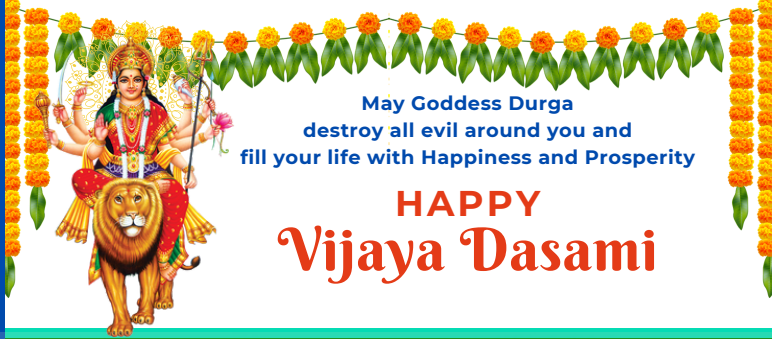


OCTOBER 2023



Let's pay homage to Mr. M.S Swaminathan who passed away on 28 September 2023.

Deeply saddened by the demise of Dr. M.S Swaminathan sir. At a very critical period in our nation's history, his groundbreaking work in agriculture transformed the lives of millions and ensured food security for our nation.



Foreword of the Sree Basanth Kumar Nadella, Technical Director of Nova Agri Group

Dear Team,

Let's remember Mahatma Gandhiji's words about Customer.

"We are not doing a favour to customer by serving customer. Customer is doing us a favour by giving us the opportunity to do so." – Mahatma Gandhi.

These inspirational lines by the Mahatma Gandhiji are the success formula of the business. I strongly believe that we have potential team, and we are delivering world class products for the farmers. Audaciously we have to strive to make our Nova a strong solution produce in the market.



Vijaya Dashami.

Vijayadashami, a festival that symbolizes the victory of good over evil, is celebrated with traditional fervour, devotion, and gaiety across India. The name Vijayadashami is derived from the Sanskrit terms "Vijaya-Dashami" which means victory on the day of Dashami.

Let's chase the labyrinth and rock the world.

I wish you all a Happy Vijaya Dasami.

I wish you all a very Happy Happy **Vijaya Dasami.**

October Events

This month, we will showcase a range of events as and when they unfold. In this series, we are excited to announce the following events :

Free Medical Camp

1st October, 2023 (Sunday)
from 8 am onwards
at Martur, Bapatla District.

Vijaya Dasami & Batukamma Celebrations

21st October, 2023 (Saturday)
from 4.00 pm onwards
at 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."



Anugu Surender

D.O.J. : 16-10-2023

Designation : Asst. Area Manager

Dept. : Marketing

HAPPY BIRTHDAY

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 will be celebrating their birthday in the month of November



Modepalli Sowmya

04th November



Ranga Rao M

05th November



Chiranjeevi Pottimurthy

09th November



Neha Soni

13th November



V Dikhya

13th November



Sridhar Dhanekula

14th November



Doulat Ram Khadda

15th November



Divya Pavani Kanikanti

19th November



Sumedh Prakash Meshram

20th November



Drakshavalli D

20th November



Ramraj Raghuwanshi

21st November



Praveen Kumar Valige

21st November



Potu Sridhar

25th November



Sangameshwar Hari Chavan

25th November



Singamsetti Rama Krishna

28th November



Ishwar Yuvraj Gopal

29th November



Free Medical Camp

@ Martur on 1st October

As part of Corporate Social Responsibility, on 1st October 2023 at Z.P. High School, Martur, Bapatla District, Andhra Pradesh. **Medical Camps were organised on behalf of Nova Agritech Limited.** These camps are aimed to providing free, subsidized, and sponsored medical, eye care services, and surgical support for the poor and needy.

Farmers are the our greatest support and strength behind our success (Karnataka)

Conducted Nova Choupal in Heggadadinee (Village), Sirwar (Mandal), Raichur (District). Main motto behind Choupal is to educate and to provide knowledge regarding existing problems in chilli crop and to provide solutions to the farmers on single platform.

Major Crops : Chilli

Problems identified : Chilli fruit borer, Thrips, Mites and Growth

Products recommended : Super Mithr, Superior gem, Hyness, Double action F2

Number of farmers attended : 60



Support for our Trade Partners

- Have done awareness programmes at dealer level in all areas.
- Have given employee motivational scheme regarding sales.
- Initiated Positioning & Presales related commercial lucky draw schemes for our trade partners.



Liquidation of a New Product. **N-Cot Combi** in Different Parts of Karnataka State



BE AT YOUR BEST APPRECIATION PROGRAMME

Felicitated the employees who have done 95% collections target for FY 2022-23 Business & Whose Outstanding is <5%.



