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## Regional Technical Meeting A Confluence of Expertise in Poultry Farming

On 19<sup>th</sup> July, the **Regional Technical Meeting** was held at **Madhuban Spa & Resort in Anand**, bringing together 75 progressive and leading consultants, broiler, layer, and breeder farmers, as well as feed mill owners. The event provided a platform for sharing insights, discussing challenges, and exploring innovative solutions in the poultry industry.

The Provet team inaugurated the meeting with the ceremonial lighting of the lamp, followed by a warm welcome from **Kapil Patel, TSM** and **Vanitha, Marketing Manager**, then gave a brief introduction to the company, highlighting its growth journey and notable achievements. This set the stage for an informative and engaging session.

The event was graced by esteemed poultry consultants such as **Dr. K. Prajapathi, Senior Poultry Consultant**, and **Dr. Khana**. Their presence significantly enriched the discussions as they addressed various queries from the participants. Dr. K. Prajapathi delivered an insightful session on the Role of NAGPs in Shaping sustainable and cutting-edge poultry production, emphasizing the importance of NAGPs in maintaining gut health. He also discussed various gut-related diseases and strategies to overcome these challenges.

Following **Dr. Prajapathi's** session, **Dr. Jayastephen, the technical head**, presented the NAGP range of products. His presentation provided a deeper understanding of the innovative solutions offered by the company.

Participants actively engaged in the discussions, making the meeting a highly interactive and valuable experience. The content delivered and the smooth proceedings were widely appreciated by all attendees. The event concluded with a networking dinner, allowing for further exchange of ideas and experiences among the participants.

**Dr. Umesh Bhamare** delivered the vote of thanks, expressing gratitude to all participants for their valuable contributions. The Regional Technical Meeting successfully brought together a wealth of knowledge and expertise, paving the way for continued growth and innovation in the poultry industry.



# Provet Celebrates National Fish Farmers Day

National Fish Farmers Day is an annual celebration held on July 10<sup>th</sup> to honour and appreciate the vital role played by Fish Farmers, Aquaculture Industry Professionals and other stakeholder in developing a sustainable and successful fisheries sector. Fish farming is a major source of employment in India, and it provides as sustainable source of protein for the country's people.

National fish farmers day is celebrated in India to commemorate the successful induced breeding of Indian Major Carps on this day in 1957. The scientists who achieved this feat were **professor Dr. Hiralal Chaudhury and his colleague Dr. Alikunhi**.

Fish farming is a major source of employment in India, and it provides a sustainable source of protein for the country's people.

The day is also used to raise awareness about the importance of aquaculture and to encourage people to eat more fish. Fish is a healthy and nutritious food, and it's a good source of omega-3 fatty acids.

Provet pharma Private Limited has celebrated National fish Farmers Day by organizing farmer group meetings at different locations (headquarters) - Narasapuram, Kaikaluru and Moyna, to create awareness among the aqua farmers.

**Balaji Virat (TSM - Kaikaluru)**, **Thrimurthulu Kavuru (SSE - Narasapuram)**, and **Palash Jana (SSE - Moyna)** have welcomed the respective gathering that followed with a brief note on the organisation. The programme was attended by 20-25 farmers in each HQ.

**Mr. Satyanarayana Katta (RSM – South)** and **Mr. Balaji Virat (TSM - Kaikaluru)** have explained on the importance of the National Fish Farmers Day and urged the farmers to adopt scientific farming practices and incorporate quality seeds and best management practices in their ponds for higher productivity.

Provet showcased its entire product range with a special focus on its innovative formulations like **Bacitox Plus**, **Pathostat Blu**, **Envipro Gold** and **Nagrowall**. On this occasion, promotional inputs like Product Catalogues, Measuring Jars, and Gifts were distributed to the farmers.



## Hatcheries Association President, Kakinada Coast

*Congratulations* **Mr. Sati Suryanarayana Reddy**  
(MD, Sapthagiri Hatcheries)

Elected as Hatcheries Association President, Kakinada Coast

On behalf of Provet, we would like to extend our heartfelt congratulations on your appointment as Hatcheries Association President. This role is a testament to your dedication, leadership, and unwavering commitment to the values that drive our collective success.

As you step into this important position, we are confident that your vision and expertise will guide to new heights. Your ability to navigate challenges, advocate for our members, and foster a collaborative environment will be instrumental in achieving our shared goals.

Your leadership promises a bright future for all, and we are excited to see the positive changes you will bring.

Congratulations and best wishes for a successful tenure.



