

# Welcome

## Overview of VNR Seeds Private Limited (INDIA)

Surendra Kumar

Email - [surendra.kumar@vnrseeds.com](mailto:surendra.kumar@vnrseeds.com)



www.vnrseeds.com

# VNR: What does the name Signifies

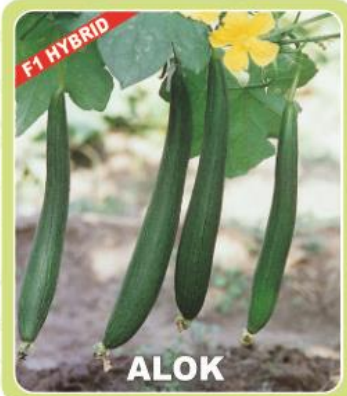

- Vegetables 'N' (and) Rice
- VNR Motto "*Kissano ke hit me*"
- Brand Statement- "Good Seed-better yield"

The seeds in this packet conform to the minimum limits of germination and purity prescribed under the seed act 1966.

Recommended for cultivation : Vegetables growing areas of Uttar Pradesh, Bihar, Jharkhand, Orissa, Chhattisgarh, West Bengal, North Eastern states, Haryana, Punjab, Delhi, Rajasthan, Himachal Pradesh, Uttarakhand, Gujarat, Maharashtra, M.P., A.P., Karnataka, Tamil Nadu and Kerala during Kharif, Rabi and Summer season under standard agronomic practices recommended by respective SDA's.

**CAUTION: SEED TREATED WITH PESTICIDE (CAPTAN). DO NOT USE FOR FEEDING PURPOSE.**

**PRODUCED, PACKED AND MARKETING BY:**  
**VNR SEEDS PVT. LTD.**  
Rajbhagi Arcade, First Floor, Opp. Raj College, G.E. Road, Raipur - 492001 (C.G.), INDIA  
Ph: 031-2600334, 2600335, 2600336, 2600337, 2600338, 2600339  
Visit us at: www.vnrseeds.com



**ALOK**


**VNR SEED**  
GOOD SEED BETTER YIELD

Customer Care No. - 1800 2330330  
e-mail: customer.care@vnrseeds.com


**किसानों के हित में .....**



- ✓ कम अवधि में फसल तैयार (105 दिन बीज से बीज)।
- ✓ कम उचाई (90 सेमी.से 100 सेमी.) मजबूत तना।




- ✓ बालियों में अधिक दाने एवं अधिक फसल।
- ✓ मध्यम - मध्यम दाना।



- ✓ लॉजिंग के प्रति सहनशील किस्म।
- ✓ कम अवधि के कारण कम वर्षा क्षेत्र के लिए उपयुक्त किस्म।

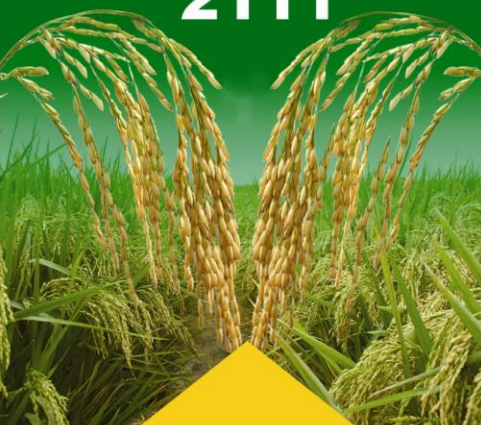
\* एगरोनॉमिस्टों द्वारा हमारे अनुसंधान केंद्र में प्राप्त उत्पादन एवं लागत पर आधारित है। किसान के क्षेत्र में उत्पादन एवं लागत के आंकड़े सैद्धांतिक व अन्य कारकों से प्रभावित हो सकते हैं।

**कृषि एन आर सीड्स प्रा. लि.**  
रत्नागिरी आर्कड, राजकुमार कॉलेज के सामने, चौथे कोलनी, जी.ई.रोड,  
रायपुर (छ.ग.) 492001, फोन : 0771-3200334, फैक्स : 0771-4280330  
customer.care@vnrseeds.com; website : www.vnrseeds.com



**कम अवधि में फसल तैयार**  
(105 दिन बीज से बीज)

**Hybrid 2111**



**अच्छे बीज - अच्छी फसल**



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## VNR JOURNEY, TILL DATE

- Breeding activities were started By Dr Narayan Chawda as hobby in 1960's
- Year 1972 :Breakthrough in breeding with first dolichos variety bred as Gomchi green (off season fruiting character)- Gomchi Green has been registered at NBPGR,ICAR ,New Delhi.
- 1980-90:Increased efforts in plant breeding taking more crops under the portfolio like Paddy, Eggplant, Bitter gourd, Pepper, Bottle gourd, tomato. ( VNR-51 has been identified by ICAR , Govt. of India).
- Year 1990-till now :Collaboration with national and international institution for genetic material and knowledge.



