

# IMPACT

Volume – 34 (Oct to Dec 2023)



P.C. Peereddy Shivanand Reddy, Marketing

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Dear Readers,

As we bid farewell to 2023, embracing the future with enthusiasm and positive vibes, we took a moment to connect with some of our VNRites, who generously shared their inspiring journeys of growth, transformation, and continuous learning. In this edition, we proudly highlight the remarkable achievements of our employees, featuring a Wall of Fame dedicated to those recognized for their outstanding contributions.

VNR as an organisation is swift to change but it never misses announcing the efforts of its employees. We proudly present a wall of fame for the employees who made it to Rewards and Recognition. VNR Seeds showcased its prowess at APSA, the largest event in the Seed Industry, vividly portrayed by Mr. Salil Kumar Shrivastava in this release. Beyond the boardroom, VNR Seeds clinched victory at the 2023 Gubba Premier League, exemplifying the sportsmanship, passion, and determination inherent in every VNRite. We haven't left any stone unturned this year. Our dedication to professional development unfolded through attending the MDP in one of the premium institute and comprehensive induction program for new joiners. Amid the hustle, we carved out moments for celebration, capturing the essence of our Diwali and Christmas festivities within these pages.

This quarter sees the introduction of new Chili, Tomato, Bitter Gourd, and Pumpkin varieties, showcasing our ongoing commitment to innovation. While highlighting our progress, we address a cautionary note from the IT department regarding skimming devices. Contributions from the VNRites zone delve into dedicated work and the concept of mushin (read to know more). Furthermore, a new section titled "Visionary Voices" explores discussions on financial management, also providing profound insights into agriculture space and beyond.

As we bring this edition to a close, immerse yourself in a collage of promotional activities, events at VNR Nursery, and Farmers' Success Stories for this quarter.

**Happy Reading!**

**VNR Editorial Team**



# REWARD & RECOGNITION

Congratulations to the winners! (Apr to Sep 2023)



