

THE CHRONICLES



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Launch of Prithvi Shaw TVC.

News Coverage

Media coverages received across various platforms for Book of Unity, Ahmedabad, Prithvi Shaw TVC, Fun with Colour and Fun with Paint

New Product launches

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

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ORGANIZATION UPDATE

Youva launches Prithvi Shaw TVC



Navneet Education's youth stationery brand, Youva, released its new television commercial (TVC) starring brand ambassador Prithvi Shaw. The Youva campaign marks the first TVC with the young batting prodigy, going on air in 2019. The TV advertisement is a fun, energetic story that brings out Shaw's cool side, while still showcasing his talent. The TVC communicates the fact that Prithvi is well-loved and looked up to by today's Youvas, with his dedication towards the sport, as well as his playful nature. Being cool comes naturally to him and he embodies Youva's core positioning of "It's Cool" quite effortlessly. Whether he is conversing with his coach, playing his shots or having fun with the kids, Prithvi is every bit the cricketer, the mentor & the cool friend we all wish we have.

The ad is refreshingly different with its net practice setting which is cool, fun & peppy. Prithvi's batting prowess is on display in the ad, which also has a cool rap in the soundtrack keeping in mind the flavor of the times. Stationery as an otherwise boring, serious category has been brought alive using quirky elements like a teenager's craving for ice cream & the way Prithvi is cool about it & delights his young fans.

The ad went on air on 9th March, on the Kapil Sharma Show at 9.30 PM on Sony Entertainment Television, and will be continuing till June. The communication will also be carried across other entertainment channels like SAB TV, Sony Pal, Star Bharat, kids' channels and also regional channels.



The ad will also be present on all of Youva's digital platforms – Facebook, YouTube, Instagram - you name it! There would also be point of sale material & out of home advertising to complement Youva's TV presence in the upcoming stationery season. This 360° campaign is aimed at school children, parents & the youth.

2 ઈન્ચની 25 બૂક તેયાર
આ બૂક્સ જાહેરમાં
તી. જેના પર દેશની
પહેરીજનોએ પોતાના
મતવ્યો લખ્યા હતા. આ સાથે સ્કૂલના
વિદ્યાર્થીઓએ યુનિટીનો મેનેજ આપતું
પોસ્ટર પ્રદર્શન પણ કર્યું હતું અને ગ્રાન્સ રજૂ
કર્યો હતો.

NEW PRODUCT LAUNCH

Domestic Stationery



Prithvi Shaw series

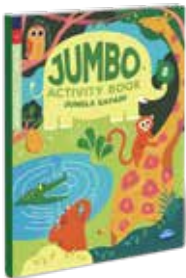
As a part of our association & 360 degree multimedia campaign surrounding Prithvi we have launched a series of 12 long books featuring the cricketing prodigy. It showcases Prithvi's journey as he prepares for a match - from training, to motivation before the match, to playing on the field & finally winning the match.



Holi Long Book series

To celebrate each festival and to bring in freshness & variety in our portfolio, Limited Edition was launched to commemorate different occasions. We launched the Holi long book series under different titles such as : Rang Barse, Holi Hai, etc.

Children's Book Division



Jumbo Activity

Age Group: 6+

A series of four books, which revolves around the topics of – sea, Jungle, Farm and Space enhances the intellectual of your child. This massive book comes with 160 pages of activities in each book. Jumbo book will help your child to use Jumbo imaginary.



Brain Teaser

Age Group: 6+

A fun packed source of learning book for your child with several activities that range from solving interesting puzzles, Mazes & Riddles along with appreciation stickers.

EVENTS

Book of Unity, Ahmedabad



▲ Youva, from Navneet Education Limited unveiled the Tallest Book in India, “The Book of Unity”, as part of the “Youva Unites India” initiative in Ahmedabad. The event started on Saturday, 23rd March and culminated on Sunday, 24th. The book travelled through all the major locations of Ahmedabad.

Book of Unity, Dahanu



▲ Ideal traders, one of our prominent retailers in Dahanu hosted the Book of Unity from 28th to 29th March. They invited the residents in and around Dahanu to come and share their views on Unity.

Universal School, Ghatkopar



Youva product sales demo at Kendriya Vidyalaya Rajnandgaon



Promotion Uniform opening ceremony in Dombivali



MCC Drive in Gujarat: A display of our Youva products at Gujarat retail stores



Sona Chandi Dhamaka Scheme



▲ SBU1 had organized Navneet Sona Chandi Dhamaka Scheme for SBU1 retailers in Maharashtra. This was a successful scheme wherein 4000+ retailers had taken part, from which 2100 + retailers were eligible for the Gold / Silver Coin Reward. The highlight point was that Navneet Sona Chandi Dhamaka Scheme was completely developed by the inhouse mobile app. To felicitate the Gold Man of Maharashtra, i.e. the retailers who were eligible for the Gold Coins in the Scheme, Prize Distribution Ceremony & Khaniwade Factory visit was organized in 6 phases. Retailers were really impressed by the warm welcome they received from Navneet & the huge infrastructure of Khaniwade.

Pritam House Inauguration



▲
Inauguration of a commercial building by The Pritam House distributor. The building will be a godown for flex material and will also start their newly travel & tourism business. The inauguration witnessed the presence of eminent personalities like, Shailendra Gala, Director of Navneet Education Limited; Shriram Dandekar, Director of Camlin; Mahendra Gadara, Director at Qfex Flex Pvt. Ltd and Nirav Goswami, Director at Rex Stone Industry.

