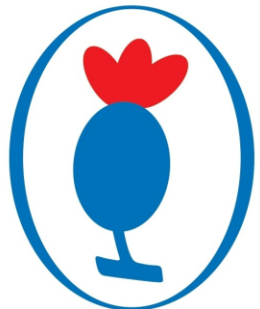


Potential of Known-You Seed & Products for Protected Cultivation for Exports

At
5 Farming 2023
On 21st January 2023



KNOWN-YOU SEED (INDIA) PVT. LTD.



KNOWN-YOU SEED CO., LTD.

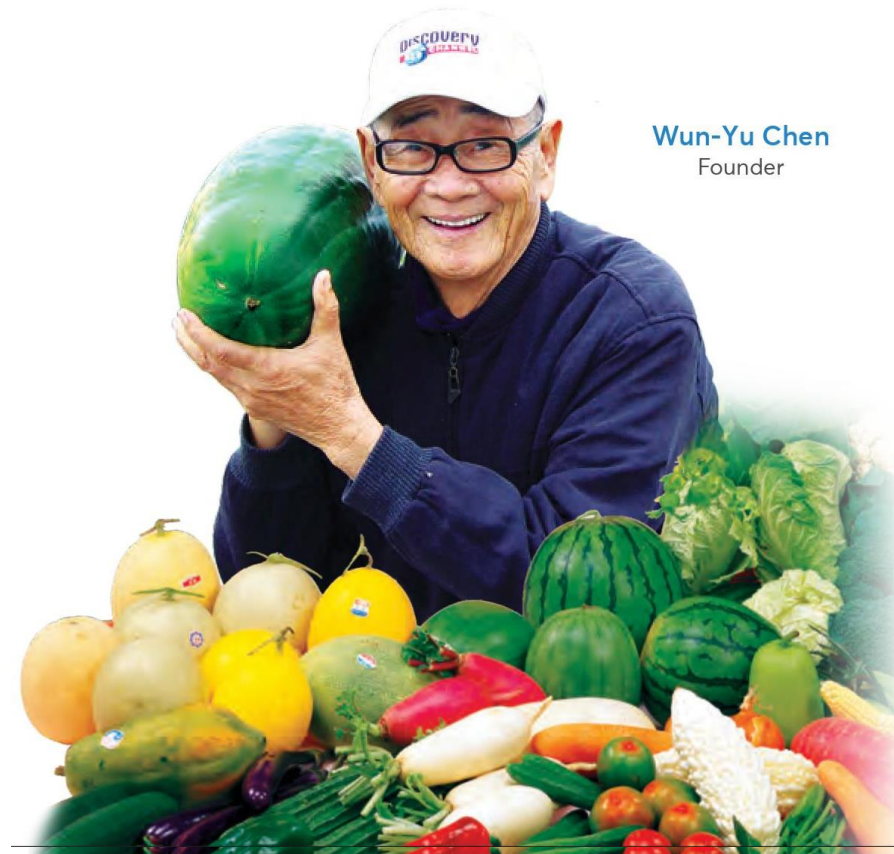
Kaohsiung, Taiwan





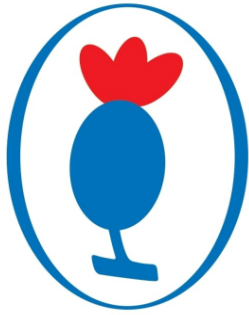
KNOWN-YOU SEED CO., LTD.

GLOBAL NETWORK



Wun-Yu Chen
Founder





KNOWN-YOU SEED (INDIA) PVT. LTD.

Making Life Prosper

MARKETING NETWORK

Head Office: PUNE

Established: JUNE 1999.

