There are 7,500 varieties of apples grown around the world.

If you tried a new variety each day.







May Goddess MAHAKALI shower health, happiness, peace, and prosperity on your family for the coming years.





Foreword by

Mr. Nemani Ramesh Babu

Independent Director - Nova Agritech Limited

As an independent director of Nova Agritech Ltd., I am deeply impressed by the company's remarkable journey and its significant strides in the agricultural sector. Nova Agritech Ltd., stands out not only for its impressive financial growth but also for its steadfast commitment to integrating values, ethics, and humanity into its core business practices.

At Nova Agritech Ltd., we believe that true success goes beyond mere profit and sales figures. It hinges on our ability to enrich our operations with a strong ethical framework and a deep sense of responsibility towards society. This philosophy guides every aspect of our operations, from sustainable farming practices to community engagement initiatives.

Furthermore, Nova Agritech Ltd., leadership in the market is built on strategic vision and operational excellence. We continuously strengthen our market position through proactive measures and adaptive strategies that anticipate and respond to the evolving needs of our industry and stakeholders. By empowering our workforce and fostering a culture of inclusivity and professional growth, Nova Agritech Ltd. ensures that we remain at the forefront of industry leadership and innovation. Nova Agritech Ltd., prioritizes meeting the diverse needs of stakeholders across all categories, ensuring inclusive and sustainable growth for our community, investors, partners, and employees alike.

In conclusion, Nova Agritech Ltd., is not just a company, it is a driving force of positive change in agriculture. With a clear commitment to ethical business practices, innovative solutions, and societal impact, Nova Agritech Ltd. is poised to leave a lasting legacy in the agricultural landscape, shaping a sustainable future for generations to come.

Sincerely,

Nemani Ramesh Babu
Independent 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."



Dandu Ravinder

:01-07-2024 Designation: Trainee Officer :Marketing



Manja Jailsingh

D.O.J. :01-07-2024 Designation: Trainee Officer : Marketing





Thota Jagadeshwar

:06-07-2024 D.O.J. Designation: Senior Officer Dept. :Marketing



Dhatrika Anush D.O.J. :08-07-2024 Designation: Supervisor Dept. :Stores









Mohan Arikatla Officer - Laisoning 1st July



Rehana Sulthana

Technical Lead - NKSK 2nd July



Palakshi Reddy B

Regional Manager - Marketing 5th July



Guthikonda Ramesh

Office Assitant - House Keeping

8th July



P.Venkata Chandrakanth

Deputy Manager - Production

10th July



Auti Nikhil Kumar

Trainee Officer - Marketing

15th July



Velma Naveen Kumar

Officer - Marketing

16th July



Mallesh S

Jr. Operator - Production

19th July



Sambhaji Rajaram Gawali

Sr. Officer - Marketing

24th July



Manchala Sai Krishna

Jr. Officer - Marketing

25th July



Md Yakub Pasha

Sr. Officer - Marketing

26th July

and the day we discover why. Here is a list of employees, who celebrated their birthday in the month of July.



Kishore Burugu

Driver - Administration

1st July



Badavath Ravindhar

Trainee Officer - Marketing

3rd July



Venkata Narayana Pathi

Regional Manager - Marketing

6th July



9th July





Anil Kumar Boggarapu

Asst. Manager - Finance & Accounts

11th July



Anil Kumar R

Regional Manager - Marketing

16th July



J Raghava Rao

Jr. Officer - Marketing

17th July



Nagarjuna Budati

Sr. Officer - Finance & Accounts

21st July



Palaparthi Veeraswami

Jr. Officer - Marketing

24th July



Sasanala Jayaram Prasad

Jr. Officer - Marketing

25th July



Somishetty Sudhakar

Sr. Manager - Finance & Accounts 30th July



D.O.J.

