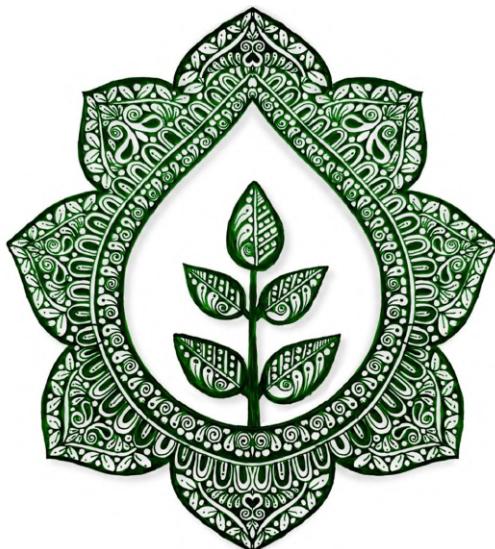


VNR



IMPACT

Volume – 36 (Apr to Jun 2024)



VNR

**MISSION
1000Cr**

Mandala Art By: Chanda Chauhan, Finance

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VNR's Growth Mission of 1000cr

VNR is set on a mission to achieve a company growth target of '**1000cr by 2028**' by concentrating on three key areas: 20% revenue growth, a 5% increase in gross margin, and a 2% year-over-year improvement in profitability.

Every team member at VNR is dedicated to supporting this mission, striving to reach the goal ahead of schedule by keeping it at the forefront of all our efforts.

Dear Readers,

The summer has passed and the monsoon has been knocking the doors as we write this column. The challenges we face are immense but so too are the opportunities. At VNR, we believe our growth is directly linked to the growth of our dear farmers and to nurture this long term relation further, we're thrilled to announce the bold benchmark of 1000cr by 2028. With renewed vigor and a steadfast commitment to our Indian roots, we are excited to embark on this new chapter with you together. With the new benchmark there has been a juggernaut of plans and activities happening in the organisation. We anticipate your continued support as we strive for a highly successful and prosperous 2024.

We are excited to inform you about Bangladesh Ministry visit at VNR Seeds. As we hosted delegates from the Bangladesh Ministry we also felt benefited by discussions, exchange of views and understanding of farming. We hope these exchanges yields a long term business relationship. We also engaged VNR Team in a Professional Development Program, you'll be happy to have a glimpse of the same in this issue. In the knowledge zone section, make sure to read about the new robust launches of VNR Gourds varieties and connect to us if you have any queries about them, we'll be happy to help.

Knowledge zone also brings to you an interesting series "Money Matters" led none other by Mr. Arvind Agrawal. His life hack series on financial wisdom and financial freedom can be a crucial tool you've been missing throughout, so be sure to read the section and visit the YouTube channel. Additionally, see how scammers makes way to your bank account and spread the awareness with the ongoing series initiated by the IT Department at VNR Seeds.

If you find the cover-page of this issue exciting, then behold as we reveal the artist and her talent in VNRITE Zone as she guides us through essence of mindfulness via mandalas. Furthermore, topping the very next page with budding talents and their jaw dropping fine arts skills, good enough to inspire us all. We also have a thoughtful article on social media addiction and solution which is a must read and practiced for the new generations as well as for those who finds themself consumed in this new lucrative digital world of related-contents.

Make sure to take a glimpse of action at VNR Seeds, VNR Nursery as we participate at various different events and conduct some events on our own to educate the progressive farmers of India.

Happy Reading!

VNR Editorial Team



Visit by Ministry of Agriculture, Bangladesh to VNR Seeds

~Shared by Salil Kumar Srivastava, Sales



VNR Seeds had the honor of hosting a delegation from the Ministry of Agriculture, Bangladesh on 17th May 2024. The delegation included notable figures such as Md. Abu Zubair Hossain Bablu, Joint Secretary & Director General (DG) of Seed, Dr. Md. Akhter Hossain Khan, Chief Seed Technologist (CST), Mr. Debdas Saha, General Manager-Seeds at Bangladesh Agricultural Development Corporation (BADC), Mohammad Enayet-e-Rabbi, Deputy Director (QC) at the Seed Certification Agency (SCA), and VNR Seeds Bangladesh team members, Md Mamun Ur Rashid (Head of Business Operation) and Md Abu Hanif (TBE).

