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**VNR Impact**

Volume - 11, January-March 2018

## **VNR Representation in AGRICULTURE MISSION 2022**



(In first row, Honorable Prime Minister; Shri Narendra Modi, Union Minister of Agriculture and Farmers Welfare; Shri Radha Mohan Singh, Governor of Himachal Pradesh; Acharya Dev Vrat. In second row, 6th from left is VNR Chairman Dr. Narayan Chawda standing along with other representatives)

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# Editorial

Dear Readers,

Bonjour! Welcome to the special sports edition of VNR Impact. This edition covers two of our winter special sports tournaments: the Badminton Championship and the VNR Cricket League. The sports fever was really high this time with one event following the other.

Apart from sports, the most awaited award evening 'MILAN' was held at Raipur. Many VNRites along with their families were felicitated with the Long Service Awards and the celebrations took place with a big bang! Read the VNR Events zone to witness the fun.

It's a matter of great pride for VNR that our founder, Dr. Narayan Chawda was invited as a delegate by the Niti Aayog under the guidance of Prime Minister Narendra Modi for the Conference "Agriculture Mission 2022 – Doubling Income of Farmers", representing Chhattisgarh state for sharing his ideas regarding the steps to be taken by the government for achieving the mission. He was also bestowed with an honorary fellowship, thus adding another feather in his cap.

Celebrations were seen on company premises for important festivals like Mahashivratri and Holi. This quarter has been an eventful quarter with VNRites coming together on various occasions and bonding with each other. VNR recognizes the indomitable spirit of women on the occasion of International Women's Day. The celebration was marked by the presence of special guests, who had their inspirational journeys to share. This quarter has witnessed the highest number of employee engagement events.

Continuing on the learning curve, some more training programs were held during this quarter for the front level as well as for the corporate team. Delegates from VNR participated in various agriculture fairs and conferences, thereby spreading awareness, experiences and knowledge with the farmers. We also present glimpses of the international tour of our business partners as recognition through our MITAAN club program.

We are happy to see that the popularity of the VNR Magazine is growing day by day with readers enjoying the news and sharing their valuable suggestions. We are glad to see the growing contributions towards the magazine. We intend to provide VNRites with a memorable reading experience and we hope readers will find the news both knowledgeable and entertaining!!

Keep sharing your valuable suggestions at [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com)

Happy Reading :-)

Editorial Team

# Reward & Recognition

## Milan 2018—The Award Night

'Milan' means coming together for a wonderful exchange of experiences and joy. This remarkable evening was marked by celebrating the long services of team members who achieved the milestone of completing 7 long years of association, dedication, and contribution to the organization. The evening began with the lightening of the lamp, followed by mesmerizing dance performances interspersed with melodious Bollywood songs. The program brought forth many internal talents who grooved to the music and dance numbers on the stage. Our talented in-house singer, Mr. Navin Agrawal from the IT department played Melodica, a musical instrument and churned out very melodious music. The awardees along with their family members were recognized with a memento and an award by the management leadership team of Mr. Vimal Chawda (MD), Ms. Hema Chawda (Director), Mr. Arvind Agrawal (Director) and Mr. Atul Sah (Business Head). The charged up VNRites danced to the tune of the songs and their dance moves made the atmosphere totally electrifying.

The following are the Long Service Awardees;

1. Mr. K. Venkatesh (Production)
2. P. Vittal (Production)
3. Dwarika Mahto (Sales)
4. Devidas Ramdas Chikate (Sales)
5. K. Surender (R&D)
6. Amitosh Singh (Sales)
7. Mahendra Singh Rajput (R&D)
8. Ravindra Agrawal (Logistics)
9. Pravin Kumar (Product Development)
10. Kolakani Ramesh (Admin)
11. Komal Singh Pal (R&D)

VNR appreciates the diligence, dedication and contribution of these team members and their families who supported the organization throughout their journey during these 7 years of association.





# MILAN 2018

## The Award Night



## VNR R&R Program: Performance Awards (Apr-Sep 17)

There is a saying that hard work always pays off! The Awards and Recognition program was launched recently with the objective to motivate the team members by recognizing their efforts and to drive a culture of performance. The first set of winners of the 'Performance Award' have been announced. The nominations came from respective departmental HODs based on pre-defined criteria.