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# VNR collaborations in Research activities

- Strategic research collaboration with National and International institute like;



*Indian Institute of Horticultural Research, Bangalore.*

[www.iihr.res.in](http://www.iihr.res.in)



*AVRDC – The world vegetable centre*

[www.avrdc.org](http://www.avrdc.org)



*International Crop Research Institute for the Semi-Arid Tropics*

[www.icrisat.org](http://www.icrisat.org)



*Barwale Foundation*

[www.barwarlefoundation.org](http://www.barwarlefoundation.org)



*Directorate of Maize Research, New Delhi*

[www.maizeindia.org](http://www.maizeindia.org)



*Indian Foundation Seed & Service Association*

[www.iffsa.org.in](http://www.iffsa.org.in)



*CIMMYT – International Maize and Wheat improvement centre*

[www.cimmyt.org](http://www.cimmyt.org)



*Directorate of Rice Research*

[www.drricar.org](http://www.drricar.org)



*CRRI – Central Rice Research Institute*

[www.crrr.nic.in](http://www.crrr.nic.in)



*UC-Davis*





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# Biotech Research at VNR

## Biotechnology:

Built In-house Biotechnology facility at Gomchi, Raipur, 2009

Contribute in genetic purity of hybrids,  
Trait introgression and transformation

Established DH lab in coordination with CRR  
Molecular Breeding





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# The Foundation : Research & Development





# R&D Infrastructure

- Breeding locations : (17 farms , ~175 acres)
- Scientist: 56
- Facility: Biotechnology , Pathology and Entomology labs



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# Product Deliveries

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- No. of Crops : 20
- No. of commercialized products : > 300
- 16 hybrids Identified/notified by Govt. of India





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# The Uniqueness-Production Capability

- we believe in producing in our own farms.
- The Only Indian company to have a huge (>3000 Ac) in house production facility



# Production Profile

State - 8  
Location - 19  
Staff - 87  
Organisers - 54  
Farmers - 22000  
Volume - 7200 Mt.



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# VNR : Research and Development



## Breeding Locations ★

1. Raipur	2. Hyderabad	3. Surat
4. Jagdalpur	5. Allahbad	6. Tanuku
7. Durg		

## Product Development Locations ●

1. Kurukshetra	2. Aligarh	3. Bahraich
4. Varanasi	5. Gaya	6. Hazaribagh
7. Ranch	8. Indore	9. Ratlam
10. Aurangabad	11. Nasik	12. Deesa
13. Surat	14. Mandya	15. Prodatoor
16. Guntur	17. Bharatpur	18. Ambikapur
19. Jagdalpur	20. Raipur	21. Hyderabad

## Biotechnology , patho and ento

Gomchi, Raipur







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# Kohadia Farm - The aerial view

## (Breeding and Production Unit)







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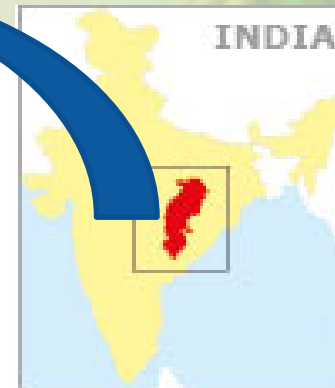
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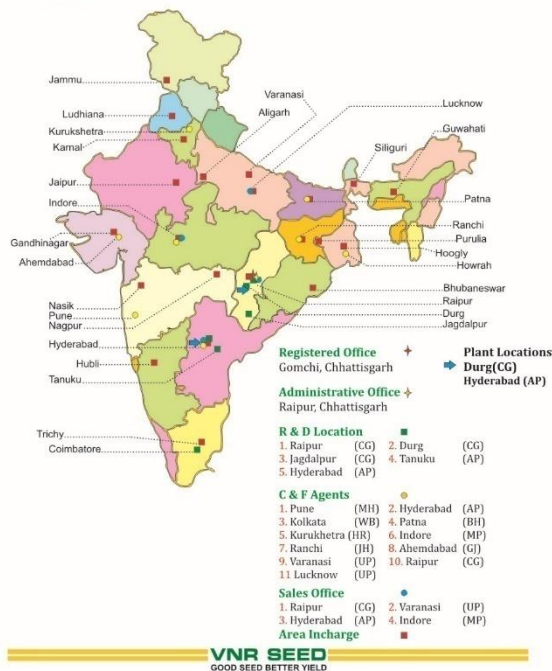
# VNR Presence- India



