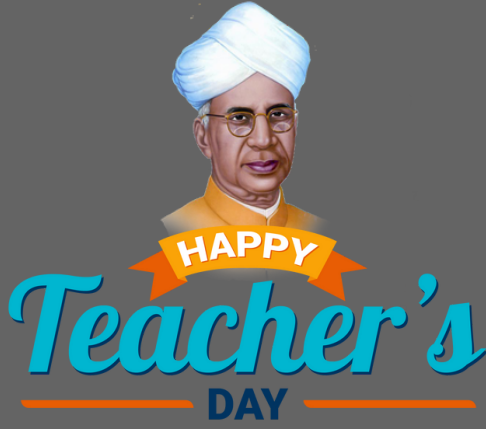


SEPTEMBER 2023



गुरु ब्रह्मा गुरु विष्णु, गुरु देवो महेश्वरा गुरु साक्षात्
परब्रह्म, तस्मै श्री गुरुवे नमः

Salutations to the Guru Who Removes the Darkness of Ignorance from our Blind Eyes by applying the Collyrium of the Light of Knowledge. Obeisance to that Sri-guru by whom the eyes have been opened.



Foreword of the Marketing Director
Sree Y. Sreekanth, Nova Agri Group

WE ARE ON THE **MOON**

Successful landing on the Moon's south pole is a historic milestone and a remarkable moment in India's space odyssey.

Dear Team,
It's a prideful moment. Let's join our hands and congratulate ISRO scientists.

Jai Ho!!!



Dear Team,

Success stories inspire us, lead us to strive towards being successful. We always have to assess our performance and question ourselves whether we are laying our path towards success. There is no doubt about our potentiality but are we ready to accept the challenges and achieve the targets?

Hard work always pays, and our steps should be smart enough to compete with the world. Nova always welcomes new ideas and talents. Let's upgrade ourselves and show that actions speak louder than words. Always focus on your commitments. Grab every single opportunity to reach your goal. Get more done. Once you have an uncluttered plan for the day, get started on your work.

I wish you all a very Happy **VINAYAKA CHAVITHI** and **SRI KRISHNA ASTAMI**

September Events

This month we will a showcase a range of events on an on-going basis. We are excited to announce the following events:

Free Eye Camp

10th Sunday @ 8 am
@ Chinaganjam,
Bapatla District

Vinayaka Chaturdhi

18th Monday @ 10.30 am
@ Nova Premises

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."



Bajanthri Thirumalesh

D.O.J. : 01-08-2023

Dept. : Logistics



Bandaru Lakshmanudu

D.O.J. : 07-08-2023

Dept. : Logistics



Vaddla Srihari Achari

D.O.J. : 09-08-2023

Dept. : Logistics



Biradar Amasiddh Sadanand

D.O.J. : 26-08-2023

Dept. : Marketing



Thammannagari Naveen Reddy

D.O.J. : 26-08-2023

Dept. : Marketing



Babu Singh Malavath

D.O.J. : 01-09-2023

Dept. : Marketing

HAPPY BIRTHDAY

There are two great days in a person's life - the day we are born and the day we discover why. Here are the employees who will be celebrating their birthday in the month of September and October



Basanth Kumar Nadella

01st September



Suryavamshi Sai Krishna

05th September



Tukaram Prabhu Kawane

05th September



Lande Krishnamurthi

06th September



Yenigalla Sreekanth

08th September



V Kalyana Narendra Raju

17th September



Khamar Shaik

18th September



M. Madhuna Obula Reddy

19th September



Dipak Pandharinath Patil

21st September



Shaik Gouse Basha

21st September



Sunil Kumar Singh

25th September



Kalyan Chakrabarti D

28th September



Jhansi Banuri

02nd October



Rekha Singh

02nd October



Pooja Premdas Pande

04th October



Aruna Tukaram Sonwane

04th October



Devender Sharma

08th October



Nandipeta Suresh Kumar

10th October



Ghanashyam Gavhane

13th October



Shivdas Kolte

13th October



Pratiksha Shivdas Patil

15th October



Shanthi Banoth

22nd October



Subhash Waman Madavi

22nd October



Debasis Roy

26th October



Medical Eye Camp

@ chinnaganjam on 10th September

As part of Corporate Social Responsibility, on 10th September 2023 at Z.P. High School, Chinaganjam, Bapatla District, Andhra Pradesh. **Medical Camps was organised on behalf of Nova Agritech Limited.** These camps are aimed to provide free, subsidized, and sponsored medical, eye care services, and surgical support for the poor and needy.



