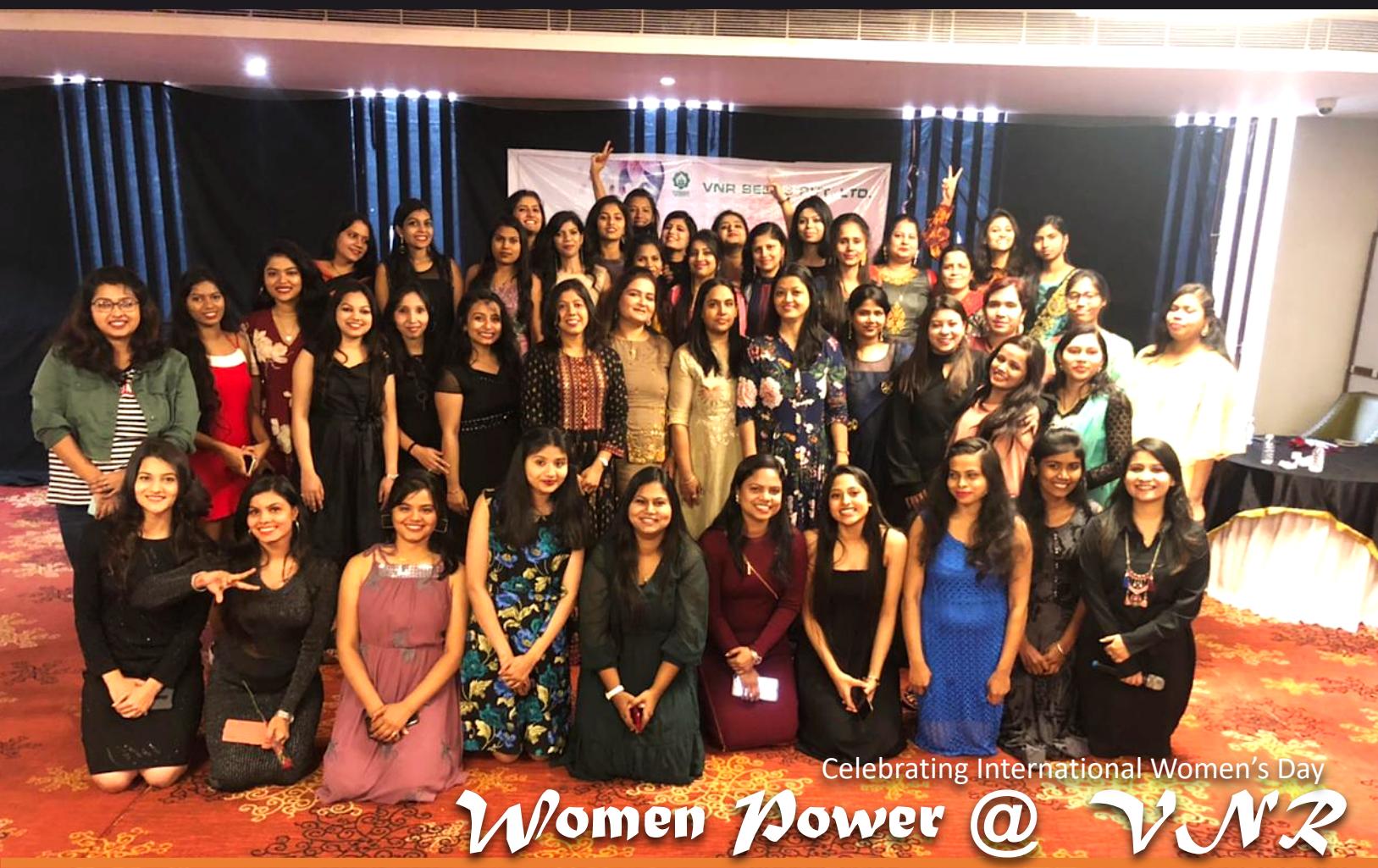




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VNR Impact

Volume – 23, January to March 2021



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Editorial

Dear Readers,

We've crossed 2020 with much awaited wish for the pandemic to end as we restore the damaged economy. We are looking forward to a bright and progressive 2021 and are much prepared to face the pandemic this year. VNR Seeds has been recognizing exceptional achievers in the company. We've started this issue with VNR's most recognized faces of 2021 under the section Rewards & Recognition.

We're proud of the diversity at VNR. Our women task force is growing and we're delighted with their exemplary performance. As they work hard, we understand that they party even harder. We've coverage of how we celebrated Women's Day on various platforms within and outside VNR. Now, for the sportsmen at VNR, this quarter offered the much awaited VNR Cricket League 2021. Check out the details of matches and winners of the battlefield at event's section. This quarter we've also organised the much awaited Mahashivratri festival and this year with the rising need for safety precautions around Holi festival, we had a very different take on Holi.