No. of employees: 150

Main activities: Research,
Production & Marketing of F1
Hybrid Vegetable seeds

Branch Offices: 10
(MH,KA,AP,GJ,ND,RJ,MP,WB, TN,
CH)





OUR MISSION

Help to Improve Life Standards of Indian Farmers by providing –

- ❑ Unique & High Quality F1 Hybrid Fruit & Vegetable Seeds
- ❑ Other Agricultural Inputs (Mulching Sheet, Crop Guard etc.)
- ❑ Extension of Effective Cultivation Techniques



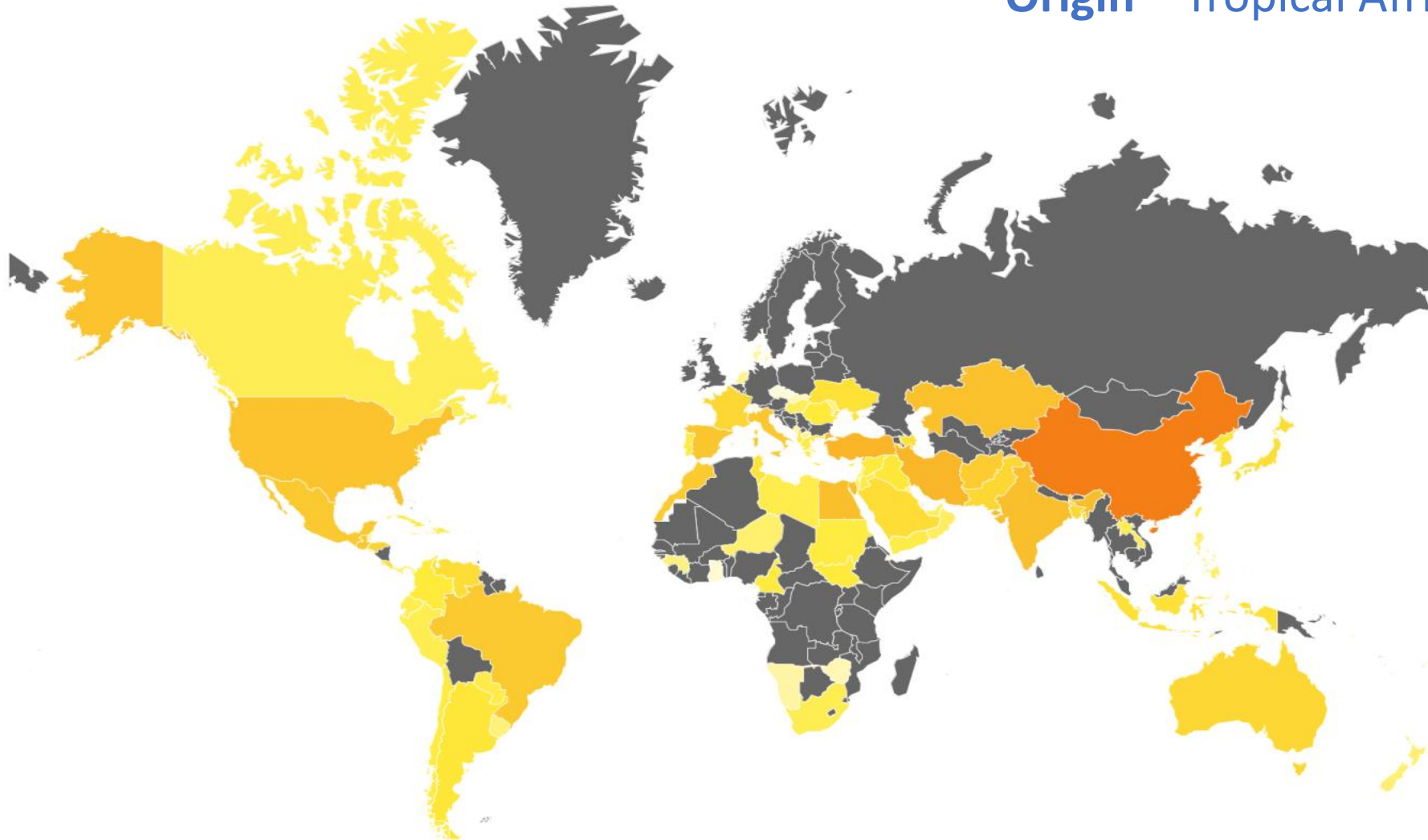
Products with Export Potential & Domestic Premium Market

