



Foreword by

**Mr. Harshavardhan Reddy**

National marketing manager – South – **Nova Agritech Limited**



Dear Team,

Happy Independence Day! May the spirit of freedom fill your heart and inspire you to contribute to our nation's progress. Here I would like to share knowledge about the importance of analysing the marketing data.

The first step to implementing an effective marketing campaign is to know who you're going after. It's more than just "we're going after corn/soy growers." Answer the questions your audience is asking and understand the problems they face. Then, you can offer specific products that solve their problems.

Analyzing market data is the quickest and easiest way to find this out. Here are some data points that'll help you understand farmers better:

- Personal & demographic information
- Crop type & rotation pattern
- Relationships with other growers
- Acreage
- Distinction between acres owned vs. operated vs. owned and operated
- Grain bin count & capacity
- Geospatial imagery of the operation

You might be inclined to use surveys as a source of data. But there are some limitations and drawbacks to using survey responses as your primary data points as far as objective data goes. Here are some ways you can ensure that you're gathering data from a reliable source:

- Accuracy. Does the data accurately depict who the farmer is, how large their operation is, what they're farming, and the events impacting them and their bottom line?
- Coverage. How much of the market does the data cover? Is it enough to provide helpful insights on the market as a whole? Can you use it to expand beyond who currently sees your marketing?
- Detail. How granular does the data go? Can you access details about individual growers, farm operations, and fields? Make sure you have enough details on farmers and the overall market to make critical marketing decisions, develop impactful segments, and craft highly specific and contextual messages to the farmer's current needs.
- Recency. How frequently does your source update the data? How often are they able to update it? Data that hasn't been reliably updated since 2008 isn't going to get you very far. Make sure you have a source that updates annually or more frequently.


Once you've acquired detailed marketing data, you can take the next steps to implement your marketing strategies for agriculture products.

Sincerely,


*K. Harshavardhan Reddy*  
National marketing manager – South  
**Nova Agritech Limited**

## Welcome note to new employees


"Congratulations and welcome on board. We hand-picked you because we know you'll help us rise to the next level, and we hope you'll always feel free to take the necessary initiatives in your work."

 **Deepanshu Jadon**  
D.O.J. : 01-08-2024  
Designation : Officer  
Dept. : Marketing

 **Sravan Kumar**  
D.O.J. : 01-08-2024  
Designation : Officer  
Dept. : Marketing

 **Chityala Sandeep**  
D.O.J. : 01-08-2024  
Designation : Trainee Officer  
Dept. : Marketing

 **Mallak Vasudev**  
D.O.J. : 07-08-2024  
Designation : Officer  
Dept. : Marketing

 **Degavath Bhaskar**  
D.O.J. : 07-08-2024  
Designation : Officer  
Dept. : Marketing

 **Hazi Baba**  
D.O.J. : 07-08-2024  
Designation : Officer  
Dept. : Marketing

 **Talluri Ramesh**  
D.O.J. : 02-07-2024  
Designation : Officer  
Dept. : Logistics

 **Vavilala Gowrishankar**  
D.O.J. : 12-08-2024  
Designation : Dy. Manager  
Dept. : R&D

 **Yelma Shashikanth**  
D.O.J. : 16-08-2024  
Designation : Asst. Area Manager  
Dept. : Marketing

 **Veeramreddy Venkatareddy**  
D.O.J. : 19-08-2024  
Designation : Asst. Area Manager  
Dept. : Marketing



## Birthday Wishes

There are two great days in a person's life - the day we are born and the day we discover why. Here is a list of employees, who celebrated their birthday in the month of August

