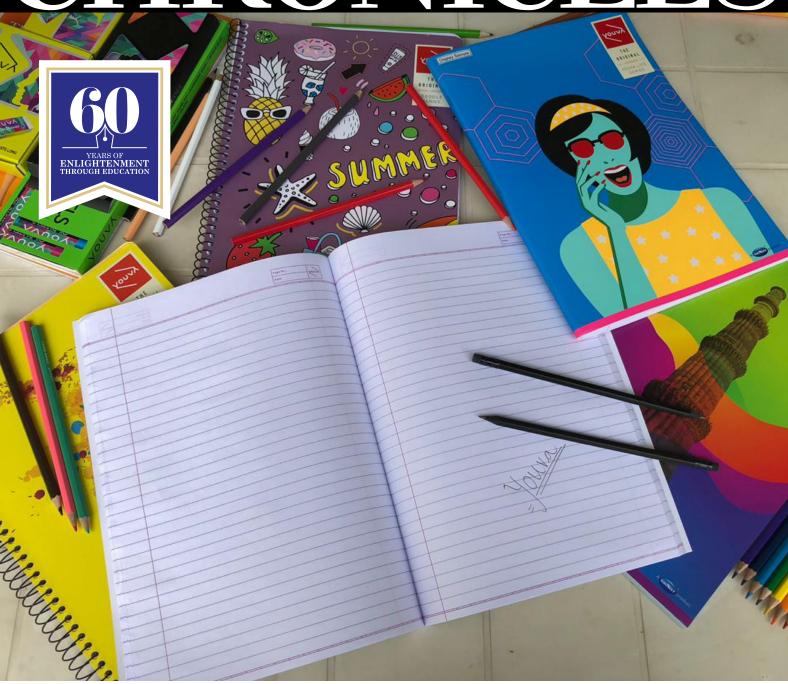
www.navneet.com www.youvaworld.com

**DEC 2019** 

# CHRONICES



New product launch: HQ eZee Disc

NAVNEET

SBU 1 & Youva Christmas celebrations Youva Glue sticks launch

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# NEW PRODUCT LAUNCH

# HQ



HQ eZee Disc: HQ, a stationery brand for the young professionals launched a new product- HQ eZee Disc. This diary has a special new age binding style- disk binding, which makes it possible for the user to reposition the papers in the diary. There are 120 pages of 100 GSM natural shade paper used in this to make the writing experience smoother for the consumer. The high quality

paper makes the diary stable even after repositioning the paper numerous times. It comes in two sizes- A5 & B6 & two colors-Black & white. The PP material used for the cover makes it dust repellent. The diary has an additional functionality of a sleek pocket to hold documents, visiting cards etc. It is available at two price points, as per the size-INR 180 & INR 230.

# **MEDIA COVERAGE**

# Youva Glue Sticks:

Surat Bhomi-Pg.5 (24 Dec. 19)

# युवा ने नई युवा ग्लू स्टिक्स के साथ अपनी नॉन-पेपर स्टेशनरी रेंज का विस्तार किया

मुंबई । युवा, नवनीत के घरेलू स्टेशनरी ब्रांड, ने हाल ही में अपनी नॉन-पेपर स्टेशनरी कैटेगरी में 'युवा ग्लूं स्टिक्सा' को लॉन्च् किया है। इन ग्लू स्टिक्स को विभिन्न उम्र के उपयोगकर्ताओं द्वारा इस्तेमाल को ध्यान में रखकर डिजाइन किया गया है। इनकी पेशकश लाल एवं नीले रंग में की गई है, क्यो्कि ये रंग यनिवर्सल और आकर्षक हैं।