MD A. Kirankumar sir lecture on **Best practices in Cotton production** for Mahaboobnagar farmers at ICRIAT, Hyderabad



Mr. K. Harshavardhan Reddy – National Marketing Manager – South India interacting with the Dealer

Promotional Activities by Telangana Team



Farmer Services

Technically **Nova Agri Group** is in advanced by serving the farmers with the Soil Testing device of **Bhu Parikshak**. Successfully soil testing was done at Aitipamula which is in Nalgonda Dist. Here are few glimpse which were covered by the media. Team members of NABARD can be seen in the picture.



HAPPY FARMERS



New Products which are being Branded in Telangana State.

Penola & N-Cot

- Business increased due to positive opinion among farmers in our area by early Establishment of **Penola** and **N-Cot**.
- By this Positive Branding we have appointed 20 New Dealers on business commitment.
- Through **Penola** we have taken commitment of 1.5 Cr Priority -1 business with these 20 dealers.



New Business Moduled in Telangana State.

- **Kattangur Farmers Producer Company Limited** - Ayitipamula
- **Moosambi Farmers Producer Company Limited** - Kannekal
- **BBWS Farmers Producer Company Limited** - Ravinder Nagar
- **Koutla (B) MAC Thrift & Credit Society Ltd** - Koutla

We are Planning 2cr Business with these Four Farmer producer companies.

Information on Newly Launched Pesticide Products – September-2023

In the Kharif season of 2023-24, in addition to the five herbicide products already launched, three insecticide and two fungicide products have been newly launched for use in several crops. Among these, **Novagen** containing Chlorantraniliprole 18.5% SC as its active ingredient is recommended in several crops for effectively controlling borer, bollworm, defoliator, and fly insect pests. **Nova Chloram (CL)**, a combination product containing Chlorantraniliprole 9.3% + Lambda Cyhalothrin 4.6% ZC as active ingredients is mainly used for controlling borer, bollworm, and defoliator insect pests in Maize, Redgram, Cotton, Soybean, Vegetable crops. **Nova Notch** with Fipronil 18.87% SC is used to control Thrips in Cotton crop. **Protrix** (Propiconazole 10.7% + Tricyclazole 34.2% SE) is a combination of molecules fungicide, recommended for controlling blast, sheath blight and grain discolouration diseases in Paddy crop. **Nova Tricx** (Azoxystrobin 16.7% + Tricyclazole 33.3% SC) is another combination fungicide recommended for control of blast, sheath blight and brown spot diseases in Paddy crop. **Nova Abamin** contains Abamectin 1.9% EC is used to control mites in different crops. **Nova Strike** (Azoxystrobin 4.8% w/w + Chlorothalonil 40.0% w/w SC) is a systemi & contact fungicide which is recommended for the control of Downy mildew, Leafspot, Powdery mildew in different crops. **Nova Pryme** (Pymetrozine 50% WG) systemic and contact insecticide used to control sucking pest & BPH in paddy crop. **Nova Hi-Fen** contains Tolfenpyrad 15% EC contact and stomach action insecticide with broad spectrum activity used to control sucking pest in different crops.



Team of Nova celebrated Independence day with farmers in Madhya Pradesh State.



Meetings on HYNES Product

Khargone BU State MP is a success story of new product named HYNES This product came for the first time in Khargone BU for which we organized a Mega Dealer Conference in the month of June in which 50 dealers participated and after that it was promoted very well at the field level. Conducted more than 75 demonstrations and created more than 25 farmer testimonials and also spread publicity among more than 20 farmers and dealers groups on social media like WhatsApp and facebook. In the last three months, the sale of Hyness has been 130 liters and that too in full cash business. Its volume is 12,69,317/- We have done this and the sale of this product will continue in Chilli Crop.



