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Gorakhpur, UP**



**Harinder Yadav
(Sales)
Kanpur, UP**



**Piyush Kumar Verma
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**Narendra Verma
(Accounts, VNR Nursery)
Raipur, CG**



**Rahul Kumar Dhiwar
(Sales, VNR Nursery)
Raipur, CG**



**Randip Ghosh
(Production, VNR Nursery)
Gomchi, CG**



**Saurabh Pradhan
(Sales, VNR Nursery)
Raipur, CG**

Ganesha Celebration@VNR Seeds

Lord Ganesha is often considered the destroyer of obstacles and the lord of beginnings. He is one of the most worshipped god and VNRites eagerly wait for this occasion every year. The season of festivals commences at VNR with great pomp at different locations; Corporate Centre, Deorjhal Plant and biotech lab. It is heartwarming to see VNRites celebrating Ganesh Chaturthi with lot of enthusiasm for all ten days participating in various themes, competitions, contest and fun activities organised during this time.

The fulfilled celebrations are a testament to the actual purpose of festival celebration at workplace which is fostering unity and camaraderie.

Ganesh Chaturthi is not only a religious celebration but also has a cultural and social aspect to it. It brings people together with the spirit of joy and devotion. It's a time to celebrate traditions, strengthen bonds and find inspiration for the year ahead.



Deorjhal Plant



Corporate Centre



Tatibandh Office

Celebrating colour days sounds like a spiritually driven way to honor the deities and their associated festivals. Like every year, this year too we gathered for ten days with thematic color-of-the-day attire. These colors aren't merely eye-catching but also align with the spiritual and festive essence of Ganesh Chaturthi. To spread the joy of the festive, online contests were also organized, engaging all VNRties and announcing winners on daily basis! VNRites certainly made the best use of this opportunity by participating in good numbers. At the same time, lively games added an extra layer of enjoyment to the celebration at the Corporate Center. The collective joy and enthusiasm were palpable, leaving everyone with fond memories and eager anticipation for the same vibrant feelings for the upcoming festivals this year and the years to come.

Let's come together and extend our heartfelt wishes - "Ganpati Bappa Morya Agle Baras Tu Jaldi aa".

Flavours of Ganesh Chaturthi Celebration@VNR !



Ganesh Fest Contest Winners

Online Contest - 1 : "Shayari"

सावन का महीना, छाये काले बादल, चारों ओर।
वी एन आर के कोहडिया फार्म में, बारिश हुई घनघोर
॥
बूदे टपकी, बिजली चमकी, अंधी का हुआ प्रवेश।
काम पड़े, कैसे पूरे हों अब, सोचे यही मुकेश॥
अब, सोचे यही मुकेश, हुयी चिंता बड़ी आरी।
आज मजा लो सावन का, कल खेलेगे नयी पारी॥



Dr.Mukesh Kumar Varshney, R&D

किसान-हित में हर एक कदम हो हमारा “किसलय” सावन के झूठे बादलों सा कोई वादा नहीं है जब तक हर एक खेत तक न पहुँचे वी एन आर तब तक रुकने का अपना कोई इरादा नहीं है।



Dr.Kislay Kumar Sinha, R&D

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Mr. Ashutosh Verma, Production

In the realm of VNR, where Knowledge blooms so bright,
There dwells a Megha, an employee with a curious insight.
So let this poem be a tribute to this trio's connection, Where Megha, Sawan and VNR, Inspire with their affection.



Ms. Megha Soni, Finance

Online Contest - 2 : "Recreating Old Photos"

Mr. Saket Ranjan, R&D Ms. Shaina Nelson, Admin



Online Contest - 3 : "Caption Contest"

सुबह- सुबह हो खुशियों का मैला, परिंदों की शोर और मौसम अलबेला।



Mr. Saket Ranjan, R&D Caption - 1st

The rules of nature are squeaky clean, Blue and Yellow are making the Green!



Ms. Dipali Rajendra Gahiwad, IT



VNR का ध्येय : सशक्त किसान, स्वस्थ देह।



Dr. Sonali Gaur, R&D

Three ladies, ripe papayas, bountiful baskets – a fruitful day on the papaya farm



Caption - 2nd

Ms. Chanda Chauhan, Finance



Special Entry - Atul Sah (Management)

