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**VNR Impact**

Volume - 19, January to March 2020



Photo Credit : Mr. Kush Rawat

## IN THIS ISSUE

- Editorial
- Events
- Young Arms Foundation

- Knowledge Zone
- Training
- Nursery

- Employee Engagement
- VNRites Zone
- Promotional Activities

Dear Readers,

There is tough time ahead for all of us and we need to stand together to fight COVID-19 away by taking all the necessary precautions like self-distancing, good hygiene practices and most important of all staying back home, unless very important. Just as the saying goes; 'When life gives us lemon, we make lemonade', VNRites found this exclusive opportunity of lockdown to do something interesting and creative. Apart from working from home on assigned projects, this time has been utilised to re-think, re-learn and innovate solutions to the day to day challenges. We've quoted some of the activities VNRites are up to during this lockdown.

We are proud to share the early and ongoing measures taken by VNR to keep Coronavirus away, starting right at the doorsteps. We gradually escalated the safety protocol proactively to ensure that our staff is safe. We would like to know your views and your suggestions or ideas to further improve the system.

For those who like some adventure and traveling, you'll really like to read a ground breaking 1000+ km cycling by member of the VNRite family. If you've been reading us consistently you already know who we're talking about. During the beginning and mid of the quarter, we did manage to organize various trainings, events as well as some festive celebrations as a part of employee engagement activity. However, coming close to the end of quarter all similar activities that's related to travel or involved gathering has been ceased.

We would like you all take a pledge, to follow all the instructions of safety as laid by the government of India, from time to time, like good citizen of India and support the efforts put in this area by the regulatory authorities and health workers.

We wish you and your family good health! Stay at home and stay safe! Lets fight COVID-19 together!

Happy Reading!

**AMEENA (F-1 Hybrid)****Product Features**

- Fruit bearing from 1 – 1.5 feet from ground level
- Attractive yellowish green fruits at maturity
- Very sweet in taste (12-13 degree Brix)
- Good for transportation
- Small seed cavity and thick pericarp
- Pulp colour Reddish orange

**SHABNAM (F-1 Hybrid)****Product Features**

- Fruit bearing from 1 – 1.5 feet from ground level
- Attractive yellowish green fruits at maturity
- Very sweet in taste (12.4 degree Brix)
- Good for transportation
- Small seed cavity and thick pericarp

**VNR KRITI****Product Features**

- First Harvest: 45-50 Days
- Average Fruit Weight: 600-800 Gm
- Green Colour Glossy, Gutka Type Uniform Fruits
- Shape – Cylindrical
- Average Fruit Length: 25-30 Cm
- Average Fruit Width: 5-6 Cm
- Early bulker
- Good Fruit shape and colour



## VNR SEEDS' MEASURES FOR COVID-19 PREVENTION

The outbreak of COVID-19 has changed a lot about the way we perceive the world. It left absolutely no time to think and react to this situation. Lockdown was announced for 21 days and it was for the first time in the lifetime when sectors like railway and transportation came to a halt.

At VNR Seeds, we are committed take best in class care of our employees and stakeholders. We took extreme measures to resist the infection in staff. In addition, we heartily want to thank the leaders for the planning and team members for their action which made sure that measures were strictly followed without any lapses.

VNR Seeds started taking steps against COVID-19 from mid-February onwards.

### Measures at Office premises

- At Corporate centre, all sales and purchases were confined to the reception area. It also remained the only place for any outside contacts, while no visitor was allowed to visit the office premises.
- There was single entry within the premises.
- Sanitizers were placed in reception, work areas as well as at the office entrance to greatly reduce presence of contaminants inside the office premise.
- Creative use of toothpicks near the lift to avoid using fingers
- Replacement of thumb machines with face recognition system for attendance reduced chances of contamination at the work area to a great length.
- On the floors, inter-department communication was confined to emails or telephone.
- Encouraging having food at desk to avoid gathering in Cafeteria.
- The housekeeping was intensified for disinfecting the place within smaller intervals.
- Self-distancing and use of facial mask were encouraged to add another layer for hygiene.
- Awareness was created amongst VNrites using emails and posters related to spread and precaution for coronavirus.
- Travel by Local transport systems was discouraged
- The staff were asked to report need based and encouraged to work from home much before the lockdown was implemented.
- All meetings were conducted online to avoid travelling and hotel stay was discouraged.
- All joining and onboarding process was converted to e-joining to avoid travelling.
- Use of Infra Red Forehead Thermometers at office and all other locations.

