



Quote of the month:

“There will always be hurdles in life, but if you want to achieve a goal, you must continue”

- Malala Yousafzai



A message from the desk of the CEO sir

Hello and welcome!

First of all, I would like to thank you for your warm welcome messages on the WhatsApp groups.

As CEO, one of my jobs is to make sure everyone has what they need to be successful at Nova Agri Group. If there is anything you'd ever like to discuss, I would be happy to have a conversation with you so I can be sure I'm doing my job.

We, as Nova Agri Group, truly do care about our employees, their success, and their happiness, and we would like to

think we're playing a part in helping everyone achieve his/her personal and professional goals in life. If there is anything we can do to help along those lines, please let us know and we'll do our best to help.

To successfully move forward, I believe we need to take four main approaches of innovation and crisis management to realize our aim of sustainable management.

First, we need to implement a crisis management system directed at all areas both inside and outside Nova Agri Group's control.

Second, we need to develop new business growth and development systems to grab opportunities both domestically and internationally. The expected tough economic conditions of 2024 be seen as a great opportunity for growth and expansion of business. The successful implementation of 'execution-driven to content-driven' is a good example of new business development. Domestically, we need to find long-term institutional business partners to increase our company turnover. In the same lines, fostering new collaborations for marketing our products in international avenues paves the way for forex revenue generation.

Third, we have to establish a management system for company sustainability. I would like to tell you that a company's best qualities come out during a crisis. No matter what the financial conditions are, we need to establish a management system for the growth and sustainability of the company.

Finally, what I believe and the most important is the development of Nova Agri Group employees. All members of Nova Agri Group need to be skilled and experienced in handling all situations that may arise during their day-to-day work.

I am sure that we have talented, qualified, and capable personnel in our company to make a history of successful and positive decisions.

This year let's start working towards becoming one of the best global companies taking care of the interests of our people, clients, and partners equally.



Sincerely,
M. Srinivasa Rao
 CEO - Nova Agri Group

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."



Ritesh Yadav
D.O.J. : 26-03-2024
Designation : Officer
Dept. : Marketing



Odithur Annamalai Subramanian
D.O.J. : 01-04-2024
Designation : Sr. Regional Manager
Dept. : Marketing



Raavi Venkatesh
D.O.J. : 04-04-2024
Designation : Officer
Dept. : Production



Velma Naveen Kumar
D.O.J. : 29-04-2024
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 April.

HAPPY BIRTHDAY



Kolla Venkateswarlu
Officer - Marketing
01st April



Busnaboina Srinivas
Officer - Marketing
02nd April



Kogooru Ushaiah
Officer - Marketing
02nd April



Gautham Kumar
Trainee Officer - Marketing
05th April



John Sagili
Officer - Marketing
06th April



Ramisetty Tejaswini
Technical Coordinator - NSKS
06th April



Ramakrishna Kurwa
Senior Officer - Marketing
07th April



Paparao Rudrapogu
Senior Officer - Marketing
10th April



Pervalu Babu Rao
Senior Executive - Procurement
10th April



T Mallesham
Trainee Officer - Marketing
13th April



Sachin Ramesh Patil
Trainee - Quality Control
13th April



Kumar Tadela
Executive - Administration
15th April



Pramod Goud Yemineni
Trainee Officer - Marketing
15th April



Thallapalli Raju
Trainee - Manufacturing
16th April



Kommineni Venkateswarlu
Executive - Business Support
17th April



Emraju Madhukar
Asst Area Manager - Marketing
17th April



Gunda Shailaja
Technical Coordinator - NSKS
17th April



Rudal Kumar
Trainee - Logistics
18th April



Umesh Uppalapati
Senior Officer - Marketing
20th April



Koravena Ramesh
Officer - Marketing
20th April



Mallesh Jangam
Senior Officer - Marketing
20th April



Thammannagari Naveen Reddy
Asst Area Manager - Marketing
20th April



Gouse Basha Shaik
Manager - Human Resources
21st April



Sangappa Horakeri Shekhappa
Trainee Officer - Marketing
21st April



G Venkateswarlu
Asst. Manager - Quality Control
23th April



Shiva Kumar
Trainee - Logistics
25th April



Subramani Thangavel
Trainee - Marketing
27th April



K Karuna Sree
Executive - Finance & Accounts
28th April



Narendra Kumar Mahapatro
Senior Officer - Marketing
29th April



Jyothi Chakka
Helper - Manufacturing
29th April



Raavi Venkatesh
Officer - Manufacturing
30th April

Activities by Marketing Team



Retailers Meet - Puri





हैदराबाद येपील कंपनीत निवड झालेल्या 'उमवि'तील चौघांची अभिनंदन करताना कुलगुरू प्रा. व्ही. एल. माहेस्वरी व प्राध्यापक.