 **Srivennela Nunavathu**  
Technical Lead - NSKS  
1st August

 **Sunit Kumar**  
Officer - Marketing  
4th August

 **Naveen Kumar Chityala**  
Asst. Area Manager - Marketing  
5th August

 **Tubati Venkata Sai**  
Officer - Marketing  
10th August

 **Venkata Uday Kiran Pydipati**  
Vice President - HR, Legal & Operations  
15th August

 **Jangannagari Raja Reddy**  
Driver - Administration  
15th August

 **P. Vamsi Krishna Chowdary**  
Officer - Marketing  
17th August

 **Fayaz Shaik**  
Officer - Finance & Accounts  
19th August

 **Bharathi Pitla**  
Helper - Production  
24th August

 **Vadiraj Desai**  
Asst. Area Manager - Marketing  
28th August

 **Mohana Kumari Gudavalli**  
Sr. Officer - Procurement  
29th August

 **Srinivasa Rao Uppalamurthi**  
Sr. Officer - Finance & Accounts  
1st August

 **Kommineni Pujitha**  
Technical Coordinator - NSKS  
4th August

 **Raju Somavarapu**  
Driver - Administration  
6th August

 **Mahesh Kailas Khairnar**  
Jr. Chemist - Quality Control  
12th August

 **Dharmendra Singh**  
Asst. Area Manager - Marketing  
15th August

 **Babu Singh Malavath**  
Officer - Marketing  
16th August

 **Srinivas Kamoji Gunupudi**  
CFO - Finance & Accounts  
18th August

 **Mahendra Rajput**  
Officer - Marketing  
21st August

 **Sandhya Rani Kukkamalla**  
Sr. Officer - Legal & Debt Recovery  
25th August

 **Sai Teja Narra**  
Sr. Supervisor - Maintenance  
28th August

 **Kalagiri Vishnu**  
Asst. Area Manager - Marketing  
29th August

 **Bollam Rakesh**  
Trainee Officer - Marketing  
30th August

 **Mallak Vasudev**  
Officer - Marketing  
2nd August

 **Shatham Anjaneyulu**  
Driver - Logistics  
4th August

 **Kalyana Rama Krishna Kota**  
Asst. Manager - Legal & Debt Recovery  
10th August

 **Medapally Manmitha**  
Technical Coordinator - NSKS  
13th August

 **P Rajya Lakshmi**  
Officer - Regulatory Affairs  
15th August

 **Ritesh Yadav**  
Officer - Marketing  
16th August

 **K Nagesh**  
Trainee Officer - Marketing  
18th August

 **Putta Lakshmibhavani**  
Technical Coordinator - NSKS  
22nd August

 **Macharla Nagaraju**  
Officer - Finance & Accounts  
25th August

 **Pavan Kumar Pillala**  
Sr. Manager - Human Resources  
28th August

 **M. Sri Sai Goutham Reddy**  
Regional Manager - Marketing  
30th August

## Information on Newly Launched Biostimulant & Pesticide Products

In the Kharif season of 2024-25, five new products (**Nova Ponik, Nova Bond, Es-Cot, Q-Cot, & Nova Rifle CWDG**) from Nova Agritech Limited and three new products (**Nova Culzor, Nova Weed Out, & Nova Quick Off**) from Nova Agrisciences Private Limited have been newly launched for use in several Field and Horticultural (Fruit and Vegetable) crop ecosystems. Of these, **Nova Ponik** is Carrier based Consortia product containing Biofertilizers, **Q-Cot & Es-Cot** are Liquid Fermented Organic Manure based products, **Nova Rifle CWDG** is a Bioenriched Organic Manure containing product. These products are intended for increasing plant growth and yield promotion. These products also help in relieving several abiotic and biotic stresses encountered by plants. **Nova Bond** is an organosilicone and plant oil based tank mix surfactant product for increasing the wetting (leaf surface), spreading and penetration of pesticide active ingredients into the plant system. **Nova Culzor** is a Plant Growth Regulator (Paclobutrazol) based product, which helps plants in growth and enhanced branching, flowering, fruiting and ultimately higher economic yield. **Nova Weed Out** and **Quick Off** are herbicide products with Chlorimuron Ethyl and Quizalofop Ethyl as active ingredients for effectively controlling weeds in Paddy and Soybean crop ecosystems, respectively