## **Measures for Processing Plant**

- Extreme precautions were taken at the Processing Plant to keep the infection away.
- While there was an internal lockdown prohibiting any outside entry, the vehicle entries were maintained by a video log.
- Handwash and sanitisers made available at the entry point for workers and staff.
- Awareness videos were played across all TVs in the plant and officials gave dedicated time to impart practical knowledge about Coronavirus to the labours as well as working staff.
- A regular monitoring of staff's body temperature was taken using thermal scanners in the plant premise.
- Additionally, it was strictly advised to report to doctor immediately in case someone feels any symptom connected to coronavirus.
- Officials in the plant were advised to not to travel in public transport and it was advised to park the vehicles of organization as well as personal under the direct sunlight.
- Guidelines and measures for prevention of COVID was pasted in Main security gate.
- Godown Entrance and office entrance gate.
- Sanitisation of common areas were frequently done.
- Wearing mask while at work
- Sanitisation tunnel at the entry through which the workers/ staff has to pass through for disinfecting (now discontinued based on order).

## **Measures for Field Staff**

- All the travel related to meeting, seminar and trainings were restricted and e-meetings through video calls and telephonic conferencing was encouraged.
- For rare instances, it was advised to take meeting in open area instead of a confined space.
- Use of face mask and sanitisers or handwashed was encouraged.
- Use of Cash transactions was discouraged and use of plastic money or online transactions were encouraged.
- Instead of face to face meetings with customers, the team were encouraged to stay in touch through phones and mails.
- Meetings & travel to crowded places were to be avoided.
- The field staff were advised to avoid the handshakes.

VNR and each team member is committed to follow the instructions provided by health authorities and Government of India on social distancing and personal hygiene being the two prime factors for fighting COVID 19. We wish all the VNrites, their family members and all citizens to stay safe and healthy!

## VNR CRICKET LEAGUE'20

VNR Cricket League 2020 was organized on 23rd February, 2020 in Raipur. Four teams participated in the league i.e. VNR Super Kings lead by Mr. Vimal Chawda, VNR Champs lead by Mr. Atul Shah, VNR Bulldozers lead by Mr. Sudheer Singh and VNR Boosters lead by Mr. Devesh Shukla. The event also showed heavy presence of many sports enthusiastic VNRRites who came to boost the morale of their respective team.

The VNR Cricket League remained as the most awaited tournament for the sportsmen at VNR Seeds. As the teams not only demonstrated their skills of the game, they also gave a demonstration of teamwork and the moral fabric with which the company is tied together. It was an amazing series of match enjoyed by everyone present at the moment. The winner of the series remained Super Kings, they've been defending the title for the third time. In Match I the Man of the Match and Best Batsman was won by Mr. Yogesh Sahu, Best Baller was given to Mr. Roopam Johari. In Match II, Man of the Match was won by Mr. Anandraj Pardhi, Best Baller was won by Mr. Birendra Sahu and Best Batsman went to Mr. Sajid Raza. In Match III, Man of the Series along with Best Batsman title was won by Mr. Sunil Kumar Kothari, Best Baller was won by Mr. Jagdeep Kumar and Man of the Match was won by Mr. Raj Kumar Kundu.