**Dr. Patil Arun  
Hanumantrao**  
(R&D)  
Raipur, CG



**Dr. Shrinkhla Maurya**  
(R&D)  
Raipur, CG



**Abhishek Maurya**  
(Sales)  
Vansda, GJ



**Priyanshu Singh**  
(Sales)  
Ambikapur, CG



**Deepak Kumar Thakur**  
(Sales)  
Ramanujganj, CG



**Sunil Kumar**  
(Sales)  
Pakhanjur, CG



**Nikhil Babasaheb  
Lasure**  
(Sales)  
Sangli, MH



**Shivsharan Singh**  
(Sales)  
Dewas, MP



**R Anjaiah**  
(Sales)  
Karimnagar, TS



**Malis Chandra  
Shekar Reddy**  
(Sales)  
Anantpur, AP



**Roushan Kumar**  
(Sales)  
Madhepura, BR



**Deepak Sharma**  
(Sales)  
Chhapra, BR



**Prabhat Kumar**  
(Sales)  
Hazaribagh, JH



**Vineet Kumar Shakya**  
(Sales)  
Kanpur, UP



**Jagdish Gupta**  
(Sales)  
Balrampur, UP



**Amalesh Yadav**  
(Sales)  
Hazaribagh, JH



**Abdul Aleem**  
(PD)  
Bihar Sharif, BR



**Rahul Murlidhar Kekan**  
(PD)  
Nashik, MH



**Banshi Dhar  
Sharma**  
(PD)  
Jaipur, RJ



**Sandeep Kumar**  
(PD)  
Ludhiana, PB



# REWARD & RECOGNITION



**Satyanarayan  
Dhruw  
(Production)**  
**Dhamtari, CG**



**Kailash Chandra  
Mallick  
(Production)**  
**Puri, OD**



**Durgesh  
(Production)**  
**Kanker, CG**



**K.Venkatesh  
(Production)**  
**Karimnagar, TS**



**Kota Srinivas  
(Production)**  
**Karimnagar, TS**



**Domesh Sahu  
(FS)**  
**Mandir Hasaud, CG**



**Lavkush Chaudhary  
(FS)**  
**Mahasamund, CG**



**Pooja Manoharlal  
Acharya  
(Finance)**  
**Raipur, CG**



**Yogesh Kumar Sahu  
(Finance)**  
**Raipur, CG**



**Gautam Chandrakar  
(Logistics)**  
**Raipur, CG**



**Neha Jain  
(Logistics)**  
**Raipur, CG**



**Sushil Kumar Sahu  
(Logistics)**  
**Raipur, CG**



**Ajay Kumar Dewangan  
(IT)**  
**Raipur, CG**

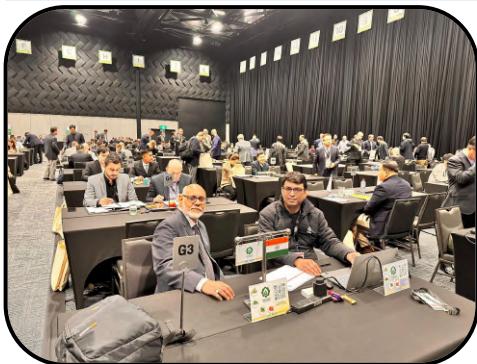




## Asian Seed Congress, Christchurch, New Zealand – 2023 by - Salil Kumar Srivastava, Sales

APSA's annual Asian Seed Congress is the largest and most significant seed industry event in the Asia-Pacific region. It is a prime opportunity to grow our business, get noticed, generate deals, and gain an edge in the most populous and lucrative region in the world. The 28th Asian Seed Congress was held at the Te Pae Christchurch Convention Centre in Christchurch, New Zealand, from November 20th-24th, 2023. This Congress is co-organized by the Asia & Pacific Seed Alliance (APSA) and the New Zealand Grain & Seed Trade Association (NZGSTA) as the official National Organising Committee. The Asian Seed Congress is APSA's flagship event, held annually in a host country within the Asia-Pacific and ASEAN regions. It is an invitation-only event featuring trade exhibitions, private and semi-private meeting rooms, trading tables, technical sessions, local tours, cultural events, and other entertainment programs. The week-long Congress was initiated by an all-day pre-congress workshop focusing on a new theme every year and was officially concluded with APSA's general assembly meeting. A post-Congress tour was offered to members to visit seed production and processing facilities in the host country. Only employees from active member companies attended the Asian Seed Congress. We, as delegates, had access to all areas of the Asian Seed Congress, i.e., the trading table, and the exhibition zone, participated in the Congress Workshop and all technical sessions, and attended the Annual General Meeting and all social events, which included the Inaugural Ceremony, the Welcome Party, and the Grand Banquet. This year, around 406 companies and about 1035 delegates participated in the Congress. One area of the conference is designated for trading tables, allowing face-to-face business meetings between members, leading to better networks and an understanding of international markets and business practices. We were thrilled to get an exhilarating, constant response at our trading table. We met more than 60 company delegates from around the globe at our table. Our team of four joined the meeting this year under the guidance of Mr. Atul Sah, the Business Head, and Mr. Arvind Agrawal, the Director, who supported us throughout. The team included Mr. Sudip Agarwala (GM, Business Development) and myself, Salil Kumar Srivastava (GM, International Business).

Apart from our regular international business focus on vegetable crop seeds and field crop seeds, our focus was on promoting our subsidiary and exploring opportunities for deep market penetration of root stock and horticulture crops in European and Southeast Asian countries. We were glad to see a positive image of our brand and the trust of industry members from all around the globe in our strong Production and Research & Development facility. The preparation for attending the congress began months in advance from our end, from customizing samples according to companies and their geographical location to scheduling meetings and charting out plans accordingly. The process involved profound research and homework about the target and revising our previously implemented process as per new developments in the market and industry. After the meeting, we followed up on the business opportunities, and samples were also distributed during the meetings. It was a great learning experience for all of us, and indeed, a very delightful experience to represent VNR on a global platform.





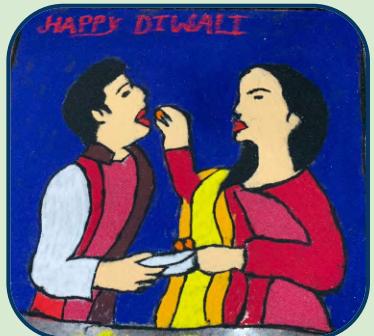
## VNR at Gubba Premier League 6



Celebration abounds as VNR clinches the championship in the Gubba Premier League 2023! Our team's triumph in this six-day cricket tournament, specifically dedicated to the seed industry and held in Hyderabad, fills us with immense pride. VNR secured the title in the finals against HM Clause, demonstrating stellar performances throughout the competition, including notable victories against Gubba, Seedworks, Yaganti Agrotech, and Syngenta. The exceptional gameplay exhibited by the team stands as a testament to their skill and dedication. Individual excellence also shone through in the tournament awards: Mr. Raj Kumar Kundu was recognized as the Best Bowler of the tournament. Mr. Karthik Naidu stood out as the Best Batsman of the tournament. These recognition further highlight the outstanding contributions of our players to VNR's success in the Gubba Premier League, making the victory even more commendable.



## Glowing Lights With Positive Vibes: Diwali



Once again, the vibrant VNRites' community came together to celebrate Diwali with fresh hopes and lots of enthusiasm. On the 10th of November, everyone came adorned with Indian traditional attire and gathered for a joyous pooja at the Corporate Centre, Raipur.



The Diwali 2023 celebration proved to be more than just a festival of light; rather, it was an event that left a lasting impact within our workplace and in our mind. The joyous atmosphere, cultural vibrancy, and camaraderie that filled the office during this festive season had a positive influence on the entire team.



The Diwali celebration at our office was not just a festive occasion; it was an investment in employee happiness, team spirit, and cultural inclusivity. As we reflect upon the impact of this celebration, it becomes evident that fostering a positive and vibrant workplace culture contributes to the overall success and well-being of our team.



## Diwali Delight: Diwali moments of VNRRites



Dr.Mukesh Varshney,  
R&D



Pragati Pandit,  
R&D



Sakshi Upadhyay,  
PD



Payal Ramesh Dudani,  
R&D



Supriya Nayak,  
R&D



## Xmas Celebration@Corporate Centre



## Group Induction Program & Pathshala Training

The Group Induction Program (GIP) recently held at the Corporate Centre from October 30th to November 1st marked a comprehensive orientation for a team of 33 new recruits. This program was meticulously designed to align with our organization's vision and growth, aiming to familiarize the newcomers with various facets of the company, encompassing policies, processes, tools, systems, functions, and facilities.