युवा ग्लू स्टिक्स नॉन-टॉक्सिक, एसिड फ्री, ऑडरलेस (किसी भी गंध से रहित), फोटो सेफ (तस्वीरों को चिपकाने के लिये इसका आसानी से इस्तेमाल किया जा सकता है और इस दौरान आपको तस्वीरों पर किसी तरह का दाग लगने की चिंता करने की जरूरत नहीं है) हैं। नॉन-मेसी युवा ग्लू स्टिक्स का इस्तेमाल विभिन्न चीजों को चिपकाने के लिये किया जा सकता है, जैसे कि स्कूल प्रोजेक्ट्स, आर्टवर्क और डेकोरेशन्स। ग्लू स्टिक्स ग्राहकों के लिये किसी भी चीज को चिपकाने संबंधित उनकी सभी जरूरतों के लिये उपयुक्ती है। इन्हें 4 आकारों में पेश किया गया है : 6 ग्राम, 8 ग्राम, 15 ग्राम और 25 ग्राम।

इस उत्पीद की न्यनतम शेल्फ लाइफ 2 साल की है और समय के साथ यह पीला नहीं पड़ता है। युवा ग्लूह स्टिक्स को एड्हेसिव की उत्कृष्ट क्वालिटी और बिल्कुल टाइट कैप्स के साथ की गई है, ताकि ग्राहकों को अधिकतम संतुष्टि मिल सके।

युवा ग्लू स्टिक्स के लॉन्च पर प्रतिक्रिया व्यकक्त करते हुये, युवा के चीफ स्टैटेजी ऑफिसर और प्रवक्ता अभिजीत सान्या ने कहा, ''हमारे नॉन-पेपर स्टेशनरी रेंज का विस्ताकर करते हुये हमें बेहद गर्व हो रहा है। ग्लू स्टिक्स एक बेहद आम चीज है, जिसका घरों, कॉर्पोरेट सेक्टिर और शैक्षणिक संस्थातनों में इस्तेमाल किया जा सकता है। एक ब्रांड के रूप में हमने विभिन्न, फायदों और बेहतरीन खूबियों के साथ ग्लू स्टिक्स् का निर्माण किया है। हमें पूरा भरोसा है कि यह उत्पाहद ग्राहकों को पसंद आयेगा। हमें ऐसे ही और उत्पाकदों को बनाने का इंतजार रहेगा, जो न सिर्फ कस्ट्रमर फ्रेंडली हैं, बल्कि इन्हें इस्तेमाल करना

### Guj. Samachar-Pg.3 (22 Dec 19)

યુવાએ તેની તદ્દન નવી યુવા ગ્લ્યુ સ્ટિક્સ સાથે નોન-પેપર સ્ટેશનરીની રેન્જ વધારી સાથ નાન-પેપર સ્ટરાનરાના રજ વેયાદ. નવનીતની ઘરેલુ સ્ટેશનરી બ્રાન્ડ યૂવાએ તાજેતરમાં જ નોન-પેપ કેટેગરીમાં 'યૂવા ગ્લુ સ્ટિક્સ' લોન્ય કરી છે. આ ગલ્લુ સ્ટિક્સને એ આબતને ધ્યાનમાં આંગી બનાવવામાં આવી છે કે તેના વિવિધ જૂશોમાં અનેક ઉપયોગો છે. તે ચળકાટવાળા, સમકાલીન પેકિંગમાં લાલ અને વાદળી કલર સાથે આવે છે જે સત્તાતન અને આકર્ષક છે. યૂવા ગ્લ્યુ સ્ટિક્સમાં સમાવેશ થાય છે. બિન-એરી, બીલ્ડ યુક્ત, ગંધલીન(કોઈપ્લ તીક્ષ્ણ સંધથી મુક્ત), કોટો સંક (ફોટા પર કોઈ ડાય લાગશે તેની ખિતા કર્યા વિના, ફોટા ચોંટાડવા માટે સરાળાથી વાળદી શકાય છે. માટે સરળાથી વાપરી શકાય છે