## VNR CELEBRATES VRINDAVAN HOLI

VNR Seeds team got creative when the question of health and safety was put amidst up-coming Holi festival. As the news of Coronavirus was heard from various parts of the world, the idea of celebration was almost dropped until – the team came out with suggestion of using flowers instead. Just like the Vrindavan Holi! The buckets full of various flower petals, washed and cleaned to check for health and safety were properly arranged. The event started with some game puzzles and we spent quite a time guessing the hidden personality from VNR Seeds in those lines recited especially for some seniors under the program “Bura Na Mano Holi Hai”. Then we all tried our skills with lip-reading challenge by one partner for the other partner to decipher the clever message being made difficult with the high decibel music playing in his earphones. During this time, some voices and shouting took our attention for us to realise that much awaited Flower Holi had just begun. The moment was enjoyed with cheers, laughter, hot snacks and the famous holi special thandai. The eco-friendly Holi left us all with deep message of history of our culture, unity and creativity.



## INTERNATIONAL WOMEN'S DAY CELEBRATION

8th March is the International Women's Day celebrated across world. A function was organized by all women team at Corporate Centre, which witnessed a noticeable participation on the weekend. The event was graced by the presence Ms. Hema Chawda (Director) and Ms. Mukta Agrawal (w/o Mr Arvind Agrawal, Director) who've set up successful milestones demonstrating women leadership.

The day had lot of excitement packed itinerary planned largely by the HR Team. Starting with creative taglines that tells a lot about participants, their roles and perception in the organization. Adding some energy to the moment was dance performances by few female participants. Then it was the time for participants to get up from their comfort zone and participate in the mastermind games. After the gala time, there was a cake cutting ceremony to complement much needed loss of sugar. At the end, guest were felicitated by plants sending a message of clean, organic and harmonious growth.



## MAHASHIVRATRI POOJA

Mahashivratri remains a moment of excitement for the VNR Seeds' processing plant at Deorjhal, always. The day is known to be awaited for and planned in detail owing to the festive occasion that held here over the past 3 years. Mahashivratri is the day when lord Shiva performed the heavenly dance and to honour the occasion, a pooja organized at the Shiva Temple located within the premise.

The director Mr. Arvind Agrawal conducted the pooja long with every other plant member in premise and the festive was invoked. People celebrated the event due to the various games organised by the plant team for various age groups keeping all involved and creating many small memories in the process. Not to forget, the devotees at VNR also enjoyed Thandai especially made for this occasion to honour lord Shiva's favourite beverage.



## EFFECTIVE BUSINESS COMMUNICATION

VNR Seeds conducted training on Effective Business Communication spanning for two days to equip staff with details of verbal and non-verbal communications in the month of February. The training was conducted by a well-known communication expert, Rajeev Agrawal who is also a success coach, motivational speaker, life coach and a corporate trainer.

Mr. Agrawal took a role play approach and activity-based learning style to explain the intricacies involved in communication process. He revealed the secrets of a winning email and its dos and don'ts. He further explained the process of communication and how it's a two way process and possible roadblocks while the process gets over. He also shared tips on how to minimize communication loss and get a better comprehension of the matter using non-verbal cues. He demonstrated the relevance of body language and how to use it effectively to achieve the purpose of communication. With engaging activities and role plays VNRites were quick to learn the message and proactively thanked Mr. Rajeev for offering his incredible inside on the subject.



## FINDING THE EQUILIBRIUM IN A VUCA WORLD

We live in a world that's constantly changing. VUCA as an acronym was first used in 1987, drawing on the leadership theories of Warren Bennis and Burt Nanus. It was then used US Army during the end of cold war but since 2002, it has become a topic of strategic leadership.

The trainer in this training used his expertise to prepare the team for the volatile, uncertain, complex and ambiguous market situations. But why VNR Seeds need it at the moment? VNR Seeds have been an agile organization, responding and adapting quickly to the changing dynamics of market and it consistently strives to find ways in ease of doing business. In the process separate Field crop and Vegetable crop teams were formed and realigned



to bring in more crop focus. The training was given to ZBMs, RBMs and ABMs titled as "Changing Roles in Managing Organizational Transformation" conducted during February, focusing on establishing equilibrium in today's VUCA world and the changing seed industry dynamics.

