



The ladder of success is best climbed by stepping on the rungs of opportunity.



Laughter is the tonic,
the relief,
the surcease from pain
- charlie chaplin



A General Manager's Perspective on Safety in the Pesticide and Fertilizer Industry



Dear Novaites

Safety is an unwavering priority for me. It's not merely a compliance requirement but a moral imperative. The pesticide and fertilizer industry, while indispensable to global agriculture, presents significant safety challenges. To mitigate risks and ensure a safe working environment, we must prioritise the following:

Comprehensive Training: Regular, in-depth training on chemical handling, emergency procedures, handling emergency equipment and first aid.

Robust PPE Program: Usage of necessary PPE along with rigorous inspection and replacement protocols.

Strict Hygiene Standards: Dedicated facilities for hygiene, regular cleaning, and enforced handwashing protocols.

Mental Health Support: Recognizing the impact of occupational stress and providing necessary support.

Detailed Emergency Plans: Developing comprehensive plans for various scenarios.

Regular Drills: Conduct frequent drills to ensure preparedness.

Adequate Emergency Equipment: Ensuring availability of essential equipment and its condition.

Yalamanchili Venkata Subbarao

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."



Balaji M

D.O.J. : 05-11-2024
Designation : Officer
Dept. : Marketing



Pabbathi Praneeth Reddy

D.O.J. : 18-11-2024
Designation : Trainee Officer
Dept. : Marketing



Bodige Naresh

D.O.J. : 19-11-2024
Designation : Trainee 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 November.



Modepalli Sowmya

Technical Coordinator - NKS
4th November



Ranga Rao M

Junior Operator - Stores
5th November



Sayed Benazeer Javeria

Technical Coordinator - NKS
6th November



Chiranjeevi Pottimurthy

Assistant Manager - Logistics
9th November



Dhatrika Anush

Supervisor - Stores
11th November



Neha Soni

CS- Finance & Accounts
13th November



Sridhar Dhanekula

Driver - Administration
14th November



Divya Pavani Kanikanti

Officer - Logistics
19th November



Drakshavalli D

Junior Officer - Production
20th November



Sumedh Prakash Meshram

Junior Officer - Marketing
20th November



Praveen Kumar Valige

Assistant Manager - Marketing
21st November



Ramraj Raghuwanshi

Officer - Marketing
21st November



Danveer Singh Solanki

Deputy Regional Manager - Marketing
23rd November



Sangameshwar Hari Chavan

Assistant Area Manager - Marketing
25th November



Singamsetti Rama Krishna

Officer - Marketing
28th November



Ishwar Yuvraj Gopal

Junior Chemist - Quality Control
29th November

Quote of the month:



Everything is easy when you are **busy**,
but nothing is easy when you are **lazy**

- Swami Vivekananda



Top achievers for this month

Congratulations on such a remarkable accomplishment!



S. Basaveshwar
Sr. Officer-Marketing



Naveen Kumar Chityala
Asst. Area Manager -Marketing



Sangameshwar Hari Chavan
Area Manager-Marketing



Sambhaji Rajaram Gawali
Sr. Officer-Marketing

Activities by Marketing Team



నోవా అగ్రీ గ్రూప్ వారి సూపర్ లావా 5జి ప్లస్



- అధిగ దిగుడులు సాధించండి

మరిపెడ,నవంబర్ 15,మేనేజర్ సూర్య(సూర్య)మరిపెడ మండలంలోని ఉజ్జేపల్లి గ్రామపంచాయతీ మేర వెంకన్న వ్యవసాయ శ్రీ క్షేత్రంలోని మిరుపలదులు అరింజే పురుగులను సైమాడుతూ కింది ముడత వారి తోటను కాపాడుకోవడానికి నోవా అగ్రీ కంపెనీ వారి సూపర్ లావా 5జి వాడి పంటను రక్షించుకున్నానని తెలిపారు. ఈ సందర్భంగా నోవా అగ్రీ కంపెనీ సూపర్ లావా 5జి వాడంతో వాటి వల్ల ఉపయోగమునైనా నైతికత తెలియపరుస్తూ ఈ మందు వాడటం వల్ల కీటకాలు,రైలు దోమ,పచ్చ దోమ,పచ్చ పురుగు లన్ని పురుగు,రైలునల్లి, ఎర్ర నల్లి,పూర్తిగా నివారించి మొక్క రోగ నిరోధక శక్తిని పెంచడానికి ఉపయోగపడుతుందని అన్నారు.నోవా సూపర్ లావా 5జి పిచ్చికారి చేయడంతో నైతిక సంతోష పడ్డారని అన్నారు.అనంతరం నైతిక మేర వెంకన్న మాట్లాడుతూ మిరుపల లోని అన్ని రోగాలకు గాను ఈ పిచ్చికారి చేయడంతో నైతిక సంతోష పడ్డారని అన్నారు.అనంతరం నైతిక మేర వెంకన్న మాట్లాడుతూ మిరుపల లోని అన్ని రోగాలకు గాను ఈ