The delegation's VNR visit itinerary encompassed visits to main company facilities, beginning with a warm welcome at the Corporate Centre Office. It was then followed by a visit to the Deorjhal Processing Plant, Boriya Processing Plant, Kohadiya, Gomchi, and the Tatibandh office. Team VNR at each location was ready for a comprehensive guided tour; showcasing the company's cutting-edge technology, processes and innovative practices.

The visit was enriched by productive interactions between the VNR management team and the Bangladesh delegates. The discussions covered a wide range of topics, like advancements in seed technology, quality control measures, and operational efficiencies. These exchanges facilitated a deeper understanding of VNR Seeds' methodologies and highlighted opportunities for future collaboration.

The delegation's visit not only strengthened the relationship between VNR Seeds and the Ministry of Agriculture, Bangladesh, but also underscored the commitment of both parties in advancing agricultural practices and seed technologies. The productive dialogue and mutual learning experiences set the stage for potential partnerships and cooperative ventures aimed at enhancing agricultural productivity and sustainability.

In conclusion, the visit was a resounding success, marked by insightful discussions, valuable exchanges of knowledge, and the reinforcement of ties between VNR Seeds and the Ministry of Agriculture, Bangladesh. The event was a testament to the importance of international collaboration in the pursuit of agricultural innovation and excellence.



Training on Enhancing Professional Development

VNR held a training program titled 'Enhancing Professional Development' in Raipur, Chhattisgarh, from June 22-23, 2024. The two-day event was led by Dr. B. Sivaprasad, a renowned corporate trainer, author, and motivational speaker, and was specifically organized for the Product Development-Vegetable Crop team. A total of 22 participants attended the program.

The training program's agenda centered on enhancing professional skills, including goal setting, personality analysis, understanding roles and responsibilities, and prioritizing work. On the first day, Dr. Sivaprasad delved into the nuances of goal setting, addressing both short-term and long-term objectives. Participants engaged in exercises to define their goals and develop strategies for achieving them, with ample opportunities for questions and discussions.



On the second day, the emphasis shifted to personality analysis. Dr. Sivaprasad helped participants identify their strengths and weaknesses and introduced seven essential habits for PD professionals. Various exercises and role-playing activities reinforced these concepts, demonstrating teamwork and goal achievement.

The training was highly informative, with participants commending Dr. Sivaprasad's energy and delivery. Overall, the program was a valuable and enjoyable learning experience.





Training on 'Disease & Pest Management'

Mr. P. Srinivasa Swamy (Sales) and Mr. Ketan Balasaheb Raundal (PD) led a series of training programs for MDOs and TSMs at various locations, including Guntur (AP), Trichy (TL), and Hyderabad (TS). The training focused on educating participants about disease and pest management for solanaceous, cucurbit, and okra crops.

Mr. Swamy and Mr. Raundal also offered valuable insights into sales techniques and the execution of PSAs, along with training on organizing effective farmer meetings. The sessions were made more interactive through group discussions and role plays by the participants.

