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President & Director's Message (October to December-2016)

Dear Friends,

The Rabi Season has come to an end, the seed business was not impacted much by the phenomenon of “Demonetization” barring a few States. However, all the signs for the season are positive with the area under crops going up by 6.5% YOY, no doubt aided by a lower base in the previous year.

We are set to witness another massive cropping pattern shift way from pulses in favour of Cotton & Maize. The Pulses could not keep its promise of being a remunerative crop, letting the farmer down.

With the Govt. renewing its focus on rural economy and the picture not so rosy for the Industrial & Services Sector. We hope that Agriculture will reinforce its position as a recession proof livelihood provider to the masses.

The current commodity price scenario is also favorable towards our crops Cotton & Maize in the coming Kharif and I am very confident that the coming Kharif will take company to a new and high path of Growth.

All the best to you all.

Sanjay Kumar Gupta



From Editor's Desk

The editorial team is glad to present you yet another issue of Parivartan. The last quarter was full of events and we thank you for sharing the activities that you have conducted in field. Sharing experience is considered as the best way of learning. We see Parivartan as a platform to bring desired change. We know that in coming few months you will be very busy in fields and we wish you all the best that your sweat in scorching summer will bring laurels to you and the company. Keep Inspiring and keep sharing!

- Editorial Team

Field Worker Training Programs by Vegetable Seed Production Team

Technical knowledge and skill of a person has a great impact on effectively on task accomplishment and result of the organization. Production person is an extension worker who applies his learning's in day to day interaction with the farmer. So role of training is always vital in acquiring and spreading of knowledge and subsequent result accomplishment cannot be under estimated. We had lined up 3 training events for Karnataka Vegetable Team during last quarter of 2016.

This can be divided into 3 phases:

1. Training Program on Vegetable Crops at Ranebennur ,Koppal

More than 80 staff have been trained on Production techniques and DUS characters of Kharif crops like Hybrid Okra, Hybrid Chilli and Brinjal .. Major focus crop was Hybrid Okra. Brainstorming session on challenges related to Production of Hybrid Tomato in area achievement for early supply and germination improvement. There was test conducted by team to assess the effectiveness of the training program. Lot of new developments and technical advancements were also discussed.

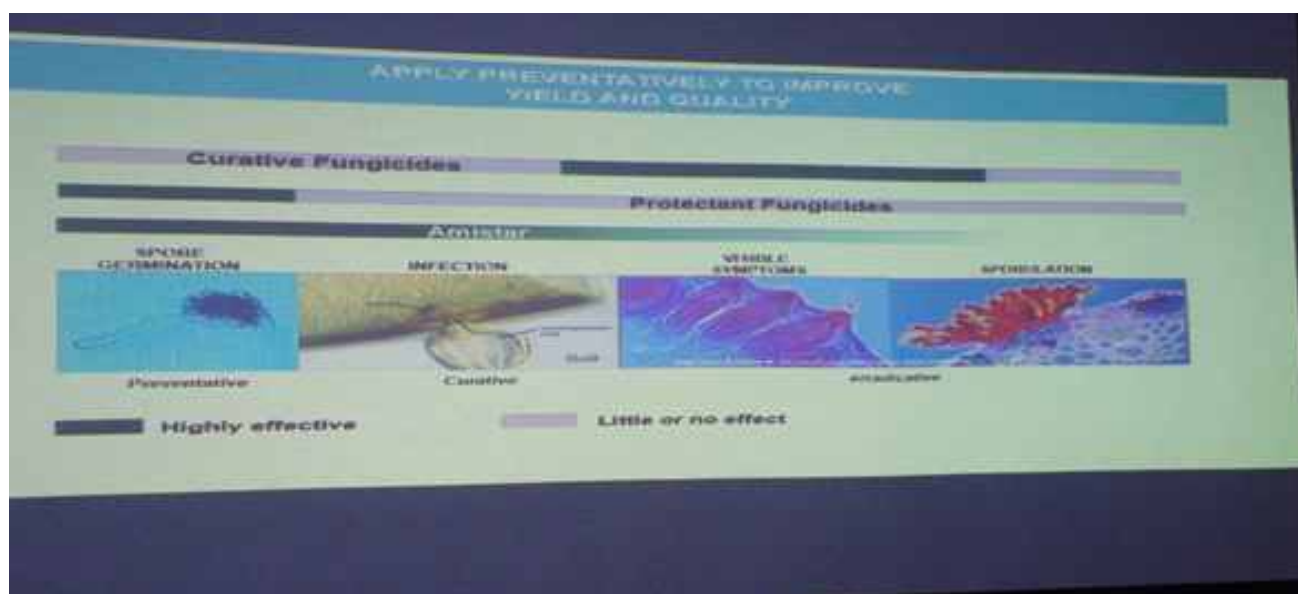
Presentation on role of Quality in Seed Production by Mr.Narasimhulu has emphasized the program further .Success of Tomato production program and early supply with Quality and Quantity is very vital for JKAL business, keeping in view the session on Best Agronomy to improve productivity and robust post-harvest management to improve Germination had been conducted



Agronomy calendar by Mr.Masur.