# A few glimpse of Annual Dealer Meeting 2024.



## Stakeholders Awareness Program

Nova Agritech Limited in collaboration with BSE Limited, Central Depository Services (India) Limited and M/s P. S. Rao & Associates, organised a **"Stakeholders' Awareness Programme"** on Saturday, 29th June, 2024 at 11.00 AM IST, at the registered office of the Company





# Top achievers for this month

Congratulations on such a remarkable accomplishment!



**S. Basaveshwar**  
Sr. Officer-Marketing



**R. Anil Kumar**  
Regional Manager-Marketing



**Raj Kumar Sharma**  
Area Manager-Marketing



**M. Narasimhulu**  
Sr. Officer-Marketing



**Gautam Kumar**  
Officer-Marketing

## Activities by Marketing Team



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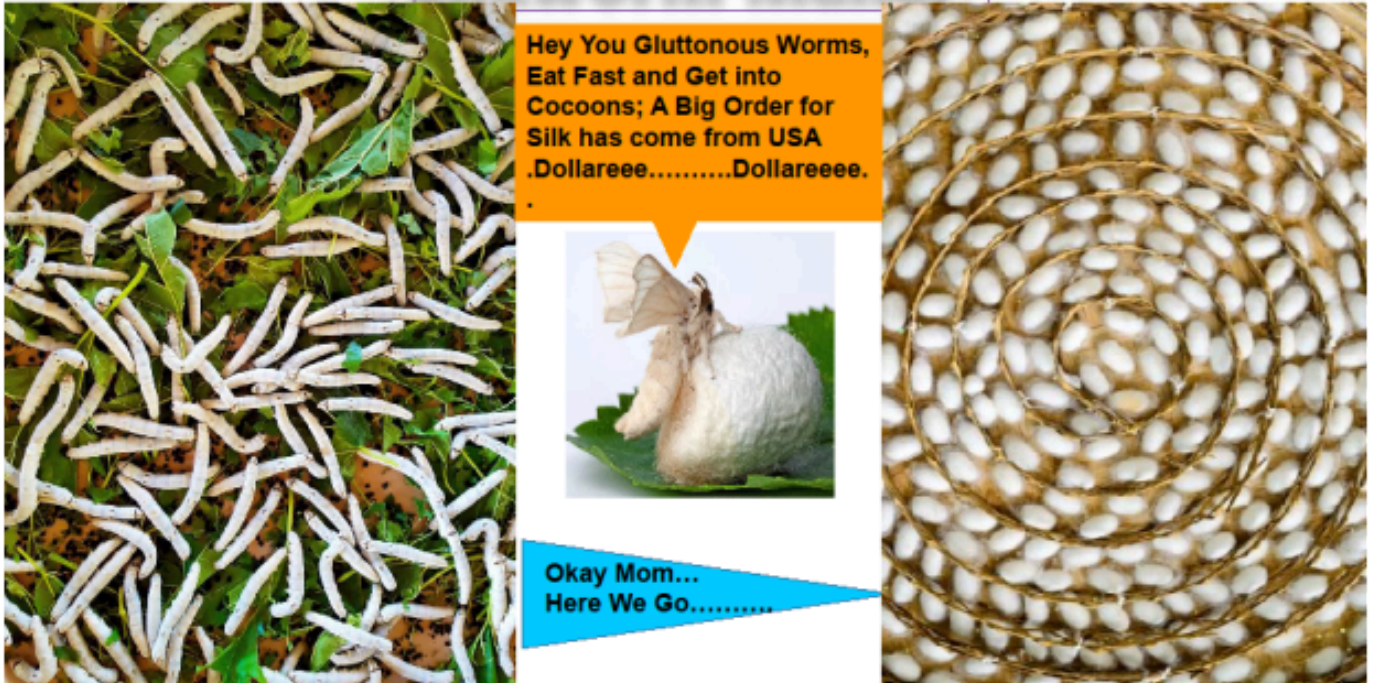
DAMAJI MOG





