

Elora Times

VOLUME 01 | ISSUE 59 | Monday 25 March 2024 | eNews.



Exploring Nashik: A Strategic Visit by the Managing Director to India's Prime Vegetable Hub



Mr Kishor Veer, Managing Director of ENSPL, recently embarked on a significant visit to Nashik, renowned as one of India's premier vegetable-growing regions. During his stay, Mr Veer paid a courtesy visit to M/s Shankar and Sons, a pivotal distributor for ENSPL. Welcomed with warmth and a vibrant bouquet, Mr Kishor Veer engaged in a fruitful discussion centered on seed supply dynamics in Nashik and its neighbouring regions, shedding light on broader trends across India. This exchange underscored the crucial role of supply chain activities in empowering distributors and dealers in the area. Ultimately, the visit benefitted both parties, fostering mutual growth and collaboration."

Maize Ellora Kranti 56 Triumph: Uniting Distributors, Dealers, and Farmers in Jalgaon, Maharashtra



The astounding success of Maize Ellora Kranti 56 drew a large gathering of Main Distributors, Dealers, and farmers to Jalgaon District in Maharashtra. The event included a visit to a live demonstration plot of the crop, providing first-hand evidence of its exceptional performance—a tangible affirmation of its quality. The meeting facilitated a robust and insightful dialogue among all stakeholders, led by Mr Santosh Jadhav, Central Sales India charge and his dynamic team. Questions were addressed, doubts were dispelled, and prospective farmers' confidence in the product was reinforced. Existing farmers expressed their intent to substantially increase their adoption of Ellora Kranti 56, signalling a significant shift in acreage preference within the area."

Maize Ellora Shakti-910: Flourishing Success in Bongaigaon, Assam



The farmers of Bongaigaon, Assam, are making a resolute choice for Maize Ellora Shakti-910 after witnessing its outstanding performance. Inspired by the success of this hybrid, they are committed to adopting it in the upcoming season. Mr Arindam Chakraborty and his dedicated sales team, including Mr Abdur Rough, organised field visits for existing growers and neighbouring farmers. The farmers gained valuable insights through interactive and Q&A sessions, strengthening their confidence in this hybrid. As a result, there's a significant surge in interest among farmers in Bongaigaon cultivating this hybrid on a larger scale.