నోవా అగ్రీ గ్రూప్ వారి సూపర్ లావా 5జి ప్లస్

- పురుగుల భారీ పంటను కాపాడండి
- అధిగ దిగుడులు సాధించండి

మరిపెడ,నవంబర్ 15(ప్రజాత్వం)

మహాబాబాద్ జిల్లా మరిపెడ మండలంలోని ఉజ్జేపల్లి గ్రామపంచాయతీ మేర వెంకన్న వ్యవసాయ శ్రీ క్షేత్రంలోని మిరుపలదులు అరింజే పురుగులను సైమాడుతూ కింది ముడత వారి తోటను కాపాడుకోవడానికి నోవా అగ్రీ కంపెనీ వారి సూపర్ లావా 5జి వాడి పంటను రక్షించుకున్నానని తెలిపారు. ఈ సందర్భంగా నోవా అగ్రీ కంపెనీ సూపర్ లావా 5జి వాడంతో వాటి వల్ల ఉపయోగమునైనా నైతికత తెలియపరుస్తూ ఈ మందు వాడటం వల్ల కీటకాలు,రైలు దోమ,పచ్చ దోమ,పచ్చ పురుగు లన్ని పురుగు,రైలునల్లి, ఎర్ర నల్లి, పూర్తిగా నివారించి మొక్క రోగ నిరోధక శక్తిని పెంచడానికి ఉపయోగపడుతుందని అన్నారు.నోవా సూపర్ లావా 5జి పిచ్చికారి చేయడంతో నైతిక సంతోష పడ్డారని అన్నారు.అనంతరం నైతిక మేర వెంకన్న మాట్లాడుతూ మిరుపల లోని అన్ని రోగాలకు గాను ఈ



మందు పిచ్చికారి చేయడంతో నైతిక లాభదాయకం సాధించవచ్చని అలాగే మిరుపలదులు వచ్చే అన్ని రోగాలకు నివారించవచ్చని అదిగ దిగుడు సాధించవచ్చని అన్నారు.ఈ కార్యక్రమంలో ట్రైనింగ్ అఫీసర్ చందు,శీఖర్,దిక్షిపతి పెద్దెలైజర్ యజమాన్లు మాలోతు తిరుపతి,లక్ష్మీ నైతిక నేత్రం యజమాన్లు ప్రభాకర్,చుట్టుపక్క గ్రామ నైతికత తదితరులు పాల్గొన్నారు.







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Punyapuram
Telangana



Information on Newly Launched Pesticide/Fertilizer Products

In Kharif season of 2024-25, four new products, **Novaspiron** & **Nova Magik Jal** from **Nova Agri Sciences Pvt Ltd** and **Nova Trider H** from **Nova Agritech Limited** have been launched for use in several Field and Horticultural crop ecosystems. Of these, **Novaspiron** is Spiromesifen technical based SC formulation product recommended for controlling Whiteflies and different species of Mites in Cotton, Tea, Apple, and Vegetable (Tomato, Brinjal, Chilli, & Bhendi) crops. **Nova Magik Jal** is a Plant Growth Regulator product containing Sodium Para Nitro Phenolate technical. It is used for promoting flowering and fruiting in Tomato and Cotton crops. **Nova Trider H** is a *Trichoderma viride* based biopesticide for controlling different soil and seed borne fungal diseases in various crops.



Newly Recruited Agricultural Officers in an Induction Training Program at Nova Agri Group Premises



On November 5, 2024, a cohort of aspiring agricultural leaders embarked on a transformative plant visit to Nova Agri Group. This immersive experience, part of their rigorous Induction Training Program, offered a firsthand look into the cutting-edge practices and technologies shaping the future of agriculture.

Exploring the Frontiers of Agri-Tech

The trainees had the privilege of touring the state-of-the-art facilities of Nova Agri Sciences Private Limited and Nova Agritech Limited. These visits provided invaluable insights into:

Crop Protection and Production Synthetic and Biological Products, which include various types of Pesticides i.e. Insecticides/Acaricides, Fungicides, Herbicides, Plant Growth Regulators etc., and Types of Pesticide Formulations as well as various types of Fertilizers i.e. Biofertilizers, Organic Fertilizers, Inorganic Fertilizers (straight and mixtures of macro- and micronutrients) etc. manufactured and marketed by Nova Agri Group.