- Muskmelon
- Watermelon
- Winter Squash
- Cherry Tomato



Melon Cultivation in World

Origin – Tropical Africa





Top 10 Melon Growing Countries in World

	Country		Production (lac/tons)	Production/ person(Kg)	Acreage (Hectare)	Yield (Kg/Hectare)
1		China	1,60,09,584	11.486	4,79,384	33,396.10
2		Turkey	18,54,356	22.947	84,589	21,922
3		Iran	16,15,642	19.762	82,020	19,698.30
4		Egypt	10,60,619	10.879	38,886	27,275
5		India	10,28,650	0.77	46,469	22,136.30
6		Kazakhstan	8,98,004	49.145	43,397	20,692.80
7		United States of America	7,83,950	2.392	26,300	29,808
8		Spain	6,61,897	14.186	20,850	31,745.10
9		Italy	6,32,322	10.463	24,716	25,583.80
10		Guatemala	6,23,726	36.049	25,160	24,790.10



Melon growing States in India



Area Under Cultivation **16000 - 20000 Hectares**

Approx. seed Market size – **12000-14000kg**





Different types/segments in melon





Different types/segments in melon





Different types/segments in melon



Korean melon



**Kolkhoznitsa-melon
(sweet and sour)**



Crenshaw melon



Rocky melon



Different types/segments in melon





Known-You Seed's different types of MELON varieties in India market





Traditional Ways of Cultivation in India



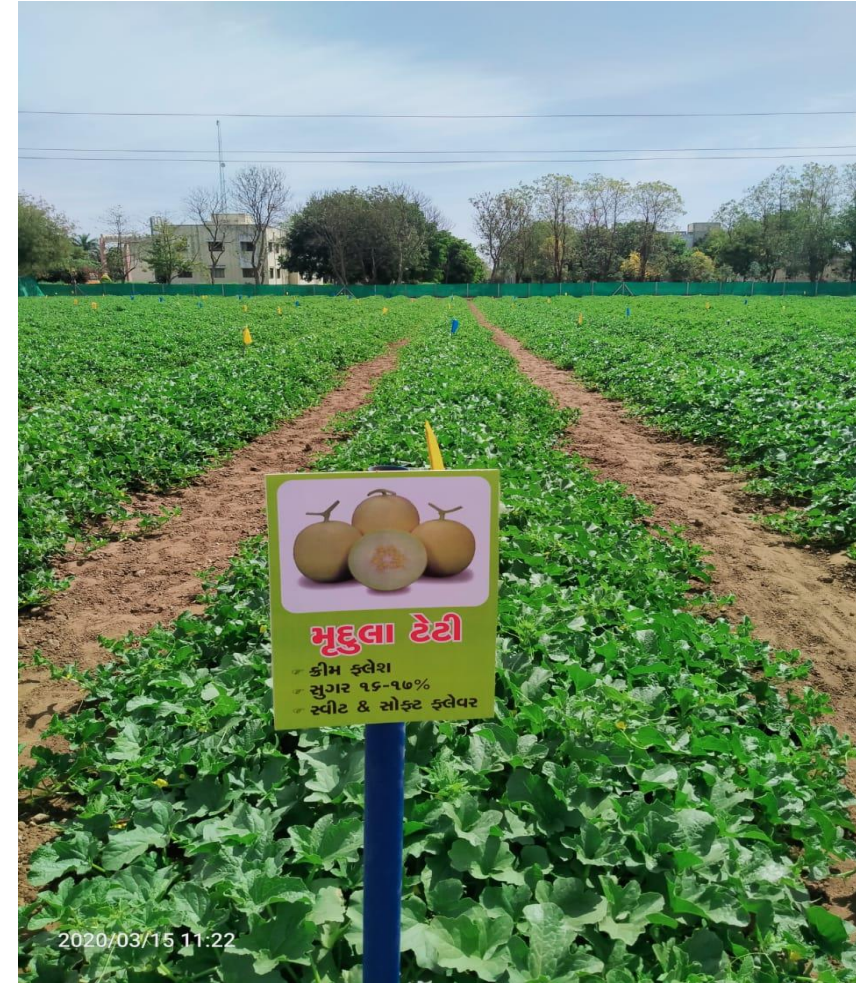


Traditional Ways of Cultivation in India





Improved Methods of Cultivation by Known-You





Improved Methods of Cultivation by Known-You





Protected Cultivation of Muskmelon Introduced by Known-You Seed



Open Cultivation



Risk Involved:-

- Exposed to environment directly
- Direct Impact of Climate Change
- Success rate is reduces especially in sensitive Crop like Melon
- Higher Cost on Plant Protection
- High Risk of Failure due to Biotic or Abiotic Stress



Advantages of Poly House & Insect Net:

- Controlled environment results in Strong Plant Growth
- Protection from Insects and Viral Diseases
- Desired & Controlled Vegetative Growth
- Controlled Fruit Setting
- Surety of Production/Yield
- Harvesting of High Quality Fruits (export-quality)
- Fetches Premium Price in Domestic & Export Market





Type Of Protected Cultivation- Polyhouse





Type Of Protected Cultivation- Insect Net House





Type Of Protected Cultivation- Temporary Insect Net





Protected Cultivation in Taiwan



Through strong Research, “**Known-You Seed**” has evolved techniques for “**Protected Cultivation**” of Melons which are Practical and Economical from Farmers’ Point of View.



MADHUMATI

- Honey Dew Melon – Unique in Taste
- Fruit weighing 1.7 to 2.4 kg
- Flesh is light green, thick, tender, sweet and having special honeydew flavor
- Very Sweet Flesh (16~18 Brix)
- Strong Shelf Life (10~12 days)
- Strong Transportability with Domestic Premium & Export Market



