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**VNR Impact**

Volume - 07, January-March 2017

# GOOD SEED BETTER YIELD



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**Message from Management**  
**Dr. Narayan Chawda**  
**Chairman**

I heartily congratulate all members of VNR Family for another outstanding year towards growth of the Organization. Our journey in the past five years has been a story of success and innovation. I attribute the success to the dedication & smart-working of each & every team member through adaptation of modern technologies. Our journey so far has been commendable. As we proceed towards the goal of being among top seed companies in Indian Seed Industry, we should be well aware that the path ahead is full of challenges that require focus and efficiency in approach of each and every team member.

Our strength lies in the value of our motto i.e. “किसानों के हित में” which means that all our efforts should be made in the direction of making the farmers benefited with the quality seeds and technologies being developed by us.

Here, I would like to share the experience I had with making the logo of VNR, during my college days in Allahabad - 1963. I was given the role of an Editor for Rashtra Bhasha Parishad's magazine named as “Mrittika” so I first designed its logo and it was a thoughtful experience. Later on being the founder President, I also got an opportunity to design logo of “Navin Beej Utpadak Sahakari Samiti Maryadit” a non-profit farmer welfare society started with motive of providing different quality agricultural inputs to the farmers at affordable prices.

So during incorporation of VNR Seeds, the logo was conceptualized with following thought in mind: ---

- (1) The outer line of the logo is a flower which denotes - “Plant Breeding”, “Research & Innovation”.
- (2) In Flower, there is a drop of water which indicates “Adaptation of new technology of Drip Irrigation” which is a vital technology in Modern Horticulture, during those days it brought a revolutionary change in Indian Agriculture.
- (3) There is a plant in drop of water which indicates Hi-tech farming with Drip Irrigation
- (4) Beneath the flower, VNR is written which means “Vegetable n Rice” - In Chhattisgarh the staple food is Rice which is grown all across the state and Vegetables are also given equal importance in daily diet as in general day-to-day conversation the greeting usually starts with “Ka Saag Khai Has”? (It means: which vegetable you had in your meal?). Hence both Rice and Vegetables have been the two foundation pillars during incorporation.

Being a farmer myself, I know the challenges & difficulties faced by the farmers, so I feel that our efforts should be focused towards farmer's welfare.

## EDITORIAL SPEAKS

Magazines are all about context—how ideas and images are presented in relation to one another. It expresses the events and growth of the institution within a larger point of view. Magazines are about trust and partnership: We, the editors, shall always strive to keep the readers update with the latest news and events.

So let us take you through this “Festive Quarter Issue” of Impact from ‘January to March’. In this issue you shall enjoy the glimpse of VNR Cricket League 2017 where four teams participated. Another important event was the celebration night “Milan” where we honored our team members on completion of seven years of long service along with their family.

The month of February & March witnessed two important Indian festivals, Mahashivratri and Holi. Both these festivals were celebrated by VNR. In the last month of the quarter i.e. March, we celebrated the festival of colors Holi and conducted a new initiative "Food Carnival" where each and every person came out with their innovative ideas. Females are the symbol of energy, care and empathy. To celebrate the spirit of women we celebrated the “International Women’s Day” at the Corporate Centre, Raipur.

Our Company has always placed high importance to the health and safety of its employees. Believing in the theme of “A healthy mind lies in a healthy body” a step was taken towards this belief by organizing a ‘Health and Awareness Camp’ offering free health checkup at Deorjhal, processing plant.

We have shown some glimpses of our promotional activities, media presence and employee's achievements. Hope you will enjoy the issue and do not forget to share your feedback at [vnmagazine@gmail.com](mailto:vnmagazine@gmail.com). Your suggestions will always be appreciated. It will definitely guide us towards improvement.

HAPPY READING!!!



## "Personal Grooming & Office Etiquette"@Corporate Center

A training was conducted on "Personal Grooming & Office etiquettes" on 20th March 2017 at Corporate Centre by the trainer Mrs. Deepika Mehta. She is an established corporate trainer and has a rich experience in this field. The training covered three main topics: Corporate Dressing Sense to make the personality impressive, Telephone Etiquettes, indicating the manner in which the mobile and desktop phones are to be used and Toilet Etiquettes, for maintaining hygiene and cleanliness. The training was delivered in a very simple yet powerful manner with the message reaching out to each participant.



