

**Shriram Bioseed organizes Field Day for farmers to showcase the growth in
production & profitability by using Vegetable Hybrid seed
Avantika – Okra (Bhindi)**

23rd August, 2012 Agra: Shriram Bioseed is a leading Hybrid Seed company with presence in India & South East Asia. As part of its Vegetable Seeds market, **Hybrid Okra (Bhindi) - Avantika** one of its leading brand conducted **a field day on farmer Shri Kanahiya Chouhan's field in Village Uncha, Distt Agra.**

Shriram Bioseed has established itself as one of the top players in Hybrid Okra (Bhindi) Seed Market due to Avantika's wider adaptability across the country & has been able to increase the productivity and profitability of the Okra growers. Other leading hybrid seeds in its portfolio include Tomato – Swadeshi, Mahaveer, Karan, SBG 555, Hot Pepper - Lalima, Marshal, Ojaswi, Tej, Brinjal – Mohit, Moogli, Hema and Gourds.

Shriram Bioseed has targeted Uttar Pradesh as one of the states with the objective to increase the productivity of vegetables & at the same time to create awareness among the farming community about the benefits of using quality hybrid seeds. Shriram Bioseed is operating across the country with a large distributor network.

Okra is an important vegetable in India that can be gauged from the fact that India accounts for 41% of world acreage and 69% of world production in Okra. (FAO 2010 data)World area: 1101631 ha, world production : 6917062 MT India area : 452000 ha, India production : 4803000 MT.

Avantika in Uttar Pradesh - Bhindi is cultivated in about 12,000 ha (one season) in Uttar Pradesh which is 2.55% of the area under Bhindi in India. Average productivity is 11.33 tons/ ha contributing 131,000 tons in total production of Bhindi. In UP, Shriram Bioseed Genetics is

enjoying about 20% market share due its excellent quality / performance in just 3 years of Avantika introduction.

Shriram Bioseed has conducted a field day on Shri. Kanhya Chouhan's field in Village Uncha, Distt Agra today where almost 100-120 farmers participated from adjoining 8-10 villages. Farmers have appreciated the performance of Hybrid Okra – Avantika as far as yield, plant type, disease tolerance as well as market produce price is concerned.

According to Shri. Kanahiya Chouhan, he has done 40 picking & got a yield of 100 - 120 quintals / acre & expecting another 15-20 pickings as the crop will continue till end of September. Further he said that Avantika has 2-3 branches on an average which has resulted into a 25-30% plus yield in comparison to other hybrids and at the same time disease pressure (YVMV) is less even when the crop is almost 130-135 days old.

Shriram Bioseed is planning to organize 75-100 such field days especially in districts like Agra, Meerut, Varanasi, Allahabad, Lucknow, Robertsganj etc during the next two months in order to showcase the benefit to the farmers about "Bioseed" brand of products.

Many success stories of **Avantika** have been reported across India, few farmer views from UP are mentioned below.

Shri. Radheshyam Varma of village Hasanpur, District Varanasi, shares his experience after switching to Avantika, the Bhendi hybrid: "What a difference it made", Last year, I lost the entire crop due to YVMV (virus). But this year with **Avantika** my net income increased manifolds. A disease-free harvest ended with great profits."

A seasoned vegetable farmer, **Master Ji of village Kharkhoda, Meerut**, planted Avantika in an Acre. In his own words: "Crop was very lush green & I am very satisfied with Avantika's performance, it gave 30% higher yield than any other variety. I have done 30 picking and average yield / picking is 350 – 400 kg /acre, also am getting a good price in market. I am hopeful to get more than 75 picking from **Avantika**."

About Shriram Bioseed:

Shriram Bioseed is a division of the Rs 5000 crore conglomerate DCM Shriram Consolidated Ltd with interests mainly in the Agri/Rural & Chloro-Vinyl Business. The mission of the 'Bioseed' business is 'To create value for the farmers by developing superior hybrid products through cutting edge Research & Development.' Bioseed is a complete Hybrid Seed Company with Research, Production, Processing, and Extension Activities & Marketing

The 'Bioseed' brand product portfolio includes Field Crops like corn, bajra (Pearl Millet), jowar, Paddy, Bt cotton, and Vegetables. The Bioseed overseas companies in Vietnam, Indonesia, The Phillipines and Thailand have, in a short span of time, established themselves as large players in their markets, contributing to DSCL's top and bottom-line.