



“
Give a man a fish and
you feed him for a day.
**Teach him how to fish and
you feed him for a lifetime**

- LAO TZU

Your success is not only strengthen Nova Agri Group, by solidifying our financial foundation, but it will also illuminate the path for others to follow. Your dedication will serve as a beacon, demonstrating what is achievable with focused effort and unwavering commitment, inspiring your colleagues to elevate their own performance and reach new heights.



Dear Team,

As we approach the culmination of the 2024-2025 financial year, I want to express my sincere appreciation for your collective efforts and dedication. Your contributions have been instrumental in our progress, and I am genuinely proud of the results we've achieved together.

As we embark on a new financial year, 2025-2026, let us carry forward this momentum with renewed vigor and a commitment to excellence. I encourage each of you to embrace this opportunity to elevate Nova Agritech Limited's marketing strategies through unwavering dedication and a spirit of innovation.



- **Refine and amplify our brand narrative:** Ensure our messaging resonates with our target audience and effectively communicates the value proposition of our products and services.
- **Embrace data-driven decision-making:** Leverage analytics to gain deeper insights into market trends and customer behavior, enabling us to optimize our campaigns and maximize ROI.
- **Foster a culture of creativity and experimentation:** Encourage the generation of fresh ideas and embrace new technologies to enhance our marketing reach and impact.
- **Strengthen our digital presence:** Explore innovative digital marketing strategies to expand our online footprint and engage with our audience across various platforms.
- **Cultivate strategic partnerships:** Identify and collaborate with key stakeholders to expand our market reach and strengthen our brand presence.

I am confident that with your talent, dedication, and innovative spirit, we will achieve even greater success in the coming year. Let us work together to propel Nova Agritech Limited to new heights.

Thank you for your continued commitment.

Sincerely,

A. Kiran Kumar

Managing Director - 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."



Bandla Narendra

D.O.J. : 01-02-2025
Designation : Zonal Manager
Dept. : Marketing



Konda Sasidhar Reddy

D.O.J. : 01-02-2025
Designation : Officer
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 February.



Lunavath Sreenu
Area Manager - Marketing
01st February



Harikrishna Thallapalli
Junior Operator - Production
02nd February



Kanhaiya Narvare
Officer - Marketing
10th February



Pradeep Sharma
Asst. Area Manager - Marketing
10th February



Smt. Malathi Siripurapu
Director - Operations
10th February



Suraj Wamanrao Durke
Asst. Area Manager - Marketing
14th February



Viswanath Reddy P
Senior Officer - Marketing
15th February



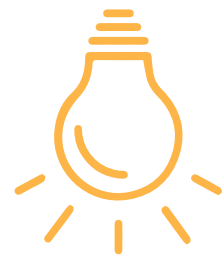
Santosh Mangali
Helper - Production
20th February



Gugulothu Thavurya
Officer - Marketing
21st February

The **Doomsday Clock**, maintained by the Bulletin of the Atomic Scientists, is a symbolic representation of how close humanity is to a global catastrophe. It's currently set at 89 seconds to midnight, the closest it's ever been. Midnight signifies global catastrophe, and the clock's time is determined by factors like nuclear threats, climate change, and disruptive technologies. The closer the clock is to midnight, the higher the risk of human-made disaster.

- The Bulletin of the Atomic Scientists, founded by Manhattan Project scientists, created the clock in 1947 to warn the public about the dangers of nuclear weapons. Over time, its scope expanded to include other threats.
- The Doomsday Clock serves as a reminder of the urgent need for action to mitigate these risks and ensure a safer future for humanity.



DID YOU KNOW?



Top achievers for this month

Congratulations on such a remarkable accomplishment!



