

The Vegetable Seed Production Company



Successes in contract producing of Vegetable
Seeds for Export

Ananta Vegetable Seeds Pvt. Ltd., Aurangabad

About Founder Director



Subhash Dhumal

- ◉ Has 37 years of experience in Seed Supply Chain - Production / Quality / Operations
- ◉ Prior to establishing Ananta in 2009 worked with Indian & International companies (Mahyco / Syngenta / Seminis – Monsanto / Genuine/ Mahindra) for 26 Years mostly in Vegetables



Company Background

- ◉ Started in 2009 at Aurangabad, India
- ◉ Working with Indian & Overseas Seed Companies
- ◉ Key crops expertise in Hot & Sweet Peppers / Tomatoes / Cucumbers / Melon/ Watermelons – Diploid & Triploids/ Gourds / Egg plant / Pumpkin
- ◉ High-tech – Substrate & plastic house production introduced looking to global demand
- ◉ Production Locations:
 - ◉ Central India: Aurangabad, Maharashtra Province
 - ◉ South India: Ranebennur, Karnataka Province
 - ◉ North India: Modasa, Gujarat Province



Vision & Mission

Our Vision

To be recognized as the leading Vegetable Seed Production Company driven by Science, technology and innovation delivering higher values to customers.

Our Mission

We aim at providing innovative best quality services and solutions to the growers & customers with high security/ consistency during climate changes & other stress related challenges.



Production Volumes



Solanum – Peppers, Tomatoes

Cucurbits – Watermelon, Melon, Gourds, Cucumbers

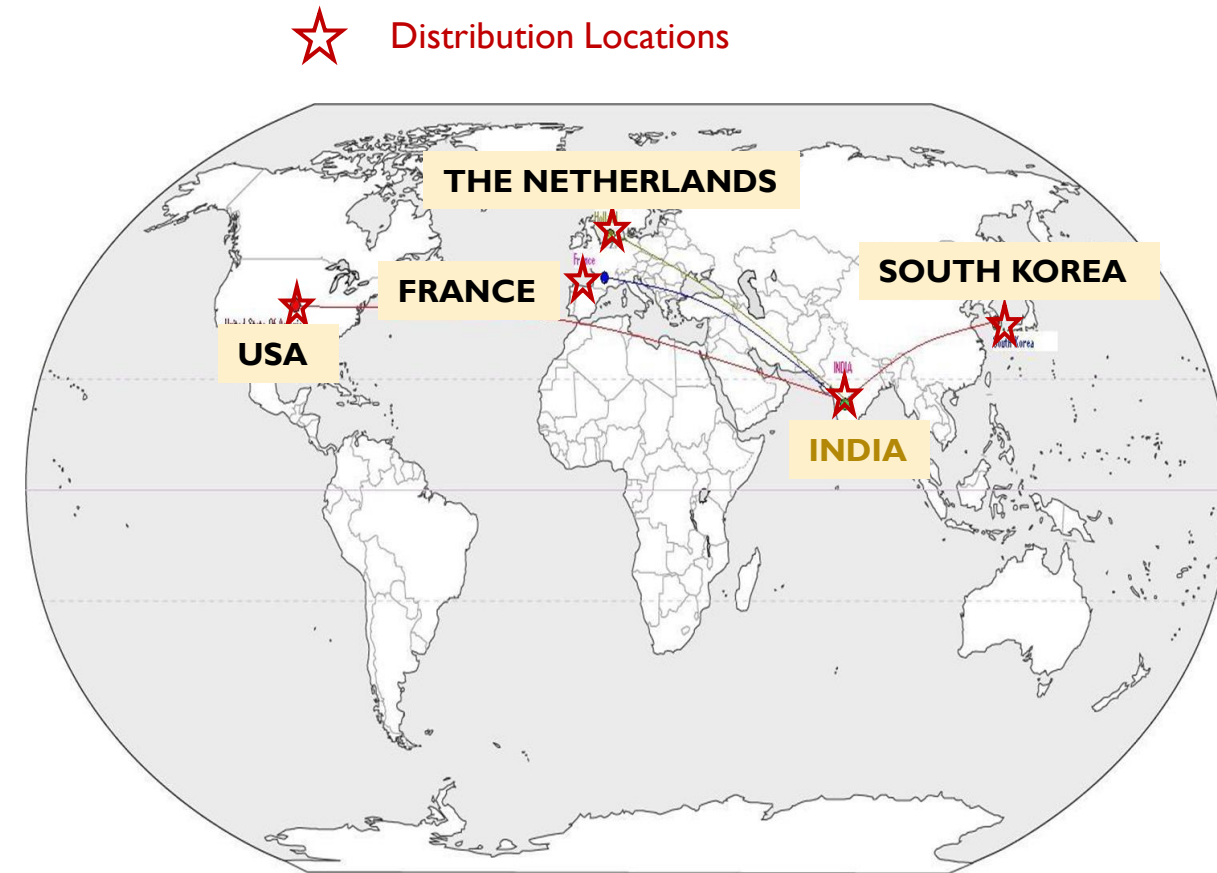
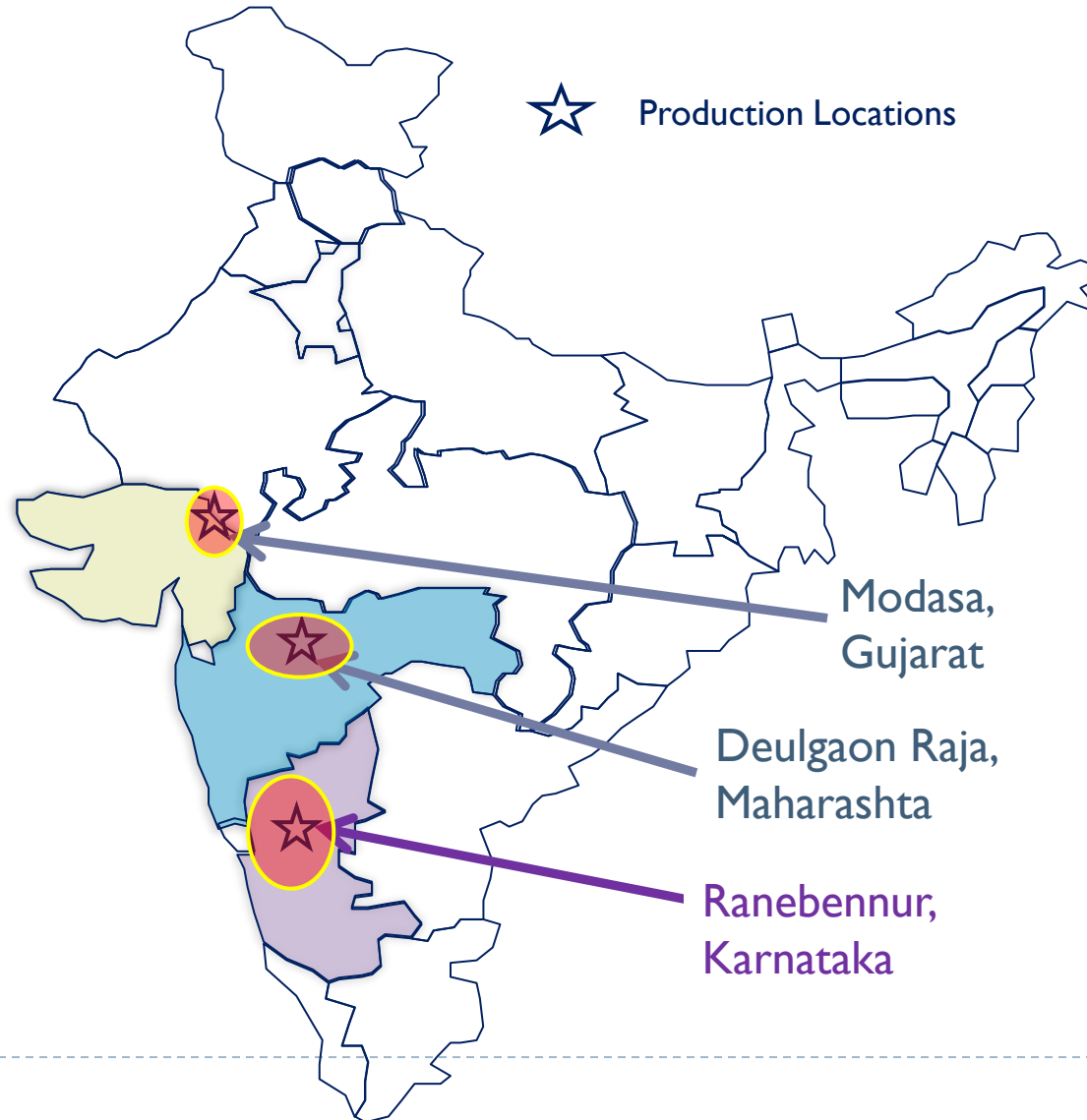
Large Seed – Beans, Okra