## Fascinating World of Insects – Silkworm/Silk Moth

### Silkworm Mahal



In the fascinating world of insects, some insects sacrifice their lives to give a raw material known as natural 'SILK' required for preparing beautiful 'Silk Sarees', which the Indian women are fond of wearing. This poor insect is known as 'Silkworm or Silk Moth' (Fig. 1). These 'Silkworms or Silk Moths' belong to the Insect Order 'Lepidoptera' (Lepis-Scales; Ptera-Winged) i.e. insects having colourful scales on their fore- and hind wings because of which the colour pattern on wings and body is derived and to which the beautiful butterflies also belong to. The winged gravid female (adult) 'Silk Moth' lays its eggs on plants such as Mulberry. The young one (Larva/Caterpillar) (Fig. 2) coming out of the egg (hatching) feeds on Mulberry plant leaves and becomes matured larva. The matured larva prepares a tightly packed oval to oblong shaped 'COCOON' (Fig. 3) using a single silk thread of a few meters length made out of its saliva and pupates inside the cocoon. Under natural conditions, pupa (larva transforms into pupa) (Fig. 4) inside cocoon transforms into a winged moth (adult) (Fig. 1) and emerges out of pupal case and cocoon by making a hole in the cocoon and lives happily ever after. In 'Sericulture' industry, 'Silkworms' are artificially reared on Mulberry leaves for harvesting silk material. In this, cocoons are dipped in hot water to decimate the pupa inside cocoon and the silk thread of a few meters is unwoven. This is how the natural raw material (Silk) for making beautiful, colourful, shiny, and mesmerizing Natural Silk Sarees is obtained. The science of rearing 'Silkworms' for harvesting 'Silk' raw material is known as 'Sericulture'.





## Understanding Futures and Options Trading

Futures and Options (F&O) trading is a key part of the derivatives market in India, allowing traders to buy or sell an asset at a predetermined price at a future date. These financial instruments are powerful tools that can be used for hedging, speculation, and arbitrage, but they also come with significant risks. This document will explore the trend of F&O trading, the processes involved, and the risks and regulations associated with it.

### Futures and Options: The Basics

**Futures Contracts:** A futures contract is an agreement to buy or sell a particular asset at a predetermined price at a specified time in the future. Both parties are obligated to fulfill the terms of the contract at expiration.

**Options Contracts:** An options contract gives the buyer the right, but not the obligation, to buy (Call option) or sell (Put option) an underlying asset at a predetermined price within or at the end of a specified period.

### Live Examples of F&O Trading

Let's look at a hypothetical example of trading in stock futures and options:

#### Scenario: Trading Reliance Industries Futures

- **Stock Futures:** Assume Reliance Industries' stock is currently trading at ₹2,000. A trader buys one futures contract for Reliance at ₹2,000, expiring in one month. If, at expiry, Reliance's stock price rises to ₹2,100, the trader makes a profit of ₹100 per share (before brokerage and other charges). Since each futures contract typically represents 500 shares, the profit would be ₹50,000. Conversely, if the price drops to ₹1,900, the trader incurs a loss of ₹50,000.

Reliance Stock Price at Expiry	Profit/Loss per Share	Total Profit/Loss
₹2,100	₹100	₹50,000
₹1,900	-₹100	-₹50,000

#### Scenario: Trading Nifty Options

- **Options:** Assume Nifty 50 is trading at 17,000 points. A trader buys a call option with a strike price of 17,500, expiring in one month, by paying a premium of ₹50 per share. If, at expiry, Nifty rises to 18,000 points, the trader exercises the option and makes a profit of ₹450 per share (18,000 - 17,500 - 50). However, if Nifty stays below 17,500, the option expires worthless, and the trader loses the premium paid.