Spanning three days, the program was strategically structured to offer a well-rounded understanding of the organization. New joiners engaged in sessions covering policy and process overviews, introductions to tools and systems, departmental insights, organizational orientation, understanding company functions, and immersive facility tours, including the biotech laboratory, production areas, and plant facilities, providing valuable exposure to the working environment.

The meticulous planning of this induction program underscores our commitment to equipping new employees with the knowledge and insights essential for seamless integration into their roles. Such a holistic approach is anticipated to foster higher job satisfaction, facilitate quicker adaptation, and enhance the overall performance of the new joiners, thereby contributing to the continued success and growth of our organization.



## From Classroom to Campus: A Leadership Journey at IIM Raipur

Shared by Pooja Manoharlal Acharya, Finance

Embarking on the immersive odyssey of 'Building Core Leadership Competencies' program at IIM Raipur was not just an education; it was a transformative experience. Alongside my esteemed colleagues—Miss Asheen Karuna Benn, Mr. Kush Dutt Rawat, and Mr. Swapnil Agrawal—we delved into a comprehensive 5 days curriculum that explored the very DNA of Leadership, the Science of Leadership, Learning Agility, Handling Pressure & Emotional Mastery, Influencing & Building Positive Mind, Values & Value Dilemma, Inter & Intra-Personal Effectiveness, Stakeholder Engagement Strategies, the Role of a Leader in Team Dynamics for High-Performing Teams, Mentoring & Coaching, and culminated with Goal Setting, Feedback & Celebrating Excellence.



Beyond the structured classroom sessions, the program embraced dynamic activities, interactive games, thought-provoking case studies, and lively group discussions. The true magic unfolded in the sociogram—a diverse tapestry of individuals from varied backgrounds, each contributing unique perspectives that enriched our collective learning. Evenings were spent in the world-class 24/7 library—a sanctuary for knowledge enthusiasts like myself. Additionally, the Firechat sessions with different experts in the evenings were enlightening, offering a rare opportunity for interactive dialogue with leaders from diverse fields.



## New Product Launch



### Nakul

- First Harvest: 50-55 days
- Avg. Fruit Length: 11-13 cm
- Avg. Fruit Width: 4-4.5 cm
- Fruit weight – 50-70 gm
- Small attractive spindle shaped fruits
- Colour: Dark green
- Good crop Longevity

### VNR 42

- First Harvest: 50-55 days
- Avg. Fruit Length: 14-16 cm
- Avg. Fruit Width: 3.5-4 cm
- Fruit weight – 80-100 gm
- Glossy smooth fruits
- Colour: Dark green
- Early bulker and very high yield potential



### VNR 58

- First Harvest: 75-85 days
- Avg. Fruit Weight: 4-6 kg
- Colour: Dark green fruits with yellow flesh
- Shape: Flat Round
- Early bulker
- High yields with fruit uniformity



## Black Bullet

- First Harvest: 55-60 days
- Avg. Fruit Length: 4-5 cm
- Avg. Fruit Width: 1.1-1.3 cm
- Avg. Fruit Weight: 4- 6 gm
- Colour: Green fruits with purple tinge
- Plant type is very strong and very good Longevity
- Pungency: High with good aroma
- Shape is small and conical

## Megha

- First Harvest: 60-65 DAT
- Round Fruit shape with good fruit firmness
- Fruit weight – 90-100 gm
- Plant type is semi determinate
- Maintains fruit uniformity in subsequent picking
- High yield potential



P.C. Prashant Rawat, Sales





## ATM CARD SKIMMING FRAUD



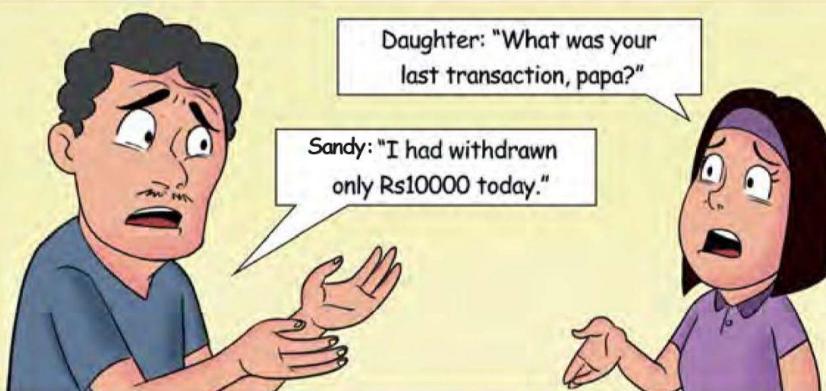
Sandy receives his monthly salary in his account. He visits an ATM to withdraw money for his monthly expenses.



After a few hours, Sandy gets SMS alerts for a few more debit transactions. (Rs 15,000/- is debited from your account. Rs 12000/- is debited from your account.)



Sandy tells his daughter about the SMS alerts.



Daughter: "Let me first block your ATM card. We can easily block it through your Mobile Banking App."

Daughter: "We will also request your bank to block your bank account."

Daughter: "Also, did you share any of your bank or ATM card details with anyone? Or did you share your OTP?"