## VNR Pathshala@ Ludhiana(Punjab)



"VNR Pathshala" the three days training on Gourds, Paddy and Okra was held at Hotel Key, Ludhiana (Punjab) between 7th March to 9th March 2017. Mr. Hitendra Singh (GM, Sales), Mr. Gurmeet Singh Nanda (Regional Business Manager, Sales) and Mr. Rajendra Singh Rana (Regional Technical Manager, PD) executed the training. All Punjab sales team members participated to gain more information about the varieties.

## REWARDS & RECOGNITION

### Milan- The Award Night @ Raipur

On 7th January "Milan" as the name suggest means 'meeting', was witnessed by a huge gathering of VNRites to honor and recognize those colleagues who had completed seven years of long service. The awardees felt special in presence of their family members. Earlier in the day, they had visited the company's seed processing plant and production. The awardees were presented with a memento and a gift by the management team to mark their achievement on this special occasion.

Through dance, musical performances and games the evening was made lively. The management team's motivational speech gave performance goals to the team members. The programme was followed by food, dance, fun, and some great moves on the DJ floor.

The awardees were:

- 1- Mr. Shiv Prakash, Sales
- 2- Mr. Sunil Vasudev Kalaskar, Processing
- 3- Mr. Vineet Kumar Shakya, Sales
- 4- Mr. Gyan Chand Tripathi, Sales
- 5- Mr. Mohd. Shafi, Sales
- 6- Mr. Joydeep Dey, Sales
- 7- Mr. Umeshwer Rao Manda, Production
- 8- Mr. Krishna Dahariya, HR
- 9- Mr. Sourabh Parsai, Finance
- 10- Mr. Anand Kusre, Logistics



## VNR Cricket League 2017



The most splendid event of VNR Cricket League was conducted on 31st January 2017 at Kanger Valley School Campus, Raipur. It was the most awaited event of VNR. It was a very successful event.

Finally on Sunday morning, four teams arrived on the ground where the cricket match was going to be held with full enthusiasm and zeal after days of long practice. The first match was among 'VNR SuperKing' versus 'VNR Champ', the VNR SuperKing won the toss. They won the match as well. The second team was VNR Boosters and the VNR BullDozer, VNR Boosters was the winner. The final and the most interesting phenomenal match was played between the winning team of the first two matches; VNR SuperKing and VNR Boosters. VNR Boosters won the trophy, with a wonderful performance, the most interesting part will be to watch, next year whether VNR Boosters will take away the trophy permanently. If they win next year also, as per the rule the trophy will be theirs.

## International Women's Day

8th March 2017

International women's day was celebrated in honour of the female team members from all department and locations in Chhattisgarh at Corporate Centre, Raipur. The program highlight was the presence of three female achievers in various field as 'Guest of Honor'. It was indeed very inspirational to hear the subject matter experts Dr. Rachana Saxena (PhD. Nutritionist), Dr. Yashshree Nimborkar (Skin Specialist) and CA Deepika Nathani (Private CA Consultant). Our esteemed guest Ms. Hema Chawda (Director) welcomed the guest and played an important role in making this program successful. They shared their experience in their respective fields with the VNR females. After the sessions, all females played games and were honored with flowers and memento. The program was concluded by the vote of thanks by Dr. Parul Parmar (GM, HR).



## Food Carnival at Corporate Centre, Raipur

The Holi special food carnival was the first of its kind festival celebration at the corporate Centre. The VNR team members came forth with delicious food preparations for the food stalls. The planning for the food stall & its decoration by the team members were appreciable. They were full of energy and enthusiasm. There was a competition among all the stalls. ....so it was fun and competition together. The participants had pricing strategy to win the competition. The food stalls were decorated and readied for the judgment by the specially appointed internal gourmets; Mr. Vimal Chawda (MD), Ms. Hema Chawda (Director) and Mr. Atul Sah (Business Head). It was a very exhilarating and different kind of experience for the judges and all VNRites. Seeing the enthusiasm of people, the food stalls started competing with others by attracting customers and selling their dishes at best prices. The delicacies mixed with the decorative ambience and cultural dressing created a feeling of a typical mela. Holi is known for its colours, the colourful decorations and dishes depicts different culture of India. It is a festival which erase all the differences and bring closeness in all the relations.