### Punya Nagari-Pg.07 (24 Dec 2019)

### युवाचा नॉन-पेपर स्टेशनरीचा विस्तार

। मुंबई : नवनीतच्या युवा ब्रॅडने नुकतेच युवा ग्लू स्टीक्स' हे नवे उत्पादन दाखल ्रुवा प्लू स्टाब्स ह नव उत्पादन दाखल केले. चुवा ग्लू स्टीक्स या नॉन-टॉक्सक, ऑसिडमुबत आणि गंघहीन, फोटॉसाठी सुरक्षित आहेत. हे उत्पादन कमीत कमी २ वर्षे टिकते, अशी माहिती युवाचे प्रमुख धोरण अधिकारी आणि प्रवक्ते अभिजित सैन्याल यांनी दिली.

### Free Press Gujarat-pg.3-Ahmedabad (23 Dec2019)

# Youva expands its Non-paper stationery range with the all-new Youva Glue Sticks

Ahmedabad: Youva, the domestic stationery brand from the house of Navneet, recently launched 'Youva Glue Sticks' in their nonpaper stationery category. These glue sticks are designed keeping in mind that its usage varies across different age groups. They come in bright, contemporary packing in red and blue as these colours are universal & these colours are universal & attractive

these colours are universal & attractive.

The Youva glue sticks are:
Non-Toxic, Acid Free,
Odourless (Free from any pungent smell), Photo Safe (Can be easily used to stick photos, without any worry of leaving any stains on photos). The Non-Messy Youva Glue Sticks can be used for all the sticking & pasting needs such as School Projects, Artwork and Decorations. This glue stick will be the ideal one the customer would need for all his/her gumming needs since they come in 4 sizes: 6gm, 8gm, 15gm and 25 gm.

The product has a minimum shelf life of 2 years & does not yellow with time. The Youva glue sticks come with superior quality of adhesive & airtight capsfor maximum consumer

satisfaction

satisfaction.

Commenting on the launch of Youva Glue Stick, Chief Strategy officer and spokesperson of Youva, Abhijit Sanyal, said, "We are very proud to extend our propagate statisfactive range. very proud to extend our non-paper stationery range. Gluesticks is a common art product used in households, corporate sector and in educational institutions. We, as a brand, have created glue sticks with various benefits and great features. We are confident that the product will be well accepted by consumers. We look forward to creating more such to creating more such products which are not only customer friendly but also easy to use." -

### Navbharat Pg.04 (23 Dec 2019)

# नॉन-पेपर स्टेशनरी रेंज का किया विस्तार

'युवा ग्लू स्टिक्स' को किया लांच

फ्री, ऑडरलेस (किसी भी गंध से पुणे. युवा, नवनीत के घरेलू रहित), फोटो सेफ (तस्वीरों को स्टेशनरी ब्रांड, ने हाल ही में अपनी चिपकाने के लिये इसका आसानी से नॉन-पेपर स्टेशनरी कैटेगरी में 'युवा इस्तेमाल किया जा सकता है और ग्लू स्टिक्स' को लॉन्च किया है. इन इस दौरान आपको तस्वीरों पर किर्स ग्लू स्टिक्स को विभिन्न उम्र के तरह का दाग लगने की चिंता कर उपयोगकर्ताओं द्वारा इस्तेमाल को की जरूरत नहीं है) हैं. नॉन-मेस ध्यान में रखकर डिजाइन किया गया युवा ग्लू स्टिक्स का इस्तेमाल है. इनकी पेशकर लाल एवं नीले विभिन्न चीजों को चिपकाने के लिये रंग में की गई है, क्योंकि ये रंग क्या जा सकता है, जैसे कि स्कूल यूनिवर्सल और आकर्षक हैं. युवा ग्लू स्टिक्स नॉन-टॉक्सिक, एसिड डेकोरेशन्स आदि.