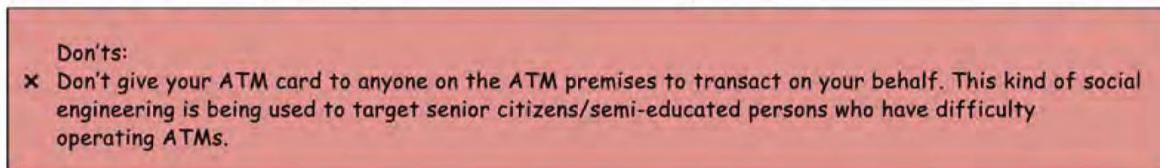
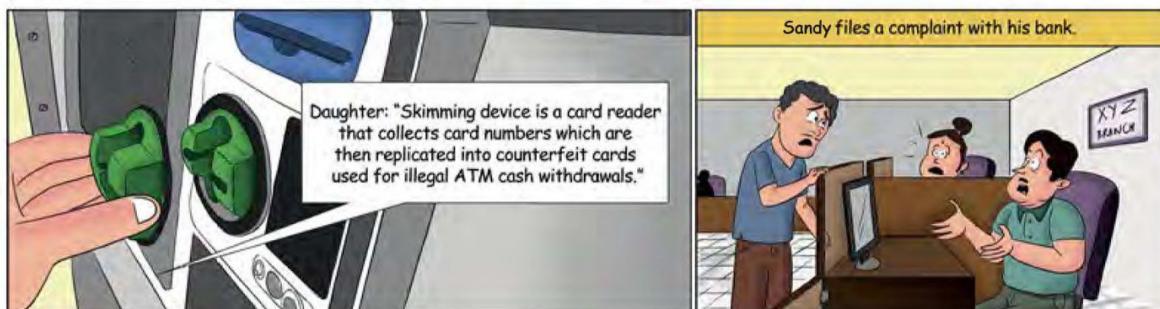
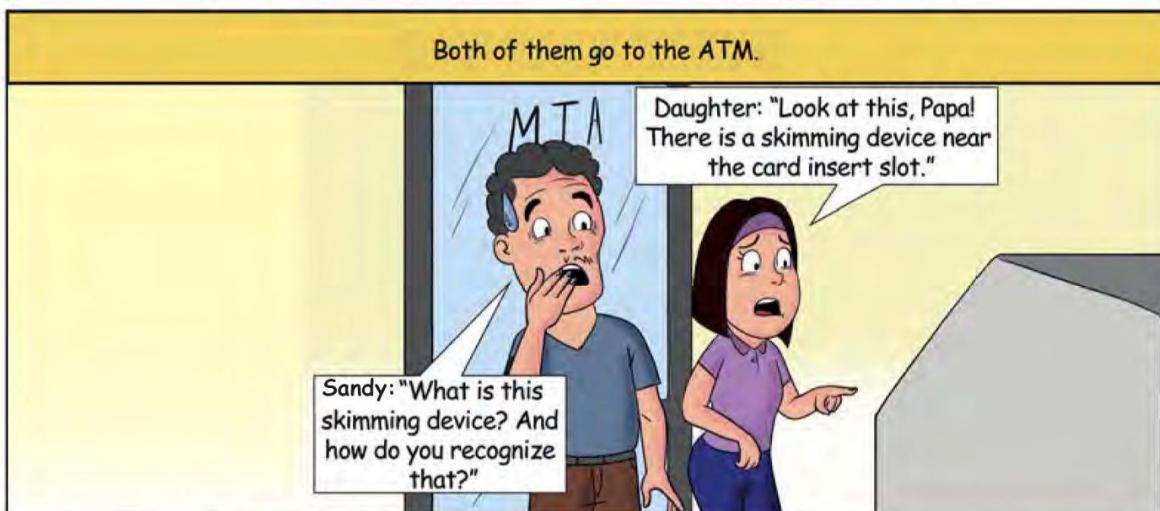


**Do's:**

- ✓ Before initiating any transaction in the ATM machines, ensure that skimming devices are not present. Skimming devices are hidden by fraudsters by overlapping them with the card insertion slot.
- ✓ Report the fraud to the bank within 3 days of the card cloning incident. Check your transaction history frequently to verify all transactions.
- ✓ 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://vnrsseeds.org/Impact/index.html#5>





For Hindi, click on the link  <https://vnrseeds.org/Impact/index.html#5>



## Embark on 2024: The Journey of Triumphs and Growth with VNRites

Shared by Nandkishore Sharma, Logistics

My name is Nandkishore Sharma, and I am a member of the Logistics Department at VNR Seeds Pvt Ltd. The year kicked off with an enriching experience as I took over the responsibility of training my colleagues in different departments on Microsoft Excel. This training not only allowed me to share my knowledge but also ignited a personal commitment to continuous learning.

Shortly after, I had the opportunity to lead a training program on presentation skills for few members of our corporate office team. It was a rewarding experience to witness my colleagues enhance their command over presentations. As a trainer, I found myself in a position where I needed to learn new skills, underscoring the value of continuous learning in my own professional development.

Motivated by this realization, I embarked on a professional course in Power BI, an analytical tool that significantly improved my analytical work. This skill has proven invaluable in my day-to-day responsibilities. Keen on furthering my education, I enrolled in two MBA programs concurrently—one in Information and Technology Management and another in Logistics and Supply Chain Management. These programs have not only expanded my knowledge but have also provided a holistic understanding of the intricacies of our industry.