Madhumati



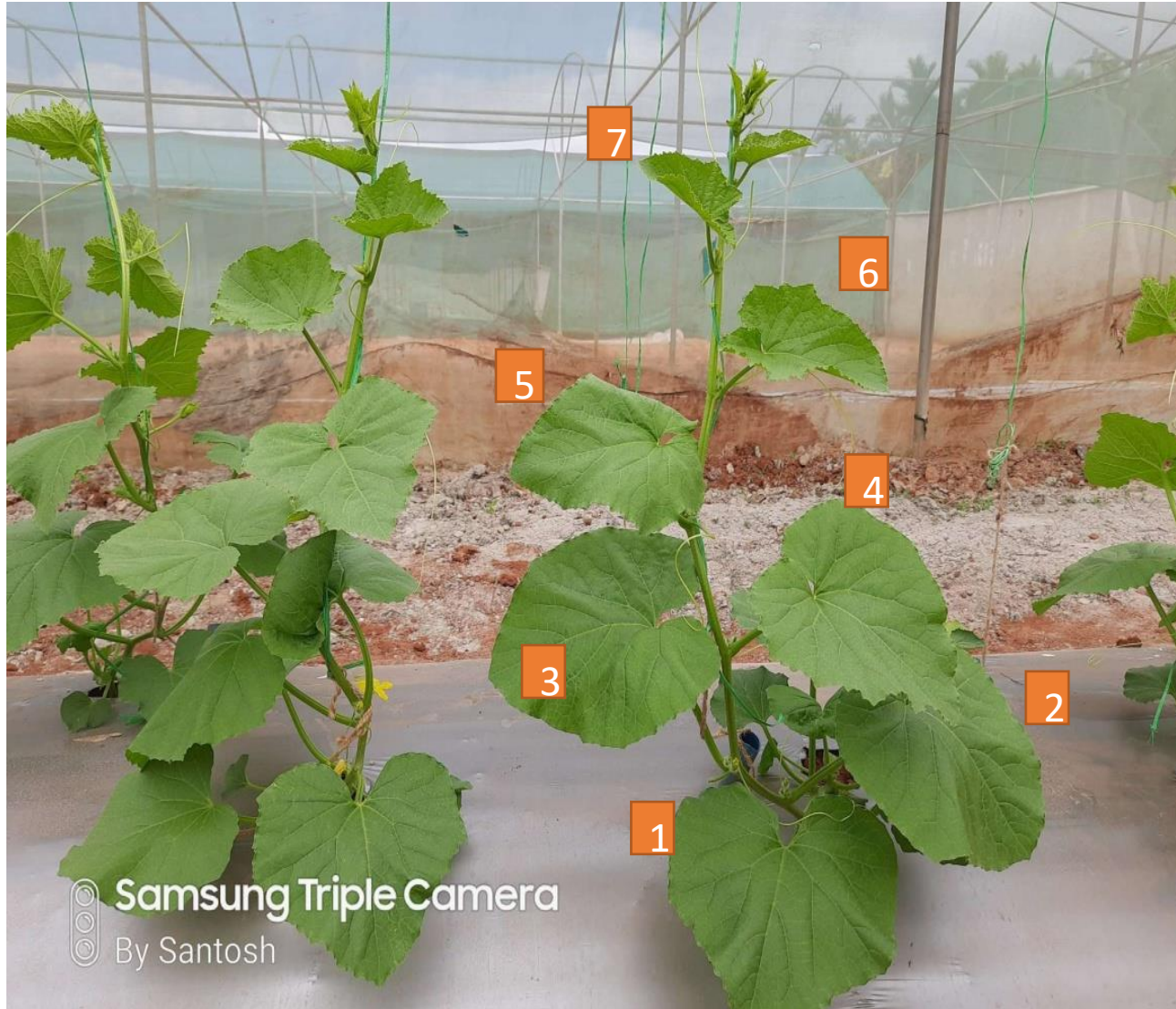
AALIYA

- Attractive Netted Hami Melon with Unique Taste fetching Special Price in Market
- Fruit Weighing 1.5 to 2.5 Kg
- Flesh is Dark Orange, Very Firm and Crispy Flesh
- Very Sweet (Brix 15~18)
- Strong Shelf life (10~12 Days)
- No slip-off fruit
- Tough Skin & Firm Flesh enables Long Distance / Export Market





Special Cultivation Techniques



Single Stem Pruning



Special Cultivation Techniques



Male Flower



Female Flower



Hand Pollination

Manual Pollination



Special Cultivation Techniques



Controlled Fruit Setting –
8th to 13th Leaf
Single Plant, Single Fruit





Cosmetics





Packing





Success Stories in Maharashtra



"विनाथांबा शेतकरी ते ग्राहक"

एक्सपोर्ट क्वालिटी, पॉलिहाऊस मधील
मधुमती या 100% सेंद्रिय खरबुजाची होलसेल विक्री.
अत्यंत चविष्ट व गोड असणारी तैवान मेड वाण
प्रथमच आपल्यासाठी उपलब्ध.

पुणे पोहोच दर -
₹ 45/- प्रती किलो
प्रमाणे.

एक नग वजन 1 ते 2.5 Kg पर्यंत.
किमान खरेदी 1 टनापेक्षा अधिक असावी.

शेतकरी- कृषिभूषण श्री. अंकुश पडवळे
मंगळवेढा, जि. सोलापूर.
9423784068, 9764354089



Exports By Farmers





Farmer Succuss Stories





Farmer Succuss Stories

मा श्री नाईकनवरे साहेब नोन यु सिडस पुणे यांच्या मार्गदर्शन ने 50
रू किलो दराने शेडनेट मधील खरबुज दिले

 Pramod Choudhari and 154 others

45 Comments

 Like

 Comment

 Share





Farmer Succuss Stories





Farmer Succuss Stories



Farmers from Aurangabad District – Aid under POCRA (Project on Climate Resilient Agriculture) by Maharashtra State Agriculture Dept. for Net House Structures

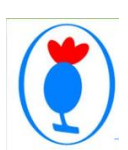


Support for Farmers by State Agri. Dept.