:02-07-2024 Designation: Trainee Officer

: Marketing

Birthday Wishes

:Marketing

There are two great days in a person's life - the day we are born



Dhana Raj Boina

CTO-Research & Development

1st July





Ailineni Nagaraju

Officer - Marketing

7th July



Cherukuri Rajesh

Director - Marketing

10th July



Nalam Kishore Kumar

Asst. Manager - Procurement

15th July



Harini K

Technical Lead - NKSK

16th July



Samuvel

Officer - Marketing

18th July



Sai Vandanapu

Asst. Manager - Logistics

22nd July



Narayanarao Bankuru

Asst. Manager-Civil & Infrastructure

25th July



Varadana Jagadeesh

Jr. Officer - Marketing

26th July



Katru Rani

Jr. Officer - Finance & Accounts

31st July

Top performers of the month

Congratulations on a truly outstanding achievement





Naveen Kumar Chityala Asst. Area Manager





Marketing Officer



CSR activity by Nova Agritech Limited

Nova team found that villagers of Singannaguda facing problems with weeds like Parthenium hysterophorus and other weeds which creats health issues. Part of CSR activity Nova Agritech Limited has donated herbicide to Singannaguda village Panchayat. Respective Panchayat secretary has received herbicide from Nova team.

Activities by Marketing Team









































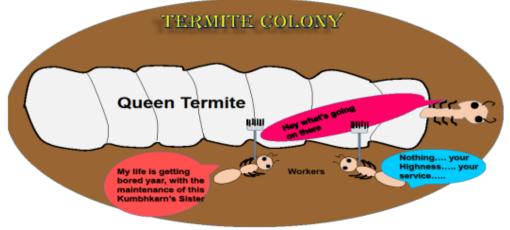








Fascinating World of Insects – Termites



In the fascinating world of insects, some insects live in colonies, one of them is termite' also known as 'White Ant' (Fig. 1). These 'Termites' belong to the Insect Order 'Isoptera' (Iso-Similar; Ptera-Winged) i.e. insects having the same/similar type of fore- and hind wings. In 'Termite' colonies, three types of groups exist 1. Reproductives (winged males and females) (Fig. 1); 2. Workers (wingless sterile) (Fig. 2); 3. Soldiers (wingless sterile) (Fig. 3);. After the rainfall, winged Reproductives emerge from soil and get attracted to light, become active and lose their wings. Mated females enter the soil again and start the colony by laying eggs. These eggs hatch and develop into wingless Soldiers and Workers forming the colony (Fig. 4). The colony-forming female is known as 'Queen Termite' (Fig. 4). The Queen's abdomen becomes bulged (enlarged) due to the increased egg load and gradually increases its egg laying capacity to 80,000 1,00,000 eggs per day. Soldiers in the colony have brown colour and highly sclerotized (hard) heads and mandibles (teeth-like structures for cutting) and their function is to protect the colony from invading enemies. Workers in the colony have white and soft bodies and their function is to collect the food material for colony and maintenance of colony including brood (eggs & young ones) and 'Queen Termite'. Workers collect the food material (mostly woody) from close and faraway places by constructing earthen galleries and travelling in them. Earthen galleries protect Termites from sunlight and desiccation. Termites construct their colonies from a few meters below the ground to a few meters above the ground (known as termite mounds).





Crop rotation is the practice of planting different crops sequentially on the same plot of land to improve soil health, optimise nutrients in the soil, and combat pest and weed pressure.

For example, say a farmer has planted a field of corn. When the corn harvest is finished, he might plant beans, since corn consumes much nitrogen and beans return nitrogen to the soil.

A simple rotation might involve two or three crops, and complex rotations might incorporate a dozen or more.

Different plants have different nutritional needs and are susceptible to different pathogens and pests.

If a farmer plants the exact same crop in the same place every year, as is common in conventional farming, she continually draws the same nutrients out of the soil. Pests and diseases happily make themselves a permanent home as their preferred food source is guaranteed. With monocultures like these, increasing levels of chemical fertilizers and pesticides become necessary to keep yields high while keeping bugs and diseases at bay.

Crop rotation helps return nutrients to the soil without much synthetic inputs.

The practice also works to interrupt pest and disease cycles, improve soil health by increasing biomass from different crops' root structures, and increase biodiversity on the farm. Life in the soil thrives on variety, and beneficial insects and pollinators are attracted to the variety above ground, too.

Free Medical Camps

at Isukadarsi and Chinaganja of Bapatla District

Nova Agritech Limited organised a Free Eye Camp for the benefit of the public in Isukadarsi Village, Martur Mandal, Bapatla District on 08-07-2024 with the help of a team from Andhra Pradesh State Blindness Control Movement and Shankara Netralaya. After the screening of the eye check-up, patients were referred for cataract surgery free of cost. Another Free Medical Camp for the Benefit of the Public was held in Chinaganjam on 21-07-**2024** The medical camp was conducted at ZP High School in Chinaganjam, with the help of the medical team from **Aster** Hospital, Ongole. After the check-up, many people benefited from the medicines provided free of cost by the organising team in collaboration with the medical team.

