



# IMPACT

Volume – 31 (Jan to Mar 2023)



## IN THIS ISSUE

- Editorial
- Achievements
- Events
- Knowledge Zone
- Training
- VNRites Zone
- Promotions
- Media
- VNR Nursery
- Farmer Success Story

Dear Readers,

We're excited to present to you the latest edition of our magazine, featuring a collection of insightful articles that we hope you'll enjoy. Our team at VNR Seeds has worked hard to bring you the latest news and trends, along with practical tips and advice to help you lead a more fulfilling life.

We're thrilled to share that VNR Seeds received an excellence award by the Foundation for Advanced Training in Plant Breeding (ATPBR) for "Excellence in Seed Industry for the Year 2023." It's a true testament to our commitment to providing high-quality vegetable seeds to farmers and helping them achieve better yields.

This quarter, VNR achieved an important milestone. We're proud to inaugurate our new seed processing and drying facility at Boriya, Chhattisgarh. This state-of-the-art facility will help us maintain our quality standards, increase overall processing capacity, and will help in serving the farmers better.

We're also making strides in expanding our brand across international borders. Recently, we launched our vegetable seed brand and signed a memorandum of understanding at a ceremony held in Dhaka, Bangladesh. We also participated in the Bangladesh Seed Congress 2023, showcasing VNR products and tapping the opportunities in the seed sector.

We have a wide product portfolio of high-quality seeds that serve the needs of the farmers. We organised an event showcasing various vegetable and field varieties at **CHAYAN**", the Crop Show 2023. We had many business partners, corporate guest, international guests and farmers witnessing our product strength, followed by a briefing on our future roadmap and a gala get-together.

We had a wide range of training programs aimed at enhancing functional knowledge, developing soft skills, and ensuring welfare. These programs included training on presentation skills, usage of the Ceasefire fire extinguisher, effective farmers' meetings and complaint handling, the art of selling, fertilizer management, etc.

We also celebrated International Women's Day with a "Tell Your Story" article and with female farmers through an event organized in Raigad (MH). We believe in the importance of work-life balance, which is why we organize events to promote employee engagement, such as our cricket league and Holi celebration. Additionally, we organized a Mahashivratri pooja at our Deorjhal plant in Chhattisgarh.

Finally, we understand the importance of mindfulness and mental well-being. That's why we bring you a wonderful article on "Embrace the Present with Mindfulness," which is focused on the benefits of mindfulness and how it can help individuals achieve a healthier and happier life. We hope this will benefit all of us.

We hope you enjoy reading our magazine and gain valuable insights from our articles.

**Happy Reading!**

**VNR Editorial Team**



# ACHIEVEMENTS

## VNR receives the “Excellence in Seed Industry” Award!

VNR Seeds has been recognised with the prestigious ‘**Excellence in Seed Industry**’ award for the year 2023 by the ATPBR (Foundation for Advanced Training in Plant Breeding).

ATPBR is a non-governmental, not-for-profit organisation whose goal is to strengthen plant breeding research-for-development (R4D) capacity in India.

ATPBR aims to be a platform to facilitate and catalyse public and private partnerships in the seed industry, promote global partnerships through research for development, sensitise people to appreciate and value the importance of plant breeding research for a vibrant seed industry, and nurture young plant breeders through upgradation in the use of cutting-edge technologies.



### Citation of VNR achievements for the award



*Excellence in Seed Industry Award To,  
VNR Seeds Private Limited*



*For the year 2023*

VNR an eminent torch bearer in indigenous seed industry, having captivated it with their standards of excellence over the last two decades, silently emerged as a very productive seed company reaching an annual turnover of INR 3.85 billion last year. They have a 100% subsidiary in Bangladesh and are also active in many countries, emerging as a promising Indian MNC in the global seed industry. The founder of VNR envisaged a knowledgeable and prosperous farming community. This vision continues to drive VNR in its pursuit of research using modern tools to deliver innovative products to the market. They have a robust sales & marketing team who built a strong network of farmers for knowledge transfer. VNR strongly believes in giving back to the community innovatively. VNR products are bred to cater to the needs of the farming community and they are serving more than 2 million farmers directly. Owing to their superior performance, 9 vegetable and paddy hybrids have been notified for large scale cultivation by CVRC, Ministry of Agriculture. VNR seeds is a market leader in Bitter gourd through varieties like VNR 28 and Akash. VNR has developed Bold and Short fine segments in Hybrid rice and is the 1st to develop its BPH resistant and BLB resistant hybrids in early and medium duration. In Brinjal, VNR 212 and VNR 218 have high yield and wide adaptability and BR-5 is bacterial wilt tolerant. In Chilli, VNR 305, VNR 38, Nutan are very high performing hybrids. These and commercially introducing Vegetable Grafting Technology in India have significantly increased farmer incomes VNR fosters an innovation culture, supported by a rich pool of germplasm, has excellent high-tech biotech laboratories for molecular marker analysis, tissue culture and doubled haploids. It has in-house R&D centres for conducting research and multi-location testing manned by highly qualified team of scientists. They collaborate with renowned National and International Research Institutions and participate in their conferences, trainings, associations etc to gain information on state of art technologies in the seed sector. VNR's R&D centres are certified by DSIR accreditation& its Quality Assurance facility is accredited by NABL.