अतुल, पहचाना मुझे, कह के टोका था मुझे किसी अनजाने से अपने ने, वो ठहरी नज़र, वो गालो पर भँवर, वो बल खाते बाल और वो आवाज की खराश, उसे देख एक कड़कती बिजली की तेज़ी से यादों का बवंडर सा उठा, पटका लेजा के उसने मुझे कुछ खोये हुए से अफसानों में, वो सावन की बयार... मूसलाधार बौछार... वो पेड़ के नीचे छुप कर करना भीगने से बचने की कोशिश... वो वर्षों के रुकने का इंतज़ार... वो दरख्तों से टपकते पानी में नीचे खड़े झुंड का सिमटते जाना... सिमटती दूरियों में नज़रों का बार बार टकराना... फिर उसका मुस्कुराते शरमाते नाम बताना और कहना home science 2nd year... एक दास्ताँ जो एक सावन में जवाँ हुई, जाने कब हालतों से मुरझा गयी। आज फिर वीएनआर का दौरा करते, एक दौर के बाद, छिड़ा वो अधूरा तराना हैं.... बाक़ी मैंने अगले गणेश contest में बताना है।

Vishwakarma Pooja @ Deorjhal, CG



Happy Vishwakarma Jayanti 2023!

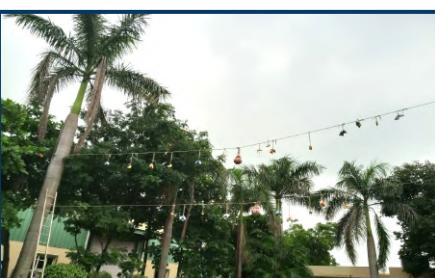
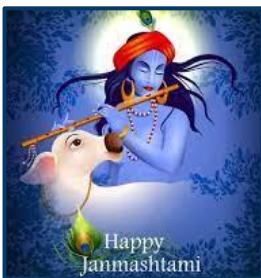
On the 17th of September, Deorjhal Plant resonated with the joyous celebration of Vishwakarma Pooja. Devotees gathered to perform the sacred pooja at their workplace.

Vishwakarma Pooja is an age-old tradition that acknowledges the skills and craftsmanship that go into creating and building. It's a day when we express gratitude for the tools and machinery that play a crucial role in our daily professional lives. The celebration not only strengthens our spiritual bonds but also adds a chapter of joy and togetherness to our shared history.



May Lord Vishwakarma grace each day with happiness, harmony, and professional endeavors with resounding success. On this Vishwakarma Puja, let us collectively seek the divine blessings of Lord Vishwakarma for a prosperous and fulfilling life.

Janmashtami Celebration @ Deorjhal, CG



VNRites like to celebrate the essence of most of the festivals with a lot of enthusiasm & excitement. This year too, the team at the Deorjhal (CG) plant was buzzing with excitement as everyone celebrated Janmashtami. Dressed in bright colors, the VNRites came together for this special occasion. The best part of the eve was the Matki Phod! Adding fun elements and excitement, the Matki Phod competition brought out the playful spirit of Janmashtami. All across the nation, devotees enthusiastically attempt to break the dahi handis reminiscent of Lord Krishna's mischievous childhood antics. It was super fun watching the efforts put in by our team to reach the matki, creating lots of moments of fun and laughter.

CREDIT CARD ANNUAL FEE WAIVER FAKE OFFER

One day, Sandy received a call from an unknown number.

Fraudster: "Good morning, Mr Sandy. I am Rohit Kumar from your Bank customer care. We are happy to inform you that your credit card annual fee will be waived for this year as you are one of our most valuable customers."



Sandy: "Oh! That's great news."

Fraudster: "Mr Sandy, Please confirm a few details before I can proceed further. Your card number is 42781234 XXXX, and your full name is Sandy, Deshpande, right?"



The fraudster had already gathered Sandy's card details from illegitimate sources.

Sandy: "Yes, these are correct."



Do's:

- ✓ Be cautious while responding to calls from unknown numbers claiming to be from your bank.
- ✓ Report to your Homebranch immediately on realizing the fraud.
- ✓ Block your card to prevent further financial loss.
- ✓ Report the incident to the nearest Cyber Crime Police Station and National Cyber Crime Reporting Portal at <https://cybercrime.gov.in>

For Hindi, click on the link  <https://vnrseeds.org/Impact/index.html#4>

Sandy reasoned that since the caller already knew his card details, the call must be genuine. He shared the OTP with the fraudster immediately.

Fraudster: "Thank you, Mr Sandy! Your annual fee is waived off. Have a great day!"



The call was disconnected. Soon, Sandy received an SMS stating that Rs12,000 was debited from his credit card account.



Sandy immediately called the fraudster, but his phone was switched off.



Sandy realized the person was a fraudster, and he should not have shared the OTP with him.



Don'ts:

- ✗ Don't share your OTP with anyone. Fraudsters might be able to collect your account details, but transactions can only happen if you share the confidential OTP sent to your phone.