Hyderabad (TN) - 27th & 28th April 2024



Guntur (AP) - 10th & 11th May 2024



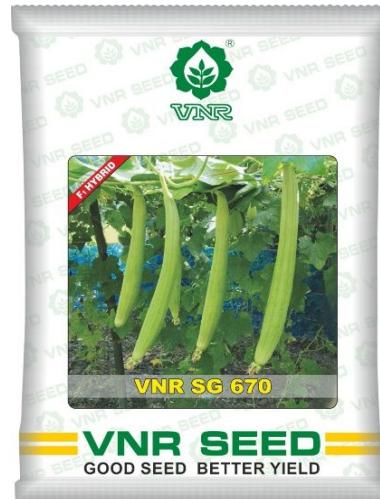
Trichy (TL) - 7th June 2024



New Product Launch

VNR SG 670

First Picking: 42-45 Days
Fruit Length: 25-30 cm
Longevity: Good
Virus Tolerance: Good
Foliar Tolerance : Moderate
Fruit Color: Light Green
Fruit Texture: Smooth
Fruit Uniformity: High



VNR Ratima

First Picking: 42-45 Days
Fruit Length: 22-24 cm
Longevity: Good
Virus Tolerance: Good
GSB Tolerance: Medium to Low
Foliar Tolerance : Moderate
Fruit Color: Green/Glossy
Fruit Texture: Smooth



VNR Kush 66

First Harvest: 45-48 Days
Plant Vigour: High
Fruit Length: 20-22 cm
Fruit Width: 3.5-4 cm
Fruit Width: 180 - 200 gm
Fruit Color: Mottle with DG
Longevity: High





SAFEGUARDING YOUR AADHAR CARD

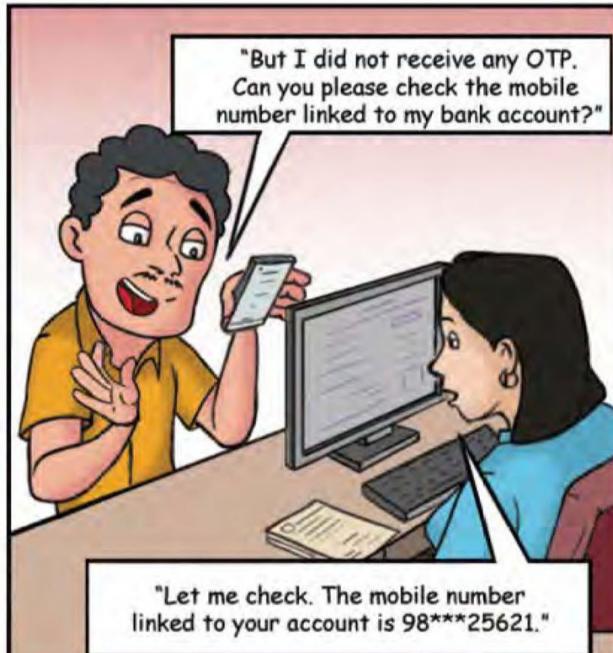
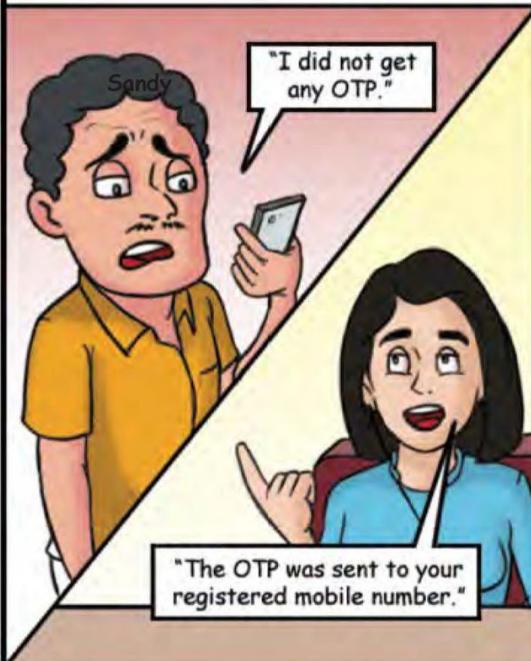


One day, Sandy went to his bank branch to get his Aadhaar card linked with his bank account.



Sandy submits the required documents.

"Please submit the Aadhaar linking form and photocopy of your Aadhaar card. Also, show me your original Aadhaar card."