Nifty Level at Expiry	Profit/Loss per Share	Total Profit/Loss (if 75 units)
18,000	₹450	₹33,750
17,400	-₹50	-₹3,750

## Trading in Futures and Options in India

### The Process

1. **Opening an Account:** Traders need to open a trading account with a broker who offers access to the derivatives segment of the stock exchange.
2. **Understanding Margin Requirements:** F&O trading requires a margin, which is a percentage of the total value of the contract. This is to ensure that the trader has sufficient funds to cover potential losses.
3. **Placing Orders:** Traders can place buy or sell orders for futures or options contracts through their broker's trading platform.
4. **Monitoring the Market:** F&O contracts are sensitive to market movements, so continuous monitoring is essential.
5. **Settlement:** Contracts can be settled in cash or by delivery of the underlying asset, depending on the type of contract and exchange rules.

### Methods Followed

1. **Speculation:** Traders speculate on the future price of an asset, hoping to buy low and sell high, or vice versa.
2. **Hedging:** Investors use F&O to protect against potential losses in the cash market by taking an opposite position in the derivatives market.
3. **Arbitrage:** Traders exploit price differences between the spot market and futures market to earn risk-free profits.

### Risks Involved

1. **Market Risk:** The value of F&O contracts is derived from underlying assets, making them highly volatile. A sudden price movement can result in substantial losses.
2. **Leverage Risk:** F&O trading involves leverage, meaning traders can control large positions with relatively small capital. While this amplifies potential profits, it equally amplifies losses.
3. **Liquidity Risk:** Not all F&O contracts have sufficient liquidity, which can make it difficult to enter or exit positions at favorable prices.
4. **Counterparty Risk:** There's a risk that the other party in the contract might default, although clearinghouses often mitigate this risk.

### Applicable Laws in India

- **Securities and Exchange Board of India (SEBI):** SEBI regulates the F&O market, ensuring transparency and protecting investors.
- **Regulation of Derivatives:** The trading of derivatives is governed by the Securities Contracts (Regulation) Act, 1956. SEBI has set various guidelines for margin requirements, position limits, and disclosures.
- **Taxation:** Profits from F&O trading are treated as business income and taxed accordingly under the Income Tax Act of 1961.

### F&O: A Market That's Here to Stay

The F&O market in India has grown exponentially over the years, offering immense opportunities for informed traders. However, it's a double-edged sword—while it can generate substantial profits, it can also lead to significant losses if not handled with care. For newbies, it's essential to understand the market, start with small positions, and avoid over-leveraging. As long as one is aware of the pitfalls and trades responsibly, F&O trading can be a valuable addition to a diversified investment strategy. With growing participation and evolving regulations, F&O trading is here to stay, providing traders with avenues for profit and risk management in the dynamic world of finance.



Inspirational Voyage

# Meet 10 Amazing Farmers Who Won the Padma Shri



## Rajkumari Devi

She is fondly called 'Kisan Chachi', which translates to 'Farmer Aunty'. Hailing from the small village of Anandpur, in the Saraiya block of Muzaffarpur, this farmer cycles through different villages while giving people tips on kitchen farming. She mobilises women to form self-help groups and become financially independent through farming and small-scale businesses. But everything was not always a smooth ride for her. In the 1980s, Rajkumari was pushed to pick up the shovel and sickle to help her unemployed husband. At the time, when he and other farmers in the village only grew tobacco leaves, she decided to do something different. When her husband was off selling the leaves, she toiled alone to become acquainted with her one-acre land. She divided it into plots and grew vegetables and local fruits.