Fascinating World of Insects: Amazing Facts

Friends.....Do you know.... that the beautiful and colourful Butterfly (Seethakokachiluka) (Fig. 1) that you see flapping its wings and siphoning off the nectar from flowers is an insect; the annoying House Fly (Eega) in our homes is an insect; the Mosquito (Doma) that sucks our precious blood is an insect; the Cockroach (Boddhinka) that roams our kitchens is an Insect; the Silver Fish (Pusthakala Purugu) that hides in our books and book shelves is an Insect; the Bed Bug (Nalli) that sucks our blood and deprives us from sleep during night is an Insect; the Louse (Penu) that hides in our hair and sucks our blood is an insect; the Dragon Fly (Thooniga) that we used to play during our childhood days is an Insect; the Light Bug (Minuguru Purugu) that twinkles during night is an insect; the dirty Dung Beetle (Peda Purugu) that rolls dung is an Insect; the Honey Bee (Thene Teega) that provides us honey is an Insect; the Silk Worm (Pattu Purugu) that gives us silk is an insect. Not only these, Ant (Cheema), Termite (Chedalu), Grasshopper (Midatha), Wasp (Kandireega), Preying Mantis (Golla Bama), Cricket (Keechu Rayi), Mole Cricket (Eela Kodi), Red Flour Beetle (Ravva Purugu), Rice Weevil (Mukku Purugu), Bag Worm (Sanchi Purugu) etc. are insects. Now.... you are amazed or not..... that the several creatures we see every day in our life are infact.....insects.

There are several facts about insects that make you say wooooooow..... Insects are creatures having six legs in their adult stage, they are known as Hexapods (Hexa – Six; Pod – Leg). Insects are amazing creatures on the earth in terms of numbers, species, biomass, habitats, diversity, etc. that is why insects' world is known as 'Fascinating World'. They are present on the earth way before (40,00,00,000–48,00,00,000 years ago) human beings (40,00,000–60,00,000 years ago) that is why the quote 'human beings are the guests in the homes of insects' has been framed. There are approximately 10 lakh insect species (all humans are considered one species, so just imagine) on the earth that are discovered so far, and approximately 20–50 lakh species are yet to be discovered. There are 1,00,00,00,00,00,00,00,00,00,00 (10 quintillions) living insects on earth at any given time (approximately 20 lakh insects for every human being). Insects live in all the habitats that we know, which range from below ground in the soil, water, air, snow to hot springs (hot water coming out of ground). Of all the living organism species (both micro and macro) insect species constitute nearly 50% (Fig. 2). Among the living animal species, insect species constitute >75% (Fig 3). Insects live for a few hours to 1 to 2 years depending upon the species.

Not all the insect species that live on the earth are crop pests or bad insects (i.e. eat the crop plants or annoy the organisms or suck the blood from living organisms), only a few are crop plant feeders/blood suckers and rest of insect species feed on non-crop plants or other living or non-living matter present on the earth. Therefore, insecticides are used to control only insects that feed on crop plants to protect crop plants so that edible produce can be harvested from plants. Some insect species are even good ones (Parasitoids and Predators) because they eat the bad insects feeding on crop plants. Some insects are called beneficial insects because they provide us with some useful products eg. Honey, Silk, Lac (Lakka), etc.