Under CSR, VNR empowers rural education through funding operations of several schools in villages. They conduct medical camps for blood donation from time to time with the help of Red Cross Society across different work stations of VNR Seeds. VNR supported the International Council for Research in Agroforestry by distributing seeds of different vegetable and cereal crops for empowering tribal households in Odisha and Jharkhand states to help reduce migration of rural workforce and making them self-sufficient. Over the past 15 years, more than 200,000 farmers have visited VNR facilities to see and learn modern horticultural practices that they have adapted. VNR never flinches from its mission even in testing times.

*The Foundation for Advanced Training in Plant Breeding (ATPBR) is pleased to recognize the contribution of VNR Seeds to the Indian Seed Industry by awarding the “Excellence in Seed Industry Award”.*





It is a moment of great pride for all VNRites that VNR Seeds inaugurated another *Seed Processing plant and Seed Drying facility* at village Boriya, Teh-Berla, Dist-Bemetara, Chhattisgarh, on 12 March 2023, in the presence of the entire VNR family, including the management team, VNRites, their family members, and associates. It is a world-class, fully integrated seed processing plant of capacity 10MT per hour and a dryer of capacity 120MT per batch, integrated with an online seed processing plant. It is built upon 30 acres of land strategically located on Ahiwara-Berla road, 40 km from the district headquarters in Raipur, Chhattisgarh. It is fully automated and integrated with the SCADA (Supervisory Control & Data Acquisition) system. The warehouse structure spans over an area of 1,80,000 square feet and has a storage capacity of 9,500 metric tonnes. Godown infrastructure has a seamless roof made by using high-quality standard insulation to maintain the low temperature within the warehouse. There are a lot of unique features in this plant. This facility is automated with the latest and high-end technology IT infrastructure. The other facilities at the plant are: an electronic weighbridge of 60 MT capacity, Crewnest, cafeteria, creche, Lord Shiva temple, lush green garden, driver retirement room and a hi-tech parking facility. The premises have a large orchard spanning an area of 1.5 acres with different varieties of fruits and spice plants to enrich the environment. The facility has a 33 KV uninterrupted electrical line equipped with 500 KVA and 62.5 KVA generators for power backup. Installed processing & drying machines are imported from Cimbria Heid GmbH-Austria, and a high-speed packaging facility is equipped with Yamato, Japan. This godown is equipped with a 'Rail Guided Vehicle (RGV) to shift material from one end to another' with an intermediate station for loading and unloading material within the godown. This world-class facility is the third processing unit of VNR, creating a significant milestone in the automation journey of VNR!



## “CHAYAN” The Crop Show-2023



VNR successfully completed the third crop show, ‘Chayan 2023’, from March 12-21 at CG. More than 190 innovative varieties of 19 vegetable and field crops were showcased at Chayan, spread across 5 acres. We had more than 1000 visitors: trade partners, institutional buyers, international business delegates, farmers, and guests. This crop show witnessed a lot of enthusiasm and appreciation from the visitors. The event also had several interactive sessions where visitors could ask questions and get answers from the experts. The crop show, organised by VNR Seeds, was again a grand success.







## Vegetable Seed Brand Launching And MOU Signing at Dhaka, Bangladesh

Shared by Salil Kumar Srivastava, Sales

VNR Seeds Pvt. Ltd. India, and East Bengal Seed Company, Bangladesh, signed a memorandum of understanding on February 26, 2023, in Dhaka, Bangladesh, to market the VNR brand of vegetable seeds in Bangladesh. Mr. Vimal Chawda (MD) and KBD (Krishi Bid) Nazrul Islam (MD-East Bengal Seed) signed the agreement. Mr. Atul Sah (Business Head) shared introduction of the VNR group companies and briefed about the VNR products. The event included officials from both companies, seed scientists, researchers from various agricultural universities, and senior officials from the Ministry of Agriculture, Plant Quarantine Wing, and DAE. The brand launch for VNR Vegetable Seeds was also held, with distributors from different parts of the country participating in the event.



## Bangladesh Seed Congress-2023 at Dhaka, Bangladesh

Shared by MD Mamun-Ur-Rashid

VNR Seeds Bangladesh participated in the Seed Congress organised by Bangladesh Seed Association (BSA) on 11-13, February 2023, in Dhaka, Bangladesh with their booth showcasing the products from the VNR Portfolio. The Seed Congress, held under the patronage of the Ministry of Agriculture, Government of Bangladesh, aimed to promote seed self-sufficiency with increased production and access to quality seed. The Honorable Agriculture Minister, Md. Abdur Razzaque, inaugurated the event and emphasized the importance of good quality seeds for increasing productivity. The Congress attracted several prominent guests, including representatives from the Food and Agriculture Organization and the International Seed Federation. Participating seed producing companies, research institutes, non-profit organizations, and agricultural universities, set up booths displaying innovative solutions for low-cost and high-return farming.



## "Building Camaraderie and Team Spirit Through Cricket @ VNR"

Office cricket matches are a great way to build camaraderie and team spirit among colleagues. Every year, VNR conducts cricket matches for VNRites. There were 4 teams: “**VNR Krish**”, “**VNR Bheem 115**”, “**VNR Jack E**”, and “**VNR Express**”, who fought for the winning trophy. The matches were held at Sardar Vallabhbhai Patel ground, Raipur on 29th Jan 2023. This year’s cricket matches became more exciting as 1st ever VNR Women’s Cricket Team were announced. There were 2 teams - “**VNR Unnati**” and “**VNR Janhavi**”, who played with each other for the trophy.