Many seemed unsure about how a woman farmer would crack the code; even nature seemed to test her when the annual floods damaged her crops. But Rajkumari did not give up. She used the low-lying fields to grow paddy and wheat and the rest of the space to grow bananas, mangoes, and papayas. This time, her efforts paid off. Soon, fellow farmers turned to her expertise, and she graciously shared her learnings. Thanks to her, the fields in her block do not lie arid. She also set up a non-profit, Anandpur Jyoti Centre, along with her oldest son, Amrendra, to pick up fresh produce from different SHG-run farms. It employs women to make processed products like jams, jellies, and pickles.

## Babulal Dahiya

This 72-year-old Padma Shri awardee is a postmaster-turned-paddy farmer from the village of Pithaurabad in Madhya Pradesh. While this organic farmer grows over 200 traditional varieties of rice crop (collected since 2005) on two acres, the remaining six acres on his farm have more than 100 varieties of pulses, grains, and vegetables. Apart from working as a postmaster, he is also a renowned Bagheli poet and storyteller, who performs in poetry meets and writes columns for regional publications. His curiosity about rice varieties started with Bagheli folktales during performances where rice varieties were mentioned. Ones he hadn't heard about. From the Kargi rice variety to the kalawati, he started collecting and preserving rice varieties mentioned in the folktales and songs from farmers across India.



He continues to grow 200 varieties of traditional rice organically in the two-acre space and saves them to learn about them. "At one time, our country had more than one lakh varieties of traditional rice. Now that number has drastically reduced. Out of these, I have collected 110 varieties, which I am constantly protecting and preserving," Babulal tells The Better India.

### Vallabhbhai Vasrambhai Marvaniya

He is over 97. But Vallabhbhai Vasrambhai Marvaniya from Gujarat's Junagarh was the first to introduce carrots to the palate of Gujaratis, because until 1943, locals did not consider carrots suitable for human consumption. Vallabhbhai was 13-years-old then. He dropped out of class 5 and started helping his father on his 5-acre farm where pulses, grains, and groundnuts were grown, while and maize, jowar (sorghum), rajko (alfalfa), and carrots were cultivated as cattle feed. While feeding cattle, the young boy tasted the vegetable. Finding it delicious, he asked his father to grow it. When he is father laughed it off, Vallabhbhai dug the roots out and decided to sell them in the market. Two sacks of carrots earned him Rs 8, a big amount at the time. Shocked and amused, his father decided to support him, and they started cultivating carrots.

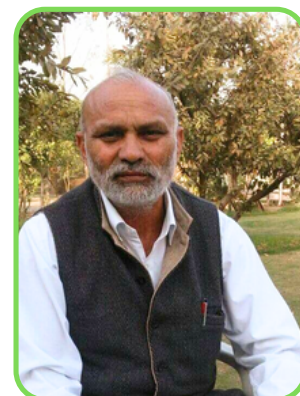
It was a raging success, so much so that the Nawab of Junagadh, Muhammad Mahabat Khan III, became his regular customer. "The Nawab of Junagadh still owes me Rs 42," he laughs. After partition, when the Nawab left Junagadh, Vallabhbhai started becoming dependent on the market. The organic farmer also developed the high-yielding and nutritious Madhuvan Gajar variety.



### Kanwal Singh Chauhan

The 57-year-old farmer hails from Sonapat, Haryana, and has made farming profitable through the cultivation of HM-4 hybrid variety of baby corn in his village, Aterna. After cultivating wheat and paddy which did not get him remarkable returns, he turned to baby corn farming in 1997.

Thanks to the efforts of this farmer who also has an MA-LLB degree, his village is the largest producer of baby corn in the country. His efforts at the growing of mushroom, sweet corn and tomato organically benefited over 5,000 farmers. "My aim is to establish agriculture clusters for development of farmers so that their produce is sold at good rates,"



### Kamala Pujhari

69-year-old tribal agricultural activist, Kamala Pujhari, hails from Koraput. She was recently appointed as a member of the Odisha Planning Board in 2018 by Odisha CM Naveen Patnaik. Pujhari is credited with preserving over a hundred traditional paddy varieties, along with the endangered breeds of black cumin, sesame, turmeric, maha Kanta, phula and ghintia.

