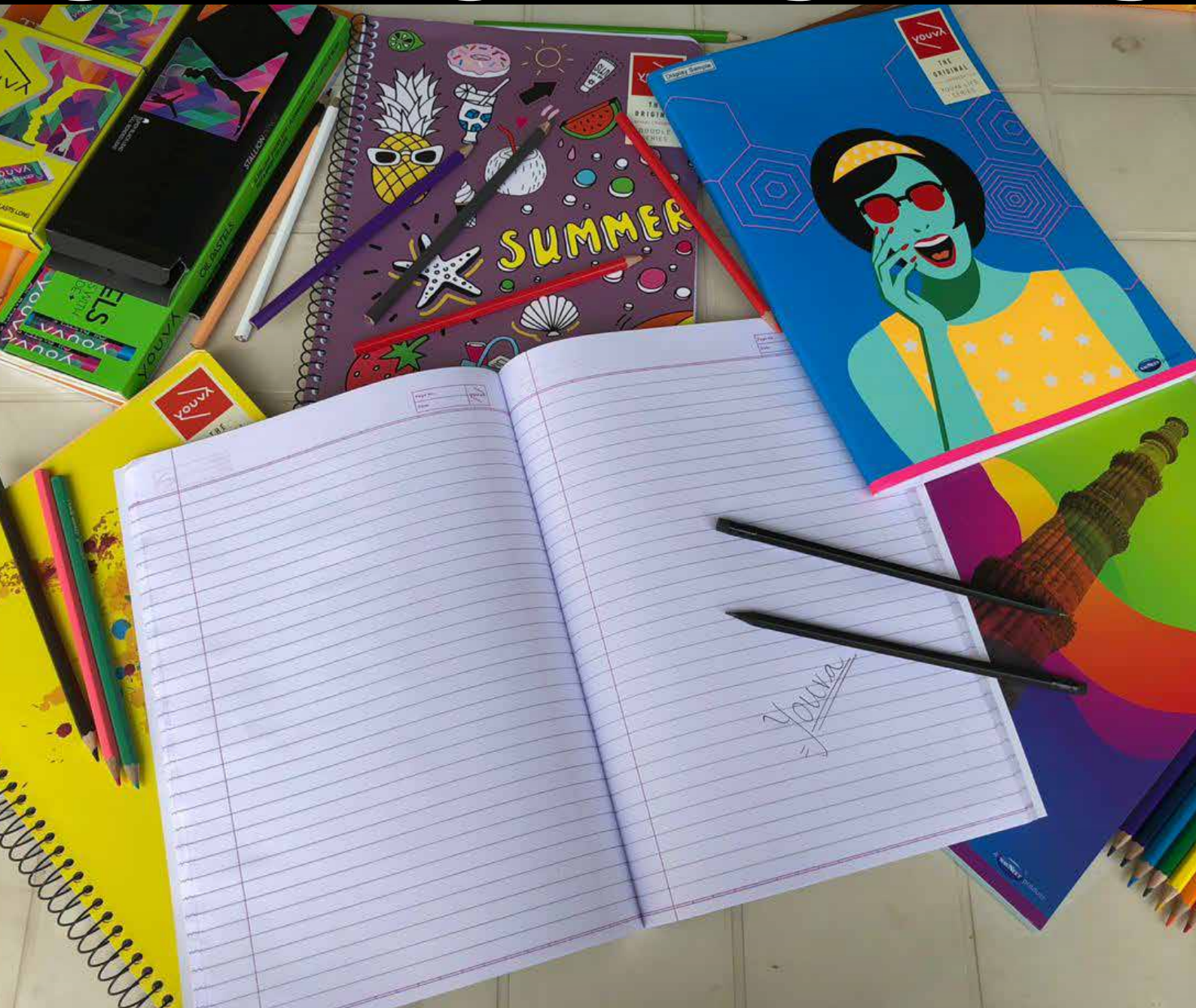


# THE CHRONICLES



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Brand Ambassador Prithvi Shaw ad shoot for brand Youva.