Do's-

- ✓ Verify the mobile number linked with your bank account.
- ✓ Check your bank statements and passbook regularly to identify any suspicious activity.
- ✓ 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#7>





For Hindi, click on the link → <https://vnrseeds.org/Impact/index.html#7>

Money Matters

The Power of Financial Literacy: Knowledge as Your Greatest Asset



Visionary Insights with CA Arvind Agrawal

In our previous edition, we delved into the foundational pillars of financial well-being: saving and investing. Guided by the wisdom of CA Arvind Agrawal and the [@mycautube](#) team, we explored the critical steps to embark on a journey towards financial freedom. Now, as we continue this journey, it's time to navigate the more intricate pathways that lead to sustained financial success and security.

Advanced Saving Strategies

The Evolution of Saving: Beyond the Piggy Bank

While the art of saving forms the bedrock of financial stability, evolving beyond basic saving strategies can amplify our financial growth. CA Arvind Agrawal emphasizes the importance of creating an emergency fund, optimizing tax-advantaged accounts, and utilizing high-yield savings accounts to make your money work harder for you.

Emergency Funds: Your Financial Safety Net

An emergency fund is crucial for unexpected expenses. Experts suggest setting aside three to six months' worth of living expenses in a readily accessible account. This financial cushion can prevent you from dipping into investments or accruing debt during unforeseen circumstances.

Maximizing Tax-Advantaged Accounts

Understanding and utilizing tax-advantaged accounts can significantly enhance your savings strategy. By contributing to these accounts, you not only save for the future but also benefit from tax breaks that can boost your overall financial health.

Strategic Investments: Broadening Your Portfolio

Diversification: The Key to Risk Management

Investing is not just about where you put your money, but also how you balance risk and reward. Diversification is a crucial strategy in mitigating risks. CA Arvind Agrawal advises spreading investments across various asset classes to protect against market volatility.

Money Matters

Exploring New Investment Avenues

The investment landscape is constantly evolving, presenting new opportunities for those willing to explore. From the growing realm of digital currencies to sustainable and ethical investing, CA Arvind Agrawal and the [@mycautube](#) team guide you through the latest trends, helping you make informed decisions that align with your values and financial goals.

Embracing Financial Technologies

FinTech: Revolutionizing Personal Finance

The advent of financial technology (FinTech) has revolutionized the way we manage our finances. Tools and apps for budgeting, investing, and financial planning have become more accessible and sophisticated. CA Arvind Agrawal encourages embracing these technologies to streamline your financial management, gain better insights into your spending habits, and make smarter investment choices.

Lifelong Learning and Adaptation

The Journey of Continuous Improvement

Financial well-being is not a destination but a continuous journey of learning and adaptation. CA Arvind Agrawal's passion for ongoing education serves as a cornerstone for this philosophy. Whether it's through webinars, workshops, or online courses, staying informed and adaptable is key to navigating the ever-changing financial landscape.

Building a Community of Knowledge

At [@mycautube](#), we believe in the power of community. Engaging with like-minded individuals, sharing experiences, and learning from each other can amplify our collective financial wisdom. Join us on this journey, participate in our discussions, and contribute to a community dedicated to personal and professional excellence.

Join the Conversation

Your insights, questions, and feedback are invaluable. They shape the content we create and help us address the topics that matter most to you. Connect with us at [@mycautube](#) and become an integral part of our knowledge-sharing community. For personalized mentorship and guidance, reach out to us at guidingtheuniverse@gmail.com.

Together, let's navigate the intricate pathways of financial success, turning aspirations into achievements and challenges into stepping stones. Your journey towards a secure and prosperous future continues here.





"Unlocking Inner Peace: The Meditative Magic of Mandalas"

~Shared By: Chanda Chauhan, Finance

Dear readers!

As you read in my previous post, "**Unlocking Inner Peace**," I am starting a series on the history, benefits, and cultural significance of mandalas.