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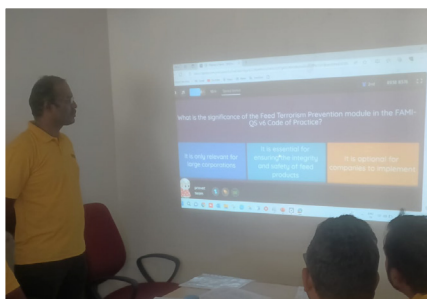
## International Visitors for Insightful Technical Exchange



On June 29, 2024, Provet Factory had the pleasure of hosting **Mr. Pattana Thonking** and **Mr. Ilyas Waesulog** from **Bio Shine (Thailand)**, alongside **Dr. Pradeep** from **Leiber (Germany)**. This visit marked their first experience at our facility, where they gained valuable insights into our manufacturing processes and quality systems. Our team engaged in a productive dialogue with the guests, sharing our company's vision and objectives. The visit culminated in a stimulating technical discussion, providing a valuable opportunity to connect with the international community and exchange knowledge.

## Provet Factory Enhances Quality Standards with Intensive Feed Fraud Prevention Training

On July 19, 2024, an extensive training session on “**Feed Fraud Prevention and Defense**” was held at the Provet factory, led by **Mr. Sam Moses, QA**. This comprehensive training provided all participants with a profound understanding of the critical importance of combating feed fraud in the manufacturing sector. By implementing these measures, Provet aims to elevate product quality and maintain the highest standards, ensuring our products remain of superior quality. The training included quizzes and evaluations to assess how much the participants had learned.



## CUSTOMER TESTIMONIALS



### Mr. Amarjeet Singh

Amarjeet Poultry Farm (Broiler Farm),  
Khare Maja, Kapurthala, Punjab



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The results have been outstanding. **IMMULATOR®** has significantly helped in maintaining optimum antibody titres for a longer duration, which is critical in combating Low Pathogenic Avian Influenza (LPAI) cases.

The improved immunity levels in our birds have led to fewer incidences of disease and better overall flock health.

**IMMULATOR®** is now a key component of our vaccination protocol, ensuring our birds stay robust and resilient against various infections.



## Dangerous and Eye-Opening Facts about Global Warming

**Climate Change Could Be Irreversible by 2030** : If urgent action is not taken, climate change could become irreversible by 2030, leading to catastrophic and irreversible damage to the environment and human society.

**Rapid Loss of Biodiversity**: More than 1 million species face extinction due to the rapid loss of biodiversity caused by climate change, which could have severe and long-lasting impacts on ecosystems and the planet's ability to support life.

**Climate Change Creates a Refugee Crisis**: Climate change is creating a refugee crisis, with up to 200 million people estimated to be displaced by 2050, as rising sea levels, droughts, and other extreme weather events force people to flee their homes.

**Oceans Are Dying**: Our oceans are dying, with half of the world's coral reefs having died in the last 30 years due to coral bleaching caused by rising sea temperatures and acidification.

**Overuse of Earth's Resources**: Humans are using more of the Earth's resources than the planet can renew, overshooting the Earth's capacity by 70%. This unsustainable consumption pattern is driving climate change and degrading the environment.

**Severe Weather Damage**: The effects of climate change are already being felt, with severe weather damage increasing and intensifying. This includes more frequent and intense heatwaves, droughts, floods, and storms.

**Global Temperature Rise**: Global temperatures have risen by over 1°C since the Industrial Revolution and are expected to reach 1.5°C within the next few decades. These changes will have widespread, irreversible impacts on the environment and human society.

-By Sanket Shirodkar

## Skilling to Make a Difference-Selling Skills Workshop

At Provet, we hold a strong belief in the art of sales, considering it a skill that requires consistent effort to master. Our entire sales team recently had the opportunity to participate in an enriching sales program held in Hyderabad, also known as the city of Biryani, from 11<sup>th</sup> to 13<sup>th</sup> July. The program covered diverse topics, from establishing high-performance standards and refining listening skills to effectively managing customer interactions with care. We view training as a strategic investment, recognizing that the benefits may take time to materialize, and we patiently await the returns.



Contrary to a typical PowerPoint-driven presentation, this program was structured as a comprehensive workshop featuring various interactive elements such as activities, exercises, videos, and role plays. Furthermore, the warm and intimate workshop setting was complemented by sumptuous meals, creating a conducive environment for learning. Despite the culinary distractions, feedback revealed that the program maintained a consistently high engagement and energy throughout its duration.