The excitement level was amazing to see not only in the team but also in the audience, which was there to cheer them all. As the match progressed, the competition intensified, with each team giving their best to secure a win. The atmosphere became electric, with cheers and applause ringing out as each team made their mark.

At the end, it was “**VNR Bheem 115**” from the men’s team and “**VNR Unnati**” from the women’s team that emerged victorious, having played a strong and strategic game. However, all the teams walked away feeling like winners, having bonded with their colleagues and having a great time playing cricket together.



## VNRites celebrate Holi, the festival of colours!



**"Holi Hai"**....The word itself brings happiness and cheer to all. Holi is a popular and significant Hindu festival celebrated as the Festival of Colours, Love, and Spring. VNRites celebrated Holi at the Corporate Centre office, enjoying with teammates and colleagues.

The highlight of the celebration was the use of organic colours, the distribution of sweets, and delicious thandai, adding more fun and excitement to the celebration. The VNRites enjoyed the festival celebration and created some wonderful memories to be cherished for a long time.

## Mahashivratri Pooja @ Deorjhal Plant, CG

Like every year, VNR celebrated the holy festival of Mahashivratri with great enthusiasm at the Seed Processing Plant, Deorjhal (C.G.) on February 18, 2023. The team members, along with their families, participated in the festival rituals, offering special prayers to Lord Shiva. The plant temple was decorated with flowers and lights, creating a festive atmosphere for everyone to enjoy. The plant organised various fun activities and entertainment programs like music, games, etc., followed by delicious food to be relished. Mahashivratri goes hand-in-hand with the serving of "Thandai", a special drink savoured on this occasion. Everyone had a great time with each other and their family members.





## VISHING CALLS



One day, Sandy received a call.

Fraudster: "Hello Sir, I am calling from XYZ Bank."

Sandy: "Hi, what is the matter?"

Fraudster: "This is regarding your insurance policy. Your policy is activated, and you need to pay Rs18000 as a premium."

Sandy: "No! I don't have any insurance with XYZ bank."

Fraudster: "Sir, it got activated as a promotional offer at a very low fee. But if you don't need it, I will deactivate it."

Sandy: "I don't understand how you activated the policy without my consent, and why should I trust you?"

Fraudster: "Sir, I am calling you directly from the XYZ Bank customer care. I have all your details like Name, Address, Card details, DOB, Company Name and Designation."

Sandy: "Okay, so tell me how to deactivate the policy?"

### Do's:

- ✓ Always cross-check with your relationship manager or bank branch about any issue before trusting anyone.
- ✓ OTP is like a key to your safe wealth, so always keep it away from fraudsters.
- ✓ Report the incident to the nearest Cyber Crime Police Station and National Cyber Crime Reporting Portal at <https://cybercrime.gov.in>

1

For Hindi, click on the link → <https://vnrsseeds.org/Impact/index.html#2>





**Don'ts:**

- ✗ Don't trust unknown callers claiming to be speaking on behalf of banks asking for confidential information / details. Banks don't seek such details over phone.
- ✗ Never trust strangers in the digital world easily, and be cautious while answering calls from unknown numbers.

2

For Hindi, click on the link  <https://vnrseeds.org/Impact/index.html#2>

## Training Program on Presentation Skills at VNR

By Nandkishore Sharma, Logistics



Continuous improvement is a critical aspect of success in today's fast-paced business world. It involves identifying areas for improvement, setting goals, and working towards achieving them. We at VNR believe in continuous improvement to be future oriented. In continuation of this, a training program on "Presentation Skills" was conducted from 9-30, January 2023, on every Monday.

Effective communication is an essential aspect of any organization, and presentation skills are critical to achieving this goal. Therefore, it was a pleasure to lead the recent training program organised by our organization to enhance the presentation skills of our employees. The training program was designed to cater to the specific needs of our organization and employees.

It started with an introduction to the fundamentals of effective communication, including verbal and non-verbal cues, tone, and body language. The program then delved into the different types of presentations and their objectives, followed by techniques for preparing for a presentation. The program also covered various techniques for organizing information, creating an engaging opening and closing, and designing an effective visual aid. It provided tips for rehearsing a presentation and managing nerves. The training also emphasized practising the delivery of the presentation, with techniques for engaging the audience, projecting confidence, and handling questions and feedback. The participants were given ample opportunities to practice and improve their presentation skills, with constant feedback and evaluation provided by the trainer.

Overall, the presentation skills training program was a valuable investment for our organization. It aimed at improving communication skills, which are much needed for bettering relationships with clients and colleagues. VNR remains committed to providing its employees with the necessary training and development opportunities to help them excel in their roles and contribute to the company's success. The company looks forward to organizing more such training programs in the future to enable its employees to reach their full potential.