Important lessons were covered on team management, visualizing the unseen, focusing on organization culture, motivating teams, developing transformational leadership traits and to develop the ability to focus at future rather than the past. The trainer included many activities to drive the message and engage the participants for the best learning experience. In the end, the team unanimously were of a view that the training program had strengthened their learning.



### TRAINING PROGRAM FOR MDO

Mr. P. Srinivasa Swamy & Mr. Mahesh Babu conducted a training program for new MDOs to give a snapshot of company and its products on 7th to 8th February 2020 in Hyderabad, Telangana.

The training included a brief knowledge about VNR Seeds' vision, mission, and the motto. A brief history of the company and the future of the company was also discussed during the session. In-depth lectures on VNR products, disease and Pest Management system remained the key takeaway of this session. In addition, necessary safety measures were also discussed, as most of the time this team spends on road and field.

Mr. P. Srinivasa Swamy & Mr. Mahesh Babu explained the extensive portfolio of new and old products of the company, key characteristics, and specific disease and pest control of crops like - chillies, gourds, tomato.



## HYDERABAD TO DELHI THAT'S 1578 KM, ON A BICYCLE

Sumanth did it again! In the last quarter, Sumanth did 744Km in 4 days which was way off his previous attempt. This time, he did it on bicycle what people usually try on bike or car. The new record of Sumanth is a whooping 1578km ride in a span of 10 days. During the trip, he started from Hyderabad and went all the way to Delhi.

### Here's the Tracking Detail

Day 1 : Hyderabad - Armoor --> 197.30km  
 Day 2 : Armoor - Hinganghat --> 237.36km  
 Day 3 : Hinganghat - Sausar --> 151.34km  
 Day 4 : Sausar - Harrai --> 138.23km  
 Day 5 : Harrai - Sagar --> 181.25km  
 Day 6 : Sagar - Jhansi --> 211.12km  
 Day 7 : Jhansi - Dholpur --> 185.46km  
 Day 8 : Dholpur - Agra --> 72.94km  
 Day 9 : Agra - Aurangabad --> 131.64km  
 Day 10: Aurangabad - Delhi --> 71.63km

Just to add Sumanth is Son of Mr. P. Srinivas Swamy, RBM Sales, Hyderabad. On being asked why he cycles to this extreme he replies "My biggest fear isn't crashing bike and losing my skin - It's sitting on my chair at 80 and thinking I wish I'd done more". Way to go and we wish him all the success in his future trips. If you want to read more about Sumanth, don't forget to go through Impact released on previous two quarters.



**LUCKY WINNER'S  
of previous issue's  
crossword puzzle.**



1. Tapan Kumar Rout, Sales
2. Amit Mishra, Product Development

## VNRITES + LOCKDOWN = OPPORTUNITY!

The country is on a lockdown owing to Coronavirus outbreak. Due to increased home stay and no outing, there is lot of family bonding happening with increased time to spend over personal hobbies and area of interest. Team of VNR has been working smoothly from home, thanks to the IT and administration support. Alongwith work, some team members also turned this situation into an opportunity to learn or do something new;

Q. Tell us about things you've planned or done during the lockdown period.

One important thing I did was to spent some really good time watching my parent's wedding videos and photo albums with my whole family members apart from other things.

- Sapna Mishra, Marketing Trainee

I've been cooking some really interesting recipes and helping my family in daily chores.

- Varsha Sahu, Admin Executive

I have started working on a travel documentary and also beautifying my terrace garden.

- Pradeep Tiwari, Group Product Manager

I've been decorating the house amongst many other things.

- Sanchita Rout, Assistant IT

I've been reading Chanakya Niti. Also, I've switched to YouTube for learning guitar as it's not practically possible to go to guitar classes.