Naresh babu Yeragala

Sales territory : Bangalore, BU : Bangalore
State : Karnataka



Basaveshwar

Sales territory : Shahpur, BU : Raichur
State : Karnataka



Ramakrishna

Sales territory : Raichur, BU : Raichur
State : Karnataka



Narasimhulu

Sales territory : Madanapalli, BU : Chittor
MBU : Southern Rayalaseema



Nakidi Pranay

Sales Territory : Ichoda, BU : Adilabad
MBU : Komarambheem, State : Telangana



"In the business world, the rear view mirror is always clearer than the windshield."

- Warren Buffett.



NOVA FIELD ACTIVITIES

KSHETHRA PRADARSHAN & CHOUPAL



Nova Kshethra Pradarshan, Area : Boath, Bu : Adilabad, MBU : Komarambheem, TS



Nova Kshethra Pradarshan, Area : Armoor, Bu : Nizamabad, MBU : Central Telangana, TS



Nova Choupal, Area : Amiti, Bu : Rayagada, MBU : Odisha



Nova Stall, Area : Raichur, Bu : Raichur, MBU : Raichur, Karnataka



Fascinating World of Insects - 2 : Butterflies & Moths

Hi Friends, welcome back ..., you might have seen several spectacular Butterflies roaming in the beautiful nature during daytime and browsing through the vegetation for colourful flowers with nectaries to siphon off their energy source i.e. floral nectar. Some similar looking insects get your attention by visiting our homes after dusk, mainly attracted to the light, as uninvited guests. Farmers see many of these insects in their farms. Often... one confuses and considers these insects as Butterflies. But....for one's dismay, these look alike are not Butterflies but Moths. Although both Butterflies and Moths belong to the same insect Order, Lepidoptera, they are different in several body morphological features and in activity (see table below). Lepidoptera (Lepis - scale; Ptera - wing) means insects having wings covered with minute and colourful scales. So, one may wonder... why these insects especially Butterflies are so attractofantabulous to the eyes. Answer is simple... the splendid appearance of Butterflies and Moths comes from the artistic arrangement of scales of different colours and shades in specific patterns on fore- and hindwings. Now...you recollect the good old TV advertisement on 'Luna Moped' showing a caterpillar tired of moving slowly becoming a Butterfly and flying off happily. One might think.... what is the relationship between caterpillar and Butterfly when they don't look the same? Yes...you are thinking right... life stages of a Butterfly are unrelated from each other in appearance and undergo a complete makeover ('metamorphosis').

Here comes the story...Butterflies and Moths, whether they are crop pests or not, have four life stages in their life cycle. These four life stages are egg, larva, pupa & adult (adult is what we see flying with attractive colours in nature). In Butterflies and Moths, larval stage (mobile, nonflying, and feeding stage) is specifically known as 'caterpillar'. Do these narrative and terms pushed you into further confusion?.....not to worry.....I will make the things simpler by explaining the life cycle of a Butterfly (taking example of...Citrus Butterfly), in easily understandable way. I am sure, one will definitely agree...why insects are so fascinating after this. Citrus Butterfly adult female (fig. 1) lays its eggs (immobile stage) on citrus (nimma) or curry leaf (karivepaku) plant leaves. Egg hatches into a small caterpillar (larva) in 3-5 days. Caterpillar feeds on citrus or curry leaf plant leaves and goes through 1st, 2nd, 3rd (fig. 2), 4th & 5th (fig. 3) instars (instars are stages within caterpillar life stage) in 10-15 days. Mature caterpillar (fig. 3) becomes pupa (immobile stage) (fig 4) and stays in this stage for 5-7 days. Butterfly (mobile and flying adult stage) (fig. 5) emerges from pupa and lives for 5-7 days feeding on floral nectar.