### Tarun Bharat-Pg.06 (24 Dec 09)

## नव्याकोऱ्या युवा ग्लू स्टिक्स

नागपूर : नवनीतचा देशांतर्गत स्टेशनरी ब्रॅंण्ड युवाने नुकतेच आपल्या नॉन-पेपर स्टेशनरीच्या विभागामध्ये 'युवा ग्ल स्टिक्स' हे नवे उत्पादन दाखल केले. विविध वयोगटांकडून होणारा वापर लक्षात घेऊन या ग्लू स्टिक्स डिझाइन करण्यात आल्या आहेत. या ग्लू स्टिक्स उजळ रंगांमध्ये आणि लाल व निळ्या रंगाच्या आधुनिक वेष्टनांमध्ये उपलब्ध आहेत. कारण हे दोन रंग जगभरात



चालणारे आणि आकर्षक आहेत. युवा ग्लू स्टिक्स या नॉन-टॉक्सिक, ऑसिड मुक्त आणि गंधहीन (कोणत्याही दर्पापासून मुक्त), फोटोंसाठी सुरक्षित (फोटोवर डाग राहन जाण्याची भीती न बाळगता ते चिकटवण्यासाठी सहज वापरता येतील अशा) आहेत. नॉन-मेस्सी अर्थात थोडीही चिकचिक होऊ न देणाऱ्या युवा ग्लू स्टिक्स शाळेतील प्रोजेक्ट्स, आर्टवर्क आणि सजावट यांसारख्या, कोणत्याही प्रकारच्या कामांमध्ये चिकटवण्यासाठी वापरता येण्याजोग्या आहेत. चिकटवण्याशी संबंधित सर्व गरजा भागविण्यासाठी आदर्श असलेल्या या ग्लू स्टिक्स ६ ग्रॅम्स, ८ ग्रॅम्स, १५ ग्रॅम्स आणि २५ ग्रॅम्स अशा ४ आकारांत उपलब्ध आहेत.

### Loksatta-pg.9 Vadodara (23 Dec 19)

# યૂવાએ ગ્લ્યુ સ્ટિક્સ સાથે રેન્જ વધારી

પેર કેટેગરીમાં 'યૂવા ગ્લ્યુ સ્ટિક્સ' લોન્ચ કરી છે. આ ગ્લ્યુ સ્ટિક્સને એ બાબતને ધ્યાનમાં રાખીને બનાવવામાં આવી છે કે તેના વિવિધ જૂથોમાં અનેક ઉપયોગો છે. તે ચળકાટવાળા, સમકાલીન પેકિંગમાં લાલ અને વાદળી કલર સાથે આવે છે જેનો યૂવા ગ્લુ સ્ટિક્સમાં સમાવેશ થાય છે. બિન-ઝેરી, એસિડ મુક્ત, ગંધહીન (કોઈપણ તીક્ષ્ણ ગંધથી મુક્ત), ફોટો સેફ (ફોટા પર કોઈ ડાઘ લાગશે તેની ચિંતા કર્યા વિના, ફોટા ચોટાડવા માટે સરળતાથી વાપરી શકાય છે). નોન-મેસ્સી યુવા ગ્લુ સ્ટિક્સનો ઉપયોગ સ્કૂલ પ્રોજેક્ટ્સ, આર્ટવર્ક અને ડેકોરેશન જેવુ દરેક ચોટાડવા અને પેસ્ટ કરવાની જરૂરિયાતો માટે થઈ શકે છે. આ ગ્લ્યુ સ્ટિક ગ્રાહકને ગુંદરની જરૂરિયાતો માટે ઉત્તમ હશે. જે અલગ અલગ સાઈઝ અને ગ્રામમાં આવે છે.આ પ્રોડક્ટની ન્યુનતમ શેલ્ફ