The competition winners in different categories were as follows:

- |                                    |   |
|------------------------------------|---|
| <b>Best Dish Award</b>             | : Ms. D. Rohini Narsaiya (Finance) & Mr. Sanjit Bagla (Finance)     |
| <b>Best Seller Award</b>           | : Mr. Pitamber Sahu (Finance) & Mr. Bhuwanesh Patel (Finance)       |
| <b>People's Choice Award</b>       | : Mr. Dipankar Sarkar (R&D) & Mr. Laxman Bagh (R&D)                 |
| <b>Best Stall Decoration Award</b> | : Mr. Santosh Lukhey (Logistics) & Mr. Jayprakash Yadav (Logistics) |



Kisan Mela C.G.



Kisan Mela @ Kumhari C.G.

Interview by Kisan Channel  
@Mr. Vimal Chawda, MD  
(VNR Seeds Pvt Ltd.)

Kisan Mela



Honorable Agriculture Minister of Maharashtra Shri Bhausaheb Fundkar has attended our Maize VNR-4325 Field day program at Dhad, Distt.- Buldhana (MH).

## Agriculture Fair

An agriculture fair was held at Distt-Kathua (Jammu) on 22nd March where Deputy Chief Minister of Jammu Dr. Nirmal Singh, MLA of Kathua Shri Rajiv Jasrotia and Vice Chairman Shri. Daljeet Singh Chib were invited as Chief Guest. They visited VNR's stall and appreciated the variety of crops and vegetables. Approximately 2000 farmers attended the fair and visited the VNR stall.



## Free Health Checkup Camps @ VNR Processing Plant

'Think Healthy, Eat Healthy and Be Healthy'! A health related initiative was taken by VNR. Two free health check-up camps were organized at the Processing Plant, Deorjhal on 18th March 2017 and 25 March 2017 respectively. With our Health Insurance partner, Future Generali. The basic tests conducted in these camps were checking of Blood Pressure, Random Blood Sugar, Height & Weight, Eye check-up & ECG followed by Doctor's Consultation. The VNR conducted health checkup camps for more than 150 staff members...



## Mahashivratri Pooja @ Deorjhal Plant



Mahashivratri is celebrated every year by the devotees of Lord Shiva. Lord Shiva is popularly known as Neelkanth. He is known as devo kay dev Mahadev. He drank the deadly poison to protect the world from its evil effects. Shivratri is the celebration of this event. The Mahashivratri was celebrated by the devotees on 24 February by performing the pooja at the Shiva temple of the Processing Plant (Deorjhal). The aura was created by the smoke of havan and the chanting of mantras & festive soothing bhajans. The devotees also enjoyed the 'Thandai'; special drink to mark this occasion.

## Testimonials

Mr. Ambrish Kumar, coordinator of the NGO named "Sewa Bharat" is helping rural farmers in Bihar region. (Munger and three block of Bhagalpur district) The NGO also distributes free seeds to poor female farmers. The NGO helped the farmers in cultivating the VNR 218 variety of brinjal in three acre area which yield about 130-159 Kg per week. It gave farmers a reason to smile. When Bihar sales team (Mr. Amir Khan, Mr. Sanjay Singh and other member of the team) came to know about the NGO, they visited the area. The team visited three villages where the farmer had sown our varieties like VNR 218, VNR 999 and Sarita and is giving good yield. Seeing the success of this initiative, our Bihar sales team has decided to provide assistance to the farmers by providing product knowledge, conducting farmer meetings and seeds of other crops through the NGO.