Looking at the up-coming time in a positive frame of reference we recommend you to go through a very interesting read on Positive Impacts of Viruses in VNRites Zone. We've received a cool recipe – the Blue Lagoon for the approaching summer and a success. Story of a classical Bharatanatyam dancer amongst us. Additionally, there's a real event which will make you mull upon traffic discipline.

In the latter sections, we have covered the latest activities at VNR Nursery including VNR Manthan series and their topics. Additionally, we've covered Pan India promotional activities of VNR Seeds along with an in-depth detail of Godavari project. And like always, we've Farmer's Success Story for you to get a byte on practical feedback of VNR's product on the field.

India is going through a much difficult time now and we request you all to stay safe with your family! Let's take good care of ourself and our family by staying fit, thinking positive, staying in touch over a distance and remain stress free. Hoping very soon we all shall experience normalcy of situation everywhere.....let's Stay safe, Stay Healthy!

Happy Reading!
VNR Editorial Team



Reward & Recognition



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Faizabad, Uttar Pradesh



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Muzaffarpur, Bihar



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PD, Nashik, Maharashtra



Rinesh Kumar, Sales, Ladwa,
Haryana



Sudeep Kumar Pradhan,
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Shiv Prakash, Sales, Gaya,
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Gyan Chand Tripathi, Sales,
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Rakesh Kumar Sharma,
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Manoj Kumar Singh, Sales,
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R Anjaiah, Sales, Karimnagar,
Telangana



Ramesh Chand, Sales,
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Naveen Rana, Sales,
Kondagaon, Chhattisgarh



Tameshwar Thakre, Sales,
Chhindwada, Madhya
Pradesh



Gajendra Singh, Sales,
Gandhinagar, Gujarat



Ravindra Singh Solanki,
Sales, Jaipur, Rajasthan



Amitosh Singh, Sales, Sagar,
Madhya Pradesh



Kailash Chandra Mallick,
Production, Puri, Odisha



Roshan Baunthiyal,
Production, Puri, Odisha



Rohit Verma, Production,
Kantabanji, Odisha



Harendra Kumar, IT, Raipur,
Chhattisgarh

Team Training Program

Mr. P. Srinivasa Swamy, Sales, Hyderabad conducted a virtual training program on 13th January 2021 with the help of Mr. Uddandam Mahesh Babu, PD, Ongole, AP and Mr. Sathigari Venugopal Reddy, PD, Maidukur, AP on new vegetable hybrids. During the training following hybrids were covered:

- Bitter Gourd: Rudraksha, Vishnu, Nandita and VNR-44
- Sponge Gourd: Dhaval
- Ridge Gourd: Rajini
- Chilies: 751, Unnati, 1786 and 978
- Tomato: Devi and Julie.

The main objective of training program was to educate the team members on the new products USPs and segmentation. Also covered sales planning for next quarter/ FY 21-22.

Events

VNR Cricket League 2021

VNR Cricket League (VCL) is an event most awaited by the VNRRites who shares a bent towards sports. Unlike other events, VCL in particular is backed up with rigorous practice, trials and gameplays before the D-day performance. This year, VCL was organized on 28th Feb and 4 different teams from VNR Seeds gathered at Mandi Ground, Fafadih – Raipur. VNR Boosters, VNR Champs, VNR Super Kings and VNR Bulldozers were all set to aim at the VCL-2021 Trophy.



This one-day event also attracted VNR Leadership team, VNR Sports Enthusiast and their excited families cheering from the audience zone. Skillful and energetic 58 VNR sportsmen were together representing four different teams. This team building exercise was a whole lot fun for the spectators and whole lot challenging for the men on the field. Undeniably, it was a unique win-win exercise for everybody present in the event and a day well spent.

Matches Played

Match 1	VNR Super Kings Vs VNR Bulldozers	Won by VNR Super Kings
Match 2	VNR Champs Vs VNR Boosters	Won by VNR Champs
Final Match	VNR Super Kings Vs VNR Champs	Won by VNR Super Kings

Events

The winning team for VCL2021 turned out to be VNR Super Kings and they've secured this title for the 3rd time in a row! Its first time ever in the history of VCL that the most coveted rolling trophy has been permanently won as per rule of 3 times consecutive wins for keeping the trophy. Kudos to the winning

team for its persistent performance and setting better benchmark year after year. It'll not be very surprising to mention that Mr. Raj Kumar Kundu the Lead Supply Chain at VNR Seeds was honored with Man of Series Award for his sheer swiftness and strategic gameplay.