મુંબઇ, તા.૨૨ લાઇફ બે વર્ષની ધરાવે છે અને તે નવનીતની ઘરેલુ સ્ટેશનરી સમય જતા પીળી પડી જતી નથી. યુવા બ્રાન્ડ યુવાએ તાજેતરમાં જ નોન- ગ્લ્યુ સ્ટિક્સ મહત્તમ ગ્રાહક સંતોષ લાઇફ બે વર્ષની ધરાવે છે અને તે ગ્લ્યુ સ્ટિક્સ મહત્તમ ગ્રાહક સંતોષ માટે એડહેસિવ અને એરટાઇટ કેપ્સની શ્રેષ્ઠ ગુણવત્તા સાથે આવે છે. યૂવાના ચિફ્ર સ્ટ્રેટેજી ઓફિસર અને પ્રવક્તા અભિજિત સન્યાલે યુવા ગ્લુ સ્ટિકના લોન્ચ પર ટિપ્પણી કરતા જણાવ્યું હતું કે, ''અમે અમારી નોન-પેપર સ્ટેશનરી રેન્જ વધારવામાં ખૂબ ગર્વ અનુભવીએ છીએ.

ગ્લુઇસ્ટિક્સ એ એક સામાન્ય આર્ટ પ્રોડક્ટ છે જેનો ઉપયોગ ઘરોમાં, કોર્પોરેટ સેક્ટરમાં અને શૈક્ષણિક સંસ્થાઓમાં થાય છે. અમે, એક બ્રાન્ડ તરીકે, વિવિધ લાભો અને સુંદર ફીચર્સ સાથે ગ્લ્યુ સ્ટિક્સ બનાવી છે. અમને વિશ્વાસ છે કે આ પ્રોડક્ટને ગ્રાહકો દ્વારા સારી રીતે સ્વીકારવામાં આવશે. અમે એવી વધુ પ્રોડક્ટનુ સર્જન કરવાની આશા રાખીએ છીએ જે ફક્ત ગ્રાહકલક્ષી જ નબી પરંતુ ઉપયોગમાં પણ સરળ

Dainik Bhaskar-Pg.5 (22 Dec 2019)

### नई युवा ग्लू स्टिक्स लॉन्च

नाकु दुस्ती । रणू (NCCH CIII CII) सूर्य नगरीन के प्रेस हो नगरी के प्रश्न के स्थित हो जाते हैं । अपने बीन-पेपर स्टेशनरी कि हमारे में पूछा पढ़ दिखान के शर्मन कि ने प्राप्त हो कि हम गड़ दिखान कि प्राप्त हो कि हम गड़ दिखान कि प्राप्त हम जो अपन में सक्का कि तहान कि का गा है। हमने प्रेस कर मात्र पर्व निर्मा कर के अपने में सकता है कि पूर्व मात्र हिट्सा में की गा है। हमने प्रेस कर मात्र पर्व ने से से में की महे । यूवा गा हिट्सा मी न-टीमिसक, पुरीहर प्रश्न के प्राप्त कर कि प्रस्त के सिंपर कर सामानी में हमनेमा हिम्स को प्राप्त कर के प्राप्त मात्र के स्थापन अपने प्रस्त कर के स्थापन अपने प्रस्त के सिंपर कर मी जा कर कर साम हमित्र पर्व मित्र कर कर प्रमु स्थापन अपने प्रस्त कर हमें प्रमु कर साम हमित्र पर्व में निर्मा कर से प्रस्त कर हमें मात्र में सिंपर करने में प्रस्त कर हमें प्रमु कर साम हमित्र पर्व में सिंपर करने में प्रस्त कर हमें मात्र में सिंपर करने में प्रमु कर से प्रमु के सिंपर करने में प्रमु कर से स्थापन के सिंपर करने में प्रमु कर साम हमित्र पर्वा में सिंपर करने में प्रमु कर साम हमित्र पर्वा में सिंपर करने में सिंपर क

# **CELEBRATION**

## SBU 1: Christmas Celebration





Thematic decoration for Christmas and New Year was done at the Head office in Dadar by the SBU1 Brand Team which got exceptional response from all the employees. New Year is all about looking at life through fresh lenses, aiming high and going after bigger achievements.