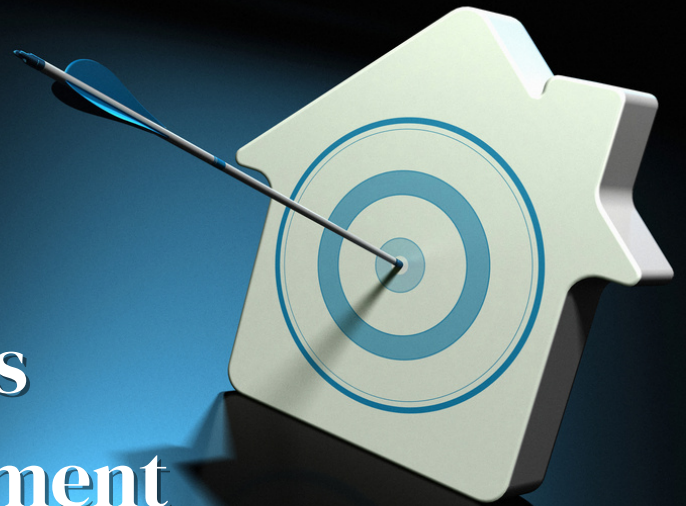
This is how life cycle of a Butterfly continues..... wait.... the fascinating part is yet to come..... if you keenly observed.....young caterpillar (1st to 3rd instars) (fig. 2) body is in brown colour with cream/whitish colour patches and resembles a bird dropping (pakshi retta). This mimicking (anukarana) is to avoid being eaten (predation) by birds. Because.... birds think it is nothing but their own faecal matter (retta) (a mimic defence mechanism) ...how clever it is.... isn't it? Wait.... it's not over yet..... mature caterpillar (4th & 5th instars) possesses a fork (V) shaped, red/orange colour & eversible defensive organ called 'osmeterium' concealed between head capsule and first thoracic segment (fig. 6). This defence organ protrudes out upon strong disturbance or predation attempt by a predator (pakshi/thonda thinadaaniki prayathnisthe) and sprays irritable/odorous fluid to deter the predator from predating on (eating) it (a chemical defence mechanism). How wonderful is that.... after knowing all these.... don't you feel insect world is amazing and fascinating? The above-mentioned defensive mechanisms are for Citrus Butterfly and its relatives only. In other insects...a similar or other defensive mechanisms may be present.... well...that is a matter for a different blog..... this is all for now.....



 <p>Fig. 7 Citrus Butterfly</p>	Butterfly	Moth	 <p>Fig. 8 Lymantrid moth</p>
	Body & wings are brightly coloured	Body & wings are dull coloured (some exceptions)	
	Active during day time (mostly)	Active during night time (mostly)	
	Wings position (at rest), straight & vertical over the body	Wings position (at rest), flat & horizontal over the body (slanting/roof like)	
	Only a few species are crop pests	A significant number of species are crop pests	
	Antennae type: Clubbed, Club with ovate (hook) Eg. Citrus butterfly, Paddy butterfly (paddy skipper), etc.	Antennae type: Ciliate, Pectinate, Bipectinate, etc. Eg. Paddy yellow stem borer, Gram pod borer (<i>Helicoverpa</i>), Lymantrid moth, etc.	



What is Investment



'**Usain Bolt**' has won 9 gold medals in last 2 Olympics and he has run less than 2 mins on the track. That's economy of effort.

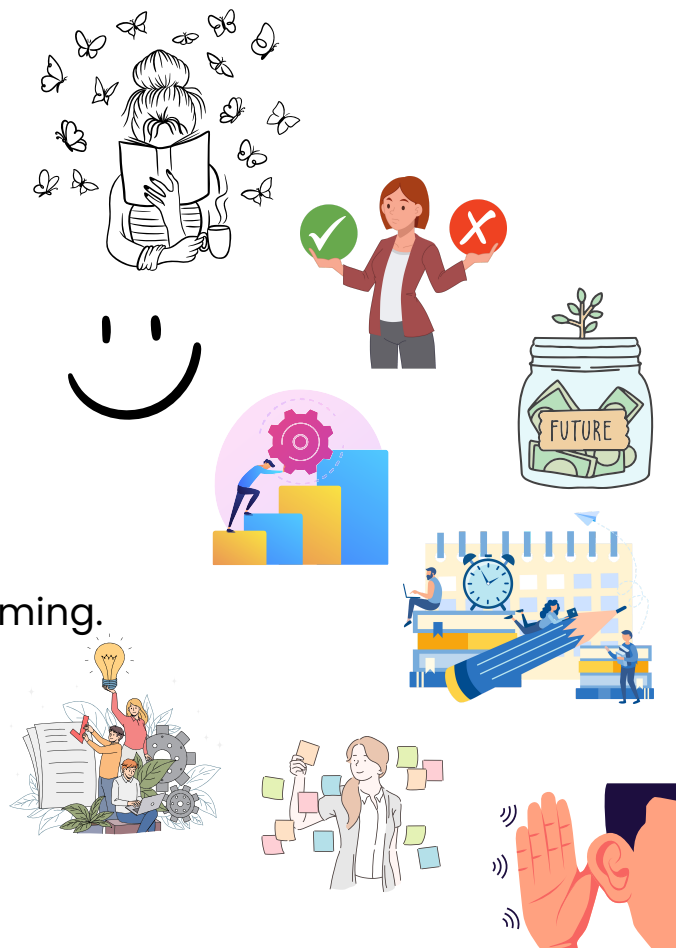
'**Usain Bolt**' ran for less than 115 secs in total in his 3 Olympics and made \$119 million dollrs! That's more than \$1 million for each second he ran!