Others – Lettuce, Marigold



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Production & Distribution Locations



Team & Experience

1450 dedicated technical growers to support. Further scope to increase grower base



28 highly experienced technical staff, Over 300 Years of cumulative experience in seed production.



Factors Behind Success

- Dedicated Grower Pool – 1450 Growers in three states
 - Maharashtra Districts – Aurangabad, Jalna, Buldhana, Wasim, Hingoli
 - Karnataka Districts – Haveri, Davangere, Koppal, Shimoga
 - Gujarat Districts – Banaskantha, Mehsana
- Long term client support - Trust & Relationships, support to changing needs
- Best suitable climate conditions to support the crop cycles
- Adaptive, willing to do growers – that helps handle crop technically for quality results.
- Availability of skilled labour force in areas
- Well developed manpower skills – Agriculture educated members to supervise the crops
- Multiple crops with different growing cycles to have work year round



Scio Economic Benefits

- Moreover assured returns to small/ medium holder farmers helps in improved livelihood for farmers:
 - Better House
 - Improved standard of living
 - Better education to children
- Multiple crop portfolio offers year round options farming activity
- Intensive labour requirement helps for employment to poor/ marginal families in production areas

Challenges / Support

- Climate – extended rains & extremities causing challenges in almost all production locations
- Pest & Diseases – Black Thrips (*Thrips parvispinus*)/ Pinworm (*Tuta absoluta*)/ wet rot (*Choanephora Spp.*) posing new challenges
- Regulatory support for export – Testing support looking to new diseases/ flexibility towards quarantine changes happening globally
- Support to seed growers in production areas minimal. Subsidies for infrastructure (Protected houses/ Harvest & Post Harvest Machinery/ Implements)



Sustainability & Social Responsibility

- ✓ Drip irrigation usage for all crops with 100% coverage
- ✓ Solar energy usage for Office & Nursery
- ✓ Soil water conservation efforts in production areas by partnering with Government & companies
- ✓ Grower Awareness for Child Labor and COVID 19
- ✓ Safe Drinking Water support to Grower Partners (RO Units)
- ✓ Safety – Head protection, Spraying Kits & PPE's (Personal Protective Equipment's) for all grower partners

Growers Field Meeting



Safety Kits Distribution



Grower Awareness Trainings



Solar Power Facility





Thank You...!!