## Training on Use of Fire Extinguisher

Simply having fire extinguishers in a workplace or office building will not improve its fire safety unless occupants are sufficiently trained to use them. Therefore, it is imperative that employees undergo appropriate fire extinguisher training specifically designed for the building they occupy. VNR conducted training program on usage of Fire Extinguisher at various VNR premises - Corporate Centre (Raipur), R&D office (Raipur) and Deorjhal plant during January and February. Mr. Kishor Roy from Ceasefire Industries Pvt. Ltd. was the trainer for the session. It was a live demo session where the trainer showed the types and use of various extinguishers. He explained four major steps for using a fire extinguisher through the technique called **PASS**: 'Pull', 'Aim', 'Squeeze', and 'Sweep'. Employees were also given hands-on training on how to use fire extinguishers through practical exercises. The company recognizes the importance of fire safety in the workplace and takes all necessary steps to ensure the safety and well-being of its employees.



Corporate Centre, Raipur (CG)



Tatibandh Lab, CG



Deorjhal Plant, CG

## Training on Effective Farmers Meeting & Complaints Handling

VNR conducted a successful training program on "Effective farmer meetings and handling complaints" for front-line sales team members at five different locations: "**Lucknow**", "**Hyderabad**", "**Ranchi**", "**Raipur**", and "**Indore**". A total of 153 participants attended the training program. This was conducted by trainer Dr. B. Sivaprasad. The program aimed at honing the skills required for effectively conducting farmer meetings and handling customer complaints. This was an interactive classroom session customised to meet the needs of our team. The trainer covered topics like "how to handle complaints", "the key points to keep in mind while handling complaints", "techniques", "step-by-step technique for managing complaints", "dos and don'ts", "qualities of sales salesperson," etc. The program included a mix of interactive sessions and role-playing exercises to help employees develop their communication and problem-solving skills. Participants were amazed by the energy and enthusiasm shared by the trainer while delivering the sessions. Overall, the training was very informative, and by the end of the program, the participants had quite a few key learnings and insights regarding the topic that will help in contributing to the overall success of the organization.



**Lucknow- 3rd March 2023**



**Hyderabad-18th March 2023**



**Ranchi -20th March 2023**



**Raipur -22nd March 2023**



**Indore- 24th March 2023**



## Training on The Art of Selling

Shared by Ashish Nautiyal, Sales

**"Investing in your sales team's education and training is the best way to keep your company's revenue growing." Colleen Francis**

Keeping this thought in mind, we at VNR got this opportunity to train and educate our frontline team members for a program on "The Art of Selling" under **ENRICH** (the learning & development initiative). This workshop was conducted by an external trainer, Mr. Girish Joshi, who has more than 25 years of industry experience. It was a two-day session held across various locations: Hyderabad, Raipur, Ranchi, Indore, Nashik, Varanasi, and Lucknow. It was ensured that all territory incharges participated and groomed themselves through these interactive learning sessions. It was an educational as well as fun learning model where everyone learned through various real-life examples, videos, activities, presentations, and role plays. The topics covered were "Sales Effectiveness", "Team Motivation", "Sales Discipline", "Positive Mindset", and many other aspects where we learned how inculcating such habits regularly in our day-to-day routines will definitely help us achieve whatever we desire.

On day one, the training started with the START-STOP-CONTINUE technique of a habit. The major focus of the training was developing the skill set required in our domain. In any field, team coordination plays an important role at every stage. The batch was divided into four teams for training activities.

In the first hour, the major topic of discussion was 'What is selling?', and 'Why is it important to sell effectively?' Following this, we also discussed daily sales discipline and how to maintain it. We ended the first day by taking on the task of designing a sales funnel as a group assignment.

We started our second day with a previous day recap, and then each team presented the sales funnel they had prepared.



The second day's training agenda began after the presentations were done. 'Types of Need', 'How to Understand Customer Needs', 'TED Question: Tell Me, Explain to Me, Describe to Me', etc.

The two-day training program ended at last by revising all the discussed topics again to store them in long-term memory and with a promise to apply them in day-to-day life to make it more effective in the long run.

We as a team also realised that "we need to undergo training and keep learning until we get it right."

## Training on Fertilizer Management

On March 24th, 2023, VNR conducted a virtual training program focused on "Fertilizer Management". The training was led by Mr. Ketan Balasaheb Raundal (PD) and Mr. Sanjay Singh (Sales) with a total of 20 participants, including MDOs from the CG-VC Sales team and Product Development team. The primary goal of the training was to equip team members with the skills necessary to handle farmer complaints in a more effective manner and provide support related to crop management. During the session, Mr. Ketan explained how to improve crop growth, while Mr. Sanjay Singh discussed strategies to increase productivity.

Overall, the training program was successful, with great learning by the team.





# Tell Your Story

**International Women's Day**

(8 March 2023)

On Occasion of International Women's Day, celebrated on March 8, we bring you the life stories and experiences shared by the women@VNR. We appreciate their contributions at office, home in the various roles they play. Happy Women's Day to all female colleagues!



**Dr. Mahima Dubey, R&D**

My fascination with research led me to pursue a doctorate degree in science. It was exhausting to spend all day experimenting in the lab, and exams, presentations, and viva-voce always added to the load. However, experimental results were equally exciting and stimulating. Sailing through this journey was possible with constant encouragement from my better half. With his support, I have earned my doctorate and added several research papers to my credit. Efforts also accorded me the Chhattisgarh Young Scientist Award in Biotechnology. Hereafter, I joined VNR with the motto to serve a seed company by making the best utilization of my knowledge and expertise. I was happy to learn that the work culture here was pleasant, disciplined, and goal-oriented. In my four years of service, I have worked hard to make my best contribution. I am enjoying this phase of learning and improving, getting motivated, and motivating others.