For Hindi, click on the link → <https://vnrseeds.org/Impact/index.html#4>

Training on 'Transformational Team Leadership'



VNR coordinated an extensive leadership training session titled "Transformational Team Leadership" on July 28th at Raipur. The day-long event, led by mentor Mr. Vanraj Jhala, aimed to empower the leadership team by enhancing their essential skills, fostering effectiveness, and increasing influence to create a positive, engaging, and innovative work environment within their teams.

Mr. Jhala introduced the concept of appreciative inquiry, and the training explored the intricacies of effective collaboration and communication strategies. Participants not only gained insights into inspiring and motivating their team but also acquired the necessary tools to instigate transformative change within their respective teams.

The overarching objective was to equip these leaders with the capabilities to navigate challenges, inspire their teams, and contribute to a workplace culture that thrives on innovation and positive engagement.

The training session proved to be highly informative, offering valuable insights to all participants. They gained a deeper understanding of team engagement and leadership strategies, enriching their day-to-day work and enhancing their ability to effectively manage and guide team members.



Training program on ‘Personal Effectiveness’



VNR organised a full-day training program on “**Personal Effectiveness**” for the Seed Production team across different locations, including Karimnagar (TS) and Raipur (CG). Dr. B Sivaprasad led the session, aiming to empower the Seed Production team by boosting their confidence, fostering a positive mindset, and elevating their professionalism. The objective of the meeting was to enhance their performance at work, ultimately contributing to the overall growth and success of the company.

The training was on crucial topics such as the criticality and importance of the seed production function in the seed business, delineating the roles and responsibilities of seed production officers, outlining the desirable qualities and personality traits of seed production professionals, and delving into personal effectiveness and individual development planning. This holistic approach aimed to equip the Seed Production team with the skills and mindset necessary to excel in their roles and make significant contributions to the company's prosperity.