She also won the Best Farmer Award by the Odisha Government in 2004. One of her major contributions is the war she waged against chemical farming. Through her work and expertise, she helped several tribal villagers abandon chemicals and switch to organic farming practices.

Apart from training at M S Swaminathan Research Foundation at Jeypore, she also attended an organic farming workshop by the Foundation at Johannesburg in 2002, where she was praised globally. It was in the same year that she won the 'Equator Initiative Award' in South Africa too.

"I had never dreamt of getting such a prestigious Government post. I came to know about the announcement from the media. I would give priority to provide drinking water supply in the villages,"



### Jagdish Prasad Parikh

He may have never gone to school, but this Padma Shri farmer from the village of Ajitgarh in Rajasthan entered the Limca Book of Records for growing one of the largest cauliflowers in the world – the 'Ajitgarh variety' which weighs 25.5 kg. His agro innovations through traditional methods earned him laurels. In 2017, he received an IPR (Intellectual Property Rights) for his high-yielding and pest-resistant innovative crops.



### **Hukumchand Patidar**

Patidar turned to organic farming in 2004. A resident of Manpura village of Jhalawar, he is the man behind Rajasthan's iconic Swami Vivekanand Agricultural Research Farm, spread over 40 acres. Initially, Patidar started growing organic crops on four acres. And despite a 40 per cent loss in wheat during the first year, he did not give up. He abandoned all chemical fertilisers and took a bank loan. He then turned to vermicomposting which increased the yield and helped recover losses.

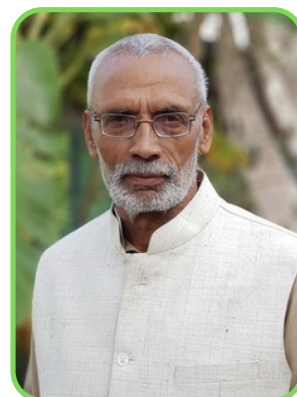
Today, he practices the technique on all 40 acres. He grows a range of crops like wheat, barley, fenugreek, coriander and garlic, and markets them to Madhya Pradesh, Rajasthan, Punjab, and Gujarat.

He exports his produce to Australia, Japan, New Zealand, Germany, France, and Korea. Also, many international students come to his farm to learn the nuances of organic farming.



### **Bharat Bhushan Tyagi**

A stalwart in the organic farming circle, Bharat Bhushan Tyagi is a science graduate from Delhi University, who returned to his native village in Bulandshahr, Uttar Pradesh, to practice organic farming. He spent 30 years experimenting with different agricultural techniques and was one of the pioneering figures in reviving organic farming. He also developed a state-of-the-art research and training centre in his village which benefitted over 1,00,000 farmers and their families by educating and training them on how to earn and live sustainably through organic farming. Before turning to farm, the man was offered a position in the Delhi Police. He has also worked with government associations like NCOF, ICCOA, Ministry of Agriculture, AFC, NABARD, in various capacities, and been conferred with several awards from different states. Previously, he received the Progressive Farmer Award from Prime Minister Modi.



### **Venkateswara Rao Yadlapalli**

Venkateswara Rao Yadlapalli is an organic farmer hailing from Guntur, Andhra Pradesh. He has been using modern-day technology to help thousands of farmers adopt organic farming. This includes his recently launched mobile apps on natural and allied farming. He also runs magazines like Rythunestham, Pasunestham and Prakruthi Nestham, that promote natural farming, animal husbandry, and horticulture. He also holds annual felicitation and award ceremonies for organic farmers with remarkable achievements. His efforts have pulled several farmers in Andhra Pradesh and Telangana out of distress.