Reflecting on the year gone by, I feel that I am on the right path in my professional career. The synergy between my practical experiences and formal education has been instrumental in my growth. In the dynamic and competitive corporate environment, I firmly believe that continuous skill enhancement is crucial to staying ahead.

Looking ahead to 2024, I have already set ambitious learning goals for myself. I am committed to keeping my learning enthusiasm active and growing.



Shared by Deegutla Leelakrishnama Chari, Sales

One Life lesson happened in 2023

I started my journey with VNR seeds on Oct 2022 as an MDO. At that time my reporting manager supported me well, encouraged my talent and helped me to improve the liabilities of my work. I started pouring my heart and soul into the work, consistently exceeding dedication and efforts, my growth started catching the attention of my superiors.

Now I'm promoted as Senior sales executive within 10 months, which is an unexpected growth.

Then I realised one thing - "**Supporting boss, good organisation and flawless work dedication**" will always raise our career to a great height.

Thanks to VNR SEEDS! Happy to share I found a good organisation.





Shared by Peereddy Shivanand Reddy, Marketing

It's not an inspiration, but 2023 is the reminder that life is a combination of sweetness and spice, afterall life is a journey of sturm und drang and serenity. Most memorable moments during my brother's marriage to the most turmoil filled moments during my grandfather's demise, the year gave me all colours of life.

On personally front, the most lovely family time spent was during my brother's wedding although at the cost of many sleepless nights and happy tears. It was as colourful as a rainbow that painted some beautiful memories for my lifetime.

On professional front, year 2023 brought a great milestone in my career i.e. promotion from Territory Business Manager (Sales) to Assistant Manager Marketing. This shift has totally changed my work life style, outdoor terrain to indoor in between the glass doors. My car steering straight to office and job changing from it being target oriented to analytical and much more. All these is at the cost of not having the family time, home food and emotional support being away from home.

Everything comes at a cost! The difference is how we approach it, either make sacrifices for greater cause or settle in your comfort zone. Enjoy the newness that life gives you, overcome the fear which tries to stop you at the door of opportunity, this is what 2023 taught me!

In general, the New Year resolution starts on 1st of Jan, but for me it started 2 months before, that made me ready for 2024 and this time making me much stronger, with more confidence and feeling more healthier. Let's all of us get into the new year by challenging our inner self, let's be a better version of yourself than what we were before.

As Martin Luther King said "If You can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward." Let's take the Oath of Perseverance in this great year ahead.



Shared by Pooja Manoharlal Acharya, Finance

In the backdrop of the past year, the journey through a new role became a transformative experience, demanding resilience and adaptability. Navigating uncharted territories and striking a balance between personal and professional realms, challenges surfaced. Amid skepticism and resistance, a commitment to transparency and open communication proved pivotal for me. Actively seeking feedback, I endeavored to understand and address concerns, fostering a sense of unity within the VNR community. This experience affirmed the power of perseverance and empathy, shaping a narrative of growth and shared understanding. Throughout, it has instilled my deep faith in VNR's value-driven culture and processes. Cheers to achieving the shared success while having fun ahead !



## Find Your Mushin at Work

Shared by G Swapnil, R&D

Inspired from the Book: *Don't Believe in Everything You Think*

Author: Joseph Nguyen

A usual day is just like, morning, with the chores followed by drive to the office. Starting on time to reach office with some 5 mins buffer. Keeping the track of time, thinking about the series of task to do for the day, reviewing the timelines and tasks approaching deadlines, break (to thoughts and the engine). Reached on time. Started with the day towards productivity.

Once, for the next 5 days I was to drive from a new city. To reach office, I had to start an hour early (with buffer). As everything was new on the way, for a change the mind took a halt on usual thinking and I started looking at the things passing by. Had thoughts about life, recalled memorable times, listen to the music etc. Reached on time and started the day. I could already feel '*something is different today*'. Felt '*something different*' for the next five days. In-fact felt the same feelings for the first few days on the way to work even after returning back to the hometown.

If you're still with me reading till this point, I tried to mull what was the difference before a few days that made me feel good? It was a familiar feeling like when I play guitar, sit next to a riverbank or like having a conversation with old school friends. I was thinking for the reason, and then it occurred... the answer was in all these moments, I *wasn't really thinking*. Instead, during these times, the good thoughts were occurring... *naturally*. There was no deliberate attempt to think (verb), also, there was no resistant to thoughts (noun).

Can you too, take a moment, try to recall a moment when you felt really happy. Tried?. If yes, can you tell what were you thinking in that time? Any answers? Is it '*I wasn't really thinking*' ? So true! mind works with natural thoughts, and not with deliberate thinking. But what about body? Is there a way when the body works at its best? Let's go to some situation.

**Badminton:** There's a shuttle in hand, just before the serve, the player took eyes off the shuttle and locked it to the opponent's eyes. The body executes a complex series of task. Shuttle released.. in mid-air.. other hand swings the racket.. the leg moves forward.. pressing paws to the ground.. a gush of energy transfers to hand and the racket hits the shuttle. The echo. One can tell if the serve was overpowered, underpowered or successful. Once again, all this while there was no thinking. In-fact the decision for the next shot is so quick that it is largely driven by thoughts and reflexes coming from training, learning and dedication. This act of play comes from a state that Japanese calls *Mushin*. If you play too, then perhaps, even you can feel if the shuttle will fall inside or outside the border line. Such is the power of *Mushin*.