28th August 2023 at Karimnagar, TS



29th August 2023 at Karimnagar, TS



1st September 2023 at Raipur, CG



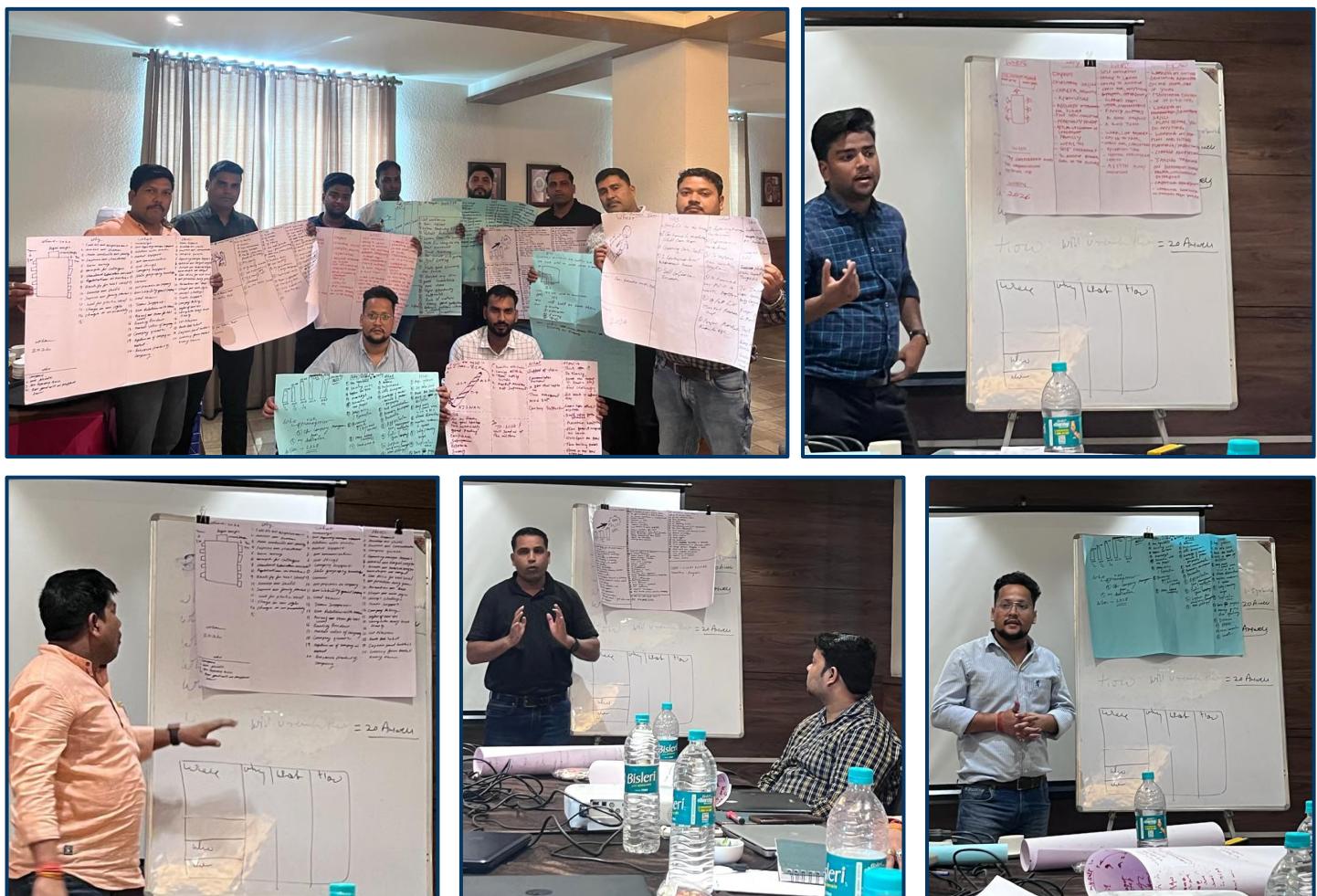
2nd September 2023 at Raipur, CG

Training Program on '*Navigating the vision to succeed using 5 W's & H*' Shared by Ashish Nautiyal

Mr. Ashish Nautiyal (Sales), spearheaded an impactful training initiative in Ranchi, Jharkhand, on August 23. The central focus of this session was to uplift and motivate team members. Mr. Nautiyal skillfully delved into the **5 W's and "H"** framework—covering **what, why, when, where, who, and how**. He also assigned a task to all participants, challenging them to articulate their goals and the strategies to achieve them.

The activity centered around defining individual goals, outlining the paths to achieve them, and identifying the requisite skills for success. This exercise not only provided valuable insights for the trainer to assess the alignment of team members with the right approach but also served as a crucial tool for self-reflection among participants. Participants, in turn, seized the opportunity to identify areas of improvement, determine the necessary direction for growth, understand the optimal approach, and recognize the key skill sets crucial for their development and effective communication.

In summary, Mr. Nautiyal's session was not only thought provoking and informative but also left participants elated with valuable takeaways. The newfound motivation and energy among the team members bode well for enhanced performance in the future.



Training program on ‘Creating and Managing High Achieving Self-Motivated Teams’



VNR organised a transformative training program, "**Creating and Managing High Achieving Self-Motivated Teams,**" on August 31, 2023, at the corporate centre in Raipur. The trainer, Mr. Vanraj Jhala, Synergy Group, led the session with a focus on refining the team-building, management, and retention skills of emerging managers.

The program was designed to elevate competencies in selecting the right talent, task assignment, performance assessment, motivation techniques, and providing constructive feedback to enhance team productivity. Mr. Vanraj Jhala underscored the importance of mission and vision in guiding teams and emphasized the value of a positive approach in effective team management.

Moreover, he shared valuable insights on setting personal goals, emphasizing the alignment between thoughts, words, and actions. According to Mr. Jhala, articulating and performing aligned actions are essential for success. He encouraged participants to infuse purpose into their lives and outlined the significance of working persistently towards achieving goals.

In essence, the training not only equipped budding managers with practical skills but also inspired a purpose-driven approach to leadership and goal attainment.



Group Induction Program & Paathshala Training

A three days Group Induction Program (GIP) was conducted at Corporate Centre for more than 25 new joiners. This comprehensive orientation program is designed to offer an in-depth understanding of the company's policies, processes, tools, systems, and functions. Over the course of these three days, new joiners are immersed in the organizational ethos, gaining insights into the workings of each department. The occasion comprised interactive sessions, during which departmental heads generously imparted their insights and engaged in dynamic discussions with all participants. Furthermore, attendees explored the diverse facility locations, deepening their understanding of the company's operations.

The sales & PD team underwent additional 2 days training under "Pathshala", imparting in depth knowledge of the products and orientation to important skills required on the field like complaints handling, objection handling and the commercial insights making them better equipped to perform.

MDO training program @ Guwahati, Assam

Mr. Dibakar Das (Sales), commenced a comprehensive two-day MDO (Market Development Officer) training program between 25-26 August in Guwahati, Assam. The focus of the training was on Vegetable and Field Crops, offering valuable insights into various facets of agriculture.

The training sessions were multifaceted, covering crucial topics such as pest and disease management, different segmentations in crops, effectively conducting Market Development Activities (MDA), highlighting the Unique Selling Points (USPs) of focused hybrids, and an in-depth exploration of factors influencing yield in field crops. The training was facilitated by Mr. Rajendra Rana (PD) and Mr. Sudhanshu Swain (PD). Their wealth of knowledge and experience added significant value to the program, ensuring that participants gained practical and actionable insights.

