

# THE CHRONICLES



## News Coverage

Media coverages received across various platforms for Prithvi Shaw long book series

## New Product launches

Introduction of new products in the Domestic and Children's book division

## Celebration

A series of celebrations across various departments at Navneet

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## PRITHVI SHAW LONG BOOK SERIES

# NEW PRODUCT LAUNCHES

## Domestic Stationery

Swachh Survekshan series: Swachh Bharat Survekshan 2019 Series by Youva from Navneet . The Swachh Bharat Survekshan 2019 is the world's largest cleanliness survey covering 4,237 cities & 6.5 lakh survey locations. A country is made of its people and the objective of this survey is to bring people together to make their locality, city, district, state and eventually the country a cleaner, brighter, better place to live in. We at Youva, have come up with a congratulatory series of long books under the sub-brand Youva Pro, for proud citizens to flaunt & use. The stylish two-colour designs with elegant foil printing have been crafted for the following places:



### Indore

The cleanest city, especially for its waste segregation techniques.



### Amdavad

The cleanest big city, for public lavatories that can be easily located online.



### Bhopal

The cleanest State capital, lauded for its 5 waste-to-energy biogas plants across the city.



### Ujjain

The cleanest medium city, for pioneering the country's first Cleanliness Awareness Robot – CLEAN O.



### Chhattisgarh

The best performing state for becoming entirely open defecation-free.

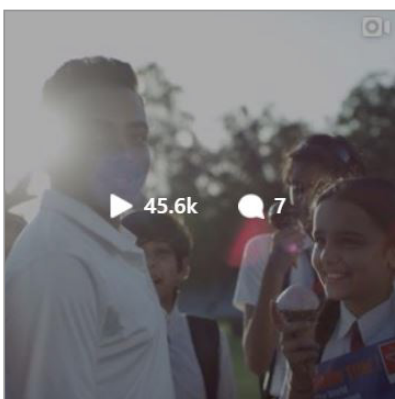
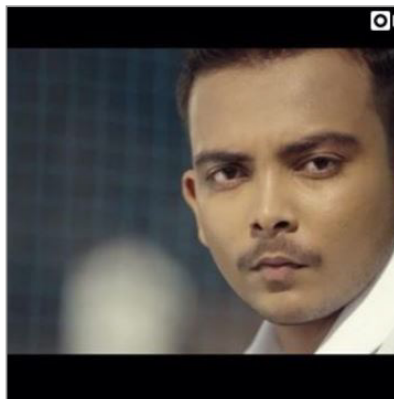
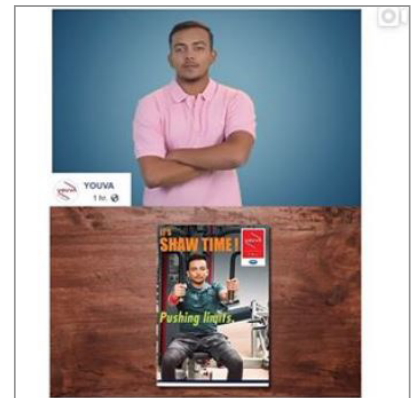
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Youva appreciates the efforts of all the change-makers who continue to contribute to the well-being of citizens & further the aspiration of Swachh Bharat!



## Digital Campaign

We launched the TVC on digital media (Facebook, Instagram & Youtube). It was a part of 360 degree campaign with Prithvi Shaw, where in we launched the TV commercial, the Prithvi Shaw long books & the #CoolChallenge.



# EVENTS

## Youva Masterstroke, All India Level Drawing Competition

### State Level Prize distribution Ceremony



Master stroke all India level drawing competition state level gift winners,  
Gayatri Vidhya Mandir Rajnandgaon, Chhattisgarh.



## Sales Training Program for the East & North India Sales Team at Delhi



▲  
A 4 day training program wherein 3 days were dedicated for SE and a day was dedicated for all the ASOs and ASMs. The trainer for this program was Mr. Prashant Kulkarni



# CELEBRATION

## E-Sense



Gudi Padwa, the Maharashtrian New Year, signifies the welcoming of spring. Gudi Padwa was celebrated with great enthusiasm where everyone was dressed up in traditional attire. The Gudi Pujan was conducted in the presence of everyone along-with a team lunch. Indeed, it was a good start to the New Year.