Let's begin with Series 1: The History and Cultural Significance of Mandalas.

The word "**mandala**" comes from the ancient Indian language of Sanskrit, meaning "circle" or "center". Mandalas are believed to have originated in the Indian subcontinent, particularly within the Hindu and Buddhist traditions. One of the most famous Hindu mandalas is the Sri Yantra, a complex geometric pattern used in meditation to achieve spiritual enlightenment.

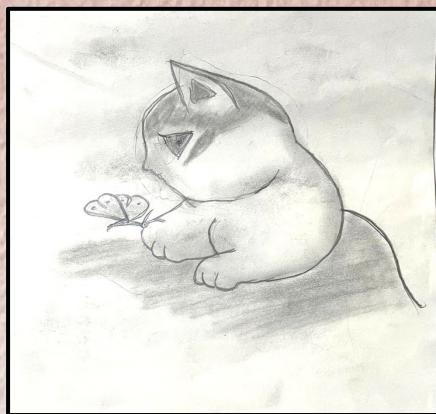
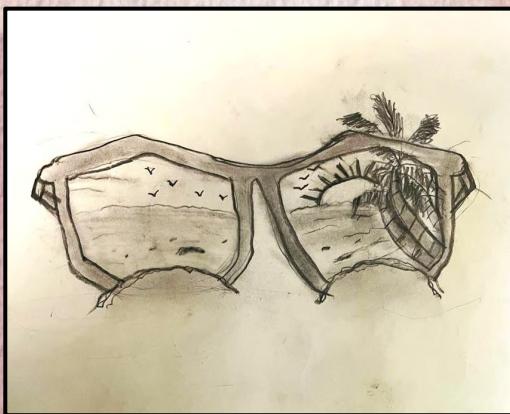
In modern times, mandalas have transcended their religious and cultural origins to become popular tools for therapy and self-expression. Carl Jung, a Swiss psychiatrist, introduced the concept of mandalas in psychotherapy. He believed that creating mandalas could help individuals access their unconscious minds and achieve psychological wholeness. Today, art therapists use mandalas as a form of therapy to help individuals cope with stress, anxiety, and trauma. The act of coloring or drawing mandalas can induce a meditative state, promoting relaxation and self-awareness.

Mandalas are more than just beautiful designs; they are profound symbols of unity, balance, and spiritual enlightenment. Through the lens of mandalas, we can explore the interconnectedness of all things and find moments of peace and stillness in our fast-paced world.

Here are some pictures of my work that illustrate the beauty and intricacy of mandalas.

Stay connected with my article to know more about this art. I welcome your valuable feedback at exe1.finance@vnrseeds.com.





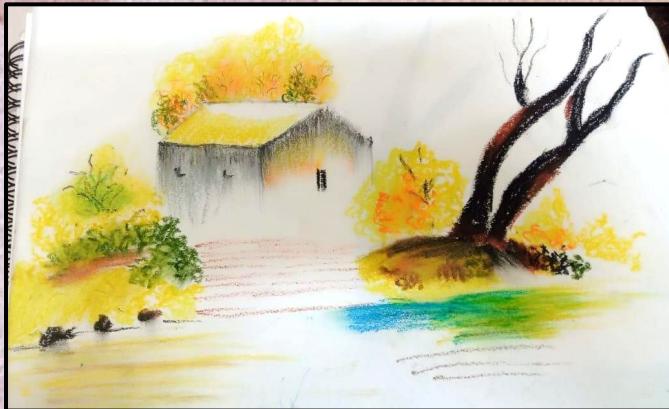
Budding Talent



Samarth Wakde (S/o Mrs. Komal Wakde, Admin), has created some exceptionally interesting sketches. Despite his young age of 8 yrs, Samarth's artwork showcases creativity, remarkable fine work and talent.

Young Artist

Another set of beautiful paintings were shared by Riddhi Johri, 11yrs, (d/o of Mr. Roopam Johri, HR).



