

## Nuziveedu focuses on network expansion

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*Nuziveedu Seeds' hybrid seeds are produced in collaboration with about 42,000 seed producing farmers and are used by 50 lakh farmers across the country.*



Nuziveedu Seeds Ltd (NSL), one of the leading hybrid seed companies in India has posted an annual turnover of Rs 363.96 crore from its biotech products for the year 2008-09. The company has sold 65 lakh packets of Bt cotton seeds in 2008-09 as against 48 lakh packets in the year 2007-08. NSL aims to cross Rs 500 crore mark by 2010.

Cotton seeds supplied by the company are planted in 35-40 percent of the cotton area in the country and contribute in producing 40-45 percent best quality cotton in India. The company's R&D wing has evolved excellent hybrids in cotton, Bunny and Mallika, which produce very high quality cotton fiber besides giving high yield to farmers. It has also evolved several excellent hybrids of rice, maize, bajra and jowar. The company has also invested in renewable power generation, textiles, cotton procurement and trading, sugar, power and IT infrastructure businesses.

NSL has established all the required research farms, seed conditioning (processing) facilities as well as conditioned storage godowns for seeds around Hyderabad and several other strategic locations across the country. The company has got presence in about 15 major agricultural states with offices at Hyderabad, Delhi, Guntur, Ahmedabad, Akola, Indore, Davangere, Bangalore, Chennai, Lucknow, Jaipur and Patna. The company has also developed excellent systems of production, quality assurance and distribution, because of which it is able to maintain its leadership position in the country.

After establishing itself as the top player in cotton, NSL is now working on increasing its market share in rice, maize, jowar, bajra, sunflower, chillies, soybean, wheat and various vegetable crops. At present NSL is using the GM traits for imparting insect resistance in cotton and selling the largest quantity of Bt cotton seeds in India. NSL Cotton Corporation (NCC) is part of Nuziveedu Seeds Group that carries out activities related to the business of managing cotton cultivation, procurement, processing and marketing as branded cotton.

Some of the important products from the company include Cotton (non- Bt & Bt 1 and Bt 2 Hybrids). Other crops mainly include maize, jowar, bajara, paddy, sunflower and vegetables. The company has also been offering extension services to the farmers through farmers education program, regarding the package and practices of different crops, plant protection measures, fertilizer application etc.

New initiatives in the area of biotechnology include drought tolerance research in cotton in collaboration with ICGB, new Bt gene in collaboration with University of Agricultural Sciences (UAS), Bangalore and Indian Institute of Technology (IIT), Kharagpur. NSL is also developing GM traits on its own and through contract research for cotton and other crops.