

PROPULSE

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Bihar Poultry & Aqua Expo 2024

The three-day Bihar Poultry and Aqua Expo - 2024 was organized at Gyan Bhawan, Patna from 12.09.2024 to 14.09.2024. At this biggest fair in North India, Provet showcased its wide range of Poultry (Avinova) and Aqua (Blunova) products. Many farmers, producers, entrepreneurs, feed companies, government departments, universities, and experts from all over Bihar and other states related to poultry and fisheries participated and visited our stall.



Mr. Samrat Choudhary, Hon'ble Dy. Chief Minister, Govt. of Bihar, Mr. Chaitanya Prasad, Development Commissioner, Govt. of Bihar, Dr. N. Vijayalakshami, Principal Secretary, AFRD, Govt. of Bihar & Prof. Dr. D. R. Singh, VC, Bihar Animal Science University inaugurated this three day fair.

The prime location of our stall was the key attraction, and we missed none to get amazed including the chief guest of the expo and the organizers. The main aim of our exhibit was to create an insight into our quality and unique formulations that favour the betterment of animal health and the economy of farmers.

On Day 1 (12th September), we welcomed **over 250+** visitors from both the poultry and aquaculture sectors, who showed immense interest in our products and offerings.

Our stall design received a lot of appreciation, and the enthusiasm from visitors was truly heartwarming. We greeted our guests with flower bouquets, making it a memorable day for everyone involved.

On Day 2 (13th September), technical sessions for poultry were held. The renowned poultry consultant **Dr. B C Dutta** represented Provet and gave a presentation on "**Optimization of Egg Shell Quality & Egg Production Under the Current Scenario**". We received a great response from the audience.

On Day 3 (14th September) technical sessions for Aquaculture were held. At our stall, we had the privilege of honouring key figures in the industry with shawl and flower bouquets, recognizing their invaluable contributions. Our team engaged in meaningful discussions with customers, exploring the range of products and services we offer and fostering connections that highlight our commitment to advancing aquaculture.

Blunova's products, including **Bacitox Plus**, **Nagrowall**, **Fepromix**, **Profect Plus**, and **Benzatec - 80**, garnered significant attention and recognition. Attendees expressed keen interest in these unique, feed additives particularly the immunostimulants and growth promoters. The audience was eager to learn more about how these innovative solutions can enhance aquaculture practices and contribute to healthier ecosystems.

The footfall was outstanding with an increase in the number of poultry breeders and hatchery owners, farmers, feed manufacturers, consultants, and dealers.

Avinova's blockbuster products like **Bamercin Plus**, **Nagronex group**, **Larvistat group**, and **Immulator Plus** were the focus of attention and received much-needed recognition. The audience was curious to know about these unique and synergistic formulations and non-antibiotic growth promoters.

The expo had all the fervour for the betterment of the Aqua industry. It has provided the platform to reach out the new customers.



Gallery



Customer Group Meeting at Pollachi

Provet hosted the customer group meeting on 19th September 2024 at Sakthi River Resorts, Pollachi.

Vijaykumar (DGM, South 1) and **Govindarajan (ASM, Coimbatore)** welcomed the delegates and provided an overview of the organization. The event was attended by 30 - 35 Breeder farm owners. The event started by ceremonial lighting of the lamp.



Dr. B.C Dutta, a renowned poultry consultant delivered a presentation on “**Nutrition & Health Management for Optimization of Breeder Production**”. The presentation was well-received, and the attendees actively participated, posing questions and seeking clarification on the topic.

The company showcased its latest products and solutions, including **Bambercin Plus**, **Nagronex SNB**, **Immulator** and **Profect – N** emphasizing their benefits and applications in poultry farming. Attendees were encouraged to ask questions and explore the product displays.

Following the presentation, a dinner was served, fostering a relaxed and engaging atmosphere.

To ensure continuous improvement, feedback was collected from attendees. The responses were overwhelmingly positive, with attendees expressing interest in future meetings and additional technical presentations.

