

ROLE OF QUALITY TRAINING

NEW OPPORTUNITIES
IN THE NEW ERA

Over the years, multiple challenges have been faced by the seed industry at various points of supply chain management. Some of these are infested stock for storage, inefficient packing causing seed spillage, redundant moisture levels etc. Other important management areas for the industry include seed processing, drying and storage, preservation in cold storage, effective management of seed operations for better seed preservation etc.

Our trainings and workshops became a part of the revolution in the industry. We made efforts in staying updated with all the industrial trends and do what it takes for upliftment through various effective training programs.

We identified *effective management of seed operations for better seed preservation* as of the areas that needed atten-

tion. We are all aware that effective seed operations don't arise out of some isolated process or activity regardless of how efficiently they are handled. It requires an integrated approach to plan, coordinate and execute various operations to impact better storability of seeds.

We also need to realise that there are

several factors effecting seed storability. Many seed companies have good standard operating procedures and experienced manpower to manage operations at different levels. Despite the best efforts, sometimes we fail to understand the exact reason(s) for seed deterioration, as it is a cumulative consequence of



ABOUT THE AUTHOR

Mr Gubba Kiran, CEO of Gubba Cold Storage, is regarded as the face of Gubba for the Indian seed industry. He has led the company into efficient service in cold storage preservation. He has been instrumental in creating the Gubba brand from 0.7 million cubic feet to one of India's biggest cold storage companies with presence on 11 million cubic feet. He has played a key role in educating pharmaceutical companies in preserving critical products at Gubba

numerous factors.

The best way to deal with the situation is to develop an integrated approach to ensure better seed preservation, not leaving anything to chance.

In August 2017, we saw the need for *Operations Excellence through Lean for the Seed Industry*. We conducted a training program and covered the following areas:

- Core Concepts of Lean Management - Value versus Waste
- Observing current processes with Lean Vision
- Team project: Actual process observation at the plant
- Applying Lean to Improve Seed Operations

In 2020, before the covid broke out we conducted *Lean Kaizen One Day Workshop for the Seed Industry* where we discussed the following:

- Discrete Operations E.g. Packing
- Flow Improvisation
- Storage & Dispatch
- OEE Improvements

After this workshop in early 2020, the world was faced by the pandemic challenge. This was a challenging time for us too. We took it up with enthusiasm and adapted to conducting the trainings online. During the lockdown, we conducted two webinars to keep the industry engaged in these tough circumstances.

To our surprise, the webinars were a huge hit. We had about 1000 registrations, and about 500 participants attended it. After this, we had made it a tradition in Gubba to have informative and engaging webinars once every month.

The new year started with a bang. In January 2021, Gubba collaborated with Federation of Seed Industry of India (FSII) and conducted a session on Research Priorities for Indian Seed Sector. The programme consisted of a panel discussion in which some of the best brains from the seed sector and research fraternity took part. The focus of the discussion was on the possible scenarios of seed research in this new decade.

In February 2021, Seed Industry in



The seed industry must develop an integrated approach to ensure better seed preservation

Networking

Network is net worth, they say. This is true. When you get the opportunity to enter a space where everyone is like minded, aiming at the same goal (here, the development and digitization of agriculture) you will naturally be engaged in every conversation and have the right set of circumstances to develop professional relationships.

Focus and intensity

These workshops are very much focused. Most of what has to be delivered before, during and after the workshop is well defined. Hence, there is no room for unproductive conversations. Your time is treated like money.

Renewed Motivation

Workshops are always generative with a tint of fun. You will be engaged in activities like never before. As a result, you are most likely to return from the workshop with renewed motivation to pursue your goals and find your enthusiasm rekindled.

Improved Customer Valuation

Customer is the king. Our ultimate goal is to be able to understand what the customer wants and make him happy. When we meet like-minded people, we are able to understand other's client's vision, address our hurdles better and make it a win-win for all of us.

So far so good! We promise to keep up our word of delivering quality trainings as per the situation, technology and time demands.

Hyderabad was exposed to a highly informative program on *Scientific Seed Fumigation & Preservation methodology for better Seed Health*. UPL and Gubba Cold Storage in association with GrainPro & Jardines as Knowledge Partner jointly organized Seed Fumigation & Preservation Workshop 2021 for the seed industry.

The objective of the workshop was to transfer knowledge to the seed industry on good fumigation practices in a scientific manner, seed treatment chemicals and latest technologies available to preserve the seeds to ensure better seed health.

The following are the important components of an informative training program.

Self - Assessment

Since you will meet so many experts from your domain with different visions, you will be able to, in reality, assess yourself and your company and be able to understand the gaps. When the conclusion is taken positively, plan of action is worked upon and the execution is done, wonders will happen.