



Estd. in 1999

BRAND

KANAKA DURGA

HYBRID SEEDS COMPANY



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Introduction

Welcome to Kanaka Durga Hybrid Seeds Co., an organization driven by **innovation, sustainability, and a commitment to making a positive impact**. We firmly believe in sowing the seeds of progress, and our journey has been one of challenges, growth, and meaningful achievements. As fellow business holders, we are thrilled to share our inspiring journey from humble beginnings to the dynamic organization we are today. In this showcase, we will take you through the key milestones and transformative moments that have shaped our organization from its inception to the present day.

Mission

Our mission is to revolutionize agriculture by providing high-quality seeds, innovative technologies, and comprehensive agricultural solutions. We are dedicated to empowering farmers, promoting sustainable practices, and ensuring global food security while preserving the environment.

Vision

Our vision is to be a global leader in sustainable agriculture, driving a transformation towards regenerative farming practices, fostering farmer prosperity, and nourishing a growing population while preserving the planet for future generations. We aspire to leverage cutting-edge technologies and collaborative partnerships to create a resilient and equitable food system that meets the challenges of the future.

Our Roots - The Beginning

Kanaka Durga Hybrid Seeds Co. was **founded in year 1999 by Ravinder Gupta Garrapally**, a visionary entrepreneur with a passion for agriculture and a vision to create a sustainable and socially responsible organization. Our mission was clear: to sow the seeds of positive change and foster a better future for our community and the planet.

Kanaka Durga Hybrid Seeds Co. **engages in seeds production across approximately 8,000 acres** of land in various agro-climatic zones. Our focus primarily lies in business-to-business supply, and we have a presence in Rajasthan, Gujarat, Uttar Pradesh, Haryana, Punjab, Telangana, Andhra Pradesh, and West Bengal, with an **annual turnover of 200 million INR**.

The Driving force behind Kanaka Durga Hybrid Seeds Co.:

1. Leading the way as Chairman: **Ravinder Gupta Garrapally** (has experience of 40 years in seeds industry and an ex-employee of Ganga Kaveri Seeds Pvt Ltd Hyd.)
2. Guiding our Success as Managing Director: **Vinay Gupta Garrapally** (has an experience of 10 years in Marketing and Seeds Production)
3. Driving Innovation as R&D Director: **Narendra Pendyala** (Research Scientist with 35+years of experience in Plant Breeding, Seeds Production, Seeds processing, Quality Management, and Seed technology)

Through harnessing the untapped potential of seeds with our creative ideas, innovative approaches, and strategic initiatives, we are propelling exponential growth for our organization. Simultaneously, we are generating substantial value for our stakeholders and making a significant contribution to the betterment of our nation.

Our Journey - Product Portfolio

Our journey commenced with the conception of four groundbreaking products: Maize, Paddy, Bajra, and Sorghum. Each of these crops plays a crucial role in enhancing agricultural productivity and food security.

1. Maize: Widely known as corn in North American and Australian English, is a cereal grain that originated from the domestication efforts of indigenous peoples in southern Mexico approximately 10,000 years ago.

Our organization specializes in offering a diverse range of maize seeds, including double cross, single cross, and white maize varieties.



Single-Cross Hybrid



Double-Cross White Maize

2. Paddy: Also known as rice paddy or rice, is the primary cereal grain that is cultivated and consumed as a staple food in many parts of the world, especially in Asia. It is the seed of the *Oryza sativa* or *Oryza glaberrima* plants, commonly referred to as rice plants.



KHR-4444 (Hybrid Variety)



KD-409 (OP Variety)

i. Hybrid Varieties:

We are proud to present hybrid paddy varieties, KHR-4444 and KHR-5555, which are characterized by their fine segments and extended growth periods.

ii. OP Varieties:

In addition to that, we also provide OP paddy varieties – KD-409, KD-7001, and Mahak Plus – known for their distinctive characteristics, such as belonging to the Basmati segment with a medium fine texture and short to medium growth duration.

3. Bajra and Fodder Bajra: Bajra, also known as pearl millet, is a type of cereal grain that belongs to the Poaceae family. It is one of the oldest cultivated crops and is widely grown in arid and semi-arid regions of Africa and the Indian subcontinent. And Fodder Bajra refers to specific varieties of Bajra that are grown and used primarily as animal feed.

Our Bajra seed varieties, including KHB-201, KHB-202, and KHB-203, are well-suited for summer and monsoon seasons, catering to diverse agricultural needs.



Hybrid Bajra Production



Happy farmer with high yield Bajra crop

4. Sorghum Sudan Grass: A hybrid grass crop that is a cross between Sorghum bicolor (sorghum) and Sorghum sudanense (sudangrass).

We provide multi-cut hybrid varieties such as KH-333, KH-333 plus, and PHS-905 (white), which have been specifically developed to boost animal milk production, deliver exceptional taste, and yield substantial harvests.



SSG Red Jowar

Empowering Agriculture with Cutting-edge Seed Infrastructure

Our organization is a pioneering endeavor committed to revolutionizing the agriculture sector through innovative seed infrastructure. Our comprehensive approach to seed production, testing, and distribution sets us apart as a trailblazer in the industry.

1. Cutting-edge Seed Cleaning and Sorting Technology: Our processing plant is equipped with the latest seed cleaning and sorting machinery, meticulously designed to eliminate impurities, unwanted debris, and undersized seeds. The result is a premium-grade seed batch that exceeds expectations in purity and uniformity.