These winners have shown Exceptional Performance in their respective areas of work, assessed for the period Apr-Sep 17. VNR recognizes their efforts. The winners shall be presented with a certificate, Memento and an invitation for luncheon meeting with the Management team.

### Congratulations to the Winners of the Performance Awards!



Anubhav Sharma  
(Sales, CG)



Diwakar Bhaduria  
(Sales, Central UP)



Raj Kumar  
(Sales, Jharkhand)



Ram Prakash Singh  
(Sales, J&K)



Ravindra Gopale  
(Sales, Maharashtra)



Sirsak Panda  
(Sales, WB)



Sachidanand Kumar  
(Sales, Bihar)



Tameshwar Thakre  
(Sales, Maharashtra)



Deepankar Sarkar  
(R&D, CG)



Komal Singh Pal  
(R&D, Telangana)



Mahendra Singh Rajput  
(R&D, Telangana)



Harendra Kumar  
(IT, CG)

# Achievements

## Chairman represents CG in Agriculture Mission 2022 - Doubling Income of Farmers

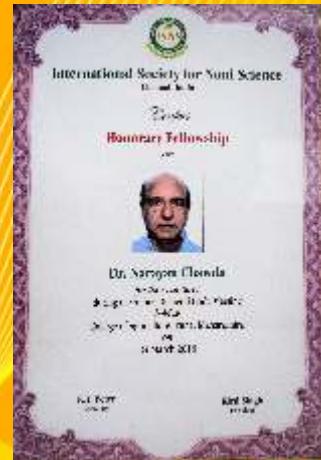


(In first row, Honorable Prime Minister; Shri Narendra Modi, Union Minister of Agriculture and Farmers Welfare; Shri Radha Mohan Singh, Governor of Himachal Pradesh; Acharya Dev Vrat. In second row, 6th from left is VNR Chairman Dr. Narayan Chawda standing along with other representatives)

It's a matter of great pride and honor for us that our Founder and Chairman Dr. Narayan Chawda was invited by the Ministry of Agriculture & Farmers Welfare who organized a National Conference, "Agriculture Mission 2022- Doubling Income of Farmers" at Pusa, Delhi. The Conference was organized on the advice of the Honorable Prime Minister, Shri Narendra Modi, with a view to identify various critical issues relating to agriculture and farmers' welfare and finding appropriate solutions. The participants comprised of farmers, farmers' associations, scientists, economists, academics, trade industry, professional associations, NGOs, policy makers and officers who were assigned to different themes and sub-themes so that the issues could be examined from multiple perspectives and comprehensive recommendations were made. Dr. Narayan Chawda was a part of one such technical panel and gave his critical recommendations on this area as a representative from the state of Chhattisgarh. The Honorable Prime Minister shared his vision and insights on agricultural development and farmers' welfare.

## Chairman Awarded with Honorary Fellowship

Our chairman, Dr. Narayan Chawda has been awarded with an honorary fellowship by the International Society for Noni Science, Chennai for his contribution to the area of Research and Development in the field of agriculture.



## Panel Participation in workshop on 'Facilitating Credits to MSMEs in Chhattisgarh'

Mr. Arvind Agrawal (director) was invited as a speaker in a one day workshop on 'Facilitating Credits to MSMEs in Chhattisgarh' organized by PHD Chamber in association with SIDBI. The main focus of the workshop was to provide guidelines to the budding entrepreneurs with topics like guidelines and procedures for startups, forms of business organizations, incorporation of business, finance basics, means of finance and seeking finance from a bank.



# Training

## Training on “Use of Psychometric tool and Techniques of Interviewing”



The company organized training on a Psychometric tool; FIRO-B useful for selection & Interviewing skills on 8th- 9th February 2018 at Corporate Centre, Raipur, CG. The training was conducted by Mr. Vanraj Jhala, an international trainer and motivator who possess extensive knowledge in this field. Some novel concepts like Appreciative Inquiry, Leadership Quality & Scientific Mirror were covered. Role plays were conducted with the participants on various interviewing techniques to be used with emphasis upon situational interviews. Overall, the training was very useful to ensure proper recruitment techniques are used for right talent selection.