So, what is *Mushin*? Well, let's keep the best to the last. What this word implies *a mind free of thinking*, a state of no-mindedness and that's when the body and the mind enjoys the true essence of working.



Working with truly natural thoughts. It's been said that the thoughts which occur naturally are positive and that's the reason why we get tuned to a sort of rhythm when we're in a state of *Mushin*. What is *Mushin*? *Mushin* is defined as a state achieved when a person's mind is free from thinking with anger, fear, or ego during combat or everyday life. As a It was first learned during martial art combats. When the fighter reaches this state, the body naturally flows for defense or attack, no thinking involved. Everyday life is sort of a struggle too. If that's true, then is always a scope to initialize the *Mushin* in you.

Thinking about how good or bad the workplace is, attending to bad mouths or just thinking about long pending task will only shed time and more importantly, shed energy. Till the time it is '**thinking**' (verb) it's a burden to mind. Change to '**thoughts**' (noun). Remember the last time you didn't realize how the time flew? The time when completing that task, your breath accompanied you with a giggle? Pressing the save button made you smile? When you thought the coffee came just in time? When other colleagues were staring at you watching you concentrate? Probably that's when you were in *Mushin*.



# Money Matters



## **Visionary Voices**

Introducing Visionary Voices, a section dedicated to the visionaries sharing Success Mantra in a byte size series of lectures. To begin with, allow us to introduce a YouTube series called Money Matters. Embark on a journey of wisdom and insight as [@mycautube](#) proudly unveils a corner where financial expertise converges with diverse perspectives. Led by the seasoned expert & mentor CA Arvind Agrawal, this channel isn't just about numbers, it's a space where the art of living finds its voice, offering a unique blend of insights to navigate life's intricate mazes.

## **Navigating Life's Mazes**

Welcome to [@mycautube](#), a haven dedicated to unraveling life's mysteries. This channel stands as a testament to our commitment to sharing wisdom, insights, tips, and tricks that make life's journey smoother. From conquering financial mazes to exploring the nuances of daily living, CA Arvind Agrawal is your guide through it all.

## **Current Series - "Money Matters"**

Embark on a transformative journey with our ongoing series, "Money Matters." CA Arvind Agrawal and his team share practical insights into Income & Expense Management, weaving a narrative that goes beyond numbers, empowering you to create a life filled with purpose.

## **Who Are We?**

@mycautube is led by CA Arvind Agrawal, a seasoned expert renowned for a unique fusion of financial expertise and visionary insight. Beyond the realms of finance, he is a passionate advocate for staying ahead in the ever-evolving landscape of knowledge and skills. Dedicated to bringing out the best in others, he serves as a mentor and guide on their journey to personal and professional excellence. His passions extend to reading, globetrotting, cultivating new skills, and delving into the forefront of technological advancements. He has a keen interest in exploring automation, including the applications of AI, and his commitment to continuous improvement reflects the core values of @mycautube.

## **Why Should You Subscribe?**

Join us on [@mycautube](#) and subscribe for a deep dive into topics that matter, from financial wellness to personal development. Let's transform challenges into opportunities together and craft a life resonating with purpose.

## **Let's Connect!** 🌟

Subscribe to [@mycautube](#) on YouTube and follow CA Arvind Agrawal (Agrifin). Stay connected with us as wisdom converges with the tapestry of life. Embrace the wisdom, share your insights, and become an integral part of our knowledge-sharing community! We value your questions, comments, and feedback as they shape the content we create.

**For personalized one-to-one mentorship, feel free to reach out to us at [guidingtheuniverse@gmail.com](mailto:guidingtheuniverse@gmail.com).**

Your journey towards a purposeful and enlightened life begins here.

Embrace the wisdom, share the insights, and be part of the knowledge sharing community!

Shared by Pooja Manoharlal Acharya, Finance



In the vast expanse of agriculture, beyond the rows of crops and the science of cultivation, lies a profound connection between the act of farming and the spiritual essence of life. Agriculture, often viewed as a science and an industry, is an art form deeply embedded in the tapestry of spirituality. As farmers, we are not mere cultivators of crops; we are stewards of the Earth, partners in the dance of life that unfolds season after season. The act of planting a seed becomes a sacred ritual, a collaboration with nature that extends far beyond the tangible boundaries of our fields. Much like the cyclical nature of agriculture, the seasons of the soul find expression in the journey from seed to harvest. The patience required for a seed to germinate mirrors the spiritual virtue of patience in our own lives. The nurturing and care given to crops symbolize the compassion and love that we extend to one another. Harvest time becomes a celebration of abundance, echoing the joy that arises when we cultivate gratitude for the fruits of our labor.



When approached with mindfulness and reverence, farming becomes a spiritual practice. Tending to the land becomes a meditation, ploughing the fields a dance with the elements, and the harvest a communion with the earth's generosity. Farmers, in their quiet dedication, embody the principles of presence, connection, and mindfulness, weaving spirituality into the very fabric of their daily work. Beyond the individual efforts of farmers lies a profound sense of community. The interconnectedness between farmers, their families, and the land fosters a unity that transcends the physical boundaries of fields. It is in this shared journey that the spiritual aspects of agriculture become even more pronounced, echoing the interconnected web of life that binds us all. In conclusion, let us recognize that agriculture, when viewed through the lens of spirituality, transforms into a sacred journey. Each seed sown becomes a prayer, each harvest a testament to the interconnected dance of life. As we navigate the fields of our existence, let us do so with a mindful heart, remembering that in nurturing the soil, we nurture not just our crops but the very soul of agriculture itself. Let us embark on a collective journey to honour, protect, and rejuvenate the sacred soil that sustains us all.