Inspirational perspective

Mr. P. Srinivasa Swamy, sales, shares a meaningful perspective through his unique photo



Life is short, but opportunities are boundless

The Impact of Social Media on Mental Health

~Shared by Megha Soni, Finance



Introduction: In recent years, the rise of social media has transformed the way people connect, communicate, and share information. While these platforms offer unprecedented opportunities for connectivity and self-expression, there is growing concern about their impact on mental health. This article aims to explore the complex relationship between social media usage and mental well-being, examining both the positive and negative effects and offering insights into navigating the digital paradox.

Positive Effects of Social Media on Mental Health:

1. **Social Support Networks:** Social media platforms provide avenues for individuals to connect with friends, family, and communities, fostering a sense of belonging and social support.
2. **Access to Information and Resources:** Social media facilitates access to resources, support groups, and information about mental health issues, reducing stigma and promoting help-seeking behavior.
3. **Expression and Creativity:** Platforms like Instagram and YouTube enable users to express themselves creatively, share their passions, and find like-minded communities, contributing to a sense of fulfillment and identity expression.
4. **Awareness and Advocacy:** Social media campaigns and awareness initiatives raise visibility and promote conversations about mental health, challenging stereotypes and fostering empathy and understanding.

Negative Effects of Social Media on Mental Health:

1. **Social Comparison and Envy:** Constant exposure to curated and idealized representations of others' lives on social media can lead to feelings of inadequacy, envy, and low self-esteem, perpetuating a cycle of comparison.
2. **Fear of Missing Out (FOMO):** The constant stream of updates and notifications on social media feeds can exacerbate feelings of anxiety and FOMO, leading to compulsive checking and excessive engagement.
3. **Cyberbullying and Harassment:** Social media platforms can be breeding grounds for cyberbullying, harassment, and online abuse, causing psychological distress and trauma for victims.
4. **Sleep Disturbance:** Excessive use of social media, particularly before bedtime, has been linked to sleep disturbances, insomnia, and poor sleep quality, affecting overall mental well-being and cognitive functioning.

Navigating the Digital Paradox:

1. **Mindful Consumption:** Practicing mindful consumption involves being intentional and aware of how, when, and why you engage with social media, setting boundaries, and prioritizing mental well-being.
2. **Digital Detox:** Taking periodic breaks from social media, or engaging in digital detoxes, can help reduce stress, anxiety, and feelings of overwhelm, allowing for more meaningful offline experiences.
3. **Cultivating Offline Connections:** Balancing online interactions with meaningful offline connections and activities is essential for maintaining social support networks, fostering intimacy, and promoting overall well-being.
4. **Seeking Professional Support:** If social media usage is significantly impacting your mental health, seeking support from mental health professionals or support groups can provide guidance, coping strategies, and personalized interventions.

Conclusion:

The impact of social media on mental health is nuanced and multifaceted, encompassing both positive and negative effects. By understanding the digital paradox and adopting strategies for mindful consumption, individuals can harness the benefits of social media while mitigating its potential harms. Ultimately, fostering a balanced and healthy relationship with social media is essential for promoting mental well-being in the digital age.





Field day on Hybrid **Bitter Gourd VNR Nakul** at Kanholibara (Sawadi), Nagpur, MH



Retailers visit on Hybrid **Chilli VNR Rudra 144** at Kargaon, Manora and Brahmni, Nagpur, MH



Farmer night meeting on Hybrid **Chilli VNR Rudra 144** at Seloti, Bhandara, MH



Retailer Visit on Hybrid **Chilli VNR Rudra 144** at Aptur, Gaosut and Tarna, Nagpur, MH



Pre-sowing activity on Hybrid **Chilli VNR Rudra 144** at Nagpur, MH



Field day on Hybrid **Bitter Gourd VNR Nakul** at Kanholibara (Sawadi), Nagpur, MH



