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VNR Impact

Volume - 13, July-September 2018



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EDITORIAL

Hello VNRites!!

We present to you the 13th edition of VNR Impact. We are exuberant to share some of the most precious moments and memorable events of this quarter: Reward and Recognition Award ceremony, Training, Ganesh Chaturthi Festival celebrations, Colour week and many other activities.

A successful Reward and Recognition Award Ceremony was conducted, where the team members spent a blissful and memorable day interacting with the management team, getting charged up to perform even better.

VNR is committed towards providing learning opportunities to enhance the knowledge and skills of team members associated with it. The team members have partaken in different training program which abetted them to improve their skills.

Ganesh Chaturthi was celebrated in a grand way for 10 days at the office with numerous rituals being performed. The festivity quotient increased with the 'colour week' celebration. It was the perfect occasion to rejoice with each other in festive spirit.

We also celebrate the talent of our family members in the VNRite Zone. The budding talented stars provide lot of inspiration for all of us.

It gives us immense pleasure to announce that this magazine has successfully accomplished its objective of sharing glorious moments of camaraderie and achievements within the VNR family. We take this opportunity to thank all those who have contributed to this magazine which made the magazine endearing to our readers.

Happy Reading :-)

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REWARD & RECOGNITION

VNR R&R Award Distribution Ceremony

Reward & Recognition Award Ceremony (R&R) took place on 2nd August 2018 at Corporate Centre, Raipur for the two batches (Apr-Sep 17 & Oct-Mar 18) of awardees. The awardees were recognized with a certificate and memento. The awardees shared their achievements, experiences with the management team. The awardees had an opportunity to have lunch with the management team. They were given various topics to present their ideas and suggestions through group interactions in challenging and thought provoking areas related to company growth. The day was fruitful for all of them.



ACHIEVEMENTS

First Female Forklift Driving License



In continuation to our story on "Girl Power at VNR" in the 10th Edition of VNR Impact, where we shared the story of Ms. Teena Sahu getting trained in operating a Forklift, we are glad to inform that Ms. Teena Sahu along with Mr. Kumar Yadav have gotten their license for operating fork lift from Durg RTO. A Female getting a license in forklift driving is first of its kind of incidence for this region. This is a great accomplishment by the team and a proud moment for all of us.

CORPORATE SOCIAL RESPONSIBILITY

CSR @ School in Deorjhal



Corporate Social Responsibility is a way of conducting business with the objective of contributing to society. VNR has been promoting social causes in many ways and believes in contributing towards the upliftment and betterment of society.

On 15th August 2018, VNRRites distributed stationary items to the students of Government Primary School, Deorjhal (C.G.). The smiles on the faces of the kids were priceless!

TRAINING

Training Workshop on - "Handling Complaints in Seed Business"

The training was conducted by the corporate trainer Dr. B. Sivaprasad on 3rd & 4th September 2018 in Hyderabad. It was attended by our sales team members. The objective of the training was to equip them with necessary skills and attitude for managing customer complaints thus increasing their confidence to address them & enhancing their sales skills.



Training program at Ambikapur



As a part of routine training programs being held for the front line staff of sales, Mr. Sanjay Singh (Area Business Manager) conducted a one day training program for Field Assistants on 26th September 2018 at Ambikapur (C.G.). He shared his experiences and knowledge with them.

Training on the Art of Delegation



Is delegation an art or science or both? Well, this is a matter of debate and the concept of delegation was explained in great depth to the leadership team who often has to delegate tasks to subordinates. The ability to delegate is one of the key skills. This skill can be learned only through practice. The renowned management consultant Ms. Manjusha Parial, from ANM Consultants dwelled upon the importance and the effective way of delegating.

CSR through Young Arms

Dengue Awareness Programme @ Yarms Foundation



Young Arms Foundation sponsored a Mini Marathon held for spreading awareness of Dengue disease on 9th September 2018 at Ramnagar, Raipur (Chhattisgarh). More than 300 students participated in marathon race. This program was organized by JCI Raipur capital.

Social Event : Soccer Premier League



Soccer Premier League was held by JCI, Raipur Capital, Zone IX under the mentorship of Mr. Arvind Agrawal, Director. Various teams had participated in this event, one team being sponsored by Young Arms.

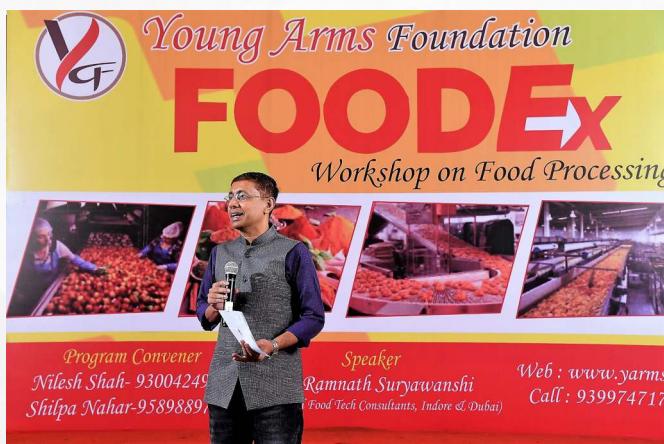
Plantation Day



Trees are important for maintaining the ecological balance of the society. Trees provide so many benefits that it is essential to have them around in large numbers. YARMS took this noble initiative of planting trees in the month of July near Raipur to maintain a green environment. Many family members including kids participated in this initiative thus contributing to the green environment cause ensuring a better life for next generation. The awareness created through this initiative will benefit the society.