Strong support under POCRA by:
Dr. T. S. MOTE
(Joint Director of Agriculture)

Shri.DINKAR JADHAV
(Joint Director of Agriculture)



Cultivation at Bangalore





Promotion at Super Markets





Promotion at Super Markets





Promotion at Wholesale Markets





Promotion Meetings





Economics By Protected Cultivation For 10 R

Total nos. of Plant 2420

Per plant yield 1.5kg

$$\text{INCOME} = \text{YIELD} \times \text{PRICE} - \text{COST} \quad (I = Y \times P - C)$$

Income =	Yield X	Price/ kg(Rs)	- Cost
2,17,800/-	3630 kg	60-70 /-	90,490/-
Net profit	1,27,310/-		
Per plant input cost 90,490 / 2420	Rs = 37 / plant		
Per plant output cost 2,17,800 / 2420	Rs = 90 / plant		
Cost / benefit Ratio	1: 2.25		



MUSKMELON

(OPEN CULTIVATION)

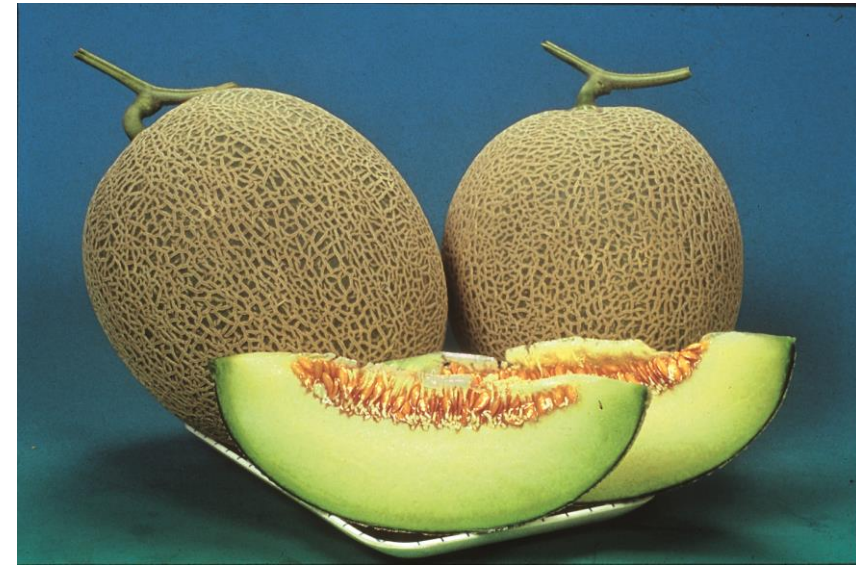
KOHINOOR



SUNRISE



MADHURI



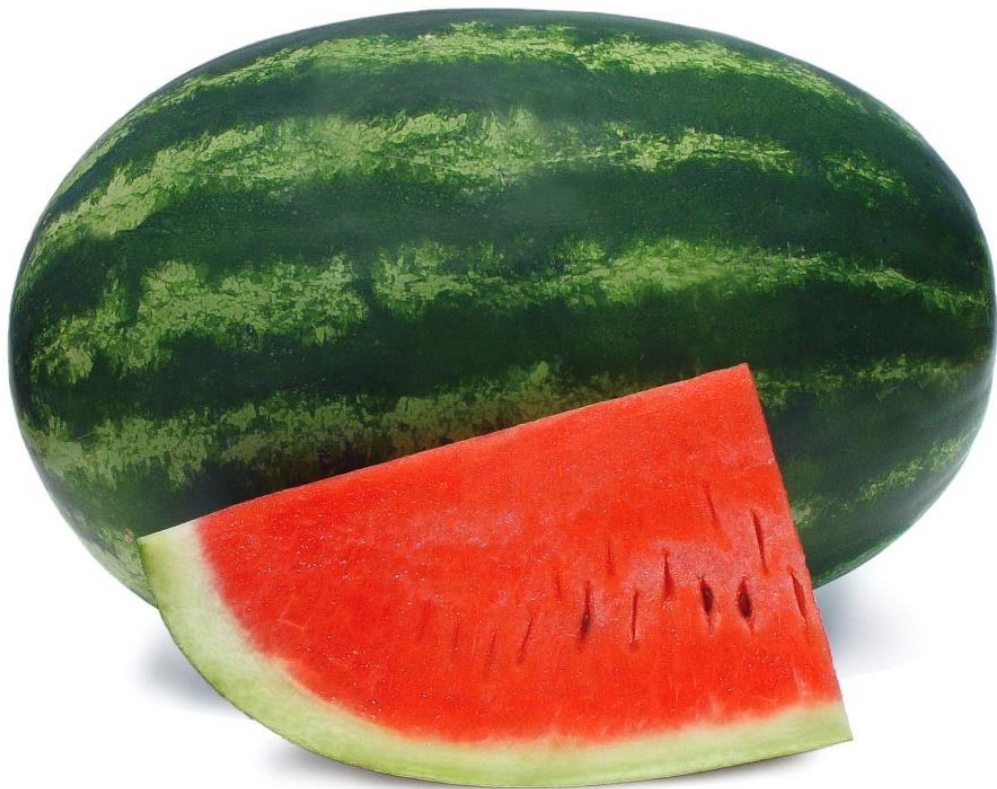
Crispy, Juicy & Sweet Flesh

Tough Skin & Firm Flesh enabling for Long Distance Transport / Exports



WATERMELON (BIG)

SUPRIT



- ✓ Attractive Crimson Sweet Skin with Universal Acceptance
- ✓ Optimal Fruit Weight of 9 to 12Kg
- ✓ Dark Red, Firm Texture & Sweet Flesh (Brix 11~12)
- ✓ Very Strong Transportability & Shelf enabling for Domestic & Export Markets