Overall, the MDO training program proved to be a pivotal initiative, equipping participants with the tools and knowledge needed to navigate the complexities of handling the Vegetable and Field Crops, ultimately contributing to the enhancement of agricultural practices in the region.





The Core Tenets of Jainism

Shared by Neha Jain, Logistics

Jain Thirthankara

In Jain Cosmology, the wheel of time is divided in two halves, Utsarpini or ascending time cycle and Avasavasarpini, the descending time cycle (said to be current now). In each half of the cosmic time cycle, exactly twenty-four tirthankaras grace this part of the universe. There have been an infinite number of tirthankaras in the past time periods. The first tirthankara in this present time cycle (Hunda Avsarpini) was Rishabhnatha, who is credited for formulating and organising humans to live in a society harmoniously. The 24th and last tirthankara of the present half-cycle was Mahavir Swami Ji (599 BC-527 BC).

The term ‘Tirthankara’ derived from a Sanskrit word ‘tirtha’ and ‘ankar’ (meaning ‘maker’ or ‘shaper’). Therefore, Tirthankara is often translated into ‘tirtha-maker.’ ‘The one who has crossed a fordable passage across the sea of interminable births & death (cycle of birth & death).’ Tirthankaras are believed to be enlightened beings who guide others on the path to liberation from the cycle of rebirth and suffering.

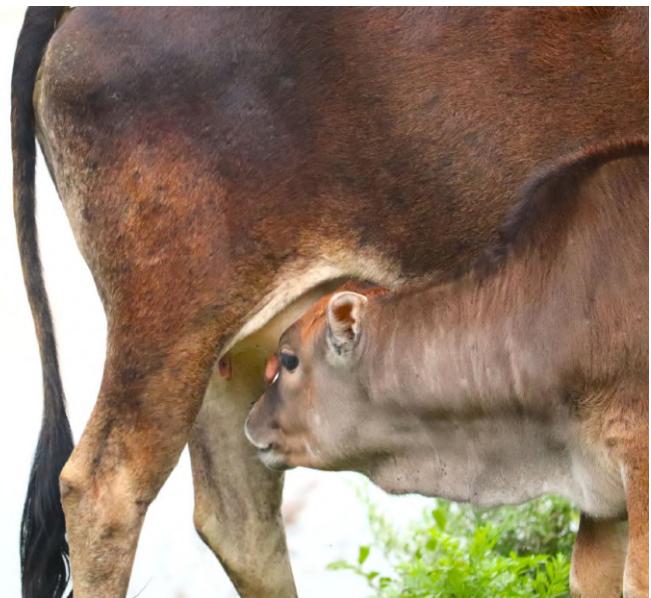
Let’s understand it from a different angle. In present we all believe and working to live a successful and well attended life in order to accumulate luxuries and perks to make our lives worthy. We basically develop a fancy desire and start working hard to achieve it, that is all the meaning of life we keep in our mind and react accordingly. But, if we think about the final destination of life we have no clue for it. What Jainism believe the final destination of a living being is the phase which is fully free from any kind of suffering. There is no beginning and end, no pain and complexities, no struggle and triumph, no loss and gain, no feeling and pain, it means the last destination of any social, emotional and physical cycle. The only eligible being to attain this phase is human not even God. So, being human if we start understanding the core of final destination we would acquire more resources to study and learn to control our mind and manage our actions accordingly to attain a fully balanced life in terms of emotions, thoughts, desire and good deeds.

Paryushan :

As we stepped in the festive month of September, it's worth noting the significance of a special festival celebrated in Jainism known as Paryushan Parva. Since this festival may not be widely familiar, let's explore it together.

Before understanding the concept of Paryushana, we need to understand the core tenets of Jainism. This religion is basically known as for its emphasis on Five Mahavrata non-violence (Ahimsa), Truth (Satya), non-stealing (Achaurya), non-possessiveness (Aparigraha), Chastity (Bramhacharya). Jain Acharyas & Sadhawi's are required to observe these Vows strictly and completely. The key of attaining all these Vratas at its most is self-discipline. So, Paryushan is a time of intense spiritual reflection, fasting and self-discipline for the householders who cannot follow the Mahavrata all the time. The word ‘Paryushana’ itself means ‘abiding’ or ‘coming together,’ signifying Jain community coming for spiritual activities and self-purification. The final day of Paryushan is known as ‘Samvatsari’ or ‘Kshamavani’ is particularly significant. In this day Jain ask for forgiveness from all the living beings for any harm they may have caused through their thoughts, words & action. They seek to cleanse their karmas and begin the year with a fresh & pure soul. No matter how bitter relationship they have with someone, it is mandatory to ask forgiveness, which ultimately leads to fix the bond of relation.





