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NAMDHARI SEEDS
The Seeds For a
Better Future

Namdhari

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INSIDE STORIES

MARKET OVERVIEW

PIPELINES

KNOWLEDGE CENTRE

RECORD BREAKERS

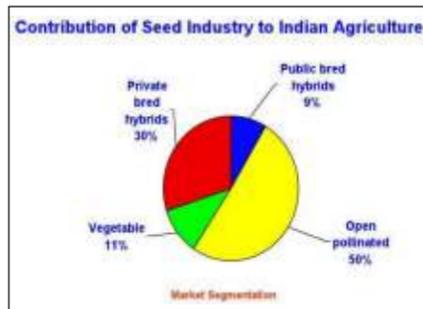
EVENTS



Mixed fortunes for the seed industry this year

— Shiv Kumar Varma, Srirangan S

The seed industry of India is today one of the biggest in the world. Estimated at Rs. 8,500 crore, the seed market value has grown a great deal and twice the size of what it was before. In this value, the vegetable seed industry has a sizeable percentage in this multi-crore business of up to Rs. 1,500 crore.



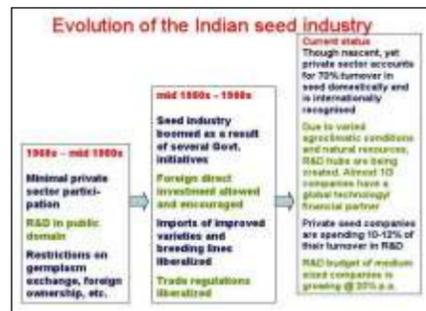
Accordingly, impressive growth and margins had been reported in the seed business sector. Indian food grain production scenario was upbeat and farmers were ready to pay for better quality seeds as the demand was ever-rising. Today, seed companies like Namdhari Seeds who have a strong research base are successful in producing good quality seeds.

Still there are loop holes wherein the confidence of farmers gets diluted and so the demand for good distribution/supply chain system.

On the other hand, this year the farming community has had a setback with low farm gate prices across commodities like cotton, dry chillies and vegetables. The low buying rates from farmers is due to their low income rates and this has in-turn brought an acute crisis in the seed industry further reducing the demand for seeds.

The weather condition this year is not favourable in South India as the North East monsoon has failed completely adding to the present woes of the farmers. Further, rubbing salt to the wound, states like Karnataka and Andhra Pradesh are facing acute water shortages resulting in a steep jump of fruits and vegetable prices these last three months.

However, there's some good news, the meteorological department has predicted a good monsoon this June, keeping our fingers crossed an eventful and remunerative season to the entire agrarian community. We at Namdhari Seeds Pvt Limited are aiming a good growth this



There's a clear, identifiable buzz in and around the Indian seed industry that it has the potential to grow beyond \$2.5 billion in the next five years. The overall production of agricultural commodities was at a high in FY 2011-12, also it has been noted that the production of food grains has had a record of sorts this year due to which there was a food surplus. The surplus production was due to many factors such as the favourable weather conditions across the country and no natural calamities or relative uncertainties. Similarly, the production of vegetables has been really good resulting in very low consumer prices.

As a major boost to increase agricultural production, agricultural commodities and to make agriculture a sustainable and practicable occupation, the Government of India has shared its vision to support the livelihood of farmers and individuals by 2020. Also, to add are the new initiatives and agricultural schemes, reforms...etc., to achieve the set target growth in the agriculture sector.



New Hybrids



NS 538

NS 538 has excellent yield potential with high quality fruit that weighs around 80 - 90 grams. This is easy to grow and it has attractive red colour. This determinate hybrid is widely accepted and adapted across India because of its high tolerance level to TLCV. Also, it is noted that it is tolerant to early blight. As its shelf life is high it is excellent for long distance shipping.



NS 592

NS 592 is an Acidic type hybrid and is very tasty in nature. The plant is easy to manage and harvest and the fruit typically suits both staking and non-staking. This determinate hybrid is very early and high yielder. It is an exceptional performer in Andhra Pradesh and North India. It is highly adaptable so it is widely accepted. This is excellent for long distance shipping.