मार्च 1978 में कृषि विभाग के अधिकारियों के प्रोत्साहन से मैंने कृषि का व्यापार शुरू किया। हमारे पिताजी सामाजिक राजनीतिक व्यक्ति थे और उनकी प्रतिष्ठा के कारण सभी सरकारी विभागों के जिलाधिकारियों के साथ अच्छे संबंध थे पिताजी की सामाजिक प्रतिष्ठा और अधिकारियों की सोच के साथ व्यापार बढ़ाना एक चुनौती से कम नहीं था। उसी के अनुरूप उपरोक्त व्यापार में वृद्धि के साथ समय चलता रहा। इसी बीच मुझे **VNR SEEDS** कंपनी के बारे में पता चला जो कि उत्तम किस्म के कृषि उत्पादों विशेषकर सब्जियों के बीज के लिये काफी प्रचलित थी। इसलिये **VNR** के बीजों के साथ सब्जियों का भी कारोबार मार्च 2014 से शुरू किया, जो की उत्तोरोत्तर बढ़ रहा है।

क्योंकि कम्पनी की सोच किसानों के हित में है, मैंने **VNR** के उत्पादों की गुणवत्ता भी बहुत उच्च कोटि की पायी। मैंने **VNR** के उत्पादों की कीमत और अन्य कंपनियों के उत्पादों की कीमतों में काफी अंतर भी पाया। बहुराष्ट्रीय कंपनियों के साथ प्रतिस्पर्धा में स्वदेशी कम्पनी **VNR** अपना अलग और बहुत ही अच्छा स्थान रखती है। मुझे यकीन है कि आने वाले सालों में **VNR** देश विदेशों में अपनी अलग ही ख्याति प्राप्त करेगी।

सत्यनारायण गुप्ता  
विनय खाद बीज भंडार, टोक (राजस्थान)



**VNR** seeds company is a responsible corporate company. It has good seeds variety portfolio for farmers. I am associated with **VNR** since long time and it's my privilege to be a part of it. Due to our long term business relationship with the company, we have gained popularity amongst the farming community which is very overwhelming.

The company offering good quality seeds has created a soft corner in farmer's heart and is ruling the traders mind. Due to the dedicated, sincere and hardworking field force, the company has achieved tremendous growth and is placed well in the seed industry. The vast product portfolio suitable for different types of weather and soil conditions and proper marketing strategies has resulted in the company's strong presence in market. I, solicit my continuous support in the existing as well as the forth coming business and for maintaining a long lasting cordial and warm relationship.

Jayantilal patel.  
Govind Fertilizers. Dharampur, Gujarat



Beautiful painting made by Maansi Sharma, class VI  
(Daughter of Mr. Gautam Sharma, IT)



Sketched by : Ms. Manpreet Kaur (Logistics)

VNR's bachelor team participated in Tomatina Festival at Raipur organized in Holi and the news was published in The Newspapers like "Times of India" and "Haribhumi" which inspires us.

## "LIFE OF A WEAVER BIRD"

by Dr Parul Parmar





**Honorable Agriculture Ministers of neighbouring states  
Madhya Pradesh & Chhattisgarh, Shri Gaurishankar Bisen &  
Shri Brijmohan Agrawal visits our stall**

## **VNR Nursery Pvt. Ltd. Participated in six exhibitions during the period of Jan – Mar 2017**

1. Kisan Krishi Mela, Kumhari (CG) Exhibition
2. Krushik 2017, Baramati (MH) Exhibition
3. Hi-tech Agri Fair 2017, Bhuj (GJ) Exhibition
4. Rashtriya Krishi Mela - 2017, Raipur (CG) Exhibition
5. Krishi Uday - 2017, Jabalpur (MP) Exhibition
6. Kurud (CG) Exhibition

Amongst these, Baramati Exhibition had maximum number of visitors compare to Raipur Exhibition and Jabalpur Exhibition. In Agriculture Exhibition which was organized in Kurud (CG) the Honorable Agriculture Minister of Madhya Pradesh, Shri Gaurishankar Bisen & Honorable Agriculture Minister of Chhattisgarh, Shri Brijmohan Agrawal visited the VNR Nursery stall of VNR Bihi & VNR Grafted Vegetable Plants.