## 3. VNR PRESENCE



*In the service of the farmers.....*



## Sales Office

1. Varanasi
2. Hyderabad
3. Raipur
4. indore

## C & F Agent

- |                 |                |
|-----------------|----------------|
| 1. Pune         | 2. Hyderabad   |
| 3. Kolkata      | 4. Ahmedabad   |
| 5. Patna, Bihar | 6. Haryana     |
| 7. Indore, MP   | 8. Ranchi, JKD |
| 9. Lucknow      | 10. Ludhiana   |
| 11. Varanasi    | 12. Raipur     |

## Registered office

1. Gomchi

## Administrative office

Raipur



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# VNR- Global Presence



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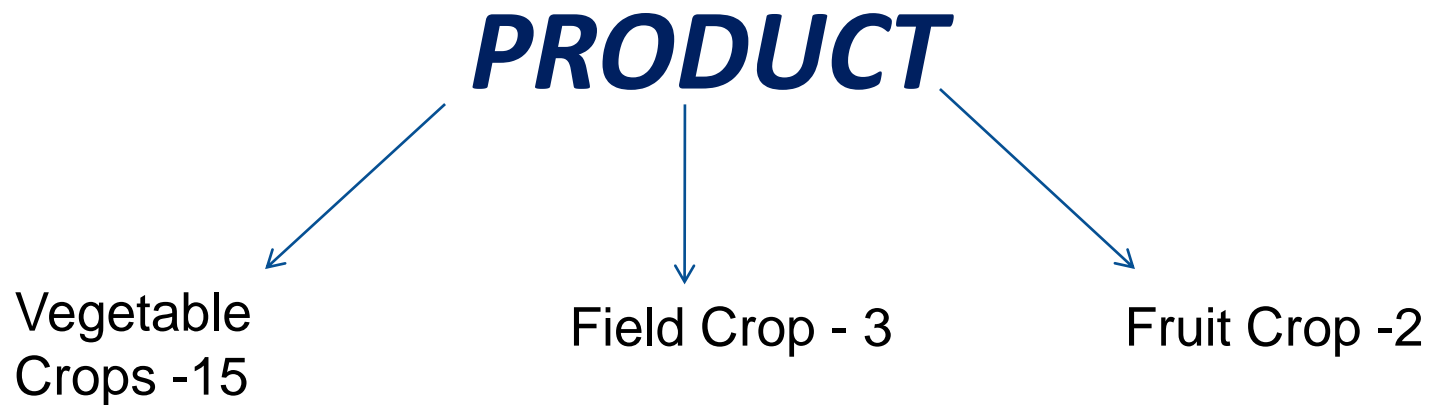
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# Key Achievements

- Number one in Gourds sales all India > 120 Mt
- Invented the small bitter gourd (3-4 inch) segment as VNR28
- We are pioneer in heat set chilli hybrids, can fruit >42 degree
- First company to launch BLB Resistant hybrid Rice in 2009
- Only company to have rice hybrids in all grain type(BPT,IR 64, sarju 52) and all duration( 100-155 days)
- Large product portfolio in Egg Plant & Hot Pepper
- Developed Unique Guava variety, can store for one month, with Big fruit size



