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Tallest Book in India

Achievements and Awards

Navneet Education Limited has
been accredited by Intertek as
conforming to the requirements
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A walk down the
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ORGANIZATION UPDATE

Navneet Unveils the Tallest Book in India, Book of Unity



The Book of Unity is the tallest book in India. It measures 1 meter in height (39.5x22.5 inches) and is fully usable – just like an ordinary notebook. The book is a stellar example of “Make in India”, completely conceptualized & manufactured by Navneet Education Limited in-house at the state-of-the-art manufacturing facility at Khaniwade, near Vasai in Maharashtra.

The “Youva Unites India” event flagged off in Mumbai from 22nd February to 24th February 2019, where the kids from an NGO, The Candle Project, performed a Skit on Unity along-with a flash mob. A group of 16 kids dressed in army uniform performed at various locations. This was followed by the crowd coming together, cheering and motivating the kids and commemorating the activity by writing their thoughts on Unity in the book. The event also witnessed top media publication houses covering the entire event.

The messages in the book were written in different languages, by people from of different walks of life, the under privileged section of the society, police officers, teachers, physically challenged. Even a minister from Bihar came and supported this initiative, and penned his thoughts.

Over a span of 3 days, 8 locations and 13 performances we got 250 + heartfelt messages in the book.

Youva, the stationery brand from Navneet, has manufactured the tallest (longest) book in India, to commemorate India’s amazing feat of erecting the tallest statue in the world, the Statue of Unity. Sardar Vallabh Bhai Patel is known as the Iron Man of India, responsible for uniting India as the republic we know today. The Book of Unity celebrates his contribution & is also a chronicle of how far NEL has come, in terms of its advanced manufacturing capability & being a contemporary voice of the people. The book is like any other notebook, whose pages you can turn and write in. We plan to make the Book of Unity a voice of the people of India, by allowing them to pen their thoughts about what unites India, what unity means to them, & what they can suggest to increase the feeling of oneness, among the citizens of India, wherever they reside.

AWARDS AND ACHIEVEMENTS



Navneet Education Limited has been accredited by Intertek as conforming to the requirements of Workplace Conditions Assessment.

NEWS COVERAGE

Domestic Stationery

BOOK OF UNITY



Link to the interview coverage received on the Website, Facebook and YouTube channel of Mid-Day featuring the Book of Unity. The video is a 2 minute 5 second long feature covering Day One of Youva Unites India.



Website link to the interview:

<https://www.mid-day.com/videos/have-you-seen-the-tallest-book-in-india/1024269>



YouTube link to the interview:

<https://youtu.be/OI5NIwtS14>

Following/ Subscribers 21,527



Facebook Link to the interview:

<https://www.facebook.com/middayindia/>

Following/ Subscribers 3,814,063

DENIM LONG BOOK SERIES

Navneet's launches quirky Denim series

CUANDGAREE Youva, the stationary brand from Navneet Education Limited, is all set to launch a range of quirky and different set of long books for the Youth - "The Denim Series". 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! Commenting on the contemporary, cool Denim collection, Shalinda Gola, Director Navneet Education Limited - Stationery Division, Navneet Education Limited said, "Navneet has always worked towards empowering the youth in achieving their goals. Our brand Youva has always supported their expression of creativity. With this special edition, we wanted to use Denim which is not only everlasting but also resonates with the youth of today. Denim was first seen in 16th century, but Levi's Strauss was the man who popularized the material in 1870. The word 'jeans' comes from the word 'Genes' which is the French word for the city Genoa. The smaller pockets in the larger pocket of your jeans were originally designed for a pocket watch, and now Youva gives you a little paper pocket on the front cover. The book has a unique USP of having a denim print which makes the book stand out from the clutter along with a paper denim pocket. The Denim Long book has a series of different colors - light blue, dark blue and black. The quirky quote inside the pocket keeps the look of the product intact, even if the pocket is damaged torn off."