## Participation in Employers/EPF Members Workshop

Mr. Krishna Daheriya from the HR department was nominated in the ‘Employers/EPF Members Workshop’ held at Ujjain. The program covered areas related to online PF software, salient features of the schemes that can be availed under PF, Applicability of PF Act and other areas of PF to facilitate the employers and employees.



# Events

## VNR Badminton Championship 2018

Badminton demands a lot of concentration, practice, and endurance. A sport far beyond just managing a racket and a shuttle cock. This time, the Young Arms Foundation sponsored the VNR Badminton championship at the Corporate Centre, Raipur which was held from 11th to 13th January 2018. The participation took place in matches of Singles (Male), Singles (Female), and Doubles. The sports fever was very high during these 3 days with everyone enjoying their time. Everyone acted as supporters to cheer their team members. Some lighter moments were witnessed from the commentator and the judges. The winners and runners-up were presented with a trophy and a certificate.

### Winners

- |                     |   |
|---------------------|---|
| 1) Men's Singles:   | Mr. Arvind Agrawal (Director)                             |
| 2) Women's Singles: | Ms. Sakshi Chauhan (Finance)                              |
| 3) Doubles:         | Mr. Rajkumar Kundu (Processing)<br>& Mr. Sudeep Rana (PD) |

### Runner-Up

- |                     |   |
|---------------------|---|
| 1) Men's Singles:   | Mr. Pradeep Tiwari (Marketing)                        |
| 2) Women's Singles: | Ms. Teena Sahu (Processing)                           |
| 3) Doubles:         | Mr. Roopam Johri (HR)<br>& Mr. Deepankar Sarkar (R&D) |



# VNR Cricket League 2018

## Four Teams: One Dream

Cricket is one of the most popular sports which have brought lot of fame to our country. With very similar seriousness, the VNR Cricket League is played in VNR. The beautiful sunny day dawned on 18th February 2018 with excitement building at the cricket ground in Raipur where a large crowd of VNRites had gathered to cheer and enjoy the matches. There was a lot of speculation and guess work going on about who would be the winner of 2018 out of the four vibrant teams: VNR Boosters, VNR Champs, VNR Super kings and VNR Bulldozers. The first match was played between VNR Bulldozers and VNR Superkings which was won by VNR Super Kings. The second match was played between VNR Boosters and VNR Champs; and the VNR Boosters won.

The breathtaking performances were seen in the final match held between the winners of the first two matches: VNR Superkings and VNR Boosters. Despite VNR boosters having history of two consecutive wins in the last two years, VNR SuperKings won the match due to their "Do or Die" attitude thus setting an example of great team spirit.



## International Women's Day Celebration



International Women's Day 2018 is a global event that celebrates the social, economic, cultural, and political achievements of women. Young Arms Foundation celebrated the spirit of womanhood on this occasion at Corporate Centre, Raipur, with the female staff of VNR Seeds Pvt. Ltd. The occasion was made special by presence of three eminent personalities from vivid backgrounds. The guests were Ms. Sheetal Upadhyay (Currently the Brand Face of Chhattisgarh Miss Teen Queen Contest 2018), Mrs. Velu Chawda (Director of VNR Seeds), Mrs. Mukta Agrawal (A successful homemaker with expertise in niche areas).



The Chief Guest Ms. Sheetal Upadhyay is the brand face of Chhattisgarh for the upcoming beauty event; Miss Teen Queen 2018 and also an ex- Mrs. India Worldwide finalist. She is engaged in the initiative to support and save the girl child. She shared her experiences and tips of personality grooming based on her personal sessions during the beauty contest participation. She explained how it is important to look after oneself for confidence

and a good personality. Her topics included cat walking, Zumba, dancing, dinning etiquettes, games, dressing, etc.

The honorable guest, Mrs. Velu Chawda shared her life experiences with all preaching the value of hard work, determination, dedication, family support, and zeal which led to some great achievements in her life despite beginning from a humble background and being a homemaker. Despite the hurdles, she kept going on and today contributes greatly to her community by working on various social issues.