# Product portfolio



# Vegetable Crop-Five key Crop Group

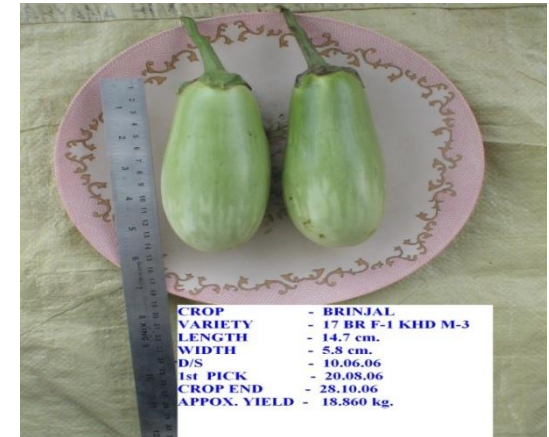
•Hot Pepper

•Brinjal

•Gourds

•Okra

•Tomato



OP: Cow pea and Dolichos

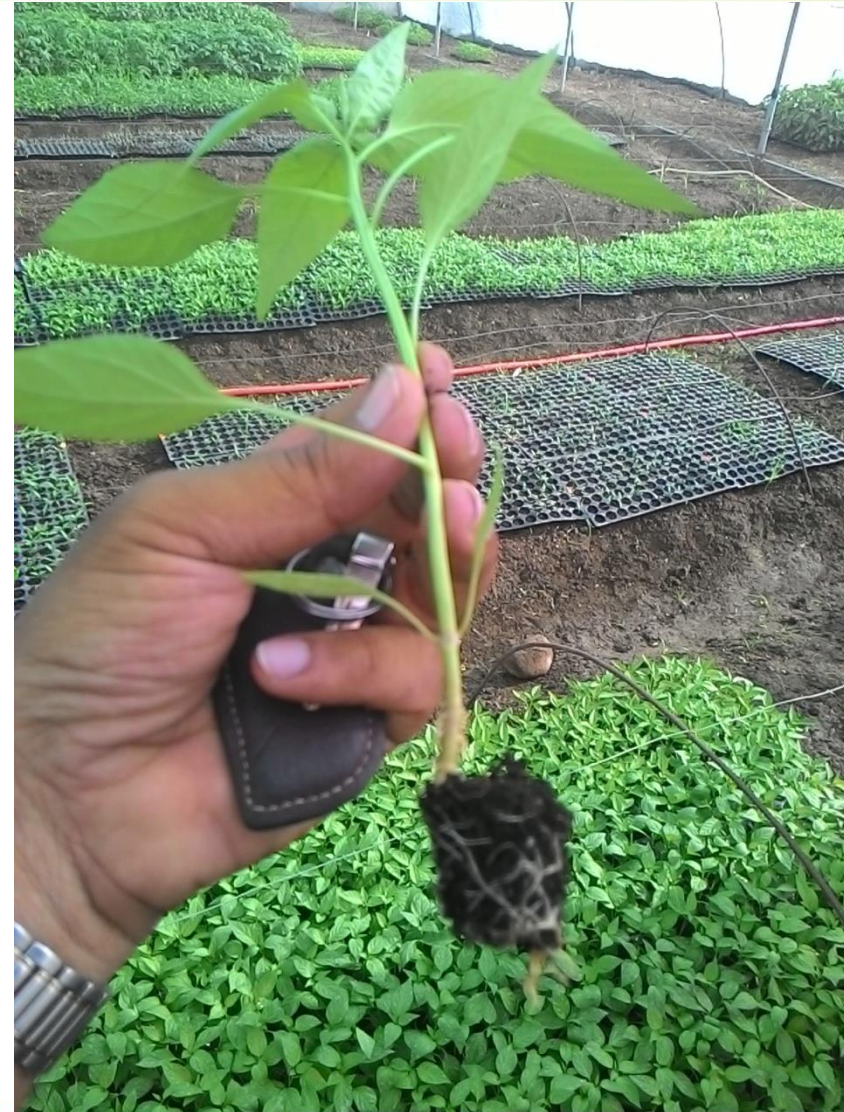




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# Chilli Nursery and Planting

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## Chilli Fruits Setting in the Hybrid seed production plot







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# Cucumber flowering stage







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# Cucumber male flowers







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# Cucumber hybrid Seed Production

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# Cucumber fruits harvested

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# Tomato Nursery and Planting







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# Field inspection by Production team

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# Fruiting stage Tomato

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# Watermelon Nursery

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# Pollination of Watermelon

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# Field inspection by production team







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# Hybrid Okra seed production plot at vegetative stage







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# Hybrid Okra seed Plot at fruit stage

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# Hybrid Okra seed production Plots ..