Winners of the Series – VNR Super Kings!



Bytes from the Match



Bytes from the Match



Man of the Series
Best Bowler (Match 1 & Match 3)
Mr. Raj Kumar Kundu,
Lead Supply Chain



Man of the Match
(Match 1)
Best Batsman
(Match 1)
Mr. Sunil Kumar
Kothari, Plant
Operator



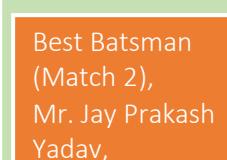
Man of the Match
(Match 3)
Best Batsman
(Match 3)
Mr. Jagdeep Kumar,
Manager Plant



Man of the Match
(Match 2)
Best Bowler (Match 2)
Mr. Debrat Roy,
Assistant Manager
HR



Bytes from the Match



IWD in Jharkhand with SHG

By: Ashish Nautiyal, Sales, Ranchi

Agriculture sector is considered to be the backbone of our economy, and we can surely say that Women are the most precious crown to this backbone. But their contribution has always been behind the screen and we have never recognized it in a larger scale.

We have been celebrating "International Women's

Day" from last few decades with the great enthusiasm. We have been busy celebrating womenhood in our offices, schools, colleges, hospitals, shopping malls, hotels and other places, but still there is a large population which has not been brought in focus, they are "The Women in Agriculture".

Events



While we all are busy, appreciating the Women of other sectors in the entire world, these Women were dealing with their daily routine work. "That's where we found the opportunity, to encourage these wonderful Women."

In India it is believed that educating a Woman will lead to a brighter society and it will inculcate the essence of empowerment in Women, there are many initiatives going on and the most common is Self Help Groups (SHG). Currently, there are 67.63 Lakhs SHG groups registered in India, working at various block level. Out of which 2.45 Lakhs groups are active in Jharkhand comprising 28.27 Lakhs registered working female members.

We took the initiative and started to work with around 400 SHG groups of around 5000 members across 9 territories in Jharkhand on a belief of bringing a boom to the business initially.

We started our campaign from Dec-2020 to Feb-2021, by conducting LAXMI PUJA activity (Paddy considered to be as Laxmi in Jharkhand), which comprised of worshiping the grain yields (of our

Hybrids) obtained from their fields and briefing about the grain and Hybrid with a motive to uphold the variety name in their mindset as well as build an emotional connect.

Women being the active participant in decision making throughout the cultivation process. It was required to make them understand and promote our New Product Introduced (NPIs). This agenda will help us to bring new customers as well as motivate the existing primary customers in a particular village and promoting our product at a cost savvy model.

From March 8, 2021 to March 12, 2021, we organized mega events of all the SHG group possible under one roof across all the territories and honored these wonderful Women by making them participate in INTERNATIONAL WOMEN'S DAY and making it a massive hit event. In the near future we believe a greater number of Women will participate from farming community and thus increasing the demand for our products and getting a better market share across the territories of Jharkhand.

Events

Women Power@VNR



While the whole world is talking about gender diversity, VNR is not lagging behind. The female gender count has grown from last year. Like previous years, this year too the International Women's Day was organised for the female VNrites with great enthusiasm and flair where all females from Raipur & surrounding locations participated and enjoyed. The female members took out dedicated time keeping aside the everyday work routine and gathered together to celebrate this occasion. Every female in the hall, let her hair loose and enjoyed the occasion to the fullest. The event witnessed cheerful dance performances by Megha Soni, Admin, Raipur & Arushi, HR, Raipur along with many interesting fun packed activities by the group. The team members coming from diverse departments introduced themselves in different ways thus getting to know each other. During the event many games were organised along with some team based challenges to boost the team spirit of the female team. Gorgeous succulent plants were gifted by the guest leadership team at VNR as a token of remembrance for the occasion. VNR Seeds is glad to have such strong women team who've empowered and inspired many others in the team to work with utmost dedication and passion. The women power at VNR Seeds have been constantly setting up new standards and improved benchmarks, then be it in the corporate work culture, seed processing units or research farms & lab. We wish them all the very best in their endeavours and we look forward to the next celebration with greater heights and bigger success.

VNrites on FSII IWD Special Release

Akanksha Negi
Research Assistant | VNR Seeds Pvt Ltd

I believe that in life we need to nurture but we also need to be nurtured. Presently, I am involved in research and development activities, working especially on the screening of planting material against Phytonematode. I have seen women playing an important role in my workplace which motivates me and fills me with the confidence of moving forward. I will always value the insights and guidance provided by my family, peers and superiors. I am working as a Research Assistant in VNR Seeds Pvt Ltd which believes in working for the upliftment and betterment of farmers. I am grateful to my organization for allowing me to contribute to farmers' welfare with my research work.