'उमवि'तील चौघांची हैदराबादच्या कंपनीत निवड

परिसर मुलाखतीतून प्रक्रिया पूर्ण; दोन लाख ४० हजारांचे पॅकेज

सकाळ वृत्तसेवा
जळगाव, ता. २६ : कवयित्री बहिणाबाई चौधरी उत्तर महाराष्ट्र विद्यापीठाच्या केंद्रीय प्रशिक्षण व नियुक्ती कक्षातर्फे घेण्यात आलेल्या परिसर मुलाखतीमध्ये रसायनशास्त्र प्रशास्त्रातील एम.एस.सी. (पोलिमर केमिस्ट्री, ऑर्गेनिक केमिस्ट्री आणि फेस्टिसाईड अँड अॅग्रीकेमिकल्स)

या विषयांच्या विद्यार्थ्यांसाठी हैदराबाद येथील नोव्हा अग्रोटेक लि. या नामांकित कंपनीने घेतलेल्या अनलाईन मुलाखतीद्वारे विद्यापीठातील चार विद्यार्थ्यांची निवड झाली आहे.
या परिसर मुलाखतीसाठी ऑनलाईन पद्धतीने नोव्हा अग्रोटेक लि. कंपनीचे मनुष्यबळ पुढे काढण्याबाबत गोप्य बारा श्रेष्ठ उपस्थित होते. त्यात शशिकान्त महाजन,

रुपिकेश खेंडकर, कुशल संतोष, शैलेश पाटील या विद्यार्थ्यांची निवड करण्यात आली. त्यांना वार्षिक वेतन ₹.४० लाख देण्यात येणार आहे. केंद्रीय प्रशिक्षण व नियुक्ती कक्षाचे समन्वयक प्रा. रमेश सरदार, उपसमन्वयक डॉ. उम्वल पाटील, प्लेसमेंट ऑफिसर श्रीमती सोमयाजी दय्या यांनी ऑनलाईन मुलाखतीचे व्यवस्थान केले.

रसायनशास्त्र प्रशास्त्राचे प्लेसमेंट समन्वयक डॉ. अमरदीप पाटील, पॉलिमर केमिस्ट्रीचे विभागप्रमुख प्रा. विकास गिरे व प्रा. सी. बेंद या वेळी उपस्थित होत्या. कुलगुरू प्रा. व्ही. एल. माहेस्वरी, प्र-कुलगुरू प्रा. एस. टी. शेळके, कुलसचिव डॉ. विनोद पाटील, रसायनशास्त्र प्रशास्त्राचे संचालक प्रा. धनंजय मोरे यांनी निवड झालेल्या विद्यार्थ्यांचे अभिनंदन केले.



Information on Newly Launched Biostimulant & Pesticide Products

In the Rabi and Summer seasons of 2023-24, two new biostimulant products and two new pesticide products have been newly launched for use in several Field and Horticultural (Fruit and Vegetable) crop ecosystems. Of these, **Brahmastra** and **Nova PRS** contain Sea Weed Extract as main active ingredient. These products help plants in growth and enhanced branching, flowering, fruiting and ultimately higher economic yield. These products also help relieve several abiotic and biotic stresses encountered by plants. **Tricomman** is a combination fungicide product with Tricyclazole & Mancozeb as active ingredients for effectively controlling diseases such as Blast, Brown Spot & Grain Discolouration in Paddy crop. **Nova Slam** is an herbicide containing Penoxsulam as active molecule in OD formulation, which is used for controlling various types of weeds in Paddy ecosystem