Provet Unites Layer Farm Leaders in Mysore

Provet held an engaging and informative customer group meeting at Hotel Le Ruchi the Prince, Mysore, on 17th September 2024. The event gathered 25-30 prominent layer farm owners from the region, to foster strong relationships and address key industry challenges.

The South 1 team opened the meeting with the ceremonial lighting of the lamp, followed by a warm welcome from **Shahi Varnan, Territory Sales Manager. Vijaykumar, Deputy General Manager (South 1),** and **Sridhar Reddy, Area Sales Manager (Karnataka),** greeted the delegates and delivered an insightful introduction to Provet's journey of growth and success.



A highlight of the event was the technical session led by the distinguished **Dr. B.C. Dutta**, who spoke on "**Optimization of Egg Shell Quality & Egg Production Under the Current Scenario.**" He underscored the vital role of Non-Antibiotic Growth Promoters (NAGPs) in maintaining gut health and egg quality. He also discussed various gut-related diseases and strategies to overcome these challenges.

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.

To express appreciation for his valuable insights, Dr. B.C. Dutta was facilitated after his presentation. The event concluded with a heartfelt vote of thanks from Vijaykumar, expressing gratitude to all participants for their active contributions.

Following the formal proceedings, the attendees enjoyed a networking dinner, which provided a platform for further exchanges of ideas and experiences. The meeting reinforced the importance of addressing present challenges in the layer farming sector and highlighted the collaborative efforts driving the industry forward.

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PROFECT[®] PLUS

Highly Potent Broad Spectrum Sanitizer

Most proven, fast acting, non-corrosive effective against all bacteria & pathogens.

Effective against WSSV, MBV and other viruses.

Reduces the incidence of disease outbreak and enhance survivability.



*Triple Salt
Formula with
NaDCC*



BLU NOVA[™]

Technical Workshop at Sirkali HQ

Provet hosted a customer group meeting on September 26, 2024, at Mangalam Mahal in Chidambaram, Tamil Nadu, with 95 shrimp farm owners to strengthen the relationship with key customers by providing them with valuable insights about our products and recent challenges in the aquaculture industry.

The meeting commenced with a warm welcome from **Mr. Dheepak (Territory Sales Manager)**, who introduced the attendees and outlined the agenda for the day.

Dr. Vijay Sundar Deva, Product Manager, offered an insightful overview of the company, emphasizing its unwavering commitment to innovation and excellence in the aquaculture industry. He highlighted the various product segments in Blunova, showcasing how each aligns with the company's mission to drive progress and sustainability in aquaculture practices. Through cutting-edge solutions and a focus on quality, Blunova aims to lead the way in transforming the industry for a more sustainable future.

Dr. P E Cheran (CEO, Super Shrimps Consultants) delivered the technical presentation on "Pond Preparation and Management in Shrimp Farming". The presentation covered key insights and practical tips for shrimp farmers and received positive feedback from the audience.

The company showcased its latest products and solutions, including **Pathostat Blu, Nagrowall, Blucee, Mipramax** and **Rhodobac** emphasizing their benefits and applications in shrimp farming. Attendees were encouraged to ask questions and explore the product displays.

Following the presentation, a dinner was served, fostering a relaxed and engaging atmosphere. To ensure continuous improvement, feedback was collected from attendees. The responses were overwhelmingly positive, with attendees expressing interest in future meetings and additional technical presentations.





CHAR DHAM - PAY HEED TO THE WARNING BELLS



Uttarakhand, also known as Devabhoomi— meaning Land of Gods, is home to a remarkable number of Hindu shrines that attract thousands of worshippers around the year. However, the Char Dham Yatra is undoubtedly the most sought after. Char, in Hindi, refers to four, while Dham means a place of religious importance. This holy pilgrimage, also known as the Chhota Char Dham Yatra, is a circuit of four Hindu shrines- Yamunotri, Gangotri, Kedarnath, and Badrinath.

These sites are important destinations for Hindu devotees, and the circuit is considered a sacred journey. The