Ruchi Mandal
Senior Marketing Executive
VNR Seeds Pvt Ltd

In India, agriculture is considered a primary activity and it is overwhelming to contribute a small part from my side. There is a huge women labour force working in the agriculture sector & contributing towards the prosperity of our nation. Apart from them, women contribute in many ways in this field. I feel honoured to be part of the backend support system which gives me numerous opportunities to understand the ever-changing dynamic marketing situation. My role in the organization is handling the classical database of the dealer & distributors along with the retailers through the means of the mobile application-based system. My daily routine comprises training & helping the front-line team with app-related features & analyzing the data for the upcoming market needs.

Mahashivratri Pooja

Mahashivratri festival was celebrated at Deorjhal processing plant, CG. The VNRites from different working units gathered at the plant for the Poojan of lord Shiva. Although the pandemic of Coronavirus is still not over but the workforce is now well adapted to precautions and the care it takes to stay safe and still celebrate these moments.

Amid the pandemic, following all the care and prevention guidelines the grand pooja was conducted this year along with VNRites gathering from the Corporate office. To cheer up the occasion post poojan, there were many games and activities which were organised and VNRites displayed exemplary discipline while participating and enjoying the eve.



Safe Holi !?

The festival of color has been one of the most awaited celebrations for everyone. While we have good memories of last few years of celebration, no doubt this year, with the outset of the new norms (namely COVID) there are many rules we'll have to bend and yet bring out the flavor of the fest. Right, this year we planned to go that way. Instead of challenging the proximity norms or mishaps out of excitement we decided to keep our cool on the occasion. As the cases are on a steep rise, the team at VNR Seeds were all in for circulation of sweets at workbench, handled with outmost care. And no

color or celebration of any sort was advised within the office premise or otherwise. We all will nod on the fact that there is nothing above a healthy and a safe life for oneself and the family hence the decision of no celebration was received warm welcome and much needed relaxation for the day. It might sound a bit sad we understand, but then there's an old saying that cheers everyone up and allow us to use it in a totally different context... Bura Na Maano, Holi Hai!

Cheers & Stay Safe!

Knowledge Zone

Cucumber CU-2

- First Harvest : 35-40 days
- Cylindrical shaped green fruits
- Avg. Fruit Weight : 150-200 gm
- Avg. Fruit Length : 18-20 cm
- Avg. Fruit Width : 3.5 – 4 cm
- Early hybrid
- Crispy fresh fruits
- Good fruit uniformity
- High yield potential



Sweet Pearl

- Crop Maturity : 75-80 days
- High Uniform Cobs
- Broad, long cylindrical cobs with good tip filling
- Attractive green husk cover
- Easy grain extraction
- Wider adaptability
- Moderate lodging tolerant

Positive Impacts of Viruses

By Dr. Kislay K. Sinha, R&D, Raipur, Chhattisgarh

Viruses are known to affect all animals, plants and even bacteria. Image of viruses has been that of disease-causing agents across all forms of life from bacteria to plants and humans with varying effects. While Common flu (influenza) is commonly taken lightly, the ongoing COVID pandemic is possibly the most serious concern affecting health, economy and social behavior across the boundaries of human civilization. All kinds of crops and fruit trees are known to get infected with one virus or another. Viruses are emerging as serious problems in vegetable crops having devastating effects on yield as well as quality. Incidence of Leaf Curl Virus in tomato, chilli, Yellow Vein Mosaic Virus in okra, Yellow Mosaic Virus in gourds etc. are a few to name.

Leaving aside the discussion whether viruses are living or non-living or a link between the both, for a moment, let's consider them biological entities which are highly versatile, successful, most abundant and impactful. All through the time bacteria have been highlighted for the diseases which they cause. However, lately we realized that they are not so bad. There are a lot of good bacteria in our gut which have great influence on our digestive system, nourishment, metabolism, immune system, mood, behavior, aging etc. These are called gut microbiota which are of great research interest. Similarly, for plants, on the one hand bacteria cause diseases, but on the other hand symbiotic bacteria like rhizobium help in fixing nitrogen in the roots of legume crops and improve fertility of the soil. At present a wide range of bacteria and formulations of bacterial origin are being used in agriculture to enhance nutrient uptake or as bio stimulants, biopesticides etc. and these fit well in the frame of organic cultivation.

So, the question is, have these viruses evolved to make life difficult or there are some positive aspects of viruses as well? Here, I would like to present a summary of positive impacts of viruses on different forms of life, ecology and ecosystem. During my PhD, I worked on a virus "VSKK" that infects cholera

causing bacteria. I sequenced the genome of this virus and I found that it carries a toxin gene that makes the vibrio more pathogenic to humans. That was one of the first 450 viral genomes sequenced. Due to the technological advancement in DNA sequencing, now more than 10 lakh viral genome sequences are available. Analysis of these genome data reveals that viruses are highly diverse and have successfully evolved over millions of years.