Manjunath Nakkabalepalliva
Officer-Marketing



Rajasekhar Gomasani
Sr. Officer-Marketing



Rajkumar Sharma
Area Manager-Marketing



Goutham Kumar
Officer-Marketing

Activities by Marketing Team





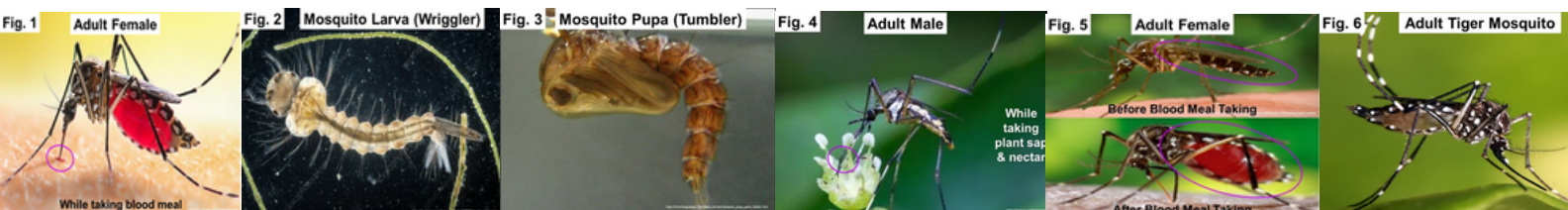


Fascinating World of Insects: Mosquito



Mosquitoes are one of the important human blood sucking and deadly diseases spreading vectors on Earth. Irrespective of the work we are in, whether it is sleeping, resting, cooking, gardening, reading, writing, talking, thinking, chatting.... mosquitoes do their work of sucking the blood from us. 'Mosquitoes' (Fig. 1) are a part of 'Fascinating World of Insects'. Mosquitoes belong to the Insect Order, Diptera (Di-Two; Ptera-Winged) in which only two wings (Forewings) are present instead of four wings present in most of the winged insects. The other two wings (Hindwings) are modified into specialized structures known as 'Halteres'. These 'Halteres' help the Mosquitoes in balancing during the flight. Gravid female Mosquitoes lay their eggs in water. Upon hatching, the young ones known as 'Wrigglers' (Fig. 2) start feeding on small creatures in water. After spending 5 to 7 days, they transform into pupae known as 'Tumblers' (Fig. 3). Tumblers complete this stage in 3 to 5 days and emerge as adult Mosquito flies. The adult male Mosquitoes feed on green vegetation i.e. on plant sap & nectar (Fig. 4), while adult female Mosquitoes enter human and animal habitats and start feeding on blood (taking blood meal). Mosquitoes possess piercing and sucking type of mouth parts using which they suck human & animal blood. Once they fill their stomachs with blood (one can see stomach size increase after blood meal) (Fig. 5), go to a concealed place and develop eggs (in a day or two). For development of eggs, they need some specific proteins present in humans & animals blood (that is why female Mosquitoes feed on our blood).

Mosquitoes not only suck our blood and inflict painful bites but also act as vectors of disease causing pathogens such as Malaria, Dengue, Chikungunya, Yellow Fever, Filariasis/Elephantiasis etc. by acquiring the disease causing Viruses, Protozoans and Nematodes through their feeding on an infected person and then transmitting them (after incubation period) to a healthy person. Several mosquito species are active during night while some species such as Dengue & Chikungunya virus transmitting species, eg. Tiger Mosquito (*Aedes aegyptii* & other *Aedes* spp.) (Fig. 6), are active during day time as well. This is called tiger mosquito because of tiger like body colour pattern. Considering these facts about Mosquitoes, we should protect ourselves from Mosquito bites and transmission of pathogens by taking certain measures in and around our homes/houses. 1. Not to leave any water in pits or open containers for several days, which serve as breeding grounds for Mosquitoes. 2. Putting screens to windows and doors to prevent the entry of Mosquitoes into homes. 3. Using Mosquito nets. 4. Using Mosquito electric shock bats. 5. Using Mosquito repellent smoke coils and vapourizing liquids during nights etc.





A message about work-life balance is one that addresses the concept of maintaining a healthy equilibrium between your professional life (work) and your personal life (family, hobbies, relaxation, etc.). These messages can take many forms, from simple reminders to more detailed discussions.

Here are some psychological facts about work-life balance:

Importance of Work-Life Balance

- **Reduced Stress and Burnout:** A good work-life balance helps reduce stress and prevent burnout, which can lead to anxiety, depression, and other mental health issues.
- **Improved Mental Health:** Balancing work and personal life can improve mental health, leading to increased happiness and overall well-being.
- **Enhanced Productivity:** When employees have a good work-life balance, they are more likely to be engaged and productive at work.
- **Better Physical Health:** A healthy work-life balance can lead to better physical health, including reduced risk of heart disease, high blood pressure, and other health problems.
- **Stronger Relationships:** Balancing work and personal life can improve relationships with family and friends, leading to increased social support and happiness.

Challenges to Work-Life Balance

- **Technology:** The constant connectivity of technology can make it difficult to disconnect from work, leading to blurred boundaries between work and personal life.
- **Work Culture:** Some work cultures prioritize long hours and constant availability, making it difficult for employees to maintain a healthy work-life balance.
- **Personal Expectations:** Some individuals may have high personal expectations for their career or personal life, leading to an imbalance between the two.
- **Lack of Support:** A lack of support from employers, family, or friends can make it difficult to maintain a healthy work-life balance.