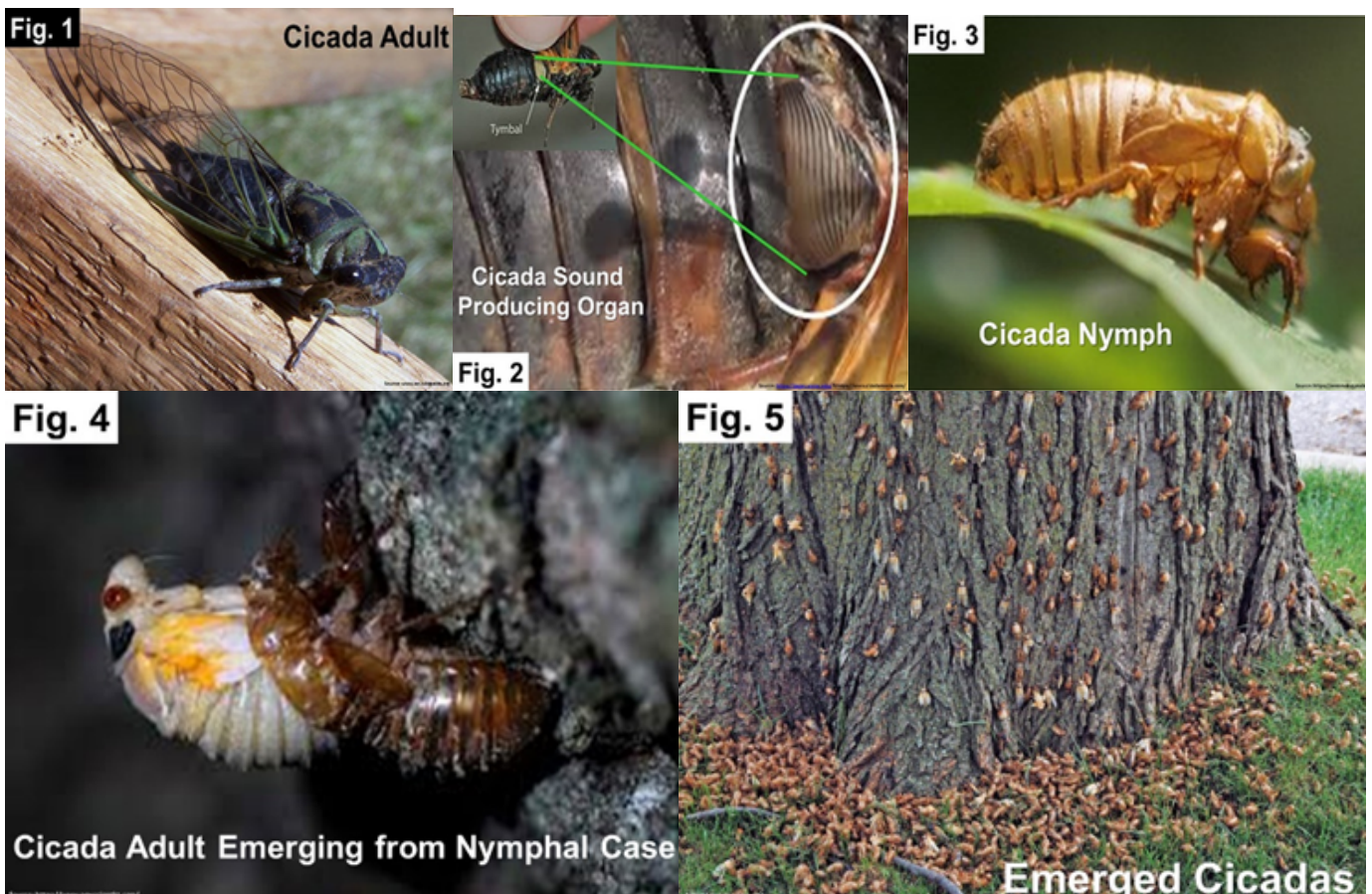


Fascinating World of Insects – Whistle-Blowing Cicadas

Hello All.....during summer months after summer showers, many of you could have listened to the continuous whistle-like sounds with short breaks emanating from nearby bushes and trees in the daytime. These sounds originate from a unique insect called 'CICADA' (Fig. 1). These 'Cicada' insects belong to the Insect Order Hemiptera (earlier Homoptera: Homo-Similar; Ptera-Winged; which means both forewings or hindwings are similar). These 'Cicada' insects have a specialized sound-producing organ on their body (Fig. 2) with which they can produce whistle-like sound for longer times to communicate with other members or genders of the same species.

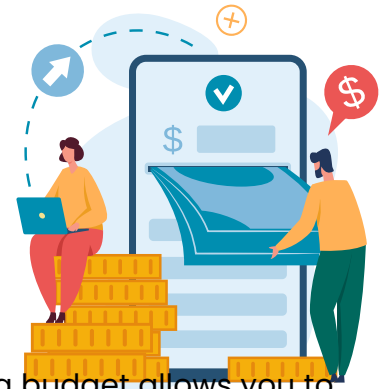


The young ones or nymphs (Fig. 3) of these Cicadas, resembling adults but without wings and smaller in size, develop in the ground by feeding on plant roots and spend 6 months to 1 year or more. Developed nymphs wait for summer showers or rains. Following the rainfall or summer shower, developed nymphs emerge from ground making their way through moist soil and climb onto the base of plant/tree trunks. There, they emerge from nymphal cases as adults (Fig. 4) and start sucking the plant/tree sap from stem/trunk and produce the whistle sound. Some Cicada species emerge every year (annual) and some emerge once every 16-17 years (all these 16-17 years they stay underground) in millions (Fig. 5).