Our beloved guest, Mrs. Mukta Agrawal (w/o Director Arvind Agrawal) is a multitalented personality. Her specialty lies in her simplicity and love for traditional things. Saree, which is a symbol of Indian tradition and also a corporate wear, needs lot of expertise to be draped properly. With the increasing of fast lives, the art of draping Indian Saree is getting lost. Mrs. Mukta shared four ways of wearing Saree suiting different occasions.

A momento in the form of a plant was gifted to all females. The participants experienced a motivating and memorable evening.



## International tours of business partners through MITAAN Club

VNR initiated the MITAAN Club program to motivate and appreciate the contribution of the business partners towards the growth of the company. The business associates based on the sale volumes and value get categorized and rewarded accordingly. One such initiative to recognize the efforts led to the recent international tours to countries like Malaysia, Kazakhstan (Almaty) and South Africa, the VNR sales leadership team members led the tours to ensure that the business associates have a wonderful and memorable experience. We thank the partners for their contribution and wish for their continuing support.



Dealer's Visit to South Africa



Dealer's Visit to Almaty,



Dealer's Visit to Malaysia

## Participation in Indian Seed Congress 2018

Mr. Arvind Agrawal (Director) and Mr. Amit Kumar (Manager International) participated in the Indian Seed Congress 2018 at Colombo, Sri Lanka, the eighth edition of the mega seed industry event. They had an opportunity to meet with representatives of all major stakeholders including industry (seed & allied), policy makers, developmental agencies, scientific community and farmers' organization along with various delegates from the global seed industry.



## "Group Induction Program"

The group of new team members during their 3 days Group Induction Program that included the orientation sessions with various functional representatives and field visits to processing and production facility.

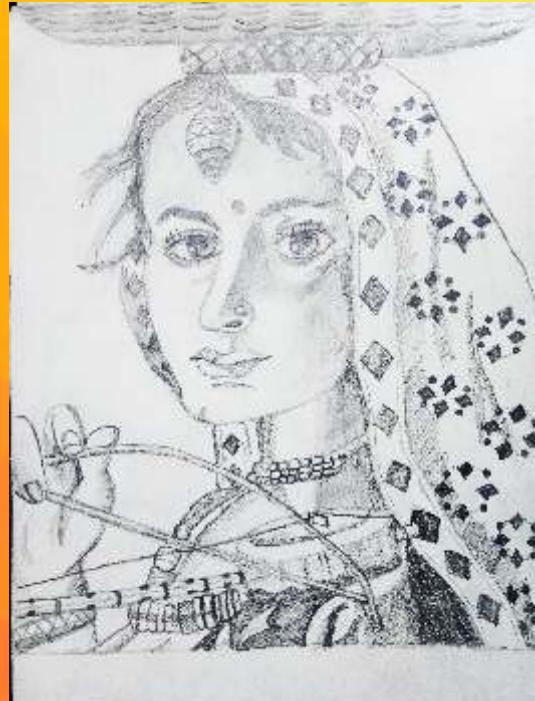


'VNR facility visit'

# VNRites Zone

## Creativity in Art

Master Jyotiraditya Parida, s/o Mr. Nishith Parida (GM Marketing) shares his creativity with us. He is currently studying in Class 6th. He has keen interest in sketching and paintings. He is also interested in creating animations for which he has received no formal training. He has participated in some school competitions in the field of drawing. He is a fun loving person who loves traveling and food. We hope he goes a long way in his creative journey.



## Creativity in Art

Master Ritik Raj s/o Mr. Naresh Kumar (Processing) is in UKG Class. He bagged a Gold Medal for securing 1st Position in Zig-Zag 100m race held at DAV Ispat Public School in Nandini, Durg. Kudos! for his energizing performance and wishing him many more such victories in the future.



## Save birds this summer!

Keep a bowl of water and a feeder with some grains for birds outside your house or in the balcony to save them from the effects of the scorching heat. Lets keep them cool this summer!