My wish to contribute to agriculture through a scientific approach inspired me to join this profession. It's always been my goal to stay up-to-date with the latest developments, which is challenging in the competitive and ever-evolving field of science. Having two kids, especially twins, always made me concerned about balancing personal and professional responsibilities. But earnest efforts and generous support at work always helped me keep my personal and professional commitments. My role model is my father. One of the things that inspires me most about him is his ability to think beyond possibilities. I would like to convey to all women professionals that you can always do what you love, no matter how difficult or how late it is.



**Neha Jain, Logistics**

I believe that there are several factors that can motivate individuals to achieve workplace goals. In my case, my intrinsic motivation, like personal values, interest, and a sense of purpose, keeps me motivated.

Moreover, VNR provides a supportive work environment that includes supportive coworkers and managers who provide feedback and resources to achieve goals. Apart from that, some challenging work that is aligned with my interests and skills also helps to keep me motivated.

Looking back into my professional career, I have successfully completed my 4 years in this agriculture industry. Initially, I worked for a pesticide company, then moved into the seed industry.

Being qualified from a completely different field, earlier it was challenging for me to acquire domain knowledge. Gradually, I have learned to deal with these challenges, which ultimately helped me carve out and develop my knowledge and skills for future growth.

When I think about my role model, it can remind me of some famous names. Arundhati Roy is one of them.

Her struggle and success have had a very significant impact on my life as well. One of her books, 'The God of Small Things', is a powerful and moving novel that offers a window into the complexities of life in modern-day India.





**Pooja Acharya, Finance**



I find great motivation in the desire to continuously learn, grow, and make meaningful contributions to my team and organization. The values that guide me in this pursuit are a strong work ethic, attention to detail, and an analytical mindset, which I strive to apply to all aspects of my life. I am grateful for the opportunity to play a critical role in maintaining the financial health of my organization through Finance & Accounts. Although it is imperative to face challenges in all areas of life for anyone, one can always learn to convert them into opportunities.

It is instrumental to respond with grace and dignity along the way. It is evident that women with their unique leadership style & innovative perspective takes any organization to new heights be it Indra Nooyi, Sudha Murthy, Kiran Mazumdar Shaw, Vandana Luthra, Falguni Nayar & many more. I take pride in being a woman professional & women around me have always motivated and supported me to be a better version of myself. Let us continue pushing forward with kindness and empathy, creating a more inclusive and compassionate society for all.



**Taruna Choudhary, HR**

Every morning, when I leave my house and family for around 8-10 hours, one thing comes to mind: that I really need to do justice with my time. As I have invested 15-16 years of my life in my studies, I really need to utilize the skills I have gained. I try not to take any financial support from my partner or my parents.

I always found the HR profiles people focused and interesting. HR professionals can help employees succeed in their roles and navigate any hurdles they might face. I really see my career growth opportunities in this profile. Initially, when I joined as a fresher in my previous organisation, I was engaged in different jobs apart from core HR activities, and there was less understanding of HR's role. I always wanted to enter a core HR job that would motivate me. I joined VNR last year. I remember in our internal meeting, our senior told us that HR is like customer support for the employees. It meant that the HR profile is about keeping the employee first. I work with the same motto now.

I want to take a moment to acknowledge every woman's hard work and dedication. Whether you are a housewife or a working professional, please know that your contributions are valuable and important. You are really making a difference in your house, in your workplace, in your community, and in the entire world. My message for other women is just "**Go Little Rock Star**". I also encourage you to support and lift up other women in your workplace and beyond. We are stronger when we work together and lift each other up.

My role model is my dad. He served the Government of India for approximately 40 years. He was very disciplined. He always left the house for work a little earlier so he could reach his workplace before time and plan his entire day. I still remember one incident that left a deep impression on me. He was provided with a four wheeler by the government office. That time, I was around 12-13 years old, and I was going to school, so I asked the driver to drop me off at school. My dad called me inside the house and said, "This is not for our personal use; I will drop you off by my bike at the school". As a child, I could not understand his thinking, but now I truly admire his honesty and dedication towards his duties.





Pratibha Das, Admin

## Hello VNRites - Welcome to the month of spring blossoms!!!

My motivation at the workplace can be summarised as: 1. a sense of purpose, 2. recognition and rewards, 3. personal and professional growth, 4. supportive work environment, 5. job security

Let's move forward to my ultimate inspiration in life: my baba (father). From the beginning till now, he has shaped me into what I am today. Things may not always be the same or as expected due to different circumstances, such as; deviations, luck, and stubbornness. His thoughts are deeply ingrained in me to become self-dependent, to be able to rule my life as I want, and never to become slave to my thoughts and choices. But life is not always easy. Sometimes the path has thorns, and these difficult paths only make you understand how tough you are and what you learned from yesterday's mistake. Maturity comes from facing these consequences. Challenges in life make you a polished person by travelling the difficult pathways, and these are nothing but being tested by God for your endurance level. My mantra of life is, "Never blame anyone for your consequences; instead, work hard, and results will follow." Vo kehte hai na "तू कर्म करता जा फल तुझे स्वयं समय आने पर मिल जाएगा".

To all the professional women out there, I want to say that you are capable, talented, and deserving of success in your chosen field. Despite the progress made towards gender equality, women still face many challenges and obstacles at their workplace, but with hard work, determination, and support from each other, they can overcome these barriers and achieve their goals.