Viruses that infect and kill bacteria (also known as phages) have potential to destroy bacteria which are resistant to antibiotics and this area is emerging as phage-therapy. Phages are potential tool for sewage treatment where large number of bacteria needs to be cleared effectively. Viruses and their components are also used as vaccines (e.g., Oxford-AstraZeneca for COVID).

Many important discoveries in biology, especially molecular biology, have been made using bacteria and viruses as model systems as they grow very fast and are easy to maintain in the laboratory. Mechanisms of several life processes like transcription, translation, DNA replication, DNA repair, DNA recombination, mutation, exchange of genetic material, evolution etc. have been understood using viruses and bacteria and fundamentals of these understandings are comparable and applicable to those in higher organisms.

Viruses have specific hosts which they infect, e.g., virus of bird flu infects birds and virus of swine flu infects pigs, but viruses keep changing due to high



Soil Temperature 55°C
No virus-fungus symbiosis

Soil Temperature 55°C
Virus-fungus symbiosis

Panic grass (*Dichanthelium lanuginosum*) can survive higher temperature due to symbiosis between a virus (*Curvularia thermal tolerance virus, CThTV*) and an endophytic fungus (*Curvularia protuberata*).

Inspired from "The good viruses: viral mutualistic symbioses"
by Marilyn J. Roossinck (2011)
Nature Reviews Microbiology, Vol. 9, Page 99.

Knowledge Zone

rate of mutation, and are able to break host barriers and infect new hosts, like these two viruses infect humans. Also, human to human transmission of these newly emerged viruses was observed.

In a very similar manner, plant viruses also started infecting new crops and several examples of such events are seen in agricultural crops as well.

Plant viruses help in maintaining biodiversity by preventing unlimited growth of genetically homogenous plants (a particular variety or crop). Nature tries to keep all types/all varieties alive, so it kills identical plants present in large numbers through viral infections.

Many plant viruses are known to impart tolerance to extreme temperatures, salinity and other environmental stresses in the host they infect. Behavior of some insects towards virus infected plants are also altered which in turn modulate the

rate of pollination and insect infestations. Infection with one virus sometimes makes the host tolerant to subsequent infections by similar or related viruses, this is observed in animals as well as plants. Similar phenomenon in bacteria has been described as super-infection immunity.

Viruses introduce mutations in the host genomes. Occasionally it takes a small portion of genetic material from one host and transfers it to the new host. This way it enhances the variation in population which allows breeders to select superior plants for breeding purposes.

To summarize, viruses are not always harmful. Apart from being a wonderful tool for biological experiments they are contributing to evolution of host genomes and balancing ecology in an articulate manner.

VNRites Zone

The Dance I Worship: Bharatanatyam!

Shared by Arushi Dutta, HR dept., Raipur (CG)

Q1- Please tell our readers about the dance form "Bharatanatyam"?

Bharatanatyam is the oldest classical dance form and it has originated from Tamil Nadu. The origin of this dance can be traced back to the sage Bharatmuni's Natyashastra. It is performed with excellent footwork & impressive gestures. The rapid body movements in this dance form boosts blood circulation thus helping you to live a long and healthy life.

Q2- There's another popular dance form Kathak, can you tell us how Bharatanatyam differs from it?

In Bharatanatyam, the dancer uses many mudras and hip movements. For these movements most of the stage space is used. In Bharatanatyam, the dancer has to do more of the sitting postures or the bent knees postures. But in Kathak, the dancer dances in a standing posture throughout and the movements include intricate footwork accented by anklet bells worn around the ankles and stylized gestures adapted from normal body language. There are limited or no hip movements. Bharatanatyam is a dance form which is based or evolved from the stories of Shiva. Kathak however, focuses more on the tales of Radha and Krishna.

Kathak is a dance form of northern India while Bharatanatyam originated in South India.

Q3 - How and who encouraged you to do this dance form?

My journey started when I was 4 years kid. One day while listening to a song, I started moving round & round and then started doing some steps. It was then my parents saw spark of dancer in me and they decided to put me to a proper classical training school.



Q4- Who was your guru? Also share about your experience of performances.