Young Arms Workshop on Foodex

Young Arms Foundation conducted a one day comprehensive Start-up Seminar on "Food Processing" at Hotel Babylon Inn, Raipur (C.G.) on 11th August 2018. This seminar was organized under the guidance of Mr. Arvind Agrawal (Director-VNR Seeds) and conducted by Global Foodtech Consultants. Mr. Ramnath Suryawanshi (CEO, Global Tech consultant, Indore & Dubai) was the speaker at the workshop. He shared his knowledge regarding the Food Processing business. The main objective of the workshop was to impart knowledge about the growth opportunities in food processing and Agro based industries to start-ups, entrepreneurs and existing food businessmen.



Planting Vegetable Seeds Techniques and Vegetable Seeds Distribution

Seed is the most important and vital input for agricultural produce. Mr Ashish explained various techniques of sowing seeds and care for proper growth of vegetable plantations which include various growth stages like soil preparation, sowing, use of fertilizers and pesticides, proper care of plants, etc. This knowledge was useful for kitchen gardening and for small scale vegetable growers. Various good quality vegetable seeds were distributed for free to the participants to assist them in initiating cultivation of plants at home.



Ganesh Celebration @ Corporate Centre, Raipur(CG)

Ganesh Festival is one of main festivals celebrated everywhere with great pomp and show. Even this year, Ganesh festival was celebrated for 10 days at the Corporate Centre. Lord Ganesha was welcomed by all with a lot of happiness and zeal. The welcoming was followed by the Ganesh Sthapana pooja. Thus began the 10 days of festive celebrations at the office with Rangoli adorning the floor, incense sticks spreading the fragrance, flowers beautifying the premises and the chanting of hymns, creating soothing melodies. The celebrations finally came to an end on the day of Visarjan when the VNRites bid adieu to lord Ganesha with a heavy heart with the promise of spreading goodness till his return.



Participation in Business Talk Show : Vision 2k30



Mr. Arvind Agrawal, Director was invited as a speaker in "Vision 2k30", a business talk show. The objective of the talk show having experienced speakers from varied backgrounds was to share the learning from the experiences of the industry experts about the future of the business with focus in various areas like Start-ups, Modern Farming, Internet of Things and customer relationship management.

Participation in Entrepreneur club Meet-up



The 10th Entrepreneur club Meet-up of Next Ideas invited Mr. Arvind Agrawal, Director as a speaker who shared his valuable views and experiences to guide the entrepreneurs on successfully scaling up the business and emphasising upon the important role of innovation in entrepreneurship.

Color week celebration @ Corporate Centre, Raipur (CG)

To enhance the festive mood during Ganesh festival celebration, "Colour week" was celebrated from 17th to 23rd September 2018 at Corporate Centre. This week was celebrated with great gusto and enthusiasm seeing lot of participation from all. The colour week theme involved dressing up in one unique colour each day, spreading colourful creativity beyond self to the work desk and surroundings. The participants came colourfully dressed to participate in the best colourfully dressed competition. The colourful ambience and aura was created through dressing, work desk decoration and wearing matching accessories like same coloured jewellery, socks, pens, etc. The level of participation kept increasing day by day. To make the event interesting, exciting prizes were given away on each day by external judges for maximum matching of dresses & accessories, also number of same coloured items taking the creativity to the next level. Each day various coloured props ranging from kitchen items, household items, stationary etc. kept adding quirkiness to the event. The various days celebrated were Red Day or "Tomato Day", Green day or "Chilli Day", Blue day or "Sky Day", Sunflower day or Orange/ Yellow day, Rangeela Day or MultiColor Day. The competition became a medium of spreading social messages like Swach Bharat, Beti Bachao & Beti Padhao, Save Water, Be happy, Health is wealth, etc.

The final day of the colour week was celebrated as Traditional Day. Everyone wore their traditional attire. The best ethnic attires displaying the Indian cultures augmented the festive moods. As a part of the competition, the participants were judged on their overall personality through ramp walk, question and answer session and performance like asking singing, dancing, etc. The tasks were performed with much enthusiasm and the best dressed won the price.