डेनिम सिरीज से स्टाइल क्वો-शेन्टी पेस

नवनीत 'युवा' ने 'डेनिम सिरीज' का लॉन्च किया है। यह एक अनूठा और दिलचस्प डिजाइन है।



नवनीत की स्टेशनरी ब्रांड 'युवा' द्वारा ४ डेनीम सिरीज की रजुआत कराई

नवनीत की स्टेशनरी ब्रांड 'युवा' द्वारा ४ डेनीम सिरीज की रजुआत कराई। यह एक अनूठा और दिलचस्प डिजाइन है।



नवनीत 'युवा' की शैली में अविभूति करती 'ध डेनीम सिरीज'

नवनीत 'युवा' की शैली में अविभूति करती 'ध डेनीम सिरीज'। यह एक अनूठा और दिलचस्प डिजाइन है।

Navneet's Youva ups the style quotient with quirky Denim series

Navneet's Youva ups the style quotient with quirky Denim series. This is a unique and stylish collection of long books.



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CHILDREN'S BOOK DIVISION - My Big Fat Indian Family

बच्चों के लिए फेमिली ट्री

मुंबई। नवनीत एजुकेशन की शैक्षिक सामग्री ने बच्चों तथा पालकों के मन में अलग स्थान बना लिया है। शालेय पाठ्यक्रम से जुड़ी पुस्तकें तथा अनेक वैधिमूर्ण स्टेसनरी के उत्पादन के साथ-साथ प्रकाशित नवीन तथा कल्पनशील पुस्तकों को भी अच्छा समर्थन प्राप्त होता है। केवल मनोरंजन देनेवाले खेल, विनोदपूर्ण बातों को, चित्रकला को पुस्तकें प्रकाशित न करते हुए उससे आगे बढ़ते हुए नवनीत ने अतिशय नवीन, परस्परविरोधी, तथा विनोदपूर्ण पुस्तकों की श्रृंखला प्रकाशित कर बच्चों के भावनात्मक संसार को समृद्ध करने की दिशा में एक महत्वपूर्ण कदम उठाया है।

पुस्तक 'माई बिग फैट इंडियन फैमिली' का लोकार्पण

जागरण संवाददाता, कोलकाता : कोलकाता में आयोजित पुस्तक मेले में गत दिनों 'माई बिग फैट इंडियन फैमिली' पुस्तक का लोकार्पण किया गया। नवनीत एजुकेशन की ओर से इसका प्रकाशन किया गया है। (आयुसमूह 2+) इस पुस्तक में नाते-रिश्तेदारों का परिचय अनेक ठंग से किया गया है। आज के विभाजित तथा छोटे परिवार में दादा-दादी, काका, मामा, बुआ, मौसी, चचेरे भाई-बहन के रिश्ते भी बहुत से बच्चों को पता नहीं होते। भारतीय कुटुंब व्यवस्था में रिश्तेदार तथा उनके बीच के भावनात्मक संबंधों के विषय को समझना का काम यह पुस्तक बखूबी करती है। इस पुस्तक को पढ़ते समय बच्चे निश्चित रूप से अपने परिवार, रिश्तेदारों से जुड़ जाते हैं। नवनीत एजुकेशन के संचालक सैलेंद्र गाला के अनुसार बच्चों के सर्वांगीण विकास के लिए शिक्षा के साथ-साथ उनके अलग शौक, पसंद-नापसंद के पोषण पर नवनीत हमेशा जोर देता रहता है।

NEW PRODUCT LAUNCH

Children's Book Division



Fun colouring book

Age Group: 2+

A fun packed book for your child with a variety of options such as Shapes & Colours, Alphabets and Numbers and to colour and learn at the same time. The book contains illustrations for every picture which helps the child in choosing the colours. Start the fun colouring today!



Fun with Paint

Age Group: 6+

Who says painting can only be done using brushes? With our unique methods such as spray painting, fingerprint painting, mosaic, and lots more the child develops interest to do the extra ordinary!