Tips for Improving Work-Life Balance

- **Set Boundaries:** Establish clear boundaries between work and personal life, such as setting specific work hours and avoiding work-related tasks outside of those hours.
- **Prioritize Tasks:** Identify and prioritize important tasks at work and home and focus on completing those first.
- **Take Breaks:** Take regular breaks throughout the day to recharge and avoid burnout.
- **Delegate Tasks:** Delegate tasks to others, when possible, both at work and at home.
- **Make Time for Yourself:** Schedule time for activities you enjoy, such as hobbies, exercise, or spending time with loved ones.
- **Seek Support:** Talk to your employer, family, or friends about your work-life balance challenges and seek their support.

SIGHT IS FOR THE EYES, BUT VISION IS FOR THE MIND

An Inspiring story of Embracing Disability, Powerful Vision, Strong Intention, and Global Dominion In a journey marked by challenges, intention and victory, Srikanth Bolla has shattered all stereotypes associated with those visually impaired and has emerged as a Visionary CEO, inspiring billions. Born blind, Srikanth today is a Public Speaker, Entrepreneur, Philanthropist, and CEO of Bollant Industries. His indomitable spirit and visionary leadership have carried the message of inclusivity and sustainability all over the world.



Srikanth’s journey began in 1991 in a small village in rural Andhra Pradesh, India. The village folk advised his poor, uneducated parents to kill the blind baby and under pressure, they did think about it too. But the love of parents took over and they brought him up with love, care and much needed encouragement. Admitted to a regular school at 6, Srikanth used to struggle walking 2 kilometers towards the school, but with his other senses developing more, he managed well. At 8, he was admitted to a special residential school in Hyderabad and he topped his class 10 results. Srikanth was determined to study science. However, the education board didn’t know how to accommodate a blind student in science back then. Thanks to a legal battle with Srikanth, many blind students can now study science as a major. As stories of Srikanth’s resilience grew, he became a Youth Leader in the Lead India Program 2005 to combat poverty and unemployment.

He commenced his journey in social service as a youth trainer to more than 800,000 youth, and attracted the attention of Dr APJ Abdul Kalam, who called him his ‘inspiration and hero’. After his HSC, coaching centers refused to teach him for graduation and thus, Srikanth became the first international blind student to study at the prestigious Massachusetts Institute of Technology (MIT), USA. Apart from academics, Srikanth is an all-rounder, having excelled at national level blind cricket, international chess, baseball and swimming. At 20, Srikanth had co-founded Samanvai Center for Children with Multiple Disabilities in Hyderabad, which provided educational, vocational, financial, and rehabilitation services to students with multiple disabilities for an economically independent and self-sustained life. He also designed and implemented a Braille library in Hyderabad with the support and grants from The Legatum Centre at MIT. “I lack eyesight but no Vision. An entrepreneur’s life is a roller-coaster and one needs self-belief.”



Achievements & Accolades

First international blind student to study at the Massachusetts Institute of Technology (MIT), US

In 2005, became a youth leader in the Lead India Program to combat poverty and unemployment. Worked with former President, the late APJ Abdul Kalam, whom he calls his inspiration

Co-founded the Samanvai Center for Children with Multiple Disabilities in Hyderabad in 2011 with the help of fellowships and grants he got at MIT

Set up Bollant Industries in Hyderabad in 2012—while he was at MIT. It now has five manufacturing units. Rata Tata invested in Bollant in 2016

Named in Forbes Asia 30 Under 30 in 2017

Chosen as a Young Global Leader by the World Economic Forum in 2021

Leads non-profit Surge Impact Foundation as director. It aims to help people and organisations in India achieve Sustainable Development Goals by 2030



A 2024 biopic titled Srikanth, starring Rajkumar Rao, and produced by T-Series on whose cassettes he used to record his study material

Srikanth took his biggest leap of faith when he co-founded Bollant Industries in 2012 with his mentor, angel investor Ravi Mantha, former President APJ Abdul Kalam and a mere capital of about Rs 10 lakh. Bollant produces eco-friendly disposable products and packaging solutions for manufacturers out of natural leaf and recycled paper. They also offer adhesives, printing inks/printing products, and intermediate products for the disposable product manufacturers. After a decade in the field, the value of Bollant industries has increased multifold and grows every day in the multiples of 100 crores with over 500 employees. Its runaway success is globally significant for two crucial reasons – Social Inclusion, Long Term Vision, and Environmental Sustainability. “Compassion is not about giving a coin to a beggar at the traffic signal. It's showing somebody the way to live and giving them the opportunity to thrive”.