2. Precise Seed Grading and Sizing Equipment: With our advanced grading and sizing equipment, we ensure that every seed adheres to our stringent size and quality specifications. This precision guarantees optimal germination rates and uniform crop growth, empowering farmers with reliable yields.

3. Innovative Seed Treatment Solutions: We deploy innovative seed treatment technologies that safeguard seeds from pests, diseases, and environmental stressors. These measures fortify the seeds' resistance and foster healthier crops, all while minimizing environmental impact.

4. State-of-the-Art Seed Coating and Pelleting Facility: Our seed coating and pelleting facility is unparalleled, enabling us to apply custom coatings and additives to enhance seed performance and protect delicate genetic material. The result is seeds perfectly tailored to suit diverse soil and climate conditions.

5. Thorough Quality Control and Testing Procedures: Quality is at the heart of our operations. Our processing plant includes a dedicated laboratory, staffed by skilled technicians who conduct rigorous germination tests, purity checks, and disease screenings to ensure our seeds meet and exceed industry standards.

6. Eco-friendly Waste Management: Emphasizing sustainable practices, our processing plant adheres to eco-friendly waste management strategies. We minimize waste through recycling and responsible disposal methods, ensuring a greener footprint in our operations.

7. Trained and Skilled Workforce: Our highly trained workforce brings a wealth of expertise to our processing plant. Their dedication and attention to detail guarantee that every seed batch leaving our facility meets the stringent quality requirements that have earned us our reputation.

8. Efficient Production Planning and Timely Delivery: Employing smart production planning and streamlined processes, we maintain optimum production levels without compromising quality. Coupled with our well-organized logistics, we ensure timely delivery to customers across the globe.

9. Climate-Controlled Seed Storage Warehouse: Our climate-controlled warehouse offers an ideal environment for seed preservation. Precise temperature and humidity controls safeguard the longevity and viability of our seed stock, delivering value and trust to our customers.

10. Continuous Research and Development: Committed to constant innovation, we invest significantly in research and development to introduce new seed varieties that align with emerging agricultural trends and cater to the evolving needs of our customers.

11. Compliance and Sustainability: As advocates of responsible agriculture, we adhere to all legal and regulatory standards, ensuring our seeds are certified and safe for use. Our sustainability initiatives further reinforce our commitment to environmentally conscious practices.



Research and Development (R&D)

Research and Development (R&D) are vital components of our seeds company, driving innovation, improving seed quality, and developing new seed varieties. Our R&D department is dedicated to conducting extensive research, employing advanced techniques, and collaborating with experts to enhance our seed products' performance, adaptability, and sustainability. This draft outlines the key focus areas and initiatives undertaken by our R&D department to ensure the continuous growth and success of our seeds company.



Parent Seed Multiplication at our R&D Facility

1. Variety Improvement:

Our R&D team focuses on continually improving existing seed varieties by incorporating cutting-edge breeding techniques and genetic advancements. Through rigorous selection, hybridization, and trait development programs, we strive to create seeds that exhibit superior traits such as disease resistance, improved yield potential, tolerance to abiotic stresses, and enhanced nutritional value.

2. Adaptation and Environmental Resilience:

We recognize the importance of developing seed varieties that can thrive in diverse agro-climatic conditions. Our R&D efforts aim to enhance the adaptability of our seeds to different environments, ensuring optimal performance and yield stability. By studying regional climatic patterns, soil characteristics, and farming practices, we develop seeds that can withstand various challenges, including drought, salinity, pests, and diseases.

3. Sustainable Agriculture Practices:

As proponents of sustainable agriculture, our R&D department actively explores and promotes practices that minimize the environmental impact of farming. We invest in research to develop seeds that require fewer chemical inputs, have improved nutrient uptake efficiency, and possess traits that contribute to soil health and biodiversity conservation. By integrating sustainable farming practices into our seed development process, we aim to support farmers in achieving higher yields while preserving natural resources.

4. Biotechnology and Trait Development:

Our R&D team leverages advancements in biotechnology to accelerate the development of seed traits that align with market demands and consumer preferences. Through genetic modification, gene editing, and molecular breeding techniques, we strive to introduce desirable traits such as improved nutritional content, pest and disease resistance, herbicide tolerance, and extended shelf life. Our commitment to safety, regulatory compliance, and transparent communication ensures that these advancements benefit farmers, consumers, and the environment.

5. Collaboration and Partnerships:

We actively collaborate with research institutions, universities, agricultural experts, and farmers to foster knowledge exchange, leverage expertise, and conduct field trials. These collaborations enable us to gain valuable insights, validate our research findings, and ensure that our seed varieties meet the practical needs of farmers. By engaging in strategic partnerships, we aim to create a broader impact, address emerging challenges, and drive agricultural innovation collectively.

Our R&D initiatives form the backbone of our seeds company, enabling us to deliver high-quality, innovative seed varieties to farmers worldwide. Through continuous research, collaboration, and a commitment to sustainability, we strive to meet the evolving needs of the agricultural industry. Our focus on variety improvement, adaptation to diverse environments, sustainable practices, biotechnology advancements, and strategic collaborations ensures that we remain at the forefront of seed development and contribute to the growth and prosperity of farmers and the agricultural sector.





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