

**CMD's address to the Employees of Corporation
on the occasion of 46th Annual General Meeting
held on 17th September 2009**



नेशनल सीड्स कारपोरेशन लिमिटेड

(भारत सरकार का उपक्रम)

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NATIONAL SEEDS CORPORATION LTD.

(A Government of India Undertaking)

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एस. के. रूंगटा

अध्यक्ष एवं प्रबन्ध निदेशक

S. K. ROONGTA

Chairman cum Managing Director

D.O.No.PS/CMD/NSC/9/2009

Dated:17th September, 2009

Dear Colleague,

The 46th AGM of our Corporation has been concluded today. I am happy to inform you that during the year 2008-09, the Corporation has achieved record turnover of Rs. 292.43 crores with a profit after tax of Rs. 26.54 crore. I heartily congratulate you for the highest ever turnover which was possible due to the dedicated and sincere efforts made by all the employees of the Corporation. While sharing my happiness for this achievement, I would like to share some of my thoughts with you in this regard.

The annual turnover of the Indian Seed Industry is presently estimated to be about Rs.6000 crores. There has been entries of several multinational seed companies into the Indian Seed Industry during the last ten years who have got a major share in the seed production of Genetic Modified Crops like Bt Cotton and Hybrid Vegetables and Hybrid Maize etc. Many private seed companies by forging alliance with the MNCs have come up during the last five years with a turnover equivalent to or more than NSC. You are well aware that high yielding quality seed is one of the basic and important inputs for enhancing the agricultural production in the country. We in NSC have a pivotal role in making available seeds of desired quantity and quality at reasonable prices. Keeping the above background and objective in mind, we have to ponder over various issues and draw plan of action for the next 5-10 years to retain our leadership status in the Indian Seed Industry. Some of the key features of such action plan on our part could be as under:

1. Encouraged by the achievement of Rs. 292.34 crores turnover during 2008-09, we have planned to achieve a sale turnover of about Rs.400 crores during 2009-10 and Rs.800 crores in 2013-14. NSC should therefore, look high to achieve a ten fold increase in its turnover from Rs. 88 crores in 2003-04 within a span of 10 years.
2. We have to produce and supply seeds of high yielding varieties including Hybrid seeds of maize, paddy etc. by adopting better seed production technology and also diversify our activity in low volume high value horticultural crops including planting material.
3. The success of an organization depends on the level of satisfaction of its customers. In our case, the ultimate customer is the farmer of the country and the dealers are a part of our distribution channel. We must ensure that we provide prompt and efficient service to our dealers and arrange to supply the seed to the farmers in time. As we are expanding @ about 25% annually in

terms of production and sale turnover, we should ensure proper planning in undertaking seed production, advance booking by the dealers and delivery of the seed to the dealers' retail outlet timely in a flawless manner. To achieve this, all the wings both at Headquarters and Regional Offices/Area Offices have to work with utmost precision and complete coordination with each other.

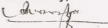
4. The quality of the product is the hallmark in ensuring the success of any company on a long term basis. Few quality complaints received recently by NSC is a matter of serious concern and the same must be avoided in future by taking immediate corrective measures. Each one of you must ensure that we do not get even a single quality complaint in future by taking utmost care during field inspection, receipt of raw seed, processing, packing and its transportation etc.
5. We must have close interaction with the State Seed Corporations and supplement and compliment the efforts of each other in producing and supplying larger quantity of certified seeds to the farmers.
6. Development of additional infrastructural facilities to match the above growing needs like automation of the seed processing and packing system, creation of improved storage structures like air conditioned go-down are to be carried out to achieve a higher turnover.

I am sure, the dedicated and well experienced team of field as well as office staff would make all out efforts to achieve the above objectives so that in the years to come we not only retain the name of NSC as one of the leading seed producing companies in the country with very good work culture and enjoying tremendous goodwill from the customers but also become market leader in our field.

If any one of you have any suggestions for improving the functioning of NSC further, you may feel free to either write to me or meet me in person.

With best wishes,

Yours sincerely,



(S.K.Roongta)

To

All the employees of NSC Ltd.