NS 34

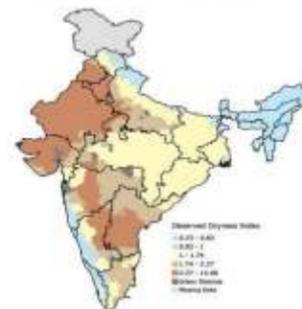
NS 34 is an Ice Box type Hybrid which matures very early. The fruit of this unique hybrid weighs around 2-3 kg and comes in a nice oval shape. The fruits are eye appealing and its prominent feature is its rind pattern that is dark green in colour and also very rigid. Its flesh is deep red in colour with very less seeds and having a very high TSS level. This is best for long distance shipping.

season in seed business and are gearing ourselves to achieve the same. Our new products in major vegetable crops like Tomato, Chillies and melons have been accepted at the market place and are in a rapid penetration phase. Our distributors across India are very bullish with our new product range and forecast a good increase in revenues for all the stakeholders in the coming seasons.

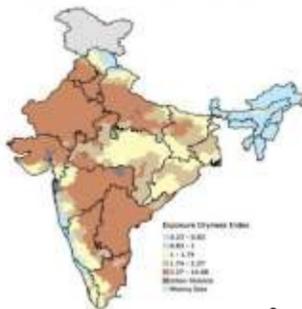
We also have launched new open field tomatoes in Middle East markets and the products have been accepted really well. NSPL crimson watermelons have been liked in turkey and are expecting a good growth in that region. Our strong hold in nematode tolerant tomatoes and egg plants in Egypt still continues. Meanwhile in South East Asia, we have been growing at a rapid pace, especially from the past few seasons due to the high rate of grower patronage towards our tomatoes.

Increasing risk of drought

Dryness index observed in 2003



Dryness index projected for 2050



Source : CICERO

Using plastic mulches and drip irrigation for Tomato production

— Dr. N. Anand, Director-Research, NSPL

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Tomato is one of the most important vegetable crops in India and is widely cultivated in almost all the states. In this vegetable crop, hybrids have gained acceptance because of their higher yield potential, better quality produce, uniformity and adaptability. Moreover hybrids with resistance to dreaded diseases like TLCV have also gained much popularity.

Presently, Namdhari Seeds Private Limited (NSPL) has released hybrids like NS 501, NS 516, NS 585, NS 592 and others. Hybrids in general help reap the maximum potential under ideal agronomic conditions. This includes fertilizer and water management, plant protection measures besides soil management practices. Constant supply of irrigation water helps harness the full potential of the tomato crop. To add to this, innovative technologies are available today to reduce water usage and yet harvest improved yields. These include mulching and drip irrigation.

Mulching

Mulching refers to covering the soil during cultivation and providing conditions favourable for crop growth. This was earlier done by using material locally available like dried leaves and straw. Today, plastic has taken its place for use as mulch in crops with considerable success. The growers have accepted this technique observing the advantages conferred on the crop.

Plastic mulch offers several advantages. Being impermeable to moisture it helps in soil moisture conservation; salts in the soil do not rise to the surface since evaporation is reduced; better plant nutrient management; leaching losses are reduced; better weed control; certain insects are repelled by reflective mulches; maintenance of soil friability; prevention of erosion during heavy rains; can be reused and better control of nematodes. Plastic does not allow moisture to evaporate and what evaporates condenses on the plastic and gets back to the soil. Although extra initial expense is incurred, the growers are ready to invest on this technology noticing the advantages in major tomato growing regions.

However it has to be noted that there are very few disadvantages of using plastic mulches in crop production. Though biodegradable plastic mulches exist, non-biodegradable plastics are more widespread. These non-biodegradable plastic mulches must be removed from the field and disposed of properly or sent to companies

that specialize in recycling of agricultural films.