Post-Harvest Technologies: Exploring innovative methods for processing, storage, and value addition of agricultural products.

Mentorship and Guidance from Industry Experts

The visit was further enriched by the presence of esteemed industry experts. Respected Managing Director Shri Kiran Kumar Garu shared his wealth of experience and knowledge, inspiring the trainees to strive for excellence.

Dr. Dhana Raj Boina, Chief Technical Officer (CTO), Nova Agritech Limited, had briefly explained the types of pesticide formulations and the manufacturing processes of selected pesticide formulations and familiarized the induction trainees on various types of equipment/machinery used in selective pesticide formulations manufacturing process. Similarly, **Mr. Venkatesh Gangula**, Quality Control Manager (QCM), Nova Agritech Limited, had briefed the trainee participants on types of organic, inorganic and biofertilizers and their manufacturing process and acquainted the participants with the machinery used in preparation of these fertilizers.

Additionally, a distinguished panel of officials, including:

Mr. Chandrashekar, Assistant Director of Agriculture (ADA), Office of the Commissioner of Agriculture **Mr. Anil**, Assistant Director of Agriculture (ADA) **Ms. K. Chandra Jyothi**, Assistant Course Coordinator, **Dr. MCR** HRD Institute **Mrs. Pragathi**, Mandal Agricultural Officer (MAO) **Mr. Pankaj Dwivedi**, Agricultural Officer (AO) **Ms. Bhavani**, Agricultural Officer (AO) provided valuable guidance and mentorship, fostering a stimulating learning environment.

The Nova Agri Group visit was a pivotal moment in the Induction Training Program, empowering the Trainee Agricultural Officers to: Embrace Innovation: Adopt innovative approaches to address agricultural challenges. Promote Sustainability: Contribute to sustainable agricultural practices. Enhance Productivity: Increase agricultural output and efficiency. Improve Rural Livelihoods: Empower rural communities through agricultural development. As these young leaders continue their journey, the knowledge and inspiration gained from this experience will undoubtedly shape their future contributions to the agricultural sector.

Nova Agri Group presented small tokens of appreciation to trainee officers.

Fascinating World of Insects: **Thrips**

Do you have any idea about the Jasmine, Rose, Gerbera, and several types of other Jasmine and flowers that traditional Indian woman fond of putting in their hair, do harbour a minute insect known as Thrips (Fig. 1)? As soon as women put these flowers infested with Thrips (Fig. 2) in their hair, they feel itching effect because of Thrips moving in their hair/on skin. Not to worry.....Thrips are not human pests and they do not feed on our blood, hence either they fly off or decimate in one or two days over our body as they get starved. In this blog of 'Fascinating World of Insects', I will write about this minute insect, some species of which are also very important pests of crops. In Telugu language Thrips is known as 'Thaamara Purugu', why?....to find out read the entire article. Thrips belong to the Insect Order, Thysanoptera (Thysano-Fringed; Ptera-Winged) in which Fore- and Hindwings are modified into dense hair like structures (fringed), which help in adult Thrips flying short distances. Thrips measure 1-3 mm in length with varying body colour from white, brown, orange, yellow, green to black. Females have "Ovipositor" (a body organ to lay eggs) at the posterior tip of their abdomen using which they lay the eggs inside plant tissue. Upon hatching, the young ones known as 'Nymphs' resembling adults, but without wings and smaller in body size, start feeding on plant tissues. The nymphs go through four stages, two feeding stages (1st & 2nd instars) and two non-feeding stages (pre-pupa and pupa) (Fig. 3) before becoming winged adults. Thrips (adults, 1st & 2nd instars) are known to suck the plant sap but unlike other sucking insect pests, Thrips do not pierce (penetrate) their mouth parts into plant tissues (cells) and suck the plant sap. Thrips lacerate [break open the cell walls of few outer layers of cells through the horizontal movement action of single (Left) Mandible (needle like structure) present] the plant tissues and suck the oozed sap. This is because of absence of Right Mandible in Thrips whereas all other sucking insects have two Mandibles (Right and Left) in their mouth parts. This process of laceration leads to breaking open of plant cells and releasing large amounts of plant sap, which eventually dries up on the leaves and other plant parts leading to a shiny appearance on leaves and other parts. This shininess on leaves is similar to shiny/waxy 'Lotus' plant leaves, thus the name 'Thaamara Purugu' in Telugu language (Fig. 4). Owing to Thrips feeding, brown to black corky patches are formed on Grapes (Fig. 5), Mango, Pomegranate and other fruits mirroring the appearance and marketability of these fruits. Of the several Thrips species known to be crop plant pests, Black Thrips (*Thrips parvispinus*) (Fig. 6), a major pest on Chilli and other vegetable crops, is in the news in recent times because of its difficult to control nature with the existing/older insecticides/thripicides and prolific reproductive behaviour. Black Thrips is an invasive species came from South East Asian countries into India in 2018.