ICAR Institutions/CAU/SAU Visit – April to June 2024



Mr. Devesh Shukla, VNPL with Dr. Bikash Choudhary, Chief Technical Officer (Field Farm), ICAR-CPCRI, Kahikuchi, Guwahati, Assam



Team VNPL with Dr. Bikash Choudhary, Chief Technical Officer (Field Farm), ICAR-CPCRI, Kahikuchi, Guwahati, Assam



Mr. Devesh Shukla, VNPL with Dr. Mridul Deka, Associate Dean, COH, Nalbari, Assam



Mr. Devesh Shukla, VNPL with Dr. Himadri Dutta, Associate Prof. Dept. of Fruit Science COH, Nalbari, Assam



Mr. Devesh Shukla, VNPL with Dr. Anjani Kumar Singh, Horticulture Specialist, CIH, Medziphema, Nagaland



Mr. Devesh Shukla, VNPL with Shri Tej Prasad Bhusal, IAS, Dir. of Horticulture Assam



Mr. Devesh Shukla, VNPL with Dr. Virenda Verma, ICAR - RCNEH Region, Umiam, Meghalaya



Team VNPL with Dr. R K Jaiswal, PS Incharge RVSKVV - FRS, Bhopal, MP



Team VNPL visited at ICAR- CIAE, Bhopal, MP



Mr. Devesh Shukla, VNPL with Dr. AK Singh - Dean IGKV - COA, Janjir-Champa, CG



Mr. P. D. Dewan @Horticulturist VNPL with Shree Dinesh Padaliya, DDH Surat, GJ



Team VNPL with Shree O. P. Choudhary, Minister of Finance, Govt. of CG

Training Program on 'Soils of India for Fruit Cultivation' at ICAR – IISS, Bhopal, MP (05-07 June 2024)



ICAR - KVK Visits – April to June 2024



Mr. Devesh Shukla, VNPL with Dr. Madhusmita Kataky, KVK Kamrup, Kahikuchi, Assam



Mr. Devesh Shukla, VNPL with Mr. Rupam Deka, RT, KVK Nalbari, Assam



Team VNPL with Dr. Bipul Kumar Das, SMS PP, KVK Darrang, Assam



Mr. Devesh Shukla, VNPL with Dr. Amrita Khound, SMS Horti. KVK Darrang, Assam



Mr. Saurabh Pradhan, SMS – Fruit Science with Dr. Himadri Rabha, PP & Dr. Nishita Pathak, SMS Horti. KVK Udalguri, Assam



Mr. Devesh Shukla, VNPL with Mrs. Angana Sarmah, SMS Horti. KVK Sonitpur, Assam



Mr. Devesh Shukla, VNPL with Dr. B C Deka, Head, KVK Golaghat, Assam



Mr. Saurabh Pradhan, SMS – Fruit Science with Dr. Nirajan Deka, HOD & Dr. Juli Sharma, SMS Hort. KVK Nagaon, Assam

ICAR - KVK Visits – April to June 2024



Mr. Devesh Shukla, VNPL with Dr. R S Deka, Head, KVK Morigaon, Assam



Team VNPL with Dr. M P Singh Head, KVK-ICAR-CIAE, Bhopal, MP



Mr. P. D. Dewan @ Horticulturist VNPL with Dr. A. S. Taru, KVK Head, Buldhana, MH



Mr. P. D. Dewan @ Horticulturist VNPL with Prof. B B Panchal, Horticulturist, KVK Surat, GJ

National Mango Festival, IGKV, CG – 12 to 14 June 2024



Team VNPL participated in National Mango Festival at IGKV, Raipur, CG



Dr. Girish Chandel, VC, IGKV at National Mango Festival, IGKV, Raipur, CG



Shree S. Jagdishan, IFS, Dir. of Horti. CG at National Mango Festival, IGKV, Raipur, CG



Shree Amitabh Jain, IAS, Chief Secretary, Govt. of CG at National Mango Festival, IGKV, Raipur, CG