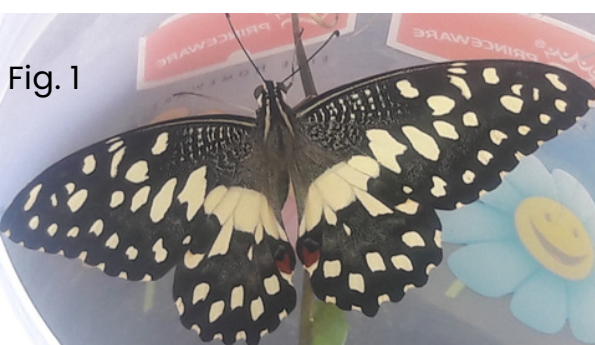


Fig. 1

Source: Dr. Dhana Raj Boina

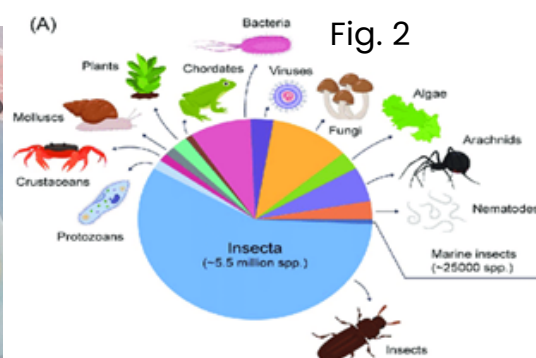


Fig. 2

Source: Ella Maru Studio. <https://doi.org/10.1371/journal.pbio.3001570.g001>

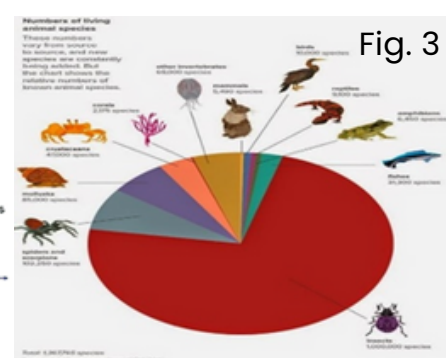


Fig. 3

Science behind the worship Ganesh with Patri

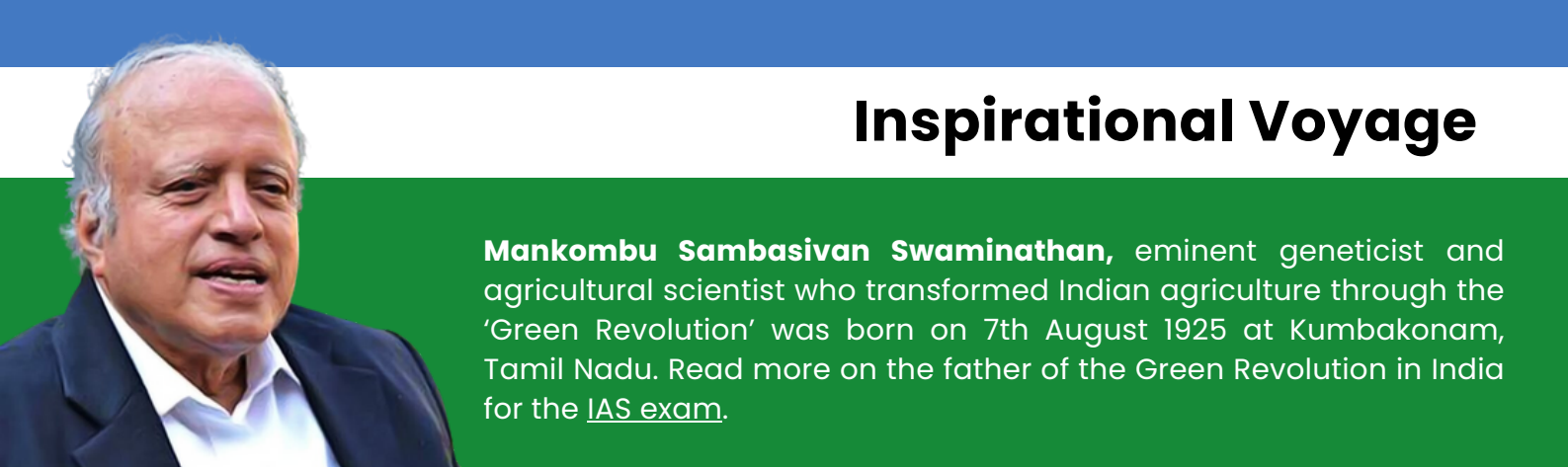
Essence is garika has the medicinal properties to deal with stomach ailments like indigestion, acidity, piles, etc. In addition, garika cures the skin diseases, problems of trachea (swasa), indigestion (paityam), kapha dosha. Similarly pomegranate cures common problems of rainy season like diarrhea, dysentery, stomach infections. Vishnukranta patram cures the common fevers and stomach upsets. Same is true with all 21 plants chosen for patri puja. They cure the common health problems prevalent during the rainy season. Tradition is hence built that these plants are offered to god and kept for 9/7/5/3 days in puja mandir and immersed in the local pond, thus purifying the home and the sole source of drinking water for people and animals in the village.



Elders taking the children to the field for the purpose of collection of patri is the experiential learning devised by our elders for passing on the knowledge of plant identification, their conservation and usage. Patri puja is essentially built for treasuring the indigenous traditional knowledge of these plants. 21 types of leaves are offered to Lord Ganesha during the festival, and each leaf has an ayurvedic significance.-

- **Machi** is used for curing skin diseases like leprosy and leucoderma, nervous diseases and abdominal related diseases.
- **Brihati** is used for asthma, cough, constipation, and used for women during post natal period.
- **Bilva** which purifies water, is used for dysentery.
- **Durva** grass skin is helpful in arresting bleeding, anemia,
- **Dattura** is used for treating joint pains, abdominal, skin diseases, and hair fall. More importantly it is widely used in treating poisonous bites.
- **Badari** is used for digestive disorders, wounds and injuries, in treating blood impurities, and maintaining the voice.
- **Apa marga** used for digestive disorders and poisonous bites
- **Tulsi** is used for digestive disorders and respiratory diseases respectively.
- **Choota** or **mango** leaves, are helpful in treating diabetics, and for cracked heels and throat related diseases.
- **Karaveera** is used for treating leprosy, wounds, injuries and hair fall.
- **Vishnu kranta** patra is used for nervous related diseases and memory power.
- **Daadimi** is used for dysentery.
- **Devadaru** is used for wounds and scars
- **Maruvaka** are used for joint pains and skin diseases
- **Sindhuvara** is used for Vata and as antidote to poisonous drugs
- **Jaajji** is used for mouth related issues and indigestion
- **Gandaki Patram** is used for piles and skin irritation.
- **Shami** is used for Respiratory issues
- **Aswatham** people use the bark of this tree to make many medicines and and this is also used to stop bleeding
- **Arjuna** used for Joint Pains, Septic infections, heart related issues, Vata Pita Kapha related issues
- **Jilledu** is used for Skin infections, Poisonous bites, leprosy, tumours, it has 64 medicinal uses