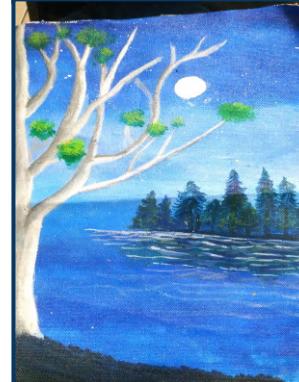
What sets '**Photophile**' apart is their unique approach to photography, which is not merely documenting scenes but aiming to capture the emotions and stories embedded with nature. Each photograph becomes a visual poem illuminating the hidden narratives of the Flora & Fauna. An ardent photophile **Mr. Devesh Shukla (VNR Nursery)** shares his interactions with elements of nature.



THE BUDDING ARTISTS



THE SYMMETRY
Shared by Prashant Rawat
(Sales)



Shared by Divya Dewangan, D/O
Ajay Dewangan (IT)

Art by Riddhi Johri, D/O Roopam Johri (HR)



How Chandrayaan-3 Technologies Fairs on Earth?

- Shared by G. Swapnil, R&D



The Chandrayaan-3 mission, India's third lunar exploration endeavor, holds immense potential to not only advance our understanding of the Moon but also contribute to improving agricultural practices on Earth. The cutting-edge technologies employed in the mission, while primarily designed for lunar exploration, offer promising applications in agriculture, providing solutions to some of the critical challenges faced by farmers worldwide.

Radio Anatomy of Moon Bound Hypersensitive ionosphere and Atmosphere (RAMBHA): The RAMBHA, designed to study the Moon's ionosphere and atmosphere, a similar iteration is also used to study Earth's ionosphere and atmosphere. This data is crucial to weather forecasting, predict space weather events, and enhance satellite communication systems, all of which have significant implications for agriculture.

Chandra's Surface Thermo physical Experiment (ChaSTE): On Earth's surface, similar sensor are used to monitor land surface changes, track urbanization patterns, and study the effects of climate change on various ecosystems. This information could be used to develop precision agriculture techniques and optimize crop water management strategies in response to climate change.

Laser Retroreflector Array (LRA): The LRA, designed to reflect laser beams back to Earth for precise measurements of the Moon's distance, could also be used for Earth-based applications. Its high-precision measurements are also used for geodesy, satellite navigation, and continental drift studies. Its application in agriculture can enhance the accuracy of GPS systems used in precision agriculture, enabling farmers to perform precise field mapping and variable rate application of fertilizers and pesticides.

Alpha Particle X-Ray Spectrometer (APXS): The APXS, designed to analyze the elemental composition of lunar rocks and soil, could also be used for terrestrial applications. Its ability to identify and quantify chemical elements is critical to mineral exploration, environmental monitoring, and forensic investigations. This aid in identifying nutrient deficiencies in soil, mapping soil properties, and assessing soil health, all of which are crucial for optimal crop growth and yield.

Laser Induced Breakdown Spectroscopy (LIBS): The LIBS, designed to analyze the chemical composition of lunar rocks and soil, could also be used for terrestrial applications. Its ability to identify and quantify chemical elements at a distance is often used in remote sensing, material identification, and industrial process monitoring. This facilitate real-time monitoring of crop nutrient status, identify pests and diseases, and optimize fertilizer application, leading to improved crop productivity and reduced environmental impact.

Spectro-polarimetry of HAbitable Planet Earth (SHAPE): The SHAPE, designed to study the polarization of sunlight reflected from Earth, could also be used to study the polarization of sunlight reflected from various Earth surfaces. This data could be used to improve cloud and aerosol detection, monitor vegetation health, and assess land cover changes. This information could be used to identify areas of stress or disease in crops, assess the effectiveness of irrigation practices, and track changes in land use and vegetation cover.

Chandrayaan-3 mission, while primarily focused on lunar exploration, demonstrates the transformative potential of space exploration technologies for addressing agricultural challenges on Earth. The innovative instruments employed in the mission offer a wealth of opportunities to enhance agricultural productivity, improve resource use efficiency, and mitigate the impacts of climate change. As India continues to explore the Moon, the Chandrayaan-3 mission serves as a beacon of hope for sustainable agriculture and food security, paving the way for a greener and more productive future for our planet.



Vivid Reflections



Active Listening: Building Bridges to Better Connections

The Essence of Active Listening

In a world filled with constant distractions and the noise of modern life, the art of active listening has become increasingly rare and, at the same time, profoundly valuable. Effective communication is not just about speaking; it's equally about listening. Active listening is a skill that not only enhances our personal relationships but also plays a pivotal role in our professional lives. This article is an attempt to explore what active listening is, its importance, and how it can be mastered.