Choice of plastic

Plastic mulches are made of LLDPE (Linear low density polyethylene) which serves the functions listed out earlier besides being economical. Depending on the thickness of the mulch it can be reused. The plastic mulch today comes in various thicknesses. Thin plastic (15 microns) can be used only once while thicker material (30 microns) can be used at least twice if carefully used. Often, mulches come in black or lighter coloured. Black coloured mulch has advantages in weed control and in sandy soils. It is employed when saline water is used and in general suitable for most vegetable crops. Silver coloured mulch is known to repel insects.

The width is normally 1.5m; this fits a wide range of space where vegetable crops are planted in single or double rows. Also, there are equipments that help lay out the plastic mulch in the fields while mostly in India it is laid out manually. Rows are made to maximum length depending on the slope of the land and spacing requirement. Mulch is rolled out in the mornings or evenings and when wind velocity is at the lowest. It is laid out without folds tight enough but not so tight for it to tear over time. The ends are stuck in the soil and holes are made after laying out the sheets with punches at prescribed distances. Seeds are then sown or transplanted in the holes accordingly.

When fertilizer application is to be used with mulch, the basal dose along with FYM is applied before fixing the sheets. Top dressing needs to be well planned and using fertilizers with Ammonia cal N in fumigated soils can result in ammonium toxicity to the crop. Normally, at least 50% of the nitrogen (N) should be in the nitrate (NO₃) form, such as calcium nitrate, potassium nitrate, Calcium Ammonium Nitrate or Ammonium nitrate.

Drip irrigation

Drip is application of water at a low rate over long periods of time. It is applied frequently at low pressure in the root zone of the plant, directly through emitters using filtered water. fertigation can be handled simultaneously. The advantages of drip irrigation include higher returns from enhanced yields; quality of fruits, it saves water, saves energy and labour. Drip irrigation suits best for soils having low water holding capacity on undulating terrain; it reduces weed growth, improves fertilizer

application efficiency and reduces salt concentration in the root zone.

With low pressure and low flow, space between rows remains hard and firm. This paves the way for free equipment or labour movement. Tomatoes are fit to be grown on ground since fruits on touching the ground do not rot.

Ensuring that each crop gets the right quantity of water with nutrients at appropriate intervals, one can look into other considerations like prevailing weather, soil type, stage of plant growth and cultural operations. Although sophisticated equipments like tensiometers are available, the practical way is to physically evaluate the water content in the soil sample and/or visually monitor the appearance and colour of the crop. Normally, irrigation scheduling can be done by closely observing the soil in the field in the following manner:

- Sandy soil: when at 50% water holding capacity. Soil sample feels dry and cannot form a ball in hand.
- Sandy loam: feels dry, will form but only under pressure, will not stay together.
- Clay loam: crumbly, but will form a rough ball under pressure.
- Clay: will form a ball under pressure but still hard and crumbly.

The minimum and maximum daily water requirement varies from 0.45 l/plant during the initial growth stage to 1.15 l/plant during the peak growth stage. Irrigation interval of 2 to 3 days is generally recommended with drip irrigation coupled with fertigation and mulching can help grow successful crops.

When irrigation with mulch is to be used lateral pipe lines are laid below the sheets. In case inter cultivation needs to be carried out the pipes can be on top of the plastic with appropriate drippers at requisite intervals and holes in the film of plastic. During flooding, water passes through the holes made in the sheet. In levelled fields the area required will be same as the total area while for row crops it will be based on the row spacing.

Plastic mulch and drip irrigation will increase cost of production. These costs should be balanced by increased income due to earlier harvests, better quality fruit and higher yields. Plastic mulch and drip irrigation must be carefully monitored (daily) to be successful. Key to successful growing tomatoes with drip irrigation is water, fertilizer and variety. Cultivation of tomato hybrids with mulch and drip brings more cost-effective and immediate returns.

Peerless paddy variety by NSPL

— Srirangan S

Namdhari Seeds Pvt. Ltd. (NSPL) at Haryana Farms on Friday 18th November 2011 introduced a high yielding paddy variety at a function hosted for paddy growers, farmers and agriculturists in Haryana.