## Youva MasterStroke 2018

Announcement of district winner of Youva MasterStroke 2018.

## e-Sense App

e-Sense launches an interesting Study Buddy App.

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# ORGANIZATION UPDATE

## Prithvi Shaw TVC Ad shoot



On the morning of 23rd January 2019, the marketing team of Youva, Navneet Education started their day out of office, on the cricket grounds all prepared to shoot the Youva TVC 2019 with Prithvi Shaw, our coolest brand ambassador. The day kicked off with Prithvi playing his shots which was captured by a renowned photographer for our upcoming special edition long books featuring the star. The day proceeded with media interaction, photo shoots & a quick rapid fire; all of which will be digitally live very soon! But the most exciting highlight of the day was the shoot for the TVC (ad film) which

showcases not only the cricketing talent of our young ambassador, but also brings out the quality parallels between our brand, Youva & the cricket champ, Prithvi Shaw. Many of our team members even got the opportunity to bowl to Prithvi & learn some quick facts about him & the Indian cricketing squad! As humble and grounded Prithvi is, he is a fun & frolic person; just like today's youth! The TVC, digital interaction & photo shoot hope to showcase the "cool" side of our brand ambassador.

*The day was called off by Prithvi hooting-  
Youva –it's cool*

# NEWS COVERAGE

## Stationery division

Prithvi Shaw spotted shooting for a TVC Ad for Youva.

**1. Prithvi Shaw's new innings**

**2. Youva ropes in Shaw**

**3. Prithvi shows off acting skills**

**4. I have always used Navneet products'**

"Since my childhood, I have always used Navneet products. In fact, I still use them and Youva has been my favorite and I absolutely love their range of products. I am honored to be a part of shaping the youth of today through the brand Youva and contribute in their vision of creating a brighter future for the youth," said Shaw.

**DNA India**  
1 hr

Check out a new side of Prithvi Shaw!

**DNA** @dna · 1h  
India's talented opener Prithvi Shaw shows off his acting skills! See pics here - [bit.ly/2Rk4/T5](http://bit.ly/2Rk4/T5)

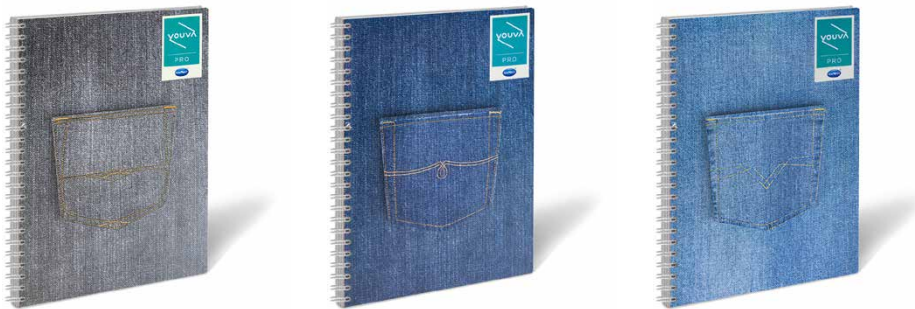
**DNAINDIA.COM**  
India's talented opener Prithvi Shaw shows off his acting skills; see pics | Latest News & Updates at DNAIndia.com

Prithvi Shaw and Navneet India

HE'S SHAW COOL!  
Cricketer Prithvi Shaw shoots for a television commercial at a sports club in Goregaon on Wednesday. [PICTURENEWS/SHAW](http://PICTURENEWS/SHAW)

# NEW PRODUCT LAUNCH

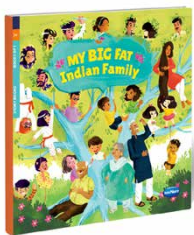
## Domestic Stationery



### Denim long book

Denim has always been a part of a day to day fashion amongst the youth and now Youva gives a cool style statement through this unique set of Denim long books!