Beyond aiming to achieve substantial sales figures, the program also prompted participants to introspect and identify their areas for growth, empowering them to set meaningful goals for improvement. As advocates of continuous learning, we are committed to hosting numerous similar programs to enhance our valued employees' skills and motivation.







## WIMBLEDON: THE PRESTIGIOUS CHAMPIONSHIPS

While the globe is still enthralled by the recent Wimbledon Championships, let's have some knowledge on the prestigious Grand Slams played at Wimbledon.

July marks the start of the Summer in London, and everyone suits up to witness some high-octane tennis action at the Southwest area of the All-England Lawn Tennis and Croquet Club in Wimbledon. The Wimbledon 2024 was no different with the players showing exhilarating tennis in the first two weeks of the Championships.

This year, the Wimbledon Grand Slam title was won by Carlos Alcaraz and Barbora Krejčíková in Men's singles and Women's singles respectively.

### Wimbledon Tournament

The Wimbledon Championships, commonly called Wimbledon, is the oldest tennis tournament in the world and is widely regarded as the most prestigious. It has been held at the All-England Lawn Tennis and Croquet Club in Wimbledon, London, since 1877 and is played on outdoor grass courts, with retractable roofs over the two main courts since 2019.

Wimbledon is one of the four Grand Slam tournaments, the others being the Australian Open, the French Open, and the US Open. It is the only major still played on grass, the traditional tennis playing surface. It is also the only Grand Slam that retains a night-time curfew, though matches can now continue until 23:00 under the lights.

The tournament traditionally takes place over two weeks in late June and early July, starting either on the last Monday in June or the first Monday in July and culminating with the Ladies' and Gentlemen's Singles Finals, scheduled for the Saturday and Sunday at the end of the second week.

In 2009, Wimbledon's Centre Court was fitted with a retractable roof to lessen the loss of playing time due to rain. A roof was operational over No. 1 Court from 2019.

Due to the COVID-19 pandemic, Wimbledon 2020 was cancelled, the first cancellation of the tournament since World War II.

### Wimbledon traditions

Wimbledon traditions include a strict all-white dress code for

competitors, and royal patronage. Strawberries and cream are traditionally consumed at the tournament, in later years accompanied by Champagne. Unlike other tournaments, advertising is minimal and low-key from official suppliers such as Slazenger and Rolex. The relationship with Slazenger is the world's longest running sporting sponsorship, providing balls for the tournament since 1902.

### Centre Court

It is a tennis court at the All England Lawn Tennis and Croquet Club (also known as the All England Club) and is the main court used in The Championships at Wimbledon, the third annual Grand Slam event of the tennis calendar. It is considered the world's most famous tennis court.

The lawns at the ground were arranged so that the principal court was in the middle with the others arranged around it, hence it is titled as 'Centre Court'.

### At Wimbledon, there are five main categories of matches:

Gentlemen's Singles, Women's Singles, Gentlemen's Doubles, Women's Doubles, and Mixed Doubles.

The 2024 Wimbledon Championships have been a thrilling spectacle, captivating tennis enthusiasts worldwide.

### Here are some highlights:

**Men's Singles:** Carlos Alcaraz secured his second consecutive title, defeating 24-time Grand Slam champion Novak Djokovic in a gripping final. Alcaraz's powerful forehand and dominant play showcased his rising talent. Notably, he achieved the "Channel Double" by also winning the French Open last month, a feat accomplished by only six men in the Open Era.

**Women's Singles:** Barbora Krejčíková emerged victorious, overcoming Jasmine Paolini in a hard-fought battle. Krejčíková's path to the championship included an upset victory over Elena Rybakina, adding to the unpredictability of the women's competition.

The event saw the home team hero Andy Murray bid adieu to the game.

In the last 29 years, this season was also the first Wimbledon without any of the Williams sisters.



# PASSIVE AGGRESSIVE BEHAVIOUR

Come, let's work on it!

Passive-aggressive behaviour occurs frequently in everyday interactions with our friends, romantic partners, family members and co-workers. But because it can be insidious, you may not always recognize when it's happening to you — or when you're guilty of doing it yourself.

What does being “passive-aggressive” mean, exactly? It's when you express negative emotions, such as anger or hostility, in an indirect (or passive) manner.

When you're being passive-aggressive, you're attempting to convey your feelings about something without actually saying what you want to say. It can be confusing, annoying and harmful to relationships.