I was taught by my guru Dr. Rakhi Jayant Rai. I gave my first stage performance at the age of six, in front of huge audience in Cuttack. Thereafter many national & international awards made their place at my home. I've performed at Solan (HP), Patiala (Punjab), Gurgaon (Haryana), Mount Abu (Rajasthan), and Cuttack (Odisha). In 2007, I got a scholarship from Ministry of Culture, GOI and also

represented Chhattisgarh in 2010 in Guwahati Assam for it's All India cultural festival (Ministry of Culture). In the quest, I have learned Kuchipudi & Mohiniyattam dance form. I owe my success to my parents who encouraged me to explore the Indian traditions & culture and supported me in developing my dancing skills. Dancing has been an integral part of me and I wish to pass on this knowledge by teaching others in future.

Kid's Recipe: The Blue Lagoon

Blue lagoon mocktail is one of the very delicious drink to have for refreshment. Blue lagoon adds a lovely colour to the lemonade. This easy blue lagoon just requires couple of minutes for preparations so you can make it any time and get fresh.

Ingredients

- Sliced Lemon
- Fresh Mint Leaves
- Sugar
- Salt A Pinch
- Fresh Lime Juice
- Crushed Ice
- Blue Curacao
- Soda / Sprite / Sparkling Water

Recipe

- Take half lemon, remove seeds and cut into small pieces, add some fresh mints leaves on it. Sugar 1 tablespoon, a pinch of salt and pound the mixture.
- In an empty glass put some crushed ice, the mixture, more lime juice to about a half teaspoon, 1 tablespoon Blue Curacao syrup, now add soda/sprite/or sparkling water. Stir well.

Have it fresh and cool!



**Shared by Aanvi Chawda
D/O Mr. Vimal Chawda
(MD)**

Slow and Steady Saves Life

**Mr. P. Srinivasa Swamy, Sales, Hyderabad,
Telangana**

I remember clearly that on 12th February, I was on a tour to Nellore from Hyderabad. Near Chityal, on the highway from Hyderabad to Vijayawada, I was driving on the right lane close to the divider at a manageable speed, averaging between 75-80km/hr. Suddenly, a car came right past mine with higher speed honking to make way. It startled me and I had to quickly change my lane to left. It was unfortunate

for the speeding car on the right lane, lost control and hit a big truck load carrying cars coming from the opposite direction by breaking the divider. It collided and tumbled down. The whole thing sent chills down my spine. This incident might as well have caused fatal death and shall be etched in my memory!

Learning: Please maintain safe speed, it really helps us to control vehicle prior to any unforeseen circumstances. I can only thank god for saving my life.

VNR Manthan

VNR Manthan is an online knowledge sharing platform where Scientists, Researchers and Farmers share their knowledge, experience & resolve the concerns of participants. VNR Manthan is open-for-all platform for gaining knowledge through experiences of Scientist and fellow farmers.



VNR Manthan is a unique in the sense it invites progressive and accomplished farmers as “Anubhuti Speakers” for sharing their experiences on real challenges faced by farmers and also provide practical and adaptable solutions to overcome them. The aim is to help fellow farmers with latest crop improvement technology. VNR Nursery started the series with great enthusiasm from October 2020.

We've already deliberated 7 successful editions of VNR Manthan with overwhelming responses from the farming community. Padmashree Dr. Brahma Singh, Chairman BSHF, is the Chief Patron of VNR Manthan the webinar series, the convener of the Series is Mr. Devesh Shukla, Business Head, VNR Nursery. The key speakers are from the scientist fraternity who have excelled in the subject crop while the Anubhuti Speakers have the same criteria in terms of farming. The program involves coordination amongst Chief Patron, key Speaker and Anubhuti Speakers as it has to happen on virtual platform. The Nursery team learned invention of new technologies, its merit, and its goodness in knowledge dissemination regarding the same. The Nursery team use the platforms like Facebook Page, WhatsApp groups for promoting the Event having received overwhelming responses from the farming community. It has put its heart on

the show to make it successful in terms of WhatsApp groups' creation in every edition so that the attendees need not face any issue while logging in the program. VNR Manthan is gaining popularity amongst the growing community as it is the only platform where we share the knowledge from the desk of renowned Scientist & best progressive farmers together to the agriculture enthusiast, farmers and students' community and we hope that it is helping the farmers in a different dimension during the covid-19 situation. In this quarter, VNR Nursery has conducted Manthan on various topics as given below:

1) Management of Cucumber cultivations with new technologies held on 10th January 2021- The webinar was focused on how the off- season production can be taken under the protected condition, guidelines for new technological agronomic practices for better yield of Cucumber & Fertigation management. Major disease and pest were also covered during the session.