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# Field Crops

**Paddy Breeding**  
**Hyderabad**



**Bajra Breeding**  
**Hyderabad**



**Maize Breeding**  
**Hyderabad**







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# Hybrid Rice seed production plot

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# Pollination of Rice







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# Field visit and farmers meeting







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# Hybrid rice observation Production Team

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# Final Rouging in Hybrid Rice field







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# Hybrid Rice field harvesting







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# Millet Hybrid seed Production field

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# Hybrid Corn (Maize) seed production field

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# Waiting for Unloading

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# Processing Plant

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# Automatic Drying and Selling machine

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# Processing plant -3





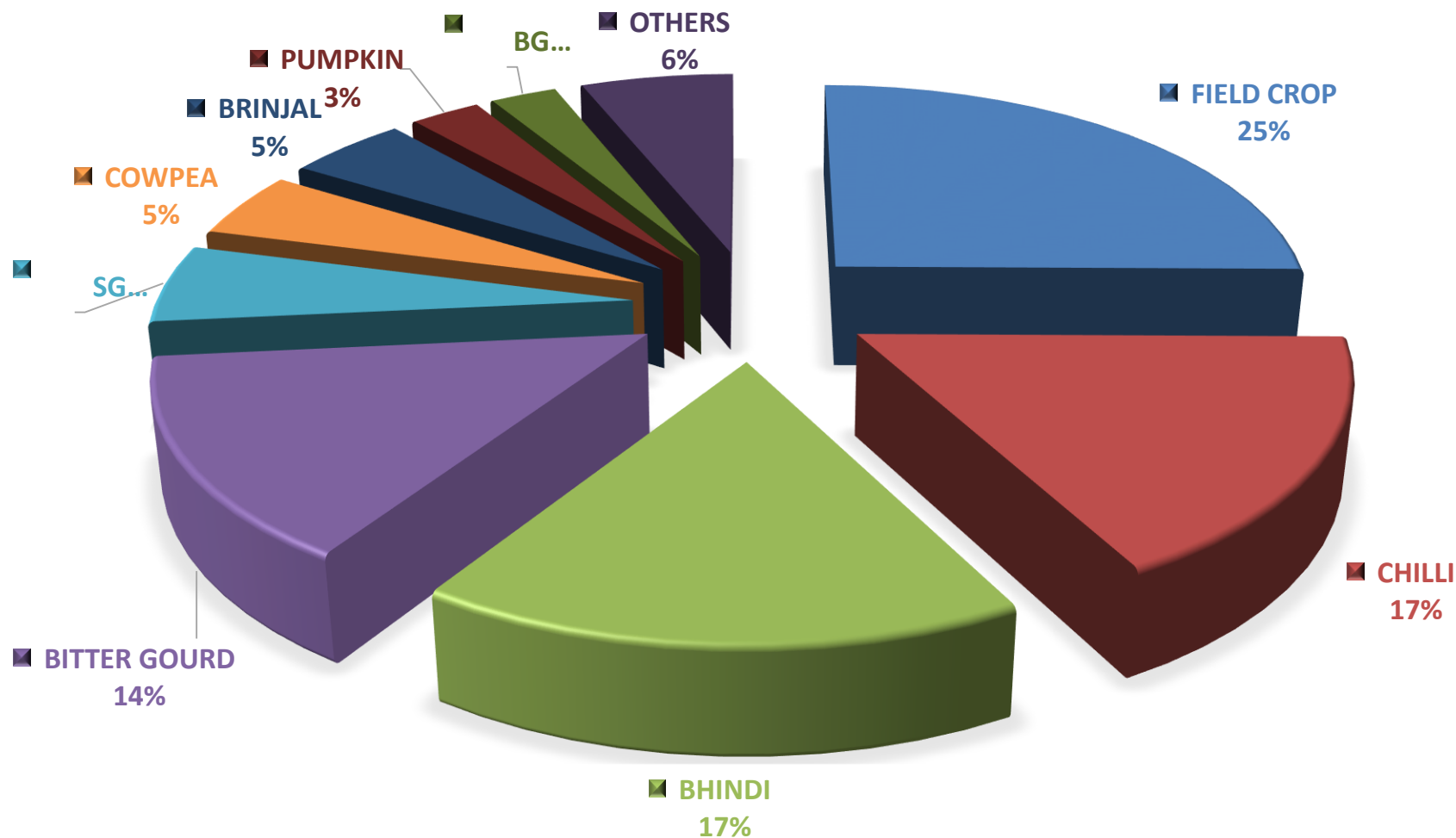


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# Crop Share-FY 14-15







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