Though we all engage in such behaviour now and then, this type of communication tends to be more habitual among people who are avoidant and conflict-averse, as well as those lacking self-esteem. You might communicate this way because you find it too difficult or uncomfortable to directly express yourself.

Passive-aggressive behaviour can show up in many forms, from giving the silent treatment to pouting to procrastinating on a task you agreed to do. But here, we'll focus on the verbal manifestations.

Here's what to watch out for — and what to say instead.

## 1. GOOD FOR YOU



While this statement can be used to express sincere happiness for another person's success, it's often used passive aggressively.

There can be envy or resentment lurking below the surface, and is, at times, a statement about the unfairness of a situation.

Like: “We both worked hard on the same projects, but you got the raise. Good for you.”

It's possible to feel both happy for one person and upset about your own misfortune. So, try sincerely congratulating the other person, and then saying, ‘I'd love to be where you are sometime, too. Can you help me strategize ways to get there?’

## 2. I'M SORRY YOU FEEL THAT WAY



This may initially sound like a genuine apology because the words “I'm sorry” are being used. But when you add in the words “you feel that way,” it becomes a passive-aggressive way of putting the blame on the other person's feelings, rather than taking responsibility for the hurt you've caused.

You are saying, ‘I stand by what I said and I'm sorry you're having this reaction to it, but that's your problem.’ Instead, take accountability for the words you spoke. While intention may not have been to cause any harm, the impact of those words did cause harm. You might say, ‘I'm sorry I hurt you.’ Or, ‘I apologize that what I said caused you pain.’

### 3. IT'S FINE



Another common passive-aggressive move: Claiming “everything’s fine” when you’re actually upset about something.

You may be hoping that someone takes action to address the fact that you’re not actually fine, but you refuse to ask for the support or attention. You may be testing them to see if they’ll follow through. You may be trying to shut down the conversation.

The more effective way of expressing yourself is to tell the other person how you’re actually feeling.

Do you feel overwhelmed, under-appreciated, unsafe, sad, scared, hopeless, jealous, dismissed or something other feeling? How are they to know how you feel if you refuse to acknowledge or share your own feelings? If you’re unclear about your feelings and needs, you can’t expect others to decode with any degree of accuracy. The solution: Say what you mean.

### 4. WHATEVER



This comment usually comes up after you’ve tried to explain your viewpoint a few times to no avail. Then you resign yourself to not being understood and say “whatever.”

It could be a situation like, ‘I told you I don’t like reality shows, but you insist on watching them all the time. Whatever.’

To address the root of the problem could take a little more work, which might look like, ‘Hey, it seems like we’re not really hearing each other. Let’s talk about what you like about reality TV, and I’ll tell you what I don’t like, and maybe we can find some compromise.’ ‘Whatever’ is throwing in the towel too soon, and then resenting the other person for it.

### 5. IF YOU SAY SO



This statement is dismissive and implies that the person’s opinion or perspective cannot be trusted.

You are also communicating that you don’t wish to continue the conversation and even if that person does continue, you don’t really have any interest or investment in what is being said.

Instead, be open minded and consider that other opinions and thoughts are just as valuable as yours. Try, ‘Thank you for sharing your perspective with me. I understand why you would say that. Would you be open to my sharing my perspective as well?’ Or: ‘I’m not sure I understand what you’re saying, could you please clarify what you mean?’

### 6. YOU’RE JUST TOO SENSITIVE



Telling someone they’re “too sensitive” discounts the other person’s hurt feelings and subtly shifts the blame on them for having an emotional reaction to something you did.

It’s like saying, ‘Why are you so weak that you can’t handle the pain I just inflicted on you?’ There are several problems with a statement like this, but a healthier approach would be to acknowledge the pain and try to understand it. Something like: ‘I can see that I hurt you, and I’m very sorry for that. I’d like to understand how I hurt you, so I don’t do that again. Can you tell me what upset you?’

## PASSIVE-AGGRESSION IS NOT A HEALTHY WAY TO COMMUNICATE YOUR FEELINGS

The next time you find yourself uttering one of these passive-aggressive phrases, pause, take a breath and try a different approach. If you’re upset or angry about something, discuss it openly and honestly, rather than pretending that nothing’s wrong and showing your displeasure in other ways.

Being straightforward can be scary but know that most people will tolerate the discomfort of being called out and respect you for being direct and assertive.

At the end of the day, this is a matter of how authentically you’d like to show up in your life.

# Learnings Come from Little Things Around

A man found a cocoon of a butterfly. One day a small opening appeared. He sat and watched the butterfly for several hours as it struggled to force its body through that little hole.