Building personal financial discipline

In a world filled with tempting spending opportunities and the constant pressure to keep up with the latest trends, building personal financial discipline has never been more crucial. Financial discipline is the key to achieving your long-term goals, whether it's buying a home, starting a business, or retiring comfortably. In this blog post, we'll explore four essential steps to help you build and maintain personal financial discipline.



Step 1: Create a Realistic Budget

The foundation of any sound financial plan is a realistic budget. Creating a budget allows you to track your income, expenses, and savings. Start by listing all your sources of income and then categorize your expenses into fixed and variable costs. Fixed costs include rent or mortgage, utilities, and insurance, while variable costs encompass discretionary spending like dining out, entertainment, and shopping.

Once you've identified your income and expenses, set realistic spending limits for each category. Make sure your budget includes savings as a non-negotiable expense. Track your spending regularly and make adjustments as needed.

Step 2: Establish an Emergency Fund

Life is unpredictable, and unexpected expenses can derail even the most carefully crafted budgets. To safeguard your financial stability, establish and maintain an emergency fund. Aim to save three to six months' worth of living expenses in a separate, easily accessible account. This fund acts as a financial safety net, providing a buffer against unexpected medical expenses, car repairs, or sudden job loss.

Building an emergency fund requires consistent effort. Set aside a portion of your income each month until you reach your target. Once your emergency fund is established, make sure to replenish it if you ever need to dip into it. Having this financial cushion will not only provide peace of mind but also prevent you from derailing your long-term financial goals.

Step 3: Prioritize Debt Repayment

Carrying high-interest debt can be a significant roadblock to achieving financial discipline. Whether it's credit card debt, student loans, or other obligations, prioritize repaying these debts to free up your financial resources. Start by listing all your debts, including the outstanding balance and interest rates.

Consider using the snowball or avalanche method to tackle your debts. The snowball method involves paying off the smallest debts first, providing a psychological boost as you see progress. The avalanche method focuses on paying off debts with the highest interest rates first, saving you more money in the long run. Whichever method you choose, commit to making consistent, on-time payments to reduce your debt burden and improve your financial discipline.

Step 4: Invest in Your Future

Building personal financial discipline isn't just about managing day-to-day expenses; it's also about planning for the future. Take advantage of investment opportunities to grow your wealth over time. Consider contributing to retirement accounts, such as an Individual Retirement Account (IRA). Diversify your investments to mitigate risk, and regularly review your portfolio to ensure it aligns with your financial goals.

Investing is a long-term commitment, and the power of compounding can significantly impact your wealth over time. By consistently contributing to your investment accounts and taking a disciplined approach to long-term planning, you set yourself up for financial success in the years to come.

Conclusion

Building personal financial discipline requires commitment, self-control, and a strategic approach to money management. By creating a realistic budget, establishing an emergency fund, prioritizing debt repayment, and investing in your future, you can lay the foundation for a secure and prosperous financial future. Remember that financial discipline is a lifelong journey, and each small step you take today contributes to a brighter financial tomorrow.



Inspiration Voyage

PadmaShri **Dr. M V Rao**

Mangina Venkateswara Rao (21 June 1928 – 8 March 2016) was an Indian agricultural scientist, plant breeder, and geneticist who was considered as one of the key figures in India's Green Revolution. He was instrumental in increasing the productivity of wheat and oil seeds in India. He served as the Vice Chancellor of the Acharya N. G. Ranga Agricultural University, Deputy Director of the Indian Council of Agricultural Research (ICAR), and vice president of the National Academy of Agricultural Sciences. He received the Borlaug Award in 1993, and Padma Shri, India's fourth highest civilian award, in 1999.

Rao was born on 21 June 1928 at Perupalem in West Godavari district, Andhra Pradesh. After securing a master's degree, he continued his research at Purdue University in plant breeding, genetics and plant pathology to obtain a doctoral degree.