VISITS



While doing market visits in Maharashtra Shailendra Gala visits Radhika Stationery, Satara and witnessed a customer purchased Denim long book series.



Gujarat 1 Surat Retailor visit at our Silvassa Factory visit

CELEBRATIONS

Women's Day



International Women's Day is celebrated in many countries around the world. International Women's Day first emerged from the activities of labour movements at the turn of the twentieth century in North America and across Europe. The women at the Dadar office witnessed a very sweet surprise, which was organized by the gentlemen of the stationery department. The evening kick-started with a speech delivered by Mr. Abhijit Sanyal, along-with cake cutting and a small chocolate and a rose given to every woman.

Holi Celebration



The most awaited festival of the year, the festival of colours - Holi was celebrated with great enthusiasm at the Delhi office.

Birthday Celebration



A tradition followed for years, we believe in celebrating every employee's birthday by gathering the entire department for a small celebration on the last Monday of every month. The celebration is specific to the Domestic Stationery at the Dadar office. People born in that month come together to cut the cake.

EMPLOYEE STORY

Narendra B. Maheshwari Zonal Sales Head



I have done master's in Statistics and hold a post graduate diploma in Computer Science. I had an experience of 3 years in well known 'Lalbhai Group' as a Sr. Software Programmer, before I joined Navneet group. In 1986 Navneet wanted to computerize all their manual systems and I was appointed as an IT Head at Ahmedabad Office. I started developing various systems like Sales, Purchase, Inventory, Payroll, Financial Accounting etc. Those were initial days of computerization and hence skilled people were not available in the market. Therefore along with software development, I started giving computer training to our staff. I visited all the locations of company during this development. I have played a pivotal role during processing company's 1st right issue of 'Bookwing Publications & Trading Co. Ltd.' at Dadar office in 1988.

In 1993, Company acquired firm named "Quality Business Forms Pvt. Ltd." at Santej Village (Ahmedabad), in which company started manufacturing of Computer Stationery. This gave birth to SBU-3C (Computer Stationery Division). I was entrusted and given overall charge to run this business along with my concurrent responsibility of IT Division. This was really a challenging job for me, which I handled successfully with the great support from Late Shri Navinbhai Shah & Shri Rajubhai Gala.

IT industry was constantly upgrading, initially we changed our software programs from BASIC to DBase to FoxPro. Gradually the expansion of Navneet group was increasing at all divisions and locations, hence it became difficult to collect and consolidate

the data. Finally in 2003 the management took the decision to implement ERP and I was member of core team headed by Shri Kalpeshbhai Gala. We evaluated so many ERP and finalized SAP and implemented it successfully within the timeline. It was a great time to work with all senior staff of the company from different locations / divisions. The implementation of SAP got a new IT division set up in Navneet enabling me to handover the responsibility to the team.

After implementation of SAP I was given a responsibility of Stationery Division (SBU-3B), Zone-II (12 states) in 2006. This was however a new field for me but I could shoulder the responsibility under the leadership of Shri Kalpeshbhai Gala and Shri Shailendrabhai Gala. I learnt business tactics and dealing with different people. It is worthy to note that the business of SBU-3B, flourished well with a team of 250 manpower and 700 Distributors. We initiated with limited products and today we have more than 700 SKU catering paper and non paper segments with a reach in PAN India. Our constant effort is to study the market, keep our products top in quality, high in availability and best in price for end users.

In addition to SBU-3B, the responsibility of SBU-2 for North India in 2017, was also allocated to me as I have gained good market knowledge of this region. During my entire career I got chance to visit countries like Germany, Switzerland, France, China, Thailand and Dubai working in different roles.

Our senior management team, who have been highly involved in the business, are fundamental to our success. It is never about one person but its about working together as a team to ensure that we deliver trust and quality in all that we do.

I am very much thankful to all the colleagues and my team members with whom I have worked during my entire career. I have gained knowledge not only about job but to maintain quality and honesty in all fields of life.

MANAGEMENT LESSON

Hey, You Got the Elephant



Recognition can be given in traditional ways—a complimentary e-mail, or a pat on the back for a job well done. But we can also get creative with it. A good example is from a Danish car company that instituted “The Order of the Elephant.” The elephant is a two-foot-tall stuffed animal that any employee can give to another as a reward for doing something exemplary.

The benefits come not just in the delivery and reception of well-earned praise, but afterwards as well. “Other employees stopping by immediately notice the elephant and go, ‘Hey, you got the elephant. What’d you do?’ which of course means that the good stories and best practices get told and re-told many times.”

HEALTH AND FITNESS



Always consult your doctor before exercising if you have health issues that could be complicated by heat exposure.



Pick the right time

Exercise in the morning or evening when temperatures are usually cooler.



Wear the right clothing

Loose, breathable clothing that prevents chafing will help keep your body cool.



Avoid Extreme Temperature Change

Don't go right from the heat to a cold room. Take the time to properly cool down.



Slow Down

Extreme heat is not the time to go for your personal best. Don't push yourself.



Water, Water, Water!

Staying properly hydrated before, during and after your workout is critical to avoiding injury or heat related illness.