Sharing success story of improving yield and quality in Tomato hybrids by Organizer, Mr. Venkatesh Gowda.



Team training by Syngenta CP Team on Pest and Disease Management.

There was a test conducted at the end of the session to measure the effectiveness of the training.

Goal setting, result orientation and team building training on third November:

Goal orientation and improving team morale to prepare them for a challenging season to deliver best results.

Following major events during the program:

Deliverables in Tomato both in Quantity and Quality was discussed. There was an outdoor team building to improve team morale.



Brain storming session followed by Workshop by Mr. Shashidhar Narasangoudar.

Pradeepa Shetty

PRODUCT DIFFERENTIATION ACTIVITY (PDA)

The common myth for most of us is the new season starts from Kharif. Actually it starts in Oct-Nov when we have standing crop. This is starting point of new season in case of Cotton in specific.

Cotton is most dynamic crop as Hybrid performance changes every fortnight. Abiotic & Biotic factors play a major role in deciding actual performance apart from Genetic potential. Unusual pattern in Rainfall staggering, Tolerance to sucking pest, timely flowering & boll opening (Vegetative & Reproductive growth) are also observed during this season.

Ease of picking, rejuvenation and Boll Weight are major parameters on which hybrid performance is assessment is done. Owing to many parameters it's of paramount importance to show the crop performance to farmers. As we are aware our exciting range of New generation cotton hybrids like JKCH 8836, JKCH 8665, PaasPaas, Namoh are developed keeping in mind the upcoming needs of farmers & market. Our team has demonstrated their uniqueness to large number of progressive farmers and dealers. The word of mouth generated on hybrid performance is very exciting.

This time PDA were done with renewed energy using new tools like Profit Comparison table for Paas-Paas, Rejuvenation Activities in JKCH 8836, JKCH 8665 focusing more in uniform boll size in rejuvenated crop in comparison to first crop Vis-a Vis competition.

PDA activities were done across all cotton growing states and the number is still rolling as Rejuvenation activities are being done on JKCH 8836 & JKCH 8665.



Efficient Pre Season Activities to convert our hard work in to Actual Sales in Kharif-17 is NEED OF TIME.

K.Naga Mohan

AYUDHA PUJA

Ayudha Pooja is one of the most significant aspect of Navratri: Each day of Navratri includes the Navratri Pooja, a powerful opportunity to imbibe Devi's Grace.

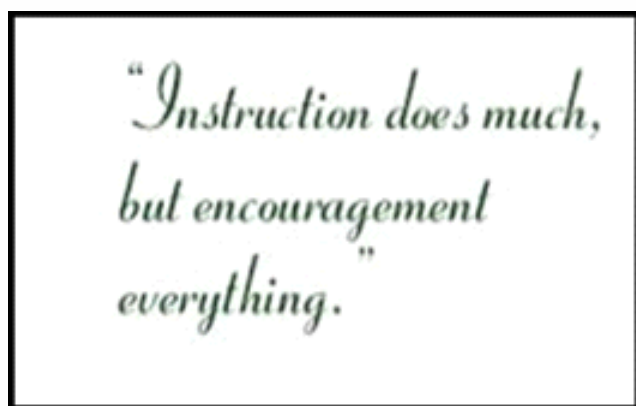


Service Anniversary

JKAL management and employees congratulate the below team members on completion of Ten and Five years of services with JKAL! Keep up the good work and we wish you success in the years to Come.

Emp Name	Department	Service Years
Gyan Singh Gurjar	Sales	
Sanjay Kumar Prasad	Sales	
Rambabu Pogiri	BT Lab	
Sirivella Venkateswarulu	Finance & Accounts	
Madhavi Mukkla	IT	
Veeravalli Srinivas	Foundation Seeds	
Amalkumar Ashokrao Gohane	Sales	
Dr. Santanu Acharya	R&D	
K.N.V.S. Rama Krishna	Finance & Accounts	
Saik John Pasha	BT Lab	
Surendra Kumar Saini	Sales	
Ch Bikshapathi	QA	

Quote for the Quarter:



HAPPY READING