### **Ram Saran Verma**

He grew up 30 km away from Lucknow in Uttar Pradesh's Barabanki district, in the village of Daulatpur. Three generations of Ram's family struggled on their four-acre farm. He wanted to pursue higher studies, but the financial crisis pushed him to quit education and help his family.

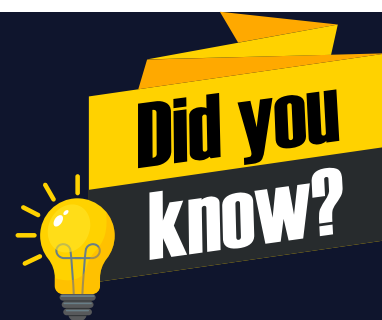
Today, he is known UP's "hi-tech farmer", who practices farming on 150 acres and earns Rs 3-4 lakh/month! In 1984, armed with just Rs 5,000, he travelled across India, interacting with farmers, agricultural scientists, and experts. When he returned and decided to undertake a banana plantation, his father did not approve. But Ram was determined. In 1988, he became one of the first farmers in the state to introduce tissue culture for banana farming. A 1-acre plantation yielded 400 quintals of bananas.



For a cost of production of Rs 1 lakh, the farmer earned a profit of over Rs 4 lakh! He also grew red bananas, which against Rs 15 per kg for the regular variety, were sold at Rs 80-100 per kg. He practised crop rotation diligently to reduce soil erosion and increase soil fertility and crop yield. Today, his methods have benefitted over 50,000 farmers in his neighbouring districts. He also hosts training sessions and workshops for farmers from within and outside the country.



The Moon and Earth exert a gravitational pull on each other. On Earth, the Moon's gravitational pull causes the oceans to bulge out on both the side closest to the Moon and the side farthest from the Moon. These bulges create high tides.



## Interesting facts about Agriculture.

- Farming was started being used as a method of agriculture began approximately around 11,400 years ago as nomadic tribes turned to farm during the First Agricultural Revolution.
- The Second World Agricultural Revolution occurred between the time of year 1700 and 1900 in industrialized countries but it is still currently occurring in some lesser developed countries today.
- The Third Agricultural Revolution occurred in the late 1900s. It is also known as the Green Revolution, and this type of agriculture includes biotechnology, chemical fertilizers, genetically modified crops, and industrial farming practices.
- Shortly after all the humans started agriculture practice, ploughs were basically invented in the region of Middle East.
- The first irrigation systems, built in approximately 7000 BC in Mesopotamia, included canals which were more in length than a mile long and it was wide as ten feet.
- Arabs created a windmill in 644 AD that made it possible to pump water to irrigate crops.
- The number one fruit crop in the world were mainly bananas. Bananas are grown in more than 100 different countries.
- There are more than 6,000 types of apples grown around the world. China is a country that grows more apples than any other country.
- In the year 1880s the tractor was first invented, which made it actually possible to plough the fields more efficiently. Today tractors are used for the process of ploughing, planting, mowing, moving dirt, and harvesting.
- The tallest and the biggest trees or bushes do not always generally yield the most amazing fruit. Controlling the height of the plants helps produce more healthy fruit in less space.

### 12 AMAZING PSYCHOLOGY FACTS Everyone Needs to Know

- 1 Your favorite song is likely associated with an emotional event.
- 2 The more you spend on others, the happier you are.
- 3 Being with happy people makes you happier.
- 4 18 to 33 year olds are the most stressed out people on earth.
- 5 Convincing yourself you slept well tricks your brain into thinking it did.
- 6 Smart people underestimate themselves and ignorant people think they're brilliant.
- 7 When you remember a past event, you're actually remembering the last time you remembered it.
- 8 No matter how hard you try, you can never remember how your dream started.
- 9 Research tells us that most of our everyday decisions are actually subconscious.
- 10 There are certain religions that practice lower stress.
- 11 Your decisions are more rational when thought in another language
- 12 If you announce your goals, you're less likely to succeed.

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