After joining the Indian Council of Agricultural Research (ICAR) as Assistant Wheat Breeder in 1956, he was initially involved with wheat research and became an Assistant Professor in 1958. In 1966, he was promoted to Geneticist and then to Senior Geneticist, eventually becoming the coordinator in 1971 and the head of the All-India Wheat Improvement Project of ICAR in 1978, a post he held till 1981 he was associated with the Green Revolution in India, related to wheat production during this period. He became the Deputy Director General (Crop Sciences) of ICAR in 1981 and stayed in the position till he was appointed as the founder director of the Prime Minister's Technology Mission on Oilseeds, in 1986, a position which holds the rank of a Special Secretary. It was during this period that the Yellow Revolution, an integrated programme for the development of oilseeds, was initiated and fostered by the government.

In 1989, he was invited to the World Bank as an Agriculture Expert, where he worked till 1990. The next year, he joined Acharya N. G. Ranga Agricultural University as its vice chancellor and remained there till 1997. While holding the vice-chancellorship, he became associated with the Agri Biotech Foundation (ABF - formerly known as Andhra Pradesh Netherlands Biotechnology Programme) as its chairman in 1995 and remained active there. Under his stewardship, the institute has developed several genetically modified seed varieties of cotton, sorghum, castor and red gram.

Rao was a former vice president of the National Academy of Agricultural Sciences (2000–2003) and was associated with several Indian state and central government agencies; chairing the Committee of the New National Seed Policy was one such assignment. He was a member of the task group which prepared guidelines for the formulation of the National Agricultural Technology Project (NATP), a World Bank project for the agricultural development in Bangladesh, and sat on the NATP Scientific Advisory Panel on Coastal Eco System. He was a former member of the board of directors of the International Rice Research Institute (IRRI), India, sitting on the board from 1984 to 1989.] He has been a member of the Wheat Advisory Committee of the Food and Agriculture Organization (FAO), a trustee of the International Rice Research Institute, Philippines and a member of the External Expert Panel of the International Maize and Wheat Improvement Center (CIMMYT), Mexico. He was a member of the board of the Intercultural Cooperation Foundation India (ICF) along with Arcot Ramachandran, a renowned Indian anthropologist. Besides his contributions to the Green and Yellow revolutions in India, he has also mentored over 25 research scholars during his stint at the International Rice Research Institute. He died at the age of 87 on March 8, 2016.

Rao was involved in testing and identifying the best varieties of wheat from Mexico that were then grown in the country Rao is a recipient of the Norman Borlaug Award and the Linker's Award. The Government of India honoured him with the civilian award of Padma Shri in 1999.] He received the Lifetime Achievement Award of Agricultural Today in 2010. The next year, he was awarded the Krishi Shiromani Samman by the Mahindra Samridhi India. He is also a recipient of Outstanding Agricultural Scientist Award from the Government of Andhra Pradesh and other awards such as Peddireddy Thimmareddy Award, Dr. Srikantia Memorial Award of the Nutrition Society of India, Dr P. Siva Reddy Foundation Award, and Environmental Research Academy Award.

Rao was an elected fellow of the National Academy of Agricultural Sciences (NAAS). Purdue University, Indian Agricultural Research Institute and Banaras Hindu University have honoured him with the degree of the Doctor of Science (DSc - Honoris causa). He was an honorary fellow of the Indian Oilseeds Research Society, Andhra Pradesh Akademi of Sciences, Indian Society of Genetics and Plant Breeding and Indian Society of Agricultural Sciences and served as the president of all these institutions during various periods.

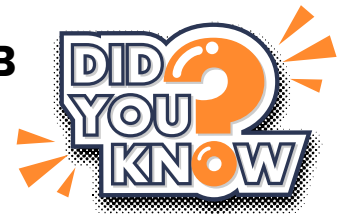
HEALTH TIPS

Stay healthy and safe this summer with these useful tips!



10 Interesting Facts & Statistics About Sales in B2B

- There are 68 % more salespeople per manager.
- 89 % of B2B buyers use the Internet for their purchase.
- Three in four enterprises in Germany use social media for B2B sales.
- 78 % of SMEs are already investing in data analysis.
- Today's sales process takes 22 % longer than five years ago.
- There are 8 % more sales controllers per sales manager and the trend is accelerating.
- Half of all B2B purchases are made directly online.
- 80 % of buyers say "no" four times before saying "yes". However, 92 % of sales representatives give up after four negative answers.
- An average B2B sales lead in technology costs \$ 31
- The average marketing budget of a tech company is 4.3 % of its total turnover.



THANK
YOU