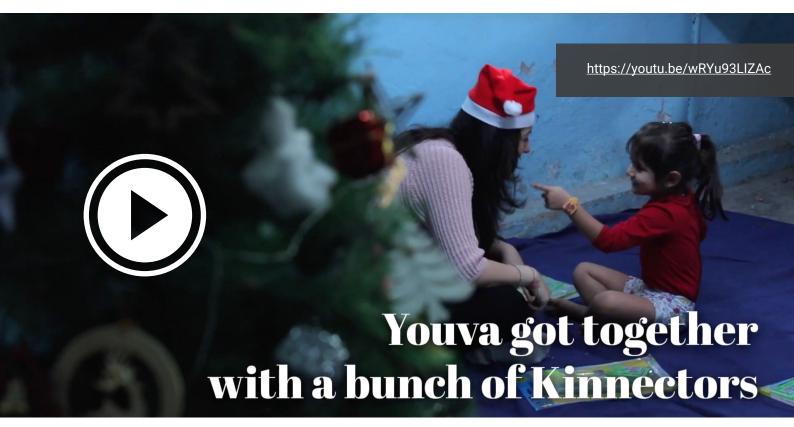
Our organization is a synonym of **progress** for each and every student, as we add value to their entire educational journey. Similarly, Navneet has also been instrumental for the progress of its employees and also wants that 2020 should be a year of **progress** and **growth** for all of us. And what better way to ensure this than by having constructive New Year resolutions?

At Navneet, this year we encouraged our employees to make and keep their resolutions. They shared their New Year resolution with us by putting it on a note and sticking it on the cut out of Santa near the conference room. The thought behind that was to inspire each other and progress together and selected resolutions will get gifts. We also had prepared a backdrop with message from Navneet and a Tree created from words which symbolize Navneet – *Trust, Confidence, Solution, Guidance, Reliability, Progress and Legacy.* 

A huge 10 feet Tree was installed in the office compound with assorted balls, dummy gifts box, Christmas decorations, small mirchi lights and a white fence.

# **EVENT**

# Youva, Christmas celebration:





Youva tied up with The Robinhood Army and Kinnectors to spread Christmas cheer to underprivileged kids. We not only gave them Youva hampers which they could use, but also held a fun drawing activity for them. We put up a Christmas tree which we decorated and the kids had to replicate the tree with their own twist to it.

We also had them sing along Christmas carols which definitely put then in the Christmas mood just before we distributed the presents to them.

Link: https://youtu.be/wRYu93LIZAc

# Alphonsa school exhibition at Ichalkaranji



# Exam board display mahalaxmi stationery in Ichalkaranji



# New shop opening in Aurangabad area



# **Appreciation certificate**



Apprecial Certifcate handover to Harshil Enterprise in Ahmedabad



Apprecial Certifcate handover to Pustak Manjusha in Jamshedpur.



Apprecial Certifcate handover to Amardeep stationers in Surat.



Apprecial Certifcate handover to Pawar Book Agency in Nashik.



Apprecial Certificate handover to MCC in Dhanbad.

# EMPLOYEE STORY



Mr. Atul Shethia Director

My journey with Navneet began on 18th October 1988 as a cost officer with a qualification of AICWA. In the initial 2 years of my career, I was frequently visiting the Dantali plant for productivity and inventory related assignments. Over a period of time, I was given charge of a small electronic factory of the group which was a small factory wherein I received immense experience, which helped me in my career. I was There I learnt how to make decisions. We started the stationery business in 1993 at Vasai, it was a small gala in an industrial estate. The experience I gained in the electronic factory of the group was very helpful, right from team building, machinery, production, quality management etc. In the last 26 years in the stationery division, we have achieved several millstones:

- » Starting (1993) with Vasai Unit and then expanding it
- » Starting (1995) Daman Unit
- » Setting up (1997) Greenfield Silvasa plant in 2 phases, Shifting Daman plant to Silvassa
- » Restarting (2000) Daman Unit with Continuous stationery business forms and Web offset printing and binding facility
- Setting up Greenfield Logistics centre cum mfg plant at Khaniwade near Virar on NH
   Where we moved Vasai plant, Pelhar depot, Andheri Publications depot.