## Children's Book Division



### My Big Indian Family

#### Age Group: 2+

Story time is Family time!! This book is for all those kids who are keen to know about their family members. The book teaches the kids about the relations we share with each of the members of our family in a unique story telling way. The child gets to learn how exactly Big Indian Families are connected with each other and thus allowing the child to relate to his/her own Big Fat Family.

# EVENTS

## 26th January Republic Day Celebration



eSense believes in celebrating the festivals with all the enthusiasm. As we all are working towards technological advancement and economic advancement of our country, we celebrated this 70th Republic day of India, with patriotism and enthusiasm. Everybody donned the tricolour attire in the office to mark the special day.

## Journey Cycle Sales meet in Ahmedabad and Mumbai



The meet was conducted to introduce the marketing team to the sales team and to discuss few key issues like market size/growth, coverage, placement, relative position of Youva vs competition, and the new Denim long book series and Brand Architecture.

## Exhibition conducted in Himalaya international school



Exhibition conducted in Himalaya international school Ratlam at MP by SE Jayendra Rathore.

## Exhibition held at Shri Kawartara School



Exhibition held at Shri Kawartara School in MP by our Sr.SE Arvind Shukla.

## Flower pot making activity at Flower Show Ahmedabad



Flower pot making activity at Flower Show Ahmedabad witnessed RJ Devki visiting the Navneet Activity area along-with the all-day schedule announced on Red FM.

## Navneet participated in the Shri Ram Economic Summit in Delhi



Navneet participated in the Shri Ram Economic Summit in Delhi at Shri Ram College North Campus.

## Ahmedabad team picnic to The Statue of Unity



The Ahmedabad stationery department had a team picnic to The Statue of Unity.

# YOUVA MASTERSTROKE 2018



Youva All India Master Stroke 2018 - 705 District Winners are announced & we received re-drawings for state & final level judging.

# ESENSE LAUNCHES STUDY BUDDY

## STUDY BUDDY™

360° Digital Exam Solution



Study Buddy is a 360 degree digital exam solution. Study Buddy is a platform that makes conducting exams for teachers easy. It is also helpful for students to practice and be exam ready and enables teachers and students to generate board model question papers. Students can then solve

the paper on physical answer sheet and scan and submit. eSense certified evaluators evaluate the answer sheet and the student receives a detailed report card along with detailed error analysis and remedies. This app is available to download on Google Play store named – Study Buddy.

# CHAMPION OF THE MONTH FROM TEAM E-SENSE

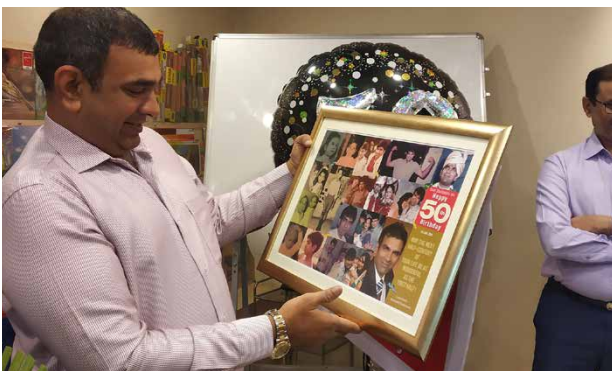
## Super Territory Sales Incharge (TSI)



e-Sense congratulates Roshan Mankar and Yogesh Sinkar our Super TSIs for the achievement. Your dedication, enthusiasm and insight are really inspiring. We wish you many years of great achievements.

# EMPLOYEE CELEBRATIONS

## Mr Shailendra Gala



"Fabulous 50" of Mr. Shailendra Gala was celebrated in a grand way by the entire stationery department. The department got together and had a grand welcome prepared for Mr. Gala as he entered the office, followed by a small surprise, cake cutting and a video which was a journey from his childhood to his 50's.

## Mr Abhijit Sanyal, Strategic Head



"The Singham of Youva" his birthday was celebrated with a small surprise followed by cake cutting in the presence of the entire stationery department.