My role model is Dr. APJ Abdul Kalam Ji, he teaches us how to be simple and down to earth. Despite having immense knowledge, talent, and money, he chose to be humble and kind towards every living being. His words that have positively impacted me the most are, "If you want to shine like the sun, first be ready to burn like the sun, and don't rest after your first victory because if you fail the second time, more lips are waiting to say that the first victory was just luck".

## Women's day Celebration in Pen Market, Raigad, MH

Shared by Sandip Dinkar Nistane, Sales

Mr. Sandip Dinkar Nistane (TBM) and Mr. Anil Madhukar Gawai (MDO) from the sales department celebrated Women's Day on March 8 at various locations in Maharashtra: Durshet, Kharoshi, Balavali, Hamrapur, Kurdus, Bidwagale, Bandhan, Chohale, and Nagothane with the presence of Mr. Pradeep Subhashrao Patil (RBM) to honour female farmers. This was a very special moment for all. Gifts were distributed to all women present at the location. All the lady farmers were very happy with the given token of appreciation from the VNR team. They were excited and felt very special, as such a program had never been done before.



## Quiz & caption contest winners



### Answer - Sort the Jumble Words

1. NO MARF TNEMPOLEVDE - ON FARM DEVELOPMENT
2. OILS TSET DIPAR - SOIL TEST RAPID
3. OGRW TOU ETST - GROW OUT TEST
4. EEOLOYMPE FESL ERSECIV - EMPLOYEE SELF SERVICE
5. PENXESSE - EXPENSES
6. SYAEX - XEASY
7. SUFCO - FOCUS
8. RAHVSEINGT - HARVESTING
9. TENINSIVE ARFINGM - INTENSIVE FARMING
10. NVR EEANMA - VNR AMEENA

**CONGRATULATIONS**

To Quiz Winners



Sandeep Dewangan Rajat Kumar  
IT PD

Keep participating !!!

### Caption Contest winners



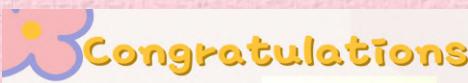
Caption Winner



AKASH KHANDELWAL  
R&D



Come together for worthy changes



Caption Winner



SAKET RANJAN  
R&D



Surround yourself with those people who will lift you higher



Caption Winner



DIKSHA SINGH  
MARKETING



A mother's life



Caption Winner



SUNIL VASUDEV KALASKAR  
PROCESSING



Dum Hai To Rok Lo



Caption Winner



SURENDRA SINGH BISHT  
SALES



Spare time for yourself



Caption Winner



SHIKHA KHADKA  
HR



Oh my dog!! I have no idea what I'm doing.



Vivid Reflections

## Embrace the Present with Mindfulness



Mindfulness is a state of active, open attention to the present moment without judgement or distraction. It involves being fully present and aware of our thoughts, emotions, physical sensations, and the environment around us. Mindfulness is about being in the here and now, rather than dwelling on the past or worrying about the future. While it is often associated with meditation, mindfulness can also be practiced in everyday life.

Here are some simple ways to incorporate mindfulness into daily life:

**Mindful Breathing:** Mindful breathing is the practice of bringing your attention to your breath and being fully present with each inhalation and exhalation. It is a simple and effective way to calm your mind, reduce stress, and increase overall well-being. Take a few deep breaths and focus your attention on the sensation of the breath moving in and out of your body. Allow your breath to flow naturally without trying to control it. Simply observe each inhale and exhale with curiosity and openness. This can be done anytime and anywhere, whether you're sitting in traffic or waiting in line at the grocery store.

**Mindful Eating:** Slow down and savor your food, paying attention to the colors, textures, and flavors. Notice how the food affects your senses and your body. Mindful eating is not about dieting or restricting food intake but rather about developing a healthier relationship with food and our body. Before starting your meal, take a moment to express gratitude for the food and those who prepared it. This can help you appreciate the nourishment and sustenance that food provides.

**Mindful Movement:** Mindful movement is the practice of bringing mindfulness to the way we move our bodies. It involves paying attention to the physical sensations, movements, and postures of the body with a sense of curiosity and non-judgement. Whether you're walking, exercising, or doing household chores, pay attention to the movements of your body and how they feel. Incorporate mindful movement into your daily routine, whether it's through yoga, stretching, or simple movements like walking or standing. Stay present and focus on the sensations in your muscles and joints.

**Mindful Listening:** Mindful listening is the practice of being fully present and engaged when listening to others. It involves giving our full attention to the speaker and being open and receptive to their words, without judgement or distraction. Listen actively, without interrupting or planning your response. Notice the tone of their voice, their body language, and the emotions behind their words. Put away distractions like your phone or laptop, and give the speaker your undivided attention. Try to put yourself in the speaker's shoes and understand their perspective. Avoid judgment or criticism and instead seek to understand their point of view.

**Mindful Speaking:** We are always taught to "Think twice before you speak." Mindful speaking is the practice of being intentional and present when speaking to others. It involves speaking with clarity, kindness, and authenticity while being fully present in the moment. By practicing mindful speaking, we can improve our communication skills, build stronger relationships, and cultivate a greater sense of authenticity and connection in our interactions with others. It can also help us to reduce misunderstandings and conflicts, and create a more positive and supportive social environment.