Srikanth established Bollant with the mission of overcoming employment barriers for more than hundred million physically and mentally challenged people, and to provide sustainable and competitive employment to both skilled and unskilled or uneducated Indians, both of which he has achieved with aplomb, thus becoming a social entrepreneur. As a part of sustainable leadership, Srikanth believes that protecting the environment is the only way to create wealth out of waste and build scalable businesses. This vision leads Bollant to recycle unusable water, plastic, boiler generated solid ash, and solid waste, becoming a ‘zero waste company’. Their plants run partially on solar power, making them truly green and sustainable. While being an inspirational figure to the youth and promoting entrepreneurship, Srikanth is a disability advocate and leads a non-profit called Surge Impact Foundation, which trains entrepreneurs to build India into a developed nation.

Some of his other honors comprise:

- Best Youth Leader Award from the President of India, 2012
- Indian of the Year Award by NDTV, 2015
- Emerging Leadership Award by ECLIF Malaysia, 2016
- Social Entrepreneur of the Globe by Youth Business International Uganda, 2016
- Listed in Forbes Asia 30 under 30, 2017
- National Entrepreneurship Award by the Government of India, 2019
- Entrepreneur of the Globe by One Young World UK, 2019
- Young Global Leader by the World Economic Forum, 2021
- JCI USA’s Ten Most Outstanding Young Persons of the World
- His remarkable journey is now the subject of a movie – Srikanth.

One of Srikanth’s biggest personal achievements is emerging as a Public Speaker. A motivational keynote speaker across several important global conferences and events, he has become the youth icon for students, businessmen, and corporate leaders within a short time.

Srikanth got married to Veera Swathi after a courtship of 10 years in 2022, and they were blessed with a daughter Nayana (meaning eyes and vision) in 2024. As he continues to grow from strength to strength in his personal and professional life, we have no doubt that Srikanth’s story is far from over.



Flax seeds, also known as linseeds, have a rich history dating back to ancient civilizations. Originating in the Middle East, flax was one of the first crops cultivated by humans, with evidence of its use dating back over 5,000 years.

Historical Uses:

Ancient Egypt: Flax was highly valued in ancient Egypt, where it was used to make linen for clothing and other textiles. The seeds were also used for medicinal purposes.

Ancient Greece & Rome: Flax seeds were incorporated into the diets of ancient Greeks and Romans, who recognized their health benefits. The physician Hippocrates used flax to treat various ailments.

Medieval Europe: During the Middle Ages, flax cultivation spread throughout Europe, and the seeds were used both for food and medicine.

Health Benefits:

Flax seeds are a nutritional powerhouse, packed with essential nutrients that offer a wide range of health benefits. Some of the key components and their benefits include:

- **Omega-3 Fatty Acids:** Flax seeds are an excellent source of alpha-linolenic acid (ALA), an omega-3 fatty acid that has been linked to heart health, reduced inflammation, and improved brain function.
- **Fiber:** Flax seeds are rich in both soluble and insoluble fiber, which promotes healthy digestion, helps regulate blood sugar levels, and may aid in weight management.
- **Lignans:** These plant compounds have antioxidant and estrogen-like properties, potentially reducing the risk of certain cancers and promoting hormonal balance.
- **Protein:** Flax seeds contain a good amount of plant-based protein, which is essential for building and repairing tissues.

Potential Health Benefits Supported by Research:

- **Heart Health:** Flax seeds may help lower cholesterol levels, reduce blood pressure, and improve overall cardiovascular health.
- **Digestive Health:** The high fiber content in flax seeds can prevent constipation and promote a healthy gut.
- **Cancer Prevention:** Some studies suggest that flax seeds may have a protective effect against certain cancers, including breast, prostate, and colon cancer.
- **Blood Sugar Control:** Flax seeds may help regulate blood sugar levels, making them beneficial for people with or at risk of type 2 diabetes.
- **Weight Management:** The fiber and protein in flax seeds can help you feel full and satisfied, potentially aiding in weight loss or maintenance.

How to Incorporate Flax Seeds into Your Diet: Flax seeds can be easily added to your daily routine in various ways:

- **Ground Flax Seeds:** Grinding flax seeds improves their digestibility and allows for better absorption of nutrients. You can grind them at home using a coffee grinder or blender.
- **Sprinkle on Food:** Add ground flax seeds to your cereal, yogurt, salads, or smoothies.
- **Baking:** Incorporate ground flax seeds into your baking recipes for bread, muffins, or pancakes.
- **Flaxseed Oil:** Flaxseed oil can be used in salad dressings or added to smoothies.

Conclusion:

Flax seeds have a long history of use as both food and medicine. Their impressive nutritional profile and potential health benefits make them a valuable addition to a balanced diet. By incorporating flax seeds into your daily routine, you can take advantage of their numerous health-promoting properties. However, it's always best to consult with your healthcare provider before making any significant dietary changes, especially if you have any underlying health conditions.

Thank you