Understanding Key Financial Ratios

Profitability Ratios

1. Gross Profit Margin

- *Indicates:* How efficiently a company produces and sells its goods.
- *Interpretation:* Higher gross profit margins are typically favorable and show strong production or pricing strategies.
- *Accepted Range:* Varies by industry (e.g., 40–60% for software vs. 5–15% for retail).

2. Net Profit Margin

- *Indicates:* Overall profitability after all expenses.
- *Accepted Range:* Varies (e.g., 15–25% for tech companies vs. 5–10% for supermarkets).

3. Return on Assets (ROA)

- *Indicates:* How efficiently assets generate profits.
- *Key Insight:* Higher ROA values are better but vary depending on asset intensity (e.g., manufacturing might have lower ROA than tech).

4. Return on Equity (ROE)

- *Indicates:* Returns to equity shareholders.
- *Note:* High ROE can be good, but extremely high values could suggest excessive leverage.

Liquidity Ratios

1. Current Ratio

- *Indicates:* Short-term liquidity position.
- *Accepted Range:* 1.5 to 3, though industry-specific.

2. Quick Ratio

- *Indicates:* A stricter measure of liquidity by excluding inventory.
- *Accepted Range:* Generally, above 1.

Efficiency Ratios

1. Inventory Turnover Ratio

- *Indicates:* How quickly inventory is sold.
- *Note:* High turnover is usually better but could mean insufficient stock levels.

2. Receivables Turnover Ratio

- *Indicates:* Efficiency in collecting receivables.
- *Key Insight:* Higher ratios mean efficient collections but could also suggest strict credit policies.

Leverage Ratios

1. Debt-to-Equity Ratio

- *Indicates:* Financial leverage.
- *Accepted Range:* Generally below 1.5, though this varies by industry.

2. Interest Coverage Ratio

- *Indicates:* Ability to cover interest payments.
- *Accepted Range:* 3–5 or higher.

Market Value Ratios

1. Price-to-Earnings (P/E) Ratio

- *Indicates:* Market expectations about growth.
- *Accepted Range:* Industry-specific but typically 15–25 for stable sectors.

2. Earnings Per Share (EPS)

- *Indicates:* Profitability on a per-share basis.
- *Key Insight:* Higher EPS is favorable for shareholders.

Examples and Industry Comparisons

1. Reliance Industries Limited (Oil & Gas)

1. Debt-to-Equity Ratio: 0.5

- *Industry Average:* 0.6
- *Analysis:* Reliance maintains a conservative approach compared to peers.

2. ROA: 6%

- *Industry Average:* 4%
- *Analysis:* Strong asset utilization in a capital-intensive industry.

2. Tata Consultancy Services (IT Services)

1. ROE: 35%

- *Industry Average:* 25%
- *Analysis:* Demonstrates higher profitability from equity investment.

2. Net Profit Margin: 20%

- *Industry Average:* 15%
- *Analysis:* Reflects superior cost efficiency.

3. HDFC Bank (Banking)

1. Net Profit Margin: 20%

- *Industry Average:* 15%
- *Analysis:* Strong profitability from core banking activities.

2. Current Ratio: 1.4

- *Industry Average:* 1.3
- *Analysis:* Adequate liquidity for a banking institution

4. Walmart (Retail)

1. Gross Profit Margin: 24%

- *Industry Average:* 25%
- *Analysis:* Slightly below average, reflecting tight competition in pricing.

2. Inventory Turnover Ratio: 9

- *Industry Average:* 8
- *Analysis:* Strong inventory management compared to peers.

5. Tesla (Automotive & Renewable Energy)

1. Debt-to-Equity Ratio: 1.1

- *Industry Average:* 0.9
- *Analysis:* Slightly higher leverage, reflecting growth investments.

2. P/E Ratio: 50

- *Industry Average:* 20 (automotive)
- *Analysis:* High ratio reflects strong growth expectations.

6. Pfizer (Pharmaceuticals)

1. Net Profit Margin: 32%

- *Industry Average:* 25%
- *Analysis:* Superior profitability due to innovative drug pricing.

2. Interest Coverage Ratio: 15

- *Industry Average:* 10
- *Analysis:* Strong ability to meet debt obligations.