## Vivid Reflections

**Mindful Thinking:** Mindful thinking is the practice of being aware and intentional with our thoughts. It involves observing our thoughts without judgment or attachment, and cultivating a sense of curiosity and openness towards them. Take a few moments to observe your thoughts without judgment. Notice what thoughts arise and how they make you feel. Instead of trying to push away or ignore unwanted thoughts, approach them with curiosity and openness. Ask yourself questions like "why am I feeling this way?" or "what can I learn from this thought?". Be kind and compassionate towards yourself as you observe your thoughts. Remember that all thoughts are temporary and that it is natural to have a range of emotions and feelings. Bring your attention back to the present moment whenever you notice your mind wandering.

**Mindful Technological Usage:** Mindful technological usage is the practice of using technology intentionally and in a way that supports our well-being, rather than letting it control us. It involves using technology in a way that is aligned with our values and goals, and being aware of the impact that technology has on our mental and physical health. Before using technology, set clear intentions for what you want to accomplish. This can help you to avoid getting sidetracked by distractions and focus on what is most important. Take breaks from your phone, computer, and other devices throughout the day. When you do use them, be intentional and mindful about your usage. Notice how you feel before and after using technology.

Practicing mindfulness in daily life can help us to be more present, reduce stress, and improve our overall well-being. By bringing awareness to our everyday experiences, we can cultivate a deeper sense of connection and fulfillment in our lives.

**Always Grateful,  
Pooja Acharya, Finance**

Suggestions, Feedback & Any Spiritual Discussion is welcome at-  
[poojaacharya.vspl@gmail.com](mailto:poojaacharya.vspl@gmail.com)



## Media

**संक्षिप्त**



भाजीपाला विक्री करणाऱ्या महिलांचा सन्मान  
पेण : जागतिक महिला दिनानिमित्त बुधवारी भाजीपाला पिकविण्याचा  
महिलांचा सत्कार करण्यात आला. तालुक्यातील विविध गावात जाऊन  
हा सन्मान करण्यात आला. भारतातील विवाहे क्षेत्रातील अग्रण्य कंपनी  
व्ही.एन.आर. सीझूस रायपूरार्के जागतिक महिला दिनानिमित्त पेण  
तालुक्यातील इरुशेत, खरोशी, बळजली, हमरापूर या गावातील महिलांना  
त्याच्या गावात जाऊन व्ही.एन.आर. सीझूस कंपनीरुक्ते भाजीपाला  
पिकविणा-या महिलांचा सत्कार करण्यात आला. व्ही.एन.आर. सीझूस  
कंपनी ही कारबो विकासातील वाण 'नंदिता' या वाणाची (वी-विवाहे)  
निवड ज्या महिलांनी केली होती, त्वा महिलांना घेटवत्स देवात आली.  
या कारबोमासाठी कंपनी प्रतिनिधी द्वारा प्रदीप पाटील (आगरपाटम),  
संदीप निताने (टीवीसंप्र-नाशिक) आणि अनिल गवर्ड (एमडीओ-  
रायगड) यांच्यासह दुर्शेत, खरोशी, बळजली, हमरापूर गावातील  
सरपंच, सदस्य व नागरिक उपस्थित होते.



Team VNR Nursery participated in “Meeting & Workshop on Clean Plant Program at Nagpur & New Delhi



Excellency Governor of MH - Shree Ramesh Bais with VNR Uttam - Laxmanphal. Mr. Devesh Shukla, VNR Nursery presented the fruit & briefed him about the characteristics



Team VNPL with Dr P.K. Tripathi-DDG,Horticulture, CPWD, New Delhi



Prof. Pravat Kumar Roul, VC OUAT, Bhubaneswar, OD with Mr. Saurabh Pradhan, SMS - Fruits, VNR Nursery



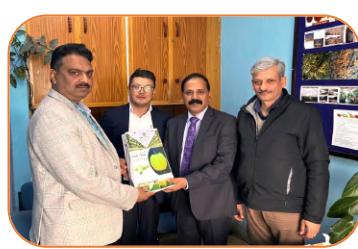
Dr. D.R. Singh VC of BAU Sabour at Kisan Mela, BAU Sabour, BR



Dr. A K Singh - Director, IARI, New Delhi with Mr. Devesh Shukla HOD



Dr. T Damodaran - Director of CISI, UP with Mr. Devesh Shukla HOD



Team VNPL with Dr D S Thakur - Director & Dr D K Gupta - Procurement officer, HP Shiva



Dr. Yogita Sharma - HOD & PC, KVK, UNA, HP AND Mr. Devesh Shukla HOD

## World Agroforestry



World Agroforestry Organised Training Programmes at Dist. Nuapada & Balangir, OD on “Management of Fruit Trees for Higher Production & Value Addition” Team VNR Nursery did Presentation, Demonstration & Training on the same.