- Sheetal Dewangan, HR Executive

As I'm the only girl in PG during this lockdown, I do some cardio workouts, skipping and running. Also, I've some crayons and colour book and I really enjoy colouring.

- Akanksha Negi, Research Assistant

Hey! Do you want to share what are the activities you have undertaken for personal as well as professional growth during this challenging time? Do write to us at [vnrmagazine@gmail.com](mailto:vnrmagazine@gmail.com) and we will share it in our next edition.

## YOUNG ARMS FOUNDATION IS PROUD TO INTRODUCE ITS MEDICAL ENDEAVOUR - TRUE DIAGNOSTICS



YARMS is delighted to introduce its new initiative True Diagnostics, a modern diagnostics centre committed to deliver high quality results at an affordable cost. True Diagnostics facility is based in Raipur, Chhattisgarh and aims to extend diagnosis services to special group who're in need, in a way that they can afford it. The laboratory has advance and automated medical equipment which delivers high throughput and high sensitive results which meets the expectations of modern medical science. Understanding the fast moving life and increasing health concerns of an informed citizen, the laboratory has designed tests schemes in consultation with doctors so one can self-check their body's vital factors. In addition, the lab offers almost 180+ unique tests that can be performed only by the doctors' guided prescription. Keeping the criticality of current situations in mind, True Diagnostics has initiated facilities of home sample collection at no additional cost that can be booked online at [www.truediagnostics.in](http://www.truediagnostics.in).

"This initiative by Young Arms Foundation is an effort to make expensive yet critical diagnosis measures accessible to larger group of society, as we believe that healthy lifestyle and a sound mind is the right of every Indian citizen. It will be our deliberate effort to expand this facility to many more places over the next few years and serve the society with revolutionary medical advancements..." said Mr. Arvind Agrawal, Founder, Young Arms Foundation.

## NURSERY



Meeting with Chief Minister  
(Shree Biplab Kumar Deb) at,  
Agartala, Tripura



Meeting with Governor of  
Tripura (Shri Ramesh Bais) at  
Agartala, Tripura



Tripura Officers at VNR Seeds  
Processing Plant, Deorjhali, CG



Visit of Director of Horticulture  
(Dr.Prabhakar Singh) at VNR Farm,  
CG



VNR Nursery at ICAR CIAH, Bikaner,  
Rajasthan

## P R O M O T I O N A L A C T I V I T I E S



For Chilli Variety 577 Farmers Field visit at Vijayawada, AP & Bhadrachalam, Telangana



Unnati Communication



Farmer's Field Visit for Maize variety; 4343 at Visakhapatnam, AP



Crop Tour in AP region



Retailers Crop Visit for New Hybrid Vhilli Variety; VNR-751 at Guntur,AP

## FARMER'S SUCCESS STORIES

Farmer Name	Hareram Ji Moraniya
Village	Khangwada
District	Khargone, MP
Crop	Pumpkin
Variety	VNR-11
Sowing Date	02-11-2019
Area	1 Acre
Row to Row distance	5 Feet
Plant to Plant distance	2 Feet
Harvesting Time	February
1st Harvest Picking	25-02-2020
Total Production	31 MT
Total Income	Rs.2,26,000/-
Total Expense	Rs.48,000/-
Net Profit	Rs.1,78,000/-
Mobile No.	6268861781



Farmer Name	Hari Om Patidar
Village	Nagur
District	Dhar, MP
Crop	Ridge Gourd
Variety	Aarti
Sowing Date	11-05-2019
Area	3 Acre
Row to Row Distance	4 Feet
Plant to Plant Distance	2.5 Feet
Harvesting Time	December-April
1st Harvest Picking	22-12-2019
Total Production	49320 Kg
Total Income	Rs.6,49,796/-
Total Expense	Rs.2,50,000/-
Net Profit	Rs.3,99,796/-
Mobile No.	9893525342



**Believe it..... Its VNR Farm...**

Photo Credit : Mr. Shubham Vishwakarma



**VNR SEEDS PVT. LTD.**

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