# PROMOTIONAL ACTIVITIES

## Diwali vibes during field days



Diwali celebration with farmers & their families at Rairangpur territory, Odisha

~Shared by Abhijeet Tripathy, Sales



Diwali celebration with farmers & their families at Umarkote territory, Tehsil-Raighar, Nabarangpur District, Odisha

~Shared by Mukesh Kumar Pradhan, Sales

# PROMOTIONAL ACTIVITIES



Diwali festivities in Rewa Territory took on a special significance as the team came together to celebrate with farmers and retailers in the village of Ambi, Rewa. The event was characterized by an elevated level of creativity in showcasing our products, creating an engaging atmosphere for over 100 farmers and 10 retailers who joined the celebration.



Team Meeting at Bogura Farm, Bangladesh



Market Development activities at Matahat Sathibari, Bangladesh



Retailers & Distributor visit at Bangladesh





Team VNR Nursery participated in Asian Citrus Congress 2023 at ICAR-CCRI, Nagpur, MH



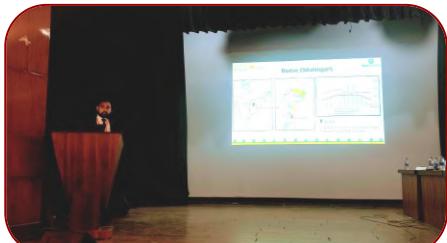
Team VNR Nursery participated in 10th Indian Horticulture Congress 2023 at IAHS, Guwahati, Assam



Team VNR Nursery participated in the "Horticulture Investor's Meet - Udyan Se Udyog Tak" at ICAR-CISH, Lucknow, UP



Saurabh Pradhan, SMS Fruits, VNPL presented on "Modern Production Systems for Enhancing Productivity in Underutilized Fruit Crops" at ICAR-IIHR, Bangalore, KA



Randip Ghosh, Production, VNPL presented at 10th Indian Horticulture Congress 2023 , Guwahati, Assam



Randip Ghosh, Production, VNPL giving presentation in NDGICS organized by ICAR-CISH, Lucknow, UP



Team VNR Nursery participated in training programme "Export & Import of Planting Material Including Tissue Culture Plant" NIPHM, Hyderabad, TS

## INSTITUTION VISITS- Oct-Dec 2023



Team VNR Nursery with Director General, Dr. Hanuman Singh, IPoS, NIPHM, Hyderabad, TS



Priya Darshan Dewan, Horticulturist VNPL with Dr. A.K. Pandey, Dean, CAU-COH, Bermiok, Sikkim



Team VNR Nursery @ AAU - College of Horticulture, Nalbari, Assam



Priya Darshan Dewan, Horticulturist VNPL with Dr. Joydeep Mondal HOD Horticulture & Dr. Gautam Mondal Prof. Fruit Science, Visva-Bharti, WB



Priya Darshan Dewan, Horticulturist VNPL with Dr. S.K. Jain, DEE, Agriculture University Kota, RJ



Priyadarshan Dewan, Horticulturist VNPL with Dr. Pratap Singh, DRS, Agriculture University, Kota, RJ



Mr. Devesh Shukla, VNPL with Dr. Binod Kumar Singh, Professor & Head of Horticulture, BHU, UP



Team VNR Nursery with Dr. Sharad Ramrao Gadakh, VC, PDKV, Akola, MH



Team VNR Nursery with Dr. D.T. Deshmukh, Associate DRS, PDKV, Akola, MH

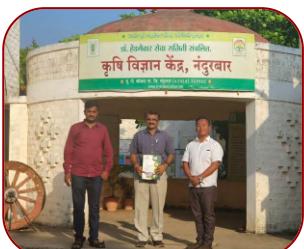


Team VNR Nursery with Dr. D.M. Panchbhai Dean, Dept of Horticulture, PDKV, Akola, MH

## ICAR - KVK VISITS (OCT – DEC 2023)



Priya Darshan Dewan, Horticulturist VNPL with Dr. G.V. Marviya, Head, KVK, Rajkot



Priya Darshan Dewan, Horticulturist VNPL at KVK Nandurbar, MH



Team VNR Nursery with Dr. B.G. Hanumantharaya, Senior Scientist & Head KVK, Doddaballapur, KA



Saurabh Pradhan, SMS Fruits, VNPL @ KVK Nalbari, Assam



Priya Darshan Dewan, Horticulturist VNPL with Shree Pankaj Kumar - SMS Agriculture Extension, KVK, Katihar, BR



Priya Darshan Dewan at Horticulturist VNPL with Dr. Subrato Mondal - Head KVK, Birbhum, WB



Team VNR Nursery with Dr. Mahendra Singh, Head, KVK, Kota, RJ



Mr. Devesh Shukla, VNPL with Dr. Vineeta Singh at KVK, Umaria, MP



Mr. Devesh Shukla, VNPL with Smt. Alpana Sharma, Home Scientist, KVK, Shahdol, MP