Until it suddenly stopped making any progress and looked like it was stuck.

So, the man decided to help the butterfly. He took a pair of scissors and snipped off the remaining bit of the cocoon. The butterfly then emerged easily, although it had a swollen body and small, shriveled wings.

The man didn't think anything of it and sat there waiting for the wings to enlarge to support the butterfly. But that didn't happen. The butterfly spent the rest of its life unable to fly, crawling around with tiny wings and a swollen body.

Despite the kind heart of the man, he didn't understand that the restricting cocoon and the struggle needed by the butterfly to get itself through the small opening; were God's way of forcing fluid from the body of the butterfly into its wings. To prepare itself for flying once it was out of the cocoon.

## The Moral of the Story:

Our struggles in life develop our strengths. Without struggles, we never grow and never get stronger. So, it's important for us to tackle challenges on our own, and not be relying on help from others.

Sometimes struggles are exactly what we need in our lives. Going through life with no obstacles would cripple us. We will not be as strong as we could have been, and we would never fly.





# Thoughts to Remember



## Celebrity Pastry Chef Amaury Guichon Recreates Miniature Eiffel Tower in Chocolate



Ahead of the 2024 Olympic Games kicking off this July in Paris, the Willy Wonka of the real world brought this impressive 8-foot creation to life using 70 pounds of dark chocolate.

Officially partnering with the Olympics, this chef has grabbed the attention of the internet quite beautifully.

It took him five days of continuous hard work to complete his masterpiece. The chocolatier painted the tower in a golden shade, accentuating its rustic resemblance to the original structure.

The chef further added fairy lights to the chocolate tower so that it resembles the original Eiffel Tower illuminated at night.



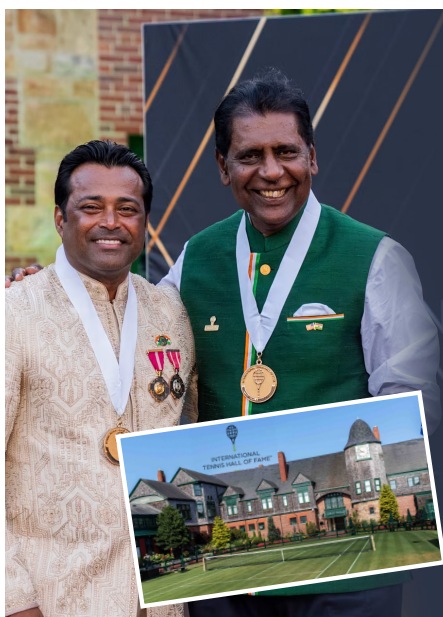
## Assam Secretariat Becomes India's First Eco-Friendly State Govt Headquarters

The Assam Secretariat becomes the country's first green state government headquarters with the inauguration of a 2.5 MW solar power project on its campus.

Installed at a cost of Rs 12.5 crore, the grid-connected rooftop solar power plant will save Rs 30 lakh in electricity bills every month. From now onwards, the secretariat complex will run entirely on solar power, significantly reducing its carbon footprint and operational costs.

This initiative marks a crucial step in Assam's journey toward sustainable energy usage and environmental conservation.

This green initiative will be extended to all official complexes, beginning with medical colleges and universities across the state. All government offices will be equipped with solar panels, with automatic disconnection facilities between 8-9 pm, except for essential departments like home, finance, and the CM secretariat.



## International Tennis Hall of Fame

Former doubles world number one Leander Paes and tennis broadcaster, actor and player Vijay Amritraj became the first Asian men inducted into the International Tennis Hall of Fame on Saturday, the 20th of July 2024. Paes and Amritraj made India the 28th nation represented in the Hall of Fame.

Amritraj, 70, played from 1970 until retiring in 1993, winning 15 ATP singles titles and 399 matches and being ranked as high as 18th in the world and helped India to the Davis Cup finals in 1974 and 1987.

After his playing days, Amritraj has helped humanitarian causes, backed ATP and WTA events in India and has acted in the James Bond and Star Trek movie series.

Paes, 51, was an 18-time Grand Slam champion in doubles and mixed doubles who was selected in the player category after honing his trade in an Amritraj youth academy.

Paes won career Grand Slams in both men's and mixed doubles, completing one in men's by winning the 2012 Australian Open and another in mixed by capturing the 2016 French Open. He won the 1996 Atlanta Olympics bronze medal by defeating Brazil's Fernando Meligeni.



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