## **Team VNR Nursery attended National Seminar at Indian Institute of Horticulture Research (IIHR)**

8th January 2017

Mr. Devesh Shukla & Mr. Rajeev Bhaskar from VNR Nursery had attended National Seminar on enhancing productivity of fruit crops at Indian Institute of Horticulture Research, Bengaluru on 8th January 2017, where they learned new practices to improve the productivity of fruits in the field of Horticulture by renowned scientists. They also got an opportunity to meet renowned scientists like Dr. A K Singh, MD – NHB; Dr. Shailendra Rajan, Director CISH; Dr. S K Mitra and many more who shared their knowledge and experience.



# पांजीटीव इंडिया

## Daily Hindi Digital Newspaper

देवी निर्दो कीमितो नग्नामह



A photograph of a very large, ripe guava fruit, likely the 'King' variety mentioned in the article, resting on a surface.

**Make In India** is the Modi Govt's flagship program to boost the domestic manufacturing industry and to attract Foreign Direct Investment in Indian economy. Since Chhattisgarh has an ample potential and opportunity to grow fast in the area of food processing units; PHD Chamber of Commerce has organised seminar on Make In India and FDI In Retail to create favorable atmosphere in Chhattisgarh to enhance Food Processing Units.

Cabinet minister Amar Agrawal pointed out that agriculture is the backbone of not only India but our Chhattisgarh state too. Raman Singh govt has formulated farmer's oriented policies so that agri sector can be developed more and more.

CSIDC MD Sunil Mishra told the audience that Chhattisgarh is very strong in its core sector. The need of the

hour is to spread awareness about the facilities provided by the govt and the huge potential waiting for the investors.

Arvind Agrawal-Director VNR Seeds, delivered his lecture on the topic "Role of R&D In Food Processing Sector". By using VNR Beehi as prop, he showed the audience how research can help Chhattisgarh entrepreneurs to establish themselves in the field of Food Processing sectors. Using various practical prop, he stressed that it is the research which can reduce cost, increase marketability, better presentation of food, easy in consumption, healthy and hygienic food. With R&D comes the multiple choices of human

This program was attended by Veenu Jain-chairman-PHD, Karttveya Goel-IAS, Dr.Sudhir Arpit and CA Arvind Agrawal stressed that behind the success of VNR is R&D and Innovation.

Shashikant Ch

वीएनआर अमरुद ने दिखाई आमदनी की नई राह



३०४

यह त्रिविधन माल के एक दूसरी किसानों में परिवर्तित होते हैं जब उन्होंने नुकसान के चलते खेतों में आमदानी की नई रुक्मि दरों की होती है। यह बाजारी अमदानी की नई रुक्मि दरों का बढ़ावा देती है। परिवर्तित होते हैं तभी तकालीफ़ प्रदत्त उत्पादन के कारण उन्होंने वह कारबंध छोड़ा। इसमें महान् वज्र ताका से वे अपना दूसरी और अमदानी हो जाते हैं।

वैष्णव भारत यह इक खास प्रकार की अमरनां को किया होता है। इसको अपनी शुभायिता है। इसमें बोल नहीं के बजाए लोटे हैं। यह अमरनां भीतर और बाहर के लिए उपयोग के लिए है। यहाँ से



तीक्ष्णने के बाद एक सप्ताह तक या  
प्रत्यार्थिति में रहता है। कहुं दिनों  
पर्वत, विषय और प्राप्ति

कामय छुटी है, इसलिए वह अमरकूट की अन्य किसिमें से नहीं है। वहाँ से ज्ञान का विषय बोलने की गति लगती है। विद्यार्थी, असमद्युषण, यज्ञोदय के माध्यमें उन्हें अपने द्वारा की गयी गति है।

रायपुर से लेकर  
आप थे पौधे

प्राचीन रिकॉर्डों और कल्पना  
में विभिन्न प्रकार की विद्या  
की जड़ और तात्पुरता से 250  
वर्षों तक संतुष्ट होना चाहीं  
जाना। यहाँ बनायी गयी विद्या  
सीधे ऐसी देखी जानी चाहीं।  
इसमें यही विद्या आवश्यक  
होती है कि इसे धृति दिलाने।

