



Dr. Venkatram Vasantavada
(MD & CEO)

SeedWorks International pvt. Ltd.

Safeguarding India's agriculture sector

Dr Venkatram Vasantavada has over 29 Years of work experience with best-in-class MNC's and large Indian Corporates across Asia and Africa including Dupont Pioneer, Monsanto, Advanta-UPL, Deepak Fertilisers and Petrochemical corporation Ltd, VST Industries, Voltas, and Real Value Appliances. His diverse Industry experience includes Agricultural inputs, FMCG, Durables and Telecom in areas of operations management, strategic planning, and business development.



He successfully built and managed commercial organizations with sustained growth in revenue, profitability, market share gains and geographical expansion, He has to his credit exposure of executing differentiated Go to Market models and building innovative solutions in work situations in the areas of People Development, Sales Development and Supply chain.

He worked extensively across Asia and Africa in markets served by small and marginal farmers in building strategic alliances and collaborative relationships with many forums in developing models for improving farm productivity and farm incomes Vasantavada was on the board (Whole Time Director) of publicly listed Advanta. He is a visiting faculty at several Agribusiness

Management Institutes, and IIM(Nagpur). He is a visiting faculty at several Agribusiness Management Institutes, and IIM(Nagpur). He co-authored a case study for classroom teaching at IIM(A). He is Honorary advisor to HMA (Hyderabad Management Association), Member of Board of studies at Kalinga School of Rural Management, Kalinga Institute of Industrial Technology (KIIT)-Deemed to ...

Alliance Agritech



First End-To-End Seed Production Facility In North India



1 Seed Research & Production
For Paddy & Wheat, Cereals & Hybrid Vegetable Seeds



2 Crop Monitoring
Using Multi-factor Analysis Of Historic Production Data For Better Crop Yield



3 Seed Storage
The Most Advanced Cold Storage For Seeds



4 Seed Processing & Packing
Automated Seed Processing & Packing Facilities

Our Crop Portfolio



WHEAT



PADDY



MUSTARD



BAJRA



COTTON



VEGETABLE HYBRID SEEDS



Alliance Agritech
info@alliance-world.com
www.allianceagritech.com

Sudhir Kumar Rastogi | 9818244300

www.allianceworldindia.com

i-Khetee

From Seed Sowing To Packing.

Using Multi-Factor Analysis Of Historical Production Data For Better Crop Yield.

KNOW MORE. GROW MORE

Future of Agriculture

SHARING HIS INSIGHTS WITH THE EXECUTIVES MAGAZINE

...BE UNIVERSITY,

Bhubaneswar, Member of FICCI Agri Start up and an active member of Rural Management Association of India (RMAI). He has many accolades to his credit and some of them are CEO of the year Award,2021 by Corporate Guru World (Summit and Awards HMA (Hyderabad Management Association) Entrepreneur of the year -2019. He has been awarded RMAI Leadership Award-2016 , This award is presented to outstanding contributions in providing leadership in Rural Markets. He also featured twice as the 50 Most admired Rural marketing professionals in India A certified six sigma green belt, He is a PhD in Business Management with a Post Graduate Diploma in Rural Management (PGDRM) from Institute of Rural Management, Anand (IRMA) and a Graduate in Dairy Technology.

The business of business has been changed forever by the COVID-19 pandemic. A shift towards a much more responsible and sustainable way of doing business has emerged post-pandemic, particularly for companies in the agriculture space. When you're dealing with farmers, who grow the food we're all dependent on, you have to do things more responsibly," says Venkatram Vasantavada, Director of Seedworks India. "You have to consider how we can better take care of the environment, how we can implement more sustainable business models and how to improve sustainability in agriculture. It's certainly an important part of the work we do." Seedworks's work is all about safeguarding India's agricultural sector throughout the entire lifecycle, from sowing to harvesting. "Our business model is built around providing solutions for farmers to increase their yields and improve their quality," Vasantavada says. "To achieve that, we have to work on the product side, the service side and the education side. "Training and coaching is an important aspect of one's own development, but you've got to go out there and get your hands dirty to get a real understanding of what it is you do."

If it's manufacturing, he says, you have to attend your manufacturing plants; if it's sales and marketing, you have to spend time with your clients. "Wherever you are, you need hands-on experience," he says. "Doing so helped me build confidence and gave me enough exposure to lead many of our initiatives; however, I know I still have a long way to go."

If it's manufacturing, he says, you have to attend your manufacturing plants; if it's sales and marketing, you have to spend time with your clients. "Wherever you are, you need hands-on experience," he says. "Doing so helped me build confidence and gave me enough exposure to lead many of our initiatives; however, I know I still have a long way to go."

We focus on how we can make a difference in the industry rather than just follow trends. Our sustainability initiatives come from ourselves. It's not something we're being pushed to do.

We're not just meeting a compliance requirement; we genuinely want to do more than the minimum. This comes from our board, and at all levels in the organization. We know it's the right thing to do and we have to do it. Caring for employees is key to the company and underlies its goal to be best in class for working conditions. "We're trying to achieve better work-life balance for our staff. technology helps us to be more efficient and reduces overtime," Vasantavada explains



Prasad Seeds (PSPL) as India's largest outsourced partner in the seed processing domain, delivering end-to-end turnkey solutions to global seed companies. For more than 3 decades into the business, PSPL is providing state-of-art Seed Processing & Drying infrastructure facilities helping its customers reach the international quality standards. Groups core business expertise includes customized seed production, drying, processing, packaging and Cold storage.



Mr. Prasad Karumanchi
Founder, Chairman

**Processing & Packing
Capacity: - 1.3 Lac (MT)**



PRASAD SEEDS GROUP

PSPL – India (Business Verticals)

Seeds, Chemicals

PS Global Pte Ltd

Indonesia, Philippines, Vietnam,
Zambia, Ghana, Nigeria

SERVICES

Seeds Production, Drying , Processing &
Conditioning , Packing, "Integrated Cold Chain"



**Cob/Grain drying
Capacity: - 1.2 Lac (MT)**

Business enquiry contact :

India : +91 967 661 9888
International : +91 888 600 1202

Prasad Seeds Pvt. Ltd.

Group Corporate Office – Hyderabad, India.
Survey No. 854, Industrial Area,
Medchal - Malkajgiri (Dist.) - 501401, Telangana, India.
info@prasadseeds.com | www.prasadseeds.com

TEAM-BUILDING

That means the creation of teams that can work independently within the organization. “The family can play the role of a catalyst guiding force, and as Director, I’ve worked to build the team in that way,” he says. The finished product of that effort is a business looking to become an integrated player in the “agriculture” space “We want to be a global leader in terms of both capacities, so that will be one of our strategic shifts going forward.” Being able to deliver win-win deals is an important part of all industries, particularly in agriculture, which has a complex and segmented supply chain. We have a ‘Good Growth Plan’ within Seedworks, which is designed to lay out principles that are important for food production, as well as the sustainability factors,” he says. “We then use that to communicate with the public. relationship with suppliers and customers is key to the business success . we have very good transparent deals with all the suppliers and customers it's always been win-win situations for us



The Hitron Herbal Seedcoat

email : mail@hitronhtc.com, web : www.hitronhtc.com



Hitron[®]

A Scientific approach
in Seed Coating...

The Only Seed Coating Formulation
Manufactured Through
a Patented Process
with added Herbal Extracts
& Halogenation



email : mail@hitronhtc.com, web : www.hitronhtc.com