Photos contributed by  
Mr. Devesh Shukla  
(Business Head - VNR Nursery)

# Nursery

## Participation in Agriculture/ Horticulture Exhibitions:

- ✓ 5th Assam Agri Horti Show, Dibrugarh , Assam, Jan 2018
- ✓ Agri Talk, Rajkot , Gujarat, Jan 2018
- ✓ Rashtriya Krishi Mela, Raipur, Chhattisgarh, Jan 2018
- ✓ Agri Tech South, Hyderabad, TS, Feb 2018
- ✓ Agro Protech 2018, Science City, Kolkata, WB, Feb 2018
- ✓ All India Farmers Fair 2018, GBPUAT, Pantnagar, UK, Feb 2018
- ✓ Odisha Krishi 2018, Bhubaneswar, Odisha , March 2018
- ✓ Agri Tech Bihar 2018, Patna , Bihar, March 2018
- ✓ Agri Biz Expo 2018, Guna, MP, March 2018
- ✓ Krishi Unnati 2018, IARI, PUSA, New Delhi, March 2018

## Field Visits of VNR Nursery Team

The VNR Nursery team regularly keeps interacting with farmers and dignitaries from agricultural/horticultural universities and government bodies which results to increased awareness of VNR nursery products. In January, the team got an opportunity to meet Chief Minister Of Assam, Shree Sarbananda Sonowal, at Dibrugarh. The team visited the Odisha University Of Agriculture & Technology to meet the Vice Chancellor, Dean & HOD of Veg. Sc. & Fruit Sc. to brief them about the offerings of VNR Nursery. VNR Nursery team members visited Telangana Agriculture University, Hyderabad & met Vice Chancellor –Dr. P. Rao to brief him about VNR Nursery initiatives in the field of Horticulture. Feb 2018.



Mr. Saurabh Pradhan (Sales) met Dr. P. Rao, Vice Chancellor of Telangana Agriculture University, Hyderabad

## Achievements

- March 2018: Team VNR Nursery won Third Prize in Best Stall Category at 103rd Farmers Fair 2018, GBPUAT Pantnagar, UK in March 18. The VNR Nursery team has been consecutively winning a prize for the last three years.

## FARMER'S SUCCESS STORIES

Farmer Name	Mr. Ohab Ali
Village	Dhula
District	Darrang (Assam)
Crop	Maize
Variety	VNR 4226
Sowing Date	12/10/2017
Row to row distance	45cm
Plant to Plant distance	30 cm
Harvesting time	18/1/2018
Total production	90 Qtls/ Ha
Total income (Rs.)	99,000 @ Rs 1,100/Qt
Total expense (Rs.)	39,000/ha
Net Profit (Rs.)	60,000/ha



Farmer Name	Mr. Manoranjan Mahato
Village	Jamboni
District	Jhargram (WB)
Crop	Bitter Gourd
Variety	VNR Akash
Sowing Date	16/11/2017
Row to row distance	90 cm
Plant to Plant distance	70 cm
Harvesting time	15/3/2018
Total production	35 Qtls/ Acre after 9th picking
Total income (Rs.)	105,000 @ Rs 3,000/Qt
Total expense (Rs.)	43,000/acre
Net Profit (Rs.)	62,000/acre



The details shared for Farmer's Success Story in the last volume had some errors which has been corrected as below.

Farmer Name	Maddilety
Village	Chinna Maaru
District	Wanaparthi (Telangana)
Crop	Maize
Variety	4226
Area	1.75 Acre
Sowing Date	15/07/2017
Row to row distance	45cm
Plant to Plant distance	15 cm
Harvesting time	07/11/2017
Total production	66 Qtls
Total income (Rs.)	95,700
Total expense (Rs.)	18,000
Net Profit (Rs.)	77,000



Holi Celebration @ Corporate Centre

Farmer Name	B. Srinivasa Rao
Village	Buddharam
District	Wanaparthi (Telangana)
Crop	Paddy
Variety	2355 PLUS
Area	2.5 Acre
Sowing Date	11/08/2016
Row to row distance	30 cm
Plant to Plant distance	15 cm
Harvesting time	10/04/2017
Total production	102 Qtls
Total income (Rs.)	1,53,000
Total expense (Rs.)	23,000
Net Profit (Rs.)	1,30,000



Mahashivratri Celebration @ Deorjhala Plant



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