Mr. Priya Darshan Dewan - Horticulturist @VNR Nursery briefing growers on VNR Bihi Cultivation @ Nandurbar, MH organised by BAF



Dr. Som Dev Sharma, Dean,  
Dr YSPUH&F, Solan, HP, &  
Mr. Devesh Shukla HOD



Team VNPL receiving First Prize in Stall Category at BAU Sabour, BR

## VNR Nursery Participation @ Agri. Exhibitions (Jan – Mar 2023)



@Pusa Kisan Vigyan Mela at IARI, New Delhi



Dr. P.K. Tripathi -Ex DDG, CISH, UP



@National Horticulture Fair 2023 at IIHR, Hessarghatta, KA



Dr. Sanjay Kumar Singh - Director of ICAR-IIHR, KA



Kisan Mela at BAU Sabour, BR



Dr. Pravin Kr Dwivedi KV Head, Bhojpur, BR



@Krushi Odisha at Bhubaneswar, OD



@ Krushi Darshan 2023 at Hisar, HR



Dr. P.P. Rao Director of North Eastern TTC, Assam



@ CGYPKS Kisan Mela at Durg, CG



Dr. G. Karunakaran Principal Scientist & Head CHES, IIHR

## “9<sup>th</sup> Training cum workshop on Grafting Technology in Vegetables & It’s Business Opportunity” 27 Feb – 3 Mar 2023



# FARMER SUCCESS STORY

## Ajay Jaiswal



**Mobile Number**  
9399978302

Variety: VNR 2253	Crop: Paddy
<b>Sowing Area:</b> 0.5 Acre	<b>Sowing Date:</b> 29-06-2022
<b>Row to Row Distance:</b> 6 Inch	<b>Plant to Plant Distance:</b> 6 Inch
<b>Duration:</b> 125 days	<b>Till Date Yield:</b> 13 quintal
<b>Total Estimated Yield:</b> 13 quintal	<b>Total Expense:</b> Rs. 8,000
<b>Total Estimated Revenue:</b> Rs. 32,500	<b>Net Income:</b> Rs. 24,500
<b>Address:</b> Village-Karri Chalgali, Block & Dist-Balarampur, CG	

## Sukhdev Singh



**Mobile Number**  
9301591079

Variety: VNR 2121	Crop: Paddy
<b>Sowing Area:</b> 1 Acre	<b>Sowing Date:</b> 29-06-2022
<b>Row to Row Distance:</b> 5 Inch	<b>Plant to Plant Distance:</b> 5 Inch
<b>Duration:</b> 110 days	<b>Till Date Yield:</b> 23 quintal
<b>Total Estimated Yield:</b> 23 quintal	<b>Total Expense:</b> Rs. 16,000
<b>Total Estimated Revenue:</b> Rs. 57,500	<b>Net Income:</b> Rs. 41,500
<b>Address:</b> Village-Baswahi, Block-Sohnat, Dist-Korea, CG	

## Yogendra Sahu



**Mobile Number**  
6266829217

Variety: VNR 2452	Crop: Paddy
<b>Sowing Area:</b> 0.5 Acre	<b>Sowing Date:</b> 02-07-2022
<b>Row to Row Distance:</b> 6 Inch	<b>Plant to Plant Distance:</b> 6 Inch
<b>Duration:</b> 142 days	<b>Till Date Yield:</b> 17 quintal
<b>Total Estimated Yield:</b> 17 quintal	<b>Total Expense:</b> Rs. 10,500
<b>Total Estimated Revenue:</b> Rs. 33,150	<b>Net Income:</b> Rs. 22,650
<b>Address:</b> Village-Jamli, Block-Magarlod, Dist-Dhamtari,CG	

# FARMER SUCCESS STORY

## Gajendra Kumar



**Mobile Number**  
7987310103

**Variety:** VNR 2452

**Sowing Area:** 0.5 Acre

**Row to Row Distance:** 6 Inch

**Duration:** 144 days

**Total Estimated Yield:** 16.5 quintal

**Total Estimated Revenue:** Rs. 32,175

**Crop:** Paddy

**Sowing Date:** 02-07-2022

**Plant to Plant Distance:** 6 Inch

**Till Date Yield:** 16.5 quintal

**Total Expense:** Rs. 10,400

**Net Income:** Rs. 21,775

**Address:** Village-Bhendarwani,Block-Bhakhara,Dist-Dhamtari,CG

## Amresh Ray



**Mobile Number**  
9977915777

**Variety:** VNR 2121

**Sowing Area:** 0.5 Acre

**Row to Row Distance:** 5 Inch

**Duration:** 110 days

**Total Estimated Yield:** 11 quintal

**Total Estimated Revenue:** Rs. 22,000

**Crop:** Paddy

**Sowing Date:** 29-06-2022

**Plant to Plant Distance:** 5 Inch

**Till Date Yield:** 11 quintal

**Total Expense:** Rs. 8,000

**Net Income:** Rs. 14,000

**Address:** At post-Hirapur, Dist.-Betul ,MP

## Yuvat Kumar



**Mobile Number**  
7000818179

**Variety:** VNR 2121

**Sowing Area:** 1 Acre

**Row to Row Distance:** 6 Inch

**Duration:** 113 days

**Total Estimated Yield:** 22.50 quintal

**Total Estimated Revenue:** Rs. 56,250

**Crop:** Paddy

**Sowing Date:** 27-06-2022

**Plant to Plant Distance:** 6 Inch

**Till Date Yield:** 22.50 quintal

**Total Expense:** Rs. 17,000

**Net Income:** Rs. 39,250

**Address:** Village-Junapara, Bisanpur Nagar Dist-Korea, CG

- *Shared by Pushpendra Kumar, Sales*



## VNR SEEDS PVT. LTD.

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



Volume - 31 (Jan to Mar 2023)

Please share your suggestions and  
feedback [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com)