Inspirational Voyage

Mankombu Sambasivan Swaminathan, eminent geneticist and agricultural scientist who transformed Indian agriculture through the 'Green Revolution' was born on 7th August 1925 at Kumbakonam, Tamil Nadu. Read more on the father of the Green Revolution in India for the [IAS exam](#).

- After securing the PG, he cleared the UPSC exam and qualified for the IPS. He, however, chose to take up a UNESCO fellowship at the Wageningen Agricultural University in the Netherlands to continue his research on potato genetics.
- He then moved on to the Cambridge University School of Agriculture and earned a PhD in 1952. After this, he went to work as a researcher at the University of Wisconsin. However, he returned to India in 1954 to work here. He continued his research at the IARI.
- Between 1972 and 1979, he was the Director-General of the Indian Council of Agricultural Research (ICAR). While there, he formed the National Bureau of Plant, Animal, and Fish Genetic Resources of India.
- He also played a role in the transformation of the Forest Survey of India (FSI).
- In 1979, he was appointed the Principal Secretary of the Agriculture Ministry of the Indian government.
- The Green Revolution refers to a series of steps and technology transfers to the agriculture sector that caused a great surge of farm productivity. The steps taken included developing high-yield varieties of grains, using fertilisers and pesticides, developing pest-resistant crops, using hybrid seeds with enhanced genetics, and so on. Although the green revolution was not limited to India and was applied to many developing countries, it was most successful in India. Worldwide, the father of the Green Revolution was American agronomist Norman Borlaug; in India, the honour is bestowed on Swaminathan, for his pioneering role in this field.
- Because of these gigantic efforts, India, where famines were commonplace during the Raj, has not seen a single famine since the application of the 'green revolution'.
- From 1981 – 85, he was Independent Chairman of the Food and Agriculture Organisation (FAO).
- From 1984 – 90, he was the President of the IUCN (International Union for Conservation of Nature and Natural Resources).
- From 1988 – 96, he was the President of the Worldwide Fund for Nature-India.
- In 2001, he was Chairman, Regional Steering Committee for the India – Bangladesh joint Project on Biodiversity Management in the Sundarbans World Heritage Site.
- He has held many posts in many international organisations. He also advised the Indian government on agriculture-related issues several times. He initiated the concept of trusteeship management of Biosphere reserves. He executed the Gulf of Mannar Biosphere Reserve Trust.
- He received the Shanti Swarup Bhatnagar Award in 1961 for biological sciences. The GOI bestowed the Padma Vibhushan on Swaminathan in 1989.
- In 1971, he received the Ramon Magsaysay Award for Community Leadership. He also received the UNESCO Mahatma Gandhi Gold Medal in 1999.
- The government constituted the National Commission on Farmers (NCF) in 2004 with Swaminathan as the chairman, to address the pressing issue of farmers' suicides in India.
- He founded the M. S. Swaminathan Research Foundation, an NGO that develops and promotes economic growth strategies, especially for rural women.



Yoga's incorporation of meditation and breathing can help improve a person's mental well-being. "Regular yoga practice creates mental clarity and calmness; increases body awareness; relieves chronic stress patterns; relaxes the mind; centres attention; and sharpens concentration," .

Chamomile Tea for Healthy Sleep:

Sleep is essential for the body's natural detoxification mechanisms to work effectively. Chamomile tea can help to promote relaxation and support healthy sleep.

It is a natural way to unwind and get the restful sleep you need for optimal health. Chamomile tea can also help to reduce inflammation and support healthy digestion.



Guava

Give your immune system a boost with guava. They're rich in vitamin C, potassium and fiber, and have a fair amount of folate. With a tropical tang, guavas can be used to make a tasty jam, or turned into a syrup or glaze to use in a host of recipes.



Thank You