Active listening goes beyond merely hearing words. It involves being fully present and engaged in a conversation, showing empathy, and understanding the speaker's perspective. It's about creating a space for the speaker to express themselves without judgment or interruption.

Key Components of Active Listening:

Silent Attention: To truly listen, we need to quiet our minds, eliminate distractions, and focus on the speaker. This means putting away our phones, closing our laptops, and making eye contact.

Empathy: Active listening is about understanding the emotions and feelings behind the words. It's putting ourselves in the speaker's shoes and trying to see the world from their perspective.

Non-Verbal Cues: Our body language can convey a lot. Nodding, maintaining eye contact, and using gestures when appropriate can signal to the speaker that we are engaged and receptive.

Reflective Responses: Paraphrasing or summarizing what the speaker has said shows that we're actively listening. This also helps clarify any misunderstandings.

The Importance of Active Listening:

Building Stronger Relationships: Active listening fosters trust and intimacy in personal relationships. When people feel heard, they feel valued, which strengthens the bond between them.

Conflict Resolution: It's a powerful tool for resolving conflicts. By truly understanding each party's perspective, active listening can help find common ground and facilitate compromise.

Enhanced Problem Solving: In the workplace, active listening leads to better problem-solving. It encourages employees to share their ideas and concerns, leading to more effective solutions.

Improved Learning: Active listening is vital for learning. Whether it's in a classroom or during a business meeting, it helps in retaining information and understanding complex concepts.



Vivid Reflections

How to Master Active Listening:

Stay Present: We need to make a conscious effort to be fully present in the moment. Eliminate distractions, focus on the speaker, and set aside our agenda.

Empathize: Try to understand the speaker's perspective, feelings, and emotions. Ask open-ended questions to encourage them to share more.

Maintain Eye Contact: This shows that we're engaged and attentive. It's a simple yet powerful way to convey our commitment to the conversation.

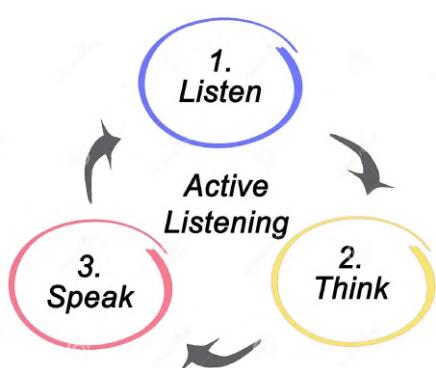
Use Non-Verbal Cues: Nodding, smiling, and using appropriate gestures can provide positive feedback to the speaker and encourage them to continue.

Practice Patience: Avoid interrupting or finishing the speaker's sentences. Give them the time they need to express themselves fully.

Reflect and Clarify: After the speaker has finished, paraphrase or summarize what they've said to ensure we've understood correctly. This also demonstrates our genuine interest in their perspective.

Don't Judge: Avoid making judgments or forming opinions while the speaker is talking. Save our evaluations for later, once we've gathered all the information.

Active listening is a powerful tool that can improve the quality of our relationships, boost our problem-solving abilities, and enhance our overall communication. It requires practice and dedication, but the benefits are well worth the effort. So, in our next conversation, let's remember to be present, empathetic, and truly listen. We'll be amazed at the positive impact it can have on our personal and professional life.



Shared by Pooja Acharya

Suggestions, Feedback & Any Spiritual Discussion is welcome at poojaacharya.vspl@gmail.com.

PROMOTIONAL ACTIVITIES



Field visit for crops; Cucumber Janata, Bitter Gourd Apurbo, and Bitter Gourd Field King Plus at Mollahat and Chitalmari in Bagerhat, Bangladesh by Mr. Salil Srivastava, MD Mamun-Ur-Rashid and other members of sales team along with the distributors in July 23.





Expert Panel of NHB Visiting VNR Nursery, Kohadiya, CG



Dr. T. Sakthivel, Principal Scientist @IIHR at VNR R&D Farm, Bastar, CG

Dr. Vikramaditya Pandey, ADG, Horticulture, ICAR visited VNR Nursery Facility

Team VNR Nursery at College Of Agriculture Engineering & PHM, Ranipool, Sikkim



VNR Nursery Team attended the Interface Meeting @ College of Agriculture Engineering & PHM, Ranipool, Sikkim

Team VNR Nursery attended "Technology Vision 2023 for Protected Farming in India" @Bangalore, KA

Dr. I.B. Maurya - Dean, College of Horticulture & Forestry, Kota, RJ with Devesh Shukla, Business Head, VNPL