EVENTS

Youva Unites India unveiling the tallest book Book of Unity at Carter Road



Kolkata Book Fair



Kolkata Book Fair first organized in 1976, gradually picked up some serious pace in 90's. This event gets lit up with leading manufacturers, distributors, authors, publishers attending it. The 43rd International Kolkata Book Fair was held from 30 January to 11 February 2019. The book fair was inaugurated by eminent author from Guatemala Euda Morales. Hon'ble Chief Minister of West Bengal Mamata Banerjee and other distinguished writers were present on the dais as Morales declared the fair open by striking the customary gong at the new venue Central Park ground in Salt Lake.

A few highlights of the fair:

- Approximately 600 stalls and presence of 200 Little Magazines.
- 20 countries participating in IKBF 2019. Authors from Russia, Costa Rica, Spain, Scotland, Australia, Guatemala, Argentina and Bangladesh, along with noted Indian counterparts, will take part in different interactive sessions and seminars.

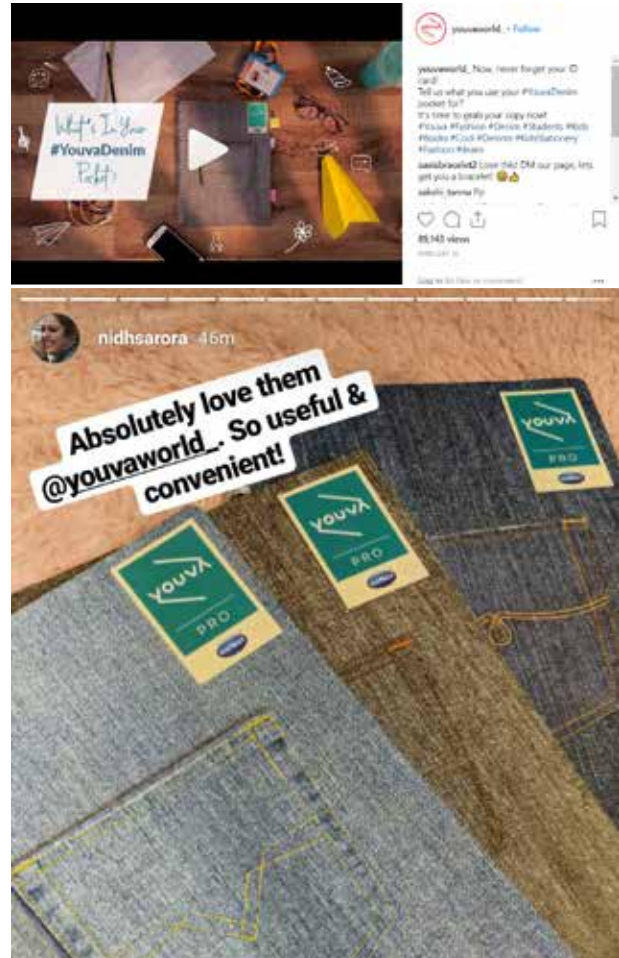
With most of this going on, Navneet's stall was packed with the cheering crowd and the enthusiastic kids. The launch of our new books by the way of a theme banner too made the stall a place of attraction.

Prithvi Shaw, Bangalore shoot



On 12th February 2019, the marketing team from Youva visited Bangalore to conduct the dubbing for the Prithvi Shaw TV Ad film. This was followed by the studio shoot for digital videos, which will be released through the year.

Denim Long Book Campaign



To launch the Youva Denim long book our digital and PR team ran a 3 week campaign which included the three phases – Pre-launch, launch & post-launch. The campaign included teaser posts, videos, ads, bloggers & student associations to leverage our digital & media platforms. This campaign has been well received and we got a lot of inquiries on both- online & in the offline space.

*To see the campaign
please follow the Youva World Page:*

Instagram: youvaworld_

Facebook: @youvaworld

India's Future Tycoons



Navneet Education Limited was privileged to sponsor India's Future Tycoon meet. India's first and the biggest platform providing children (13-17 years of age) with an opportunity to build on their idea and create a successful venture. This is a comprehensive, multi-level competition that enables children to think creatively and collaboratively and showcase their ideas to industry veterans.