Leading from the front, Mr. Rashpal Singh demonstrated how the unique and brand new paddy variety – NS 1031 can be harvested by inaugurating the Namdhari Seeds Field Day for the year 2011. In addition to paddy, NSPL also introduced NS 592, a high yielding tomato variety in Varanasi and NS 34, a high yielding watermelon variety in Ahmedabad.

Also, while addressing the gathering, Mr. Rashpal Singh lauded the efforts of his team for organizing such grand demonstrations to educate the farmers about the latest varieties for earning higher income from respective cultivation.

The field day highlighted the uniqueness of this lodging tolerant hybrid which is highly suitable for early and late planting. An official from the company highlighted its characteristics to the people gathered at the event. The highlights were that NS 1031 takes about 75 – 80 days for 50% flowering and the plant has an average height about 90 – 95 cm. While the grains are long and slender, every 1000 grains weighs about 23 – 24 grams.

Meanwhile, NS 592 was released on the same day at Varanasi and Field Day activities were conducted in full swing with dealers, distributors and farmers attending the event. This determinate tomato variety aroused much curiosity amongst everyone and the event garnered a tremendous response under the aegis of Sunil Kumar Singh in Varanasi.

This glorious event by Namdhari Seeds brought together many participants to exchange their views on traditional tomato, watermelon and paddy varieties as well as those more disease resistant. Due to the upward demand of hybrid seeds and growers' rising need for knowledge, NSPL pathologists educated the farmers on different diseases and insects of the vegetable crop and measures to control them. Farmers from surrounding districts, areas and villages enthusiastically took part in the event and termed NSPL Field Day, a 'grand success'.

For info on our products and services in India, please contact :

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NS 1031

General Manger-North Mr. Rashpal Singh on Friday inaugurating the NSPL Field Day in Haryana where harvesting of high yielding paddy variety – NS 1031 was carried out.



NS 592

Mr Sunil Kumar Singh is seen talking to farmers, distributors and dealers during Namdhari Field Day Varanasi, 2011, the event was a grand success.



NS 34

Another Hybrid that stole the lime light was NS 34. It was well appreciated by the farmers and dealers in and around Gujarat during Ahmedabad NSPL Field Day.

EVENTS



Di-Haploid Lab Inaugurated

Research and Development (R&D) wing of Namdhari Seeds Private Limited (NSPL) got a new chunk in its armory with the inauguration of Di-Haploid Laboratory and also the extension of its Molecular Biology Laboratory on Wednesday 6th June, 2012.

Both the laboratories of NSPL were inaugurated in the presence of Chairman & Managing Director Thakur Uday Singhji, Bibiji, Marketing Director Mr. Buta Singh Kanwal, Director Research Dr. N. Anand and

Director Research Dr. O.P. Dutta with colleagues and staff members.

The addition of Di-haploid technology will certainly boost the chances of NSPL in developing newer hybrids in lesser time. Compared to the earlier conventional technology, introduction of Di-haploid laboratory will save a lot of time, resources and particularly the breeding cycle duration can be reduced to 50%.

Meanwhile, the extension of Molecular Biology Laboratory will help in generating

more and more research outputs and the addition of new instruments to its department will help in producing newer hybrids.

With this inauguration one can look forward to the commencement of Genetic Purity Analysis (GOT), this will help in providing one with 100% true hybrids without any contamination. Other notable additions are the PCR Thermo Cycles for Molecular Biology lab and Incubators for Di-Haploid lab.



Mr Buta Singh Kanwal, Director, Namdhari Seeds Pvt. Ltd. has been re-elected as the Executive Member of Asia Pacific Seeds Association (APSA) in the AGM at Asian Seed Congress 2011, Pattaya, Thailand.

Other Events

Namdhari Seeds and Namdhari Farm Fresh team outing to Ooty and Kodaikanal was on 2nd and 3rd of June 2012. Both the team members had lots of fun, frolic and a memorable experience.



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