Mr. Devesh Shukla, VNPL with Dr. S.P. Singh, Head, KVK, Chandauli, UP



Mr. Devesh Shukla, VNPL with Rajeev Kumar Singh at KVK, Jaunpur, UP



Team VNR Nursery with Dr. Sharad Ramrao Gadakh, VC, PDKV, Akola, MH



Mr. Devesh Shukla, VNPL with Dr. J. B. Singh, KVK, Sultanpur, UP

## ICAR INSTITUTION & KVK EXPO PARTICIPATIONS – (OCT – DEC 2023)



His Excellency Governor of Karnataka, Shree Thavar Chand Gehlot &, at VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Dr. S K Singh, Director, ICAR-IIHR, Bangalore, KA at VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Dr. Jagdish Rane Director ICAR-CIAH Bikaner RJ & Dr. AK Singh Head, CHES Godhra, GJ at VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Dr. K Dhinesh Babu, Principal Scientist, ICAR-NRCP, Solapur, Godhra, GJ at VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Dr. Vishal Rana, Associate Director (R&E) RHRTS, Dhaulakuan, Sirmour, HP visited VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Dr. T. Hazari, CAU - COH, Thenzawl, MZ & Dr. C P Suresh, Head, COH NEHU, Tura, ML visiting VNR Nursery Stall at ICAR-IIHR, Bangalore, KA



Team VNR Nursery participated in the Kisan Mela at KVKA Kota, RJ



Team VNR Nursery participated in the Kisan Mela at PDKV, Akola, MH

## OTHER EXPO PARTICIPATIONS & DIGNITARIES VISIT (OCT – DEC 2023)



Team VNR Nursery participated in the Agrovision Expo, Nagpur, MH



Shree Nitin Gadkari - Minister for Road Transport & Highways, GoI, visited VNR Nursery stall at the Agrovision Expo, Nagpur, MH



Team VNR Nursery with Dr. Shailesh Rajan, Former Director CISH Lucknow, UP at Bastar, CG



Dr. B.N.S Murthy, Former Director ICAR - IIHR & Former Horticulture Commissioner, MoAFW, GoI at VNR facility, Bastar, CG

# FARMER SUCCESS STORY



## Ranbeer Singh

**Mobile Number**  
8168945482

**Variety:** VNR 2222

**Sowing Area:** 12 Acres

**Duration:** 115 days

**Total Yield:** 408 quintal

**Total Estimated Revenue:** Rs. 8,98,824

**Crop:** Paddy

**Sowing Date:** 28-05-2023

**Total Expense:** Rs. 2,40,000

**Net Income:** Rs. 6,58,824

**Address:** Village- Mouli ,Distt- Panchkula, HR



## Pradeep Kumar

**Mobile Number**  
9996851586

**Variety:** VNR 2222

**Sowing Area:** 5 Acres

**Duration:** 115 days

**Total Yield:** 170 quintal

**Total Estimated Revenue:** Rs. 3,74,510

**Crop:** Paddy

**Sowing Date:** 26-05-2023

**Total Expense:** Rs. 1,00,000

**Net Income:** Rs. 2,74,510

**Address:** Village- Khatouli Distt- Panchkula, HR



## Anil Kumar

**Mobile Number**  
9416465251

**Variety:** VNR 2222

**Sowing Area:** 4 Acres

**Duration:** 115 days

**Total Yield:** 136 quintal

**Total Estimated Revenue:** Rs. 2,99,608

**Crop:** Paddy

**Sowing Date:** 25-05-2023

**Total Expense:** Rs. 88,000

**Net Income:** Rs. 2,11,608

**Address:** Village- Kathola Distt- Panchkula, HR



# FARMER SUCCESS STORY



**Mobile Number**  
8901933342

## Sachin Kumar

**Variety:** VNR 2222

**Sowing Area:** 4 Acres

**Duration:** 115 days

**Total Yield:** 138.8 quintal

**Total Estimated Revenue:** Rs. 3,05,776

**Crop:** Paddy

**Sowing Date:** 20-05-2023

**Total Expense:** Rs. 60,000

**Net Income:** Rs. 2,45,776

**Address:** Village- Khera, Distt-Ambala, HR



**Mobile Number**  
9466212229

## Bhupander Singh

**Variety:** VNR 2222

**Sowing Area:** 5 Acres

**Duration:** 115 days

**Total Yield:** 175 quintal

**Total Estimated Revenue:** Rs. 3,85,525

**Crop:** Paddy

**Sowing Date:** 20-05-2023

**Total Expense:** Rs. 90,000

**Net Income:** Rs. 2,95,525

**Address:** Village-Sherpur, Distt-Yamunanagar, HR



**Mobile Number**  
9354000099

## Harvinder

**Variety:** VNR 2222

**Sowing Area:** 15 Acres

**Duration:** 115 days

**Total Estimated Yield:** 570 quintal

**Total Estimated Revenue:** Rs. 12,55,710

**Crop:** Paddy

**Sowing Date:** 25-05-2023

**Total Expense:** Rs. 3,00,000

**Net Income:** Rs. 9,55,710

**Address:** Village – Kharwan , Distt - Yamunanagar ,HR

- *Shared by Sunil 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)



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