# EMPLOYEE STORY

## Subhash Jagannath Patankar



Warm greetings! I, Subhash Jagannath Patankar hereby take the opportunity to express my profound sense of gratitude to the Navneet family. I joined Navneet in the year 1975, by the grace of Shri Dungarshi Bhai. My maternal uncle Shri Chavrikar was author of Marathi subject at Navneet. He took me to Shri Dungarshi Bhai who in turn introduced me to Shri Baba Bhai. Baba Bhai asked me to join from the very next day, and from there started my memorable journey with Navneet. Navneet's office was at Girgaon then. I knew absolutely nothing of marketing. But Baba Bhai was a walking encyclopaedia of Marketing. Whatever I am today is solely because of his valuable guidance. Baba Bhai had cordial relations with everyone, right from schools' management, teachers and office bearers to

the officers of the education department. It wouldn't be an exaggeration if I say that Sheth Shri Amarchand Bhai was a Godlike figure to everyone, who supported us through thick and thin. Sheth Shri Dungarshi Bhai was a man of action who would work tirelessly for endless hours, always immersed in work. Whenever we approached him with any doubts from teachers regarding books or syllabus, he would diligently clear them, offering elaborate explanation. His knowledge about the school curriculum was unparalleled.

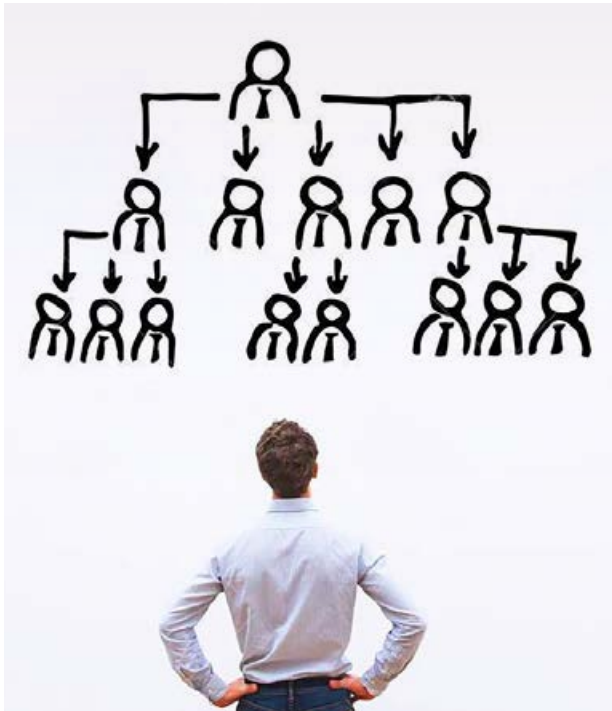
Today, my son Dr. Nikhil Patankar, is a director at a hospital in the United States. He completed his MBBS from J.J. Hospital and his MD from Wadia Hospital. And I feel very proud in saying that the credit for this goes to the entire Navneet family who stood firmly behind me at all times, extending their help and support. My family and I, will never be able to repay this goodness showered upon us.

I wish Navneet all the success and prosperity, today and always!



# MANAGEMENT LESSON

## Delegation



Effective managers and leaders know that they can climb greater heights and achieve remarkable goals only if they delegate work to the good, able and talented people around them. The logic is simple – if they are able to rope in more brains and bodies to do the tasks, they are able to get more things done within the same time frame. Having these tasks out of the managers' hands will free up their time and allow them to concentrate on value-added jobs. The ability to delegate work is therefore a vital asset that all good leaders and managers should have. Delegation is not about farming out work and

forgetting about it altogether. For the delegation of work to be effective and to result in win-win situations, there are certain myths worth clarifying.