Using Ratios in Investment Decisions

- Profitability Ratios:** Investors look for companies with sustainable profit margins and high ROE to ensure profitability and effective capital usage.
- Liquidity Ratios:** A strong liquidity position signals the company can weather financial storms, reducing investment risk.
- Efficiency Ratios:** Higher efficiency ratios indicate better operational management, making the company attractive for long-term investments.
- Leverage Ratios:** Moderate leverage ratios are preferred for stable growth without overexposure to debt.
- Market Value Ratios:** High P/E ratios may suggest growth potential, but investors must evaluate against the backdrop of overvaluation risks.

Conclusion

Analyzing these financial ratios, along with trends over time and comparisons to industry benchmarks, allows investors to make informed decisions about the profitability, risk, and growth potential of a company. Diversification across industries and reliance on a combination of ratios ensure a balanced investment strategy.



Two progressive farmers of ICAR-CCARI awarded with prestigious IARI Innovative Farmer Award

Two progressive farmers of ICAR-Central Coastal Agricultural Research Institute, Goa were conferred with the coveted IARI-Innovative Farmer Award for the year 2024 today by ICAR-Indian Agricultural Research Institute, New Delhi, for their outstanding contributions to the development of agro-eco-tourism and fish-based integrated farming systems.

Shri. N.K. Kurian, Managing Director, Mango Meadows, received the award for agro-eco-tourism and biodiversity conservation. The park, which spans 30 acres, conserves 4 lakh trees, 4,800 plants, 64 fish, and several livestock species. As the world's largest agricultural theme park, it employs over 300 people and showcases the country's biodiversity heritage. The park also educates children about food sources and attracts scientists and research students to study the conserved plant and animal species.

Smt. Anita Mathew was awarded for her innovative fish-livestock-horticulture-based integrated farming system. She has inspired many young entrepreneurs in Goa to adopt a climate-resilient approach, inspiring them to start profitable businesses in various sectors. The environmentally conscious farming approach offers financial, social, and environmental benefits, promoting a more sustainable future.

Dr Parveen Kumar, Director, ICAR-CCARI, Goa, and his team documented technologies using high-quality photographs and prepared an application for the IARI-Innovative Farmer Award 2024.

Free Medical Camps

at Parchur and Swarna (V) of Bapatla District

Nova Agritech Limited hosted a **Free Eye Screening & Cataract Surgery Camp** on November 17, 2024, in **Z.P. High School, Yaddanapudi**, Bapatla District, in collaboration with a team from the **Andhra Pradesh State Blindness Control Movement** and **Shankara Netralaya**. Following the eye screenings, patients were referred for cataract surgery at no charge. Many attendees benefited from the free medications provided by the organizing team in partnership with the medical professionals.





Fun Facts About **Banana** & **Banana Plants**

Banana stem juice, a lesser known but incredibly beneficial drink, is packed with nutrients like fibre, vitamins, and minerals. It aids in digestion, promotes weight loss, and helps in managing blood sugar levels. Its high fibre content detoxifies the body and prevents kidney stones. Additionally, the Potassium in banana stem juice supports heart health and regulates blood pressure, making it a valuable addition to healthy diet.

Banana : The Surprising Fruit

- **Not a Tree, But a Herb:** Despite their towering appearance, banana plants are actually giant herbs. They lack the woody structure of trees.
- The stem that appears above ground is not real stem but is made of leaf sheaths, that is why it is called 'pseudostem'
- **A Bunch of Names:** A cluster of bananas is called a "hand," and each individual banana is a "finger."
- **A Natural Sweetener:** Bananas are a good source of natural sugars, making them a sweet and healthy snack.
- **Potassium Powerhouse:** They're packed with Potassium, an essential mineral for heart health and muscle function.
- **Radioactive Reality:** Bananas contain small amounts of Potassium-40, a naturally occurring radioactive isotope. However, don't worry, you'd need to eat a massive amount to experience any harmful effects of radiation from Potassium-40.



Banana Plants: The Tropical Giants

- **Fast Growers:** Banana plants are known for their rapid growth, often reaching maturity in just a few months.
- **Flower Power:** Before producing fruit, banana plants bloom with beautiful, colourful flowers.
- **Clonal Cultivation:** Most commercial banana varieties are propagated through cloning, ensuring consistency in size, shape, and taste.
- **Vulnerable to Disease:** Banana plantations can be devastated by fungal diseases, such as Panama wilt disease, which has wiped out most of Banana varieties.
- **Eco-Friendly Food:** Banana leaves are biodegradable and often used as natural plates for eating food and snacks as well as packaging material in many cultures.

So, the next time you peel off and enjoy eating a delicious banana, remember the fascinating facts behind this humble fruit and its extraordinary plant!

Thank You