इस तरह कल्पने हैं प्रिय



जाने की वाला मैं उत्तरों के सभी प्रौद्योगिकी में इस विषय पर वार्ता करते हैं कि जीवन एवं व्यवसाय परिवर्तन का एक दृष्टिकोण से 500 लाख लोगों का विवेदन राज बना पर अस्वीकृत घोषित हो। ऐसे ही व्यापक के बाद उन पर एकों न्यायालय प्रौद्योगिकी ने जीवन तात्परी के लिए विशेष नियम बनाए हुए के फलस्वरूप उन व्यापकों की विवरणी से विवेदन का जारी घोषित कर दिया।

५ आखण्ड

बच्चों को स्मार्ट लनिंग के  
लिए मिला नया प्रोजेक्टर

नदिनी अहिंसा वीएनआर सीडूडम प्राइवेट लिमिटेड द्वारा शासकीय प्राधान्यिक शाला पोटिया मेंडेस्त्रा में स्टार्ट लॉन्गिंग के लिए एलईडी प्रोजेक्टर प्रदान किया। प्रधानमंत्री नरेंद्र मोदी के डिजिटल इंडिया के सपने को सक्रिय करने की दिशा में प्राधान्यिक शाला पोटिया मेंडेस्त्रा प्रयासरत है। यहाँ के शिक्षकों द्वारा पिछले चंच माल से आधुनिक तकनीक जैसे किडूड सैपर्टीप, मोबाइल व माइक्रोसिस्टम का उपयोग करते हुए गुणवत्ता बुक्स शिक्षण कार्य किया जा रहा है। शिक्षकों के निवा, उत्साह कर्मठता से प्रभावित होकर वीएनआर सौडम के जीएम के राजकुमार कुड़ने म्याट लॉन्गिंग को प्रोत्साहन देने एक ऐलईडी प्रोजेक्टर प्रदान किया। इस वीएनआर प्रपा सिद्धांश वासनिक, निमंत्रणकर, चंद्रकृत साहू उपस्थित थे।



## FARMER'S SUCCESS STORIES

Farmer Name	Mr. Navi Ahmad
Mobile No.	9070830646
Place	Koulpur(J&K)
Crop	Bottle Gourd
Variety	Ranjha
Area	1 Acre
Sowing Time	15-03-2016
Row to row distance	10 Feet
Plant to plant distance	1.50 Feet
Harvesting Time	First picking 05-05-2016
Total Production	200 Qtls
Total Profit	Rs. 120000
Expenses	Rs. 23000
Net profit	Rs. 97000

Farmer Name	Mr. Basir
Mobile No.	8529680786
Place	Saha, Ambala ( Haryana)
Crop	Bottle Gourd
Variety	Sarita
Area	1 Acre
Sowing Time	10-11-2015
Row to row distance	8 Feet
Plant to plant distance	2 Feet
Harvesting Time	15-03-16
Total Production	220 Qtls
Total Profit	Rs.220000
Expenses	Rs. 90000
Net profit	Rs. 130000

Farmer Name	Mr. Paramjeet Singh
Mobile No.	9991513898
Place	Bahlolpur(UP)
Crop	Hybrid Paddy
Variety	Supreme
Area	5 Acre
Sowing Time	22-05-2016
Row to row distance	20 Cm
Plant to plant distance	15 Cm
Harvesting Time	1-10-2016
Total Production	180 Qtls
Total Profit	Rs. 54360
Expenses	Rs. 11000
Net profit	RS. 43360

Farmer Name	Mr. Gurmeet Singh
Mobile No.	9876881565
Place	Kanganwal, Sangrur(Punjab)
Crop	Bhindi
Variety	Apoorva
Area	5 Kanal
Sowing Time	7-2-2016
Row to row distance	2.5 Feet
Plant to plant distance	2 Inch
Harvesting Time	April 2016 to October 2016
Total Production	111 Qtls
Total Profit	Rs. 215000
Expenses	Rs. 70000
Net profit	Rs. 145000



**VNR SEEDS PVT. LTD.**

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