VNR Nursery Participated in the Foundation Day Event @ ICAR-CIAH, Bikaner, RJ

Dr. Jagadish Rane, Director ICAR-CIAH, Bikaner, RJ visited VNR Nursery Stall @ ICAR-CIAH, Bikaner, RJ

Devesh Shukla, Business Head,VNPL - delivered speech on Horti. Tech. at ICAR-CIAH, Bikaner,RJ





Dr. Nitin Thoke, KVK Head & Sandeep Baghwat, Farm Manager KVK Nashik, MH with Priyadarshan Dewan @Horticulturist VNPL



Dr. Dinar Sarjerao Patil, KVK Head Sangli, MH with Rohit Rai @Horticulturist VNPL



Shree Badri Singh, SDAO, Umaria, MP with Farmers Group visited VNR Nursery R&D Farm @ Kohadiya, CG



VNR Nursery Participated in the Expo 2023 at IOCL, Barauni, Bihar



Yogita Sonune, Horticulturist, VNPL at IOCL, Barauni, Bihar



VNR Bihi Guava Field Visit by VNR Nursery Technical Team @Dimapur, Nagaland



VNR Madhur – Custard Apple Fruiting @ Shree Vinay Bothra, Director, Sitaphal Mahasangh, Amravati, MH



VNR Madhur – Custard Apple Fruiting @ Shree Sashwat Prafulla Mundhada, Amravati, MH



VNR Madhur – Custard Apple Fruiting @ Shree Sachin Pravin Bhai Kalaria, Gondal, Rajkot, GJ



VNR Uttam – Laxmanphal Fruiting @ Shree Patel Jainmin Kumar Hariprakash Bhai, Bayad, Aravalli, GJ



FARMER SUCCESS STORY

Elipe Eswar Rao



Mobile Number
7731943187

Variety: Bheem 115

Sowing Area: 1 Acre

Duration: 125 days

Total Yield: 48 quintal

Total Estimated Revenue: Rs.87,750

Crop: Paddy

Sowing Date: Rabi Season (Dec 2022)

Total Expense: Rs. 30,000

Net Income: Rs. 57,750

Address: Lakshimivada, DR.BR.Ambedkar Konaseema, AP

Mane Satyanarayana



Mobile Number
9959097436

Variety: Bheem 115

Sowing Area: 20 Acres

Duration: 125 days

Total Yield: 900 quintal

Total Estimated Revenue: Rs. 16,20,000

Crop: Paddy

Sowing Date: Rabi Season (Nov 2022)

Total Expense: Rs. 7,00,000

Net Income: Rs. 9,20,000

Address: Bheemanapalli, DR.BR.Ambedkar Konaseema, AP

Yalla Durga Rao



Mobile Number
9959097436

Variety: Bheem 115

Sowing Area: 30 Acres

Duration: 125 days

Total Yield: 1350 quintal

Total Estimated Revenue: Rs. 24,30,000

Crop: Paddy

Sowing Date: Rabi Season (Dec 2022)

Total Expense: Rs. 10,50,000

Net Income: Rs. 13,80,000

Address: Bhattupalem, DR.BR.Ambedkar Konaseema, AP

FARMER SUCCESS STORY

Vivekananda



Mobile Number
9133145759

Variety: Bheem 115

Sowing Area: 1.5 Acres

Duration: 125 days

Total Yield: 61.5 quintal

Total Estimated Revenue: Rs. 1,11,375

Crop: Paddy

Sowing Date: Rabi Season (Dec 2022)

Total Expense: Rs. 52,500

Net Income: Rs. 58,875

Address: Adivipudi, Kakinada district, AP

Ch.Sunil



Mobile Number
9515611442

Variety: Bheem 115

Sowing Area: 2 Acres

Duration: 125 days

Total Yield: 84 quintal

Total Estimated Revenue: Rs. 1,53,900

Crop: Paddy

Sowing Date: Rabi Season (Dec 2022)

Total Expense: Rs. 70,000

Net Income: Rs. 83,900

Address: Venturu, Dr.Br.A.Konaseema district, AP

Rayapureddy Kanakaraju



Mobile Number
9334108478

Variety: Bheem 115

Sowing Area: 1 Acre

Duration: 125 days

Total Estimated Yield: 48 quintal

Total Estimated Revenue: Rs. 86,400

Crop: Paddy

Sowing Date: Rabi Season (Dec 2022)

Total Expense: Rs. 33,000

Net Income: Rs. 53,400

Address: Bhattupalem, Uppalagutam, DR.BR.Ambedkar, AP

- Shared by Mohammed Ahmad, Sales



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