But for those 2 mins he trained for 20+ years ! **That's Investment**

Think long term. Patience pays.

TIPS

1. Study while others are sleeping.
2. Decide while others are delaying.
3. Save while others are wasting.
4. Smile while others are frowning.
5. Persist while others are quitting.
6. Prepare while others are daydreaming.
7. Work while others are wishing.
8. Plan while others are playing.
9. Listen while others are talking.





Famous Women Farmers in India: Today, women are progressing in every career area. Whatever the discipline, they are already excelling in it. They now provide for their families as well as the people around them by working to support their homes. Nothing is more powerful than a committed, aspirational woman who makes the decision to pursue her goals and make them come true. Agriculture is one such industry where women are claiming their space alongside males. Did you realise that 84% of Indian women rely on agriculture for a living? 47% of the 84% of women who work in agriculture are farm labourers, and 33% are cultivators. India has been the world's leading agricultural nation for maintaining food security for centuries, and this would not be feasible without the contribution of "Annapoorna" itself. Additionally, the importance of women in agribusiness is growing every day. Here are 10 inspiring female farmers in India who are breaking barriers and making a name for themselves in the agricultural industry if you're searching for success stories of Indian farmers.

S.No.	Name	Working	Location
1	Bhavana Nilkanth Nikam	Polyhouse farming	Maharashtra
2	Binita Kumari	Mushroom Farming	Bihar
3	Doma Lachenpa	Livestock Rearing & Horticulture Crops	Sikkim
4	Gurvinder Kaur	Dairy Farming	Punjab
5	Hmangaihkhimi	Beekeeping	Mizoram
6	Kaden Lepcha	Potato Farming	Sikkim
7	Bibi Kamaljit Kaur	Organic Farming	Punjab
8	Leena Sharma	Natural Farming	Himachal Pradesh
9	Linisha	Mixed Farming	Kerala
10	Savita Devi	Dairy Farming	Jharkhand



Health Benefits of Drinking Water

1. It lubricates the joints

Cartilage, found in joints and the disks of the spine, contains around 80 percent water. Long-term dehydration can reduce the joints' shock-absorbing ability, leading to joint pain.

2. It forms saliva and mucus

Saliva helps us digest our food and keeps the mouth, nose, and eyes moist. This prevents friction and damage. Drinking water also keeps the mouth clean. Consumed instead of sweetened beverages, it can also reduce tooth decay.

3. It delivers oxygen throughout the body

Blood is more than 90 percent water, and blood carries oxygen to different parts of the body.

4. It boosts skin health and beauty

With dehydration, the skin can become more vulnerable to skin disorders and premature wrinkling.

5. It cushions the brain, spinal cord, and other sensitive tissues

Dehydration can affect brain structure and function. It is also involved in the production of hormones and neurotransmitters. Prolonged dehydration can lead to problems with thinking and reasoning.

6. It regulates body temperature

Water that is stored in the middle layers of the skin comes to the skin's surface as sweat when the body heats up. As it evaporates, it cools the body. In sport. Some scientists have suggested that Trusted Source when there is too little water in the body, heat storage increases and the individual is less able to tolerate heat strain. Having a lot of water in the body may reduce physical strain if heat stress occurs during exercise. However, more research is needed into these effects.

7. The digestive system depends on it

The bowel needs water to work properly. Dehydration can lead to digestive problems, constipation, and an overly acidic stomach. This increases the risk of heartburn and stomach ulcers.

8. It flushes body waste

Water is needed in the processes of sweating and removal of urine and faeces.

9. It helps maintain blood pressure

A lack of water can cause blood to become thicker, increasing blood pressure.

10. The airways need it

When dehydrated, airways are restricted by the body to minimize water loss. This can make asthma and allergies worse.


11. It makes minerals and nutrients accessible

These dissolve in water, which makes it possible for them to reach different parts of the body.

12. It prevents kidney damage

The kidneys regulate fluid in the body. Insufficient water can lead to kidney stones and other problems.

How much water you should drink a day



Body weight	Water
45 kgs	1.9 Ltrs.
50 kgs	2.1 Ltrs.
55 kgs	2.3 Ltrs.
60 kgs	2.5 Ltrs.
65 kgs	2.7 Ltrs.
70 kgs	2.9 Ltrs.
75 kgs	3.2 Ltrs.
80 kgs	3.5 Ltrs.
85 kgs	3.7 Ltrs.
90 kgs	3.9 Ltrs.
95 kgs	4.1 Ltrs.
100 kgs	4.3 Ltrs.