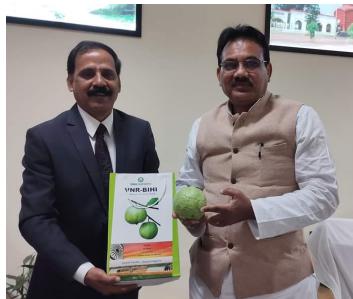
2) Okra- history, best practices, innovation and breeding held on 31st January 2021- The session covered on how the new breeding lines should be introduced for tackling the major challenges in Okra cultivation such as

VNR Nursery

YVMV, OLCV, TSV etc. The cultivation aspects and economics of Okra cultivation and controls regarding the pest and disease was also covered.

3) Custard Apple- Technological advancement and innovation held on 26Th February 2021- The panel discussed on how Post harvest management can affect the marketing strategy of Custard Apple and earn more profit. The major problem of Custard

Apple is deformed shape which can be overcome with the hand pollination techniques. During the session the adoption of technical agronomic practices like Single leader trellis system, pruning, mulching, bagging, were also discussed.



Business Head VNR Nursery at Tripura with Honorable Agriculture Minister Tripura



VNR Bihi Guava plantation at HRC Nagichera, Agartala, Tripura



VNR Nursery at ICAR-IIHR, Bangalore



NHB officers at VNR Nursery, Kohadaria, Chhattisgarh



Team VNR Nursery at Krishi Bhavan, New Delhi with Dr. B N S Murthy (Horticulture commissioner, GOI)



Team VNR Nursery at Krishi Bhavan, New Delhi with Dr. A. K. Singh, DDG-Horticulture



Promotional Activities



Kisan Mela at Samastipur, Bihar



Retailers & Buyers crop tour at Guntur, KN



Farmers fair at Narayanpur, Chhattisgarh



Farmers meeting and demo seed distribution on Summer Bajra at Karoti, Sirohi, Rajasthan



Project Godavari Gold Mine

By P. Srinivasa Swamy, Sales, Hyderabad, Telangana

Project 'Godavari Goldmine' was initiated in order to get knowledge on the area of Red Chillies in river Godavari Belt. For this project, we formed a team comprising of Sales & PD; Mr. Kumar Rahul (GM Sales, Hyderabad), Mr. Amit Upadhyay (DGM, PD, Raipur), Mr. Srinivasa Swamy (RBM, Telangana & Rayalaseema, Hyderabad), Mr. Aravind Kancharlapalli (RBM, Coastal AP Vijayawada), Mr. Pradeep Subhashrao Patil (RBM, Maharashtra) and Mr. Uddandam Mahesh Babu (RM, PD, AP Ongole). The objective of the project was to research and identify the markets of Red Chillies in area of Godavari river which covers 2 states of Maharashtra and Telangana. Through this project, we covered markets of Ankisa, Sironcha, Mokla, Tekda from Maharashtra and Eturnagaram, Mahadevpur, Kataram, Charla, Venkatapuram, Vajedu from Telangana. We also gathered information on various competition in Red Chillies, its segmentation and adaptability.

We displayed 577, 751 and 1786 our Red Chillies products, to retailers and farmers at Eturnagaraam,

Vazedu and Venkatapuram to explore the market during next season. As part of Project Godvari Goldmine, the front line sales team members from Rayala Telangana divided themselves into 2 teams, one team of Mahadevpur headed by Shaik Shabbeer Basha (Kadapa) with team members Cherala Aravind (Hyderabad) and R Anjaiah (Karimnagar) and other team of Eturnagaram headed by Makani Ramakrishna (Anantapur) with team members Bommineni Vijay Chander Reddy (Kurnool) and Nerella Supreem. The Warangal team from coastal AP comprised of Shaik Azaharuddin (Rajahmundry), Dema Venkata Prasanth (Vijayawada) and Jakkireddy Rajashekhar Reddy (Bhadrachalam). Imran Abbas Panhalkar participated from Maharashtra.

Activities:

- Day 1:** We conducted training programs for the team on field and showed them the hybrids of 577, 751, 1786 laid in Eturnagaram, Vajedu and Venkatapuram. We also listed the USPs of each product to build team's knowledge and confidence on each product.

Promotional Activities

- **Day 2:** We listed the markets and villages to be covered in next 2 days and discussed about data to be collected in prescribed format.
- **Day 3 & Day 4:** 4 teams travelled to the markets collecting information on competition products, their USPs, adaptability and explained about VNR products to the retailers.
- **Day 5:** We displayed the VNR Red Chilli hybrids of 577, 751, 1786 to 31 retailers and 220 farmers from Rayala Telangana region, 17 retailers and 405 farmers (7 field days) from Costal AP and 20 retailers and farmers from Maharashtra. We conducted farmer meeting with 40 farmers at Vajedu, where the primary focus was on contract farming.
- **Day 6:** We reviewed and concluded our observations and suggestions on each market and each product.