# EMPLOYEE STORY

## A beautiful journey of General Manager, Operations - Mr Nilesh Gala



My journey with Navneet began from 1st January, 1995, with a team of 50 employees along-with 8 tons of paper conversion per day at the Daman plant. I had an experience of almost 10 years from my own family business and entered Navneet which helped me get exposed to the corporate culture. I am very lucky to be a part of a place which always believes in spreading knowledge and helping people gain a lot of experience.

Navneet had already purchased the ready building admeasuring 1500 sq meter of land at Daman and land of 12 Acres at Silvassa. Due to the pending government procedures and commissioning of the Daman plant, to get occupancy of the Daman plant took almost 6 months, but I happened to successfully complete the project with the right guidance and support shared by the management.

Navneet had purchased brand new ECH Will 280 S fully automatic state of art exercise note book m/c which was 1st in India and the costliest machine in Navneet group and Kuglar 360 pad binding m/c in the year of 1995. During the installation of both machine by German engineers, I was well equipped with the knowledge and had a great experience.

Looking to the growth of stationery business, the management decided to build Silvassa plant unit – 1 which was in operation from March, 1998. I learnt a lot starting from the plan approval up to occupancy. Navneet had also purchased new computer stationery m/c and installed.

In August 1998, Management decided to shift the entire Daman plant to Silvassa. We have shifted the entire Daman plant and put it in operation within a span of 35 days with our own team. Temple and Guest house building were inaugurated in the year of 2000. Looking to the further growth, Management decided to build unit - 2 along with sheet offset printing unit which was in operation in the year of 2002.

Management decided to start publication production at Silvassa in the year of 2009 with 2 web printing m/c and Kolbus binding m/c. In the year of 2011, Navneet installed automatic racking system for Finished Goods storage. Currently we have 12600 pallets. Each pallet contains 1000 kgs. We are doing KAIZEN program from the year 2004 and still going on...Till 2007, we were dealing with merchant exporter. From 2007, we started exports business with Retailers. Internal, external audits, third party inspection, internal inspection, etc. Currently we are facing more than 20 third party audits for social, quality and security.

We have successfully done projects like KAIZEN, ISO, OSHAS, FSC (custody supply chain), WAREX (warehouse), GMI (for printing) for betterment of the organization. Today we have a total strength of 691 members with capacity of 175 tons of paper conversion per day at Silvassa.

# MANAGEMENT LESSON

## Effectiveness versus Efficiency

- There is an important distinction between effectiveness and efficiency in managing one’s role.
- Effectiveness is doing the right things.
- Efficiency is doing things right.

Another way to illustrate efficiency vs. effectiveness is with the 2x2 grid below.



# TRIVIA

## Another feather in the cap: Hyderabad



Hyderabad has been ranked second in the yet to be released JLL City Momentum Index (CMI)-2019, in the short-term growth category.

# HEALTH AND FITNESS

## Healthy Winter food to intake



### Make a date with porridge

Start your day with a healthy slow-release breakfast, which will keep you full of energy until lunch. Warming oats are a great way to start your morning, try topping with nuts or seeds and some seasonal winter fruit like apples, pears cranberries or dates.



### Choose fruit and veggies rich in vitamin C

Add foods like sweet potatoes, tomatoes, red peppers and citrus fruits to your meals as they contain vitamin C, which plays an important role in the immune system and energy levels, especially important if you regularly exercise.



### Look for sources of zinc, like spinach

During the winter months, we can come into contact with viruses that can cause colds or flu. So, it's important that our immune system functions normally and zinc contributes to this. Foods such as oysters, spinach and legumes are good sources of zinc.



### Eat more iron-rich foods – or take a supplement

Red meats, lentils and green leafy vegetables are good sources of iron, which supports a healthy immune system. If you're not getting all your iron requirements from food sources alone consider taking a natural iron food supplement.



### Swap sugary foods for sweet root veggies and soups

Sometimes the winter months can make us reach for sugar-laden 'comfort foods' that can be bad for both our waistline and our energy levels. However, there are lots of winter foods that are nutritious and comforting – try roasted root vegetables which are delicious and sweet, or soups packed with vegetables are great for lunchtime, especially with lots of garlic or ginger.