Pune Art Teachers Meet



The event received a very good response and witnessed the presence of 570 drawing teachers. Youva products were displayed at the venue along-with a demo show. We succeeded in spreading awareness about our colour range and received a recommendation for drawing books and colour range. The newly launched oil pastels and poster colours (special school SKUs) also garnered a lot of appreciation.

Inauguration at Silvassa plant



Fitness equipment inauguration by Shri Bipinbhai at Silvassa

Khaniwade plant visit



Niranjan Majithia College of Commerce. Kandivali

EMPLOYEE STORY

Kishor D. Dedhia, Manager, Publications Department



The year 1976 was the beginning of my long association with NAVNEET. In other words, my dedication to Navneet. In 1976, I had just completed my B.Com, and Shri D.R. Gala wanted me to get training at Dhanlal Brothers. My initial employment was as a sales person. As luck would have it, this job opened before me a whole range of books. I became conversant with the titles and publishers. I was a good learner then – as I am still now! The field of educational aid books and the names of different publishers were at my fingertips. Shri H.R. Gala (Chhotubhai) gave me the required training and from him I learned the lessons in hard work and punctuality.

But this was just a beginning. The breakthrough happened with a phone call from Shri D.R. Gala– Shri Dunganishibhai Gala. He wanted me to join the Dadar office the next day. I was literally scared as I didn't know ABC of publishing work. I always did my best whatever the job entrusted to me. How will it be if I failed in his eyes? No, he taught me whatever there was to be learnt. He, then, was there to guide me till his last. I did my best never to let him down. Whatever data, information he wanted, I was always ready with those. As a great Guru he taught me in and out of publishing. It was not just publishing – he taught me the values he cherished.

The values which made him quite apart from others. It was a sort of character building. I owe my character, my personality to the Gala/Navneet family. But Shri D.R. Gala has been one step ahead of appreciation and good wishes. After D.R., Shri Anilbhai Gala also appreciated my efforts and knowledge and gave freedom to work in an atmosphere where everyone is a gainer. More than anything else, Navneet introduced me to the world of Academics – Teachers, Professors and Lecturers in various streams. This exposure gave great self-confidence. This also gave me the knack to deal with such varied individuals. Dealing with my staff was much easier. I loved them and they loved me in turn. They know that I am there for them. And the philosophy that unites us is the mantra:

There wouldn't be any compromise on quality.

During the course of time we had to face many challenges due to changes in syllabus, textbooks, paper pattern, evaluation system, etc. But with teamwork we overcame the same and published so many titles as per the requirement of the sales team and that also as per schedule. This will go on as there is no end to the work.

MANAGEMENT LESSON



An empress with no children decided to hold a competition to determine who would succeed her when she died. She summoned all the children in the city to her palace and gave each one a seed. "Plant this seed, care for it, and in one year bring back the flower that grows from it. Whoever brings me the most beautiful flower will be the next empress."

One young girl planted her seed in a pot and watered it every day, but nothing grew. At the end of the year she was devastated, but on the day set for inspection of the flowers she picked up her pot and carried it to the palace.

All the other children brought colorful, vibrant flowers, but the empress only glanced at them. She walked straight to the young girl and smiled. "All the seeds I gave you had been boiled and were dead. Only you were honest enough to bring back the original seed I gave you. You will be a just and wise empress."

MORAL: Tell the truth, even when it seems easier not to.

HEALTH AND FITNESS



Use your body weight

You need nothing else besides your own body weight to get great results. The push up, for example, a very simple exercise performed with your own body weight will help you sculpt good summer shoulders and a nice firm midsection.



Pick up the pace

No matter where you are, you can squeeze in some extra cardio. Walk at a faster pace while breathing deeper to increase your heart rate. A mini cardio exercise, this brings good results in the long run.



Use your breath

To get the most out of your breath, breathe from the diaphragm. To do this, think of breathing in a 3D fashion; your ribcage should expand from front to back, top to bottom, and left to right. These deep breaths will help you burn extra calories and give you extra energy during your workouts. The bonus is that you can use this breathing style not only to burn more calories during exercise but also while walking to the corner store, working at your desk, or just sitting in the car on your next road trip!