Conclusion:

- The month of sowing depends on Godavari river flow.
- Prevalence of virus is lesser compared to other Red Chillies area, but most of the Red Chillies areas are effected by Fusarium wilt where our VNR-751 is showing better performance compared to other competition, which was clearly observed by visitors.
- The Chilli 751 is having 3 ways of uses; in green, ripe, and dry form thus farmer has more choices of making profits depending upon the demand for particular form.
- Chilli 577 is having better yield and requires less investment towards pest management.
- Chilli 1786 is a early hybrid which gives better yield and as it is early, farmers would get better price compared to competition apart from it having less infestation of foliar diseases.



Field Day on VNR 1786 Chilli Hybrid at Vajedu with contract farmers.

Date: 06-03-2021

Field Day on VNR 577 & 751 Chilli Hybrid at Royyuru. Date: 24-02-2021

Media

CROP CUTTING EXPERIMENT IN PADDY

PANYAM, December 21, Prabhata Varta:

The Mandal Agricultural Officer, Usharani had told that "The Crop Cutting Experiment in Paddy for Kharif had organised in the field of the Farmer Mr Chakrapani, of Panyam Village of Panyam Mandal."

She told that regarding this, "the Crop Cutting Experiment (CCE) as a part of 'Farm School/Polam Badi' had taken in 5 X 5 Sq. Mt. At Crop Cutting Experiment the yield recorded was 17.34 Kg i.e., 37 Bags per Acre estimated Yield recorded. Farmer had cultivated the New Hybrid Minibhog in one acre of his 2 acre holding. He cultivated BPT 5204 in the remaining One acre. The seed rate of Minibhog is 5 kg per acre. Duration is 130-135 days. Nursery period 21-25days."

The Fertilizer usage is done according to Soil Test as a part of Polam Badi/Farm School. The Chemical Fertilizers used were Urea 1 Bag, DAP 1 bag, Potash 1 bag only. In this programme also participated by Mr Shaik Shabbeer, Manager, VNR Seeds., AEO's, VAA's & Farmers.

Farmer's Success Story



Farmer's Name - Akshay Chouhan	Mobile No. - 9665762427
Variety - Nupur	Crop - Chilli
Sowing area - 15 Acres	Sowing date - 01-07-2020
Row to row distance - 5 ft	Plant to plant distance - 1.5 ft
1st harvest picking - 17-08-2020	Last Harvest Picking – 22-03-2021
Till date yield- 364500 Kg	Expected Yeild: 270000 – 300000 Kgs
Total estimated yield - 364500 Kg	Total expense - Rs. 52,50,000
Total estimated revenue - Rs. 91,12,500	Net income - Rs. 38,62,500
Address - Village - Janjgira, District - Raipur, Chhattisgarh	



Farmer Name - Jeevan Sahu	Mobile No - 7691931054
Variety - Laxmi Plus	Crop - Paddy
Sowing area - 2 Acres	Sowing date - 05-06-2020
Row to row distance - 7 Inch	Plant to plant distance - 6 Inch
1st harvest picking - 12-11-2020	
Till date yield- 68 Qtls	
Total estimated yield - 68 Qtls	Total expense - Rs. 47,200
Total estimated revenue - Rs. 1,26,480	Net income - Rs. 79,280
Address - Village & Post - Dahikonga, District - Kondagaon, Chhattisgarh	



Farmer Name - Shamlu Ram Dewangan	Mobile No - 9691333977
Variety - 2355 Plus	Crop - Paddy
Sowing area - 3 Acres	Sowing date - 12-06-2020
Row to row distance - 8 Inch	Plant to plant distance - 6 Inch
1st harvest picking - 30-10-2020	
Till date yield- 96 Qtls	
Total estimated yield - 96 Qtls	Total expense - Rs. 63,300
Total estimated revenue - Rs. 1,81,056	Net income - Rs. 1,17,756
Address – Village - Bafna, District - Kondagaon, Chhattisgarh	

Farmer's Name - Manoj Naidu	Mobile no. - 9179043991
Variety - Nupur	Crop - Chilli
Sowing area - 5.5 Acres	TP Date-17-06-2020
Row to row distance - 5.5 Ft	Plant to plant distance - 1 Ft
1st harvest picking - 01-08-2020	Last harvest picking- 26-03-2021
Till date yield- 99,000 kg (18mt/Acre)	Expected yield - 93500 - 99000 kg
Total estimated yield - 99,000 kg	Total expense - Rs. 19,25,000
Total estimated revenue - Rs. 28,60,000	Net income - Rs. 9,35,000
Address of farmer - Village – Charbhata (Mungaser), District -Mahasamund, Chhattisgarh	



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VNR Impact

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