## Story

### The Wolf and the Shepherd

[Illus by Milo Winter]

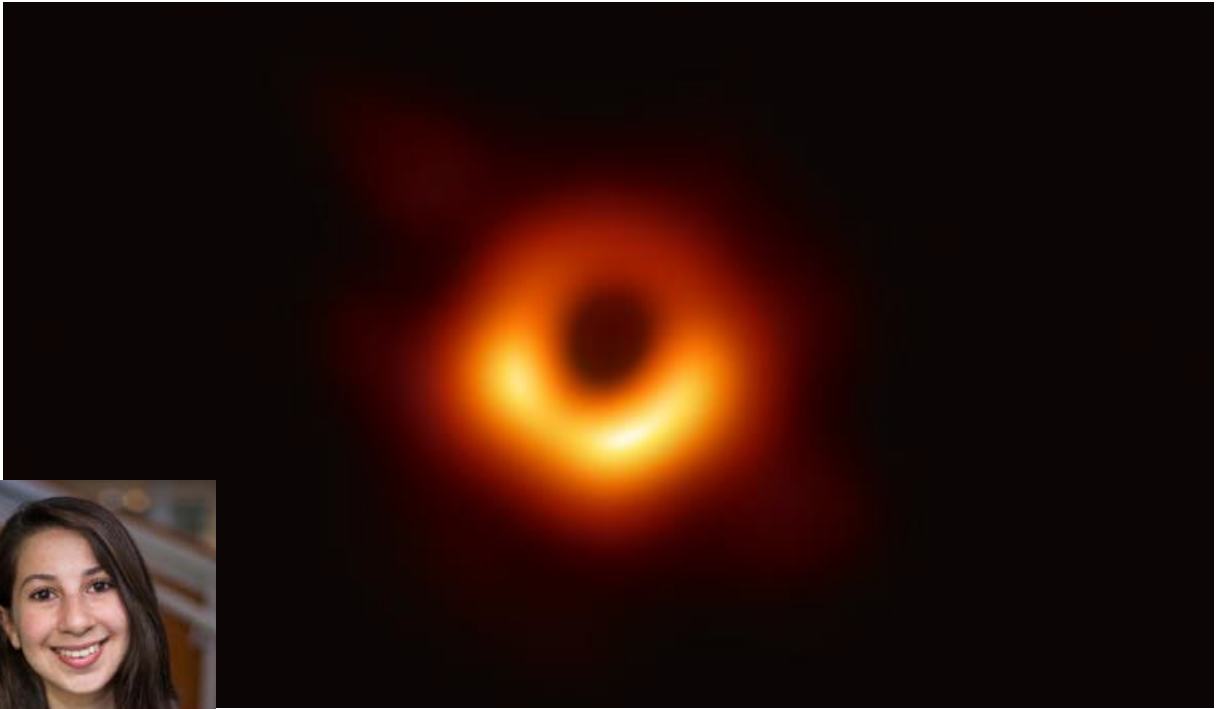
A Wolf had been prowling around a flock of Sheep for a long time, and the Shepherd watched very anxiously to prevent him from carrying off a Lamb. But the Wolf did not try to do any harm. Instead he seemed to be helping the Shepherd take care of the Sheep. At last the Shepherd got so used to seeing the Wolf about that he forgot how wicked he could be. One day he even went so far as to leave his flock in the Wolf's care while he went on an errand. But when he came back and saw how many of the flock had been killed and carried off, he knew how foolish he was to trust a Wolf, as he exclaimed. "I have been rightly served; why did I trust my sheep to a Wolf?"

## Moral

Delegate your task wisely, and only to people you trust. A proper delegation should be viewed as a sharing of responsibility, and not a passing of the baton. When a leader assigns tasks to the other team members, it remains his responsibility to monitor and ensure that the members complete the assigned tasks. Along the way, when the members face difficulties and hurdles, the leader should step in to assist

and advise. Of course, for any delegation to be effective, the leader must empower the members and confer on them a certain amount of authority and resources necessary for the tasks at hand.

# TRIVIA



**Katie Bouman**

Katie Bouman, the Scientist behind the First-Ever Black Hole Image. MIT graduate and scientist Katie Bouman led to the creation of an algorithm that helped humanity witness the first ever image of the black hole.