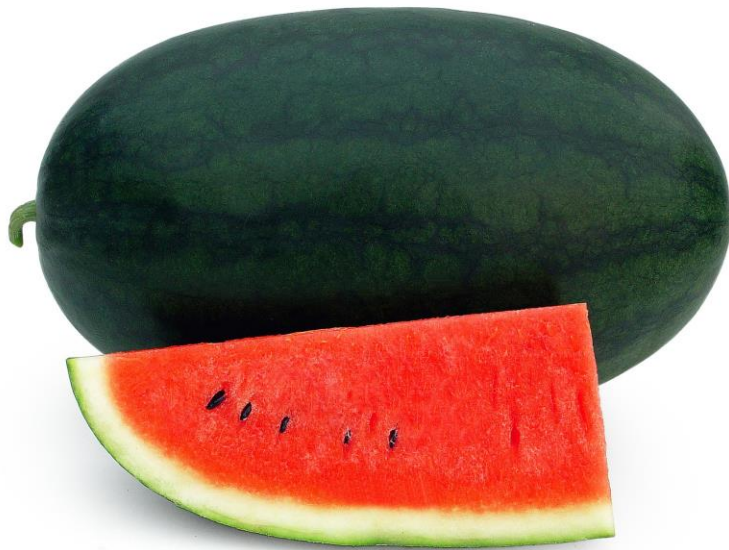
Export of Suprit Fruits



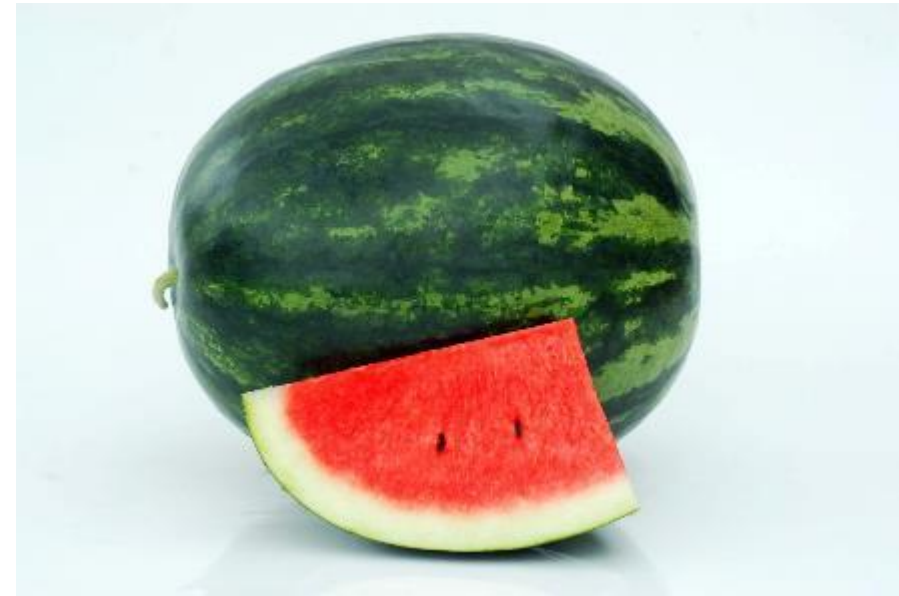


WATERMELON (SMALL)

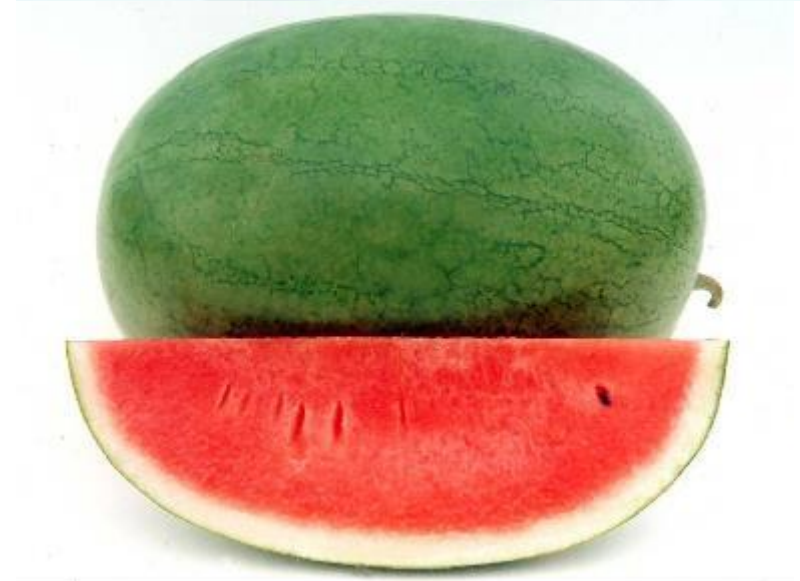
Kiran



Mannat



Jannat





WATERMELON (SMALL)

Vishala



Aarohi



Sharayu





WINTER SQUASH

PRATIK

- ✓ Unique Shape & Size (1 to 1.5Kg) suitable for Nuclear Family
- ✓ Orange-Yellow firm, Sweet Flesh with special flavour enabling Different & Tasty Recipes
- ✓ Very Strong Shelf Life (40 to 60 days)
- ✓ Tough Skin & Firm Flesh enabling for Long Distance Transport & Export Markets



Mini Pumpkin Loaded with Nutrition



Pumpkin Soup



Pumpkin Shake



Pumpkin Halwa



Mini Pumpkin
PRATIK



Pumpkin Paratha



CHERRY TOMATO





All Natural
FRUITS for your
Healthy Day.

Enjoy the Best



Thank You!