Shree Ramvichar Netam, Minister of Agri. at National Mango Festival, IGKV, Raipur, CG



Dr. Sanjay Alung, IAS, VC, MGUH&F, Durg, CG at National Mango Festival, IGKV, Raipur, CG



Smt. Madam Sohala Nigar, IAS, Agri. Prod. Commissioner, Govt of CG at National Mango Festival, IGKV, Raipur, CG



Mobile Number
9567358516

Sahanur Ali

Variety: VNR 3171

Sowing Area: 0.308 Acre

Row to Row Distance: 76.20 cm

1st Harvest Picking: 14-01-2023

Total Yield: 70 quintal

Total Revenue: Rs. 1,05,000

Crop: Tomato

Sowing Date: 04-11-2023

Plant to Plant Distance: 76.20 cm

Till Date Yield: 70 quintal

Total Expense: Rs. 20,000

Net Income: Rs. 85,000

Address: Village-Kajiamati, District-Baksa, Assam



Mobile Number
8099030713

Mahammad Rasid Ali

Variety: VNR VBH 11

Sowing Area: 0.8 Acre

Row to Row Distance: 2 ft

1st Harvest Picking: 15-04-2024

Total Yield: 26 quintal

Total Revenue: Rs. 61,000

Crop: Okra

Sowing Date: 28-02-2024

Plant to Plant Distance: 0.5 ft

Till Date Yield: 26 quintal

Total Expense: Rs. 15,000

Net Income: Rs. 46,000

Address: Village-Bhokamari Hasyar, District- Kamrup, Assam



Mobile Number
9365479801

Baharul Islam

Variety: VNR Sana

Sowing Area: 0.308 Acre

Row to Row Distance: 106.68 cm

1st Harvest Picking: 20-03-2024

Total Yield: 55 quintal

Total Revenue: Rs. 70,000

Crop: Cucumber

Sowing Date: 02-02-2024

Plant to Plant Distance: 39.62 cm

Till Date Yield: 55 quintal

Total Expense: Rs. 15,000

Net Income: Rs. 55,000

Address: Village-Rampur, District-Barpeta, Assam



Mobile Number
9365726426

Abu Taher

Variety: VNR CU-2

Sowing Area: 0.17 Acre

Row to Row Distance: 150 cm

1st Harvest Picking: 29-06-2024

Total Estimated Yield: 38 quintal

Total Estimated Revenue: Rs. 87,000

Crop: Cucumber

Sowing Date: 23-04-2024

Plant to Plant Distance: 60 cm

Till Date Yield: 30 quintal

Total Expense: Rs. 12,000

Net Income: Rs. 75,000

Address: Village-Rangaloo, District-Nagaon, Assam



Mobile Number
6901769559

Arjun Baroi

Variety: VNR Manas

Sowing Area: 0.17 Acre

Row to Row Distance: 180 cm

1st Harvest Picking: 21-03-2024

Total Estimated Yield: 22.5 quintal

Total Estimated Revenue: Rs. 88,000

Crop: Bitter Gourd

Sowing Date: 05-02-2024

Plant to Plant Distance: 60 cm

Till Date Yield: 22 quintal

Total Expense: Rs. 30,000

Net Income: Rs. 55,000

Address: Village-Puthikhal, District-Cachar, Assam



Mobile Number
9864793577

Kanak Deka

Variety: VNR 58

Sowing Area: 0.1 Acre

Row to Row Distance: 2 feet

1st Harvest Picking: 27-04-2024

Total Yield: 20 quintal

Total Revenue: Rs. 16,000

Crop: Pumpkin

Sowing Date: 05-02-2024

Plant to Plant Distance: 1.5 feet

Till Date Yield: 20 quintal

Total Expense: Rs. 2,500

Net Income: Rs. 13,500

Address: Vill- Ramdiya, District- Kamrup, Assam

- *Shared by Dibakar Das, Sales*



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feedback vnrmagazine@gmail.com