PROMOTIONAL ACTIVITIES@VNR



VNRites ZONE

Creative Talent



Ms Amrita Agrawal, D/o Mr. Navin Agrawal (IT Dept.) possesses lots of creativity. She is an all-rounder taking a lot of interest in various fields like handicraft, singing, dancing, etc. She is studying in class III. She recently participated in the Art and Craft Competition in her school and won the 1st prize for making a beautiful paper mask. Apart from craft, she takes keen interest in singing, dancing and participating in various co-curricular activities at school. We send our best wishes to her to excel in her innovative creations.



Shades of Sky by Ashish Sajwan (VNR Nursery)

NURSERY

Technical Collaboration For Grafted Vegetable Technology



VNR Nursery Private Limited has entered into a technical collaboration with Chaudhary Charan Singh Haryana Agricultural University (CCSHAU) where VNR Nursery will provide necessary technical guidance and training to CCSHAU for establishing a production facility of grafted vegetable plants. The agreement was signed by Mr. Vimal Chawda, Director, VNR Nursery and Dr. M.S. Sidhpuria, Director-HRM, CCSHAU in presence of Dr. K.P.Singh, VC, CCSHAU. This will enable the university to provide grafted vegetable plants to the farmers of Haryana.

Participation in Exhibitions



Participation in Agri Asia, Gujarat. (September 2018)



Participation in Agri Intex, Coimbatore (July 2018)



VNR Nursery & VNR Seeds participates in
Chhattisgarh Trade & Industries Expo – 2018 (July 18)



Agri Biz Expo Annual Exhibition, Mandsaur
(September 20 -22, 2018)

Visits of Dignitaries to Research Centre



Visit of Dr Shailendra Rajan , Director , CISH ,
Lucknow



Visit of Dr D R Patil , Director Research, University Of
Horticulture Science, Bagalkot , Karnataka , June 2018

Training Program on Grafted Vegetable Technology

Grafting vegetables can protect crops against many soil-borne diseases and can improve crop tolerance. VNR Nursery has developed effective grafting techniques for brinjal, tomato, chili, and few cucurbits. Vegetable grafting is popular among farmers in Taiwan, Japan, Korea and Vietnam and there are good business opportunities to expand this method in India. VNR Nursery has devised a unique training cum hands-on workshop program on grafted vegetable technology to train progressive agriculturist on this upcoming business opportunity. These programs are based on the concept of Listening in Knowing & Learning by Doing. VNR Nursery's prime focus is to develop a business model for profitability and welfare of farming community. These training programs are structured to make the participants learn grafted vegetable technology in classroom session and practice the same in green house. Field visits conducted are under supervision of trained faculties to observe and understand the real crop and its behavior.



FARMER'S SUCCESS STORIES

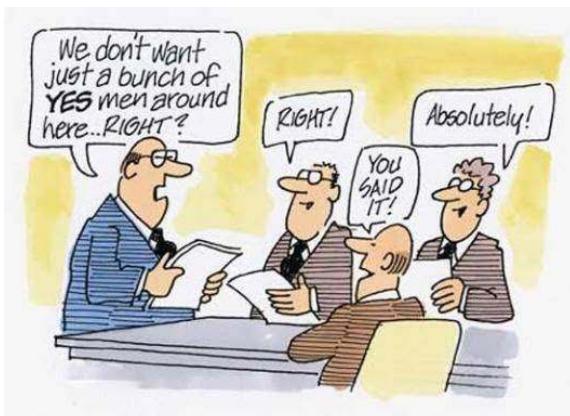
Farmer Name	Mr. Rajendra Bandey
Village	Kolchur (Bastar)
District	Bastar
Crop	Bitter Gourd
Variety	VNR 22
Sowing Date	01/08/2017
Area	12 Acres
Row to row distance	5 Feet
Plant to Plant distance	2 Feet
Harvesting time	15-09-2017 {(1st Harvest) Yield1200kg)}
Total production	152 Tons
Total income (Rs.)	Rs. 21,28,000
Total expense (Rs.)	Rs. 15,60,000
Net Profit (Rs.)	Rs. 5,68,000
Mobile No.	9981924574



Farmer Name	Mr. Ramchand Dewangan
Village	Deori
District	Rajnandgaon
Crop	Chilli
Variety	Sunidhi
Sowing Date	01/08/2017
Area	1 Acre
Row to row distance	3 Feet
Plant to Plant distance	1.5 Feet
Harvesting time	16-09-2017 (1st Harvest)
1st harvest picking	3 quintal
Total production	25 MT
Total income (Rs.)	Rs. 2,50,000
Total expense (Rs.)	Rs. 1,00,000
Net Profit (Rs.)	Rs. 1,50,000
Mobile No.	9425519158



FUNTOONS



Upcoming event : 4th Training cum Workshop on "Grafting Technology in Vegetables & Its's Business Opportunities" between 24th-28th December 2018 at Raipur, CG.



VNR SEEDS PVT. LTD.

Corporate Centre, Canal Road Crossing,
Ring Road No.1, Raipur-492006 (C.G.)
Contact us : +91 771 4350005-10
Visit us at : www.vnrseeds.com

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