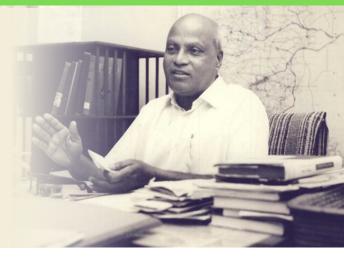




Inspirational Voyage

M.H. Marigowda

Father of Horticulture in Karnataka



Dr Marigowda, a horticultural expert, born in a Vokkaliga family, had dedicated his life for the development of Horticulture in Karnataka as it would help in uplifting farmers and provide healthy food for the society as a whole. He had envisaged setting up of farms and farmer outlets in every district and taluk in the State, apart from measures to offer courses in horticulture at Lalbagh, Bengaluru.

When Dr. M. H. Marigowda took charge as the "Superintendent of Horticulture" in Mysore, in 1951, the developmental works in the state started at an unprecedented pace.

8 August is celebrated as "Dr. M. H. Marigowda Foundation Day". Dr Manmohan Attavar is the President of M.H. Marigowda Horticultural Education and Research Foundation.

- In 1963, consequent to the formation of the separate Department of Horticulture, he was elevated to the post of the "Director of Horticulture". Several schemes which were earlier handled by the Agriculture Department, were transferred to this newly created Department.
- In 1965, the reorganization of the Department took place, and several posts were created in order to carry over the task of Horticulture development in the state. Also, many new schemes were sanctioned.
- In 1966, as a result of reorganization of the state, the Horticultural activities were extended to all the 19 districts.

Thus, he was responsible for elevating the minor Department of Horticulture to a major Department.

- During his term, he took the Horticulture to the rural areas and to the common man
- He set into implementation of a unique pattern of Horticulture development i.e., "4-Limbed Model of Horticulture". To suit this, he
 - established the Horticulture Produce Co-operative Marketing Society [HOPCOMS] and the Nurserymen's Co-operative Society at Bangalore.
 - started as many as 357 farms and nurseries all over the state.
 - His visualization of the farms and nurseries was in developing them as progeny orchards, nursery centers and places of demonstration of new crops and technology to the farmers.
 - Seed testing, soil testing and plant protection laboratories were started at Lalbagh by him. Several parks and gardens were laid out in different cities and towns of the state. The area of Lalbagh Botanical Garden was expanded to 240 acres (0.97 km2) and planted with additional native and exotic species of plants during his period.
 - Dr. Marigowda was a staunch advocate of "Dry Land Horticulture" and the principles and practices of these technologies were demonstrated in most of the farms started by him. This inspired the farmers of the state to practice Dry Land Horticulture on vast dry and drought prone tracts of the state.
 - Mixed cropping and intercroppings got special fillip during his times.

Thus, through multifarious achievements and feats, the state of Karnataka became the "Horticultural State of India", and Dr. Marigowda's name became immortal in the annals of Horticulture development in Karnataka.

A succinct biographical sketch of M. H. Marigowda was well portrayed by noted Indian journalist, writer, critic and editor S. R. Ramaswamy in his book "Deeptimantaru"



Facts about Noni fruit.



Noni, botanically classified as Morinda citrifolia, is a tropical fruit that grows on evergreen trees reaching 3 to 9 meters in height, belonging to the Rubiaceae family. The oddly shaped fruits have been growing wild since ancient times, and Noni trees have been historically considered a life-giving tree as the fruit, leaves, and bark are used for medicinal, cultural, and ceremonial purposes. Noni fruits have been naturalized tropical reaions worldwide, and there are over 100 regional names for the fruits, including Indian Mulberry, Canary Wood, Luo Ling, Nonu, Nano, Hai Ba Ji, Lada, Nen, Ura, Mora de la India, Munja Pavattay, and Nono fruits. Noni fruits have also developed an unsavory reputation for their odoriferous nature despite their beneficial medicinal properties. Ripe Noni fruits emit a strong, disagreeable aroma, leading the fruits to nicknamed Cheese and Vomit fruits. The scent lingers in the air, remains on clothing, and can stick on the hands, leaving unforgettable sensory an the experience. In modern-day, scientists have begun studying Noni fruits as a nutritional supplement, and countries worldwide cultivating the fruits for use in juices, powders, cosmetics, and soaps.