- » Developing Stationery Depot to cater to Maharashtra and Zone 1 distribution
- » Developing the Dahanu Plant and warehouse for exports business

Today stationery division has reached to a level of 800 Cr turnover (estimate for FY20). Navneet was the first organised player in the stationery segment. There were no readymade people for a stationery manufacturing organisation. We recruited freshers as staff, worker and trained them for stationery manufacturing and operations management. I am happy to say that most of the people who joined in the initial year are still working with us and contributed handsomely for the growth of the business.

Over a period, we upgraded manufacturing practices by implementing various world-class techniques and a system like:-

- » kaizen,
- » 5S,
- » ISO,
- » OHSAS,
- » FSC,
- » SAP ERP System,
- » Warehouse Management System (Warex),
- » GMI For Printing, etc

We can very proudly say that we are manufacturing world-class stationery and supplying to the Top retailer in the world, like Wal-mart, Staples, Manpa, Target, Morrision, Asda, Tedi, etc. The stationery factory started with 6 People at Vasai and has grown immensely with approximately 2,00 employees working. Navneet is a part and parcel of my life. I never felt going to work as burdensome (even in my early years of career). I have always been enjoying my work to the fullest. I dedicate my satisfying work and my life journey to the great and noble management of this company, who helped me learn a lot of personal as well as professional traits/qualities. I also thank all my colleagues at the plant, Dadar and Ahmedabad offices for their positive support to me in my work life.

# MANAGEMENT IS THE ORGANIZATION AND COORDINATION OF THE ACTIVITIES OF A BUSINESS IN ORDER TO ACHIEVE DEFINED OBJECTIVES.

A manager leads a department in an organization. He controls any and all resources in that department. He is tasked with the responsibility to steer the department in the direction defined by the organization's mission, vision, goals and objectives. He has short-term and long-term targets to achieve, and he is answerable for them.

Any person working in a managerial capacity of some sort is required to put on many different hats.

He must provide direction and guidance so that each individual – as well as the department as a whole – can accomplish their tasks and achieve their goals.

A manager is therefore an integral cog in any company's machinery!

From Steve Jobs to Donald Trump, Richard Branson to Howard Schultz, from Bill Gates to Ralph Lauren – we have had the privilege to see and learn from some brilliant minds and great managers!

Here's what some of them say about management, leadership and being a great manager.

# A few great Management Quotes

# IJ

It's not about money. It's about the people you have, and how you're led.

### **Steve Jobs**



The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint to keep from meddling with them while they do it.

### Theodore Roosevelt



What's measured improves.

### Peter F. Drucker



Surround yourself with the best people you can find, delegate authority, and don't interfere as long as the policy you've decided upon is being carried out.

### Ronald Reagan



Management is doing things right; leadership is doing the right things.

### Peter F. Drucker



The true measure of the value of any business leader and manager is performance.

# **Brian Tracy**

# TIME FOR SOME FUN

# CONTEST

**ANSWER THESE QUESTIONS** 

Which year was the stationery department of Navneet invented?

2

How many years has Youva completed?

Get ready to be a part of another fun contest and do share your answers on communications@navneet.com

# PREVIOUS CONTEST ANSWER:

How many schools participated in the Masterstroke Drawing Competition 2019?

There are **12475** Schools Participated in Masterstroke 2019 competition. When & where was the Delhi Book fair conducted?

The Delhi Book fair was conducted on 11<sup>th</sup> September, 2019 at Pragati Maidan, Delhi.

Winner of the Oct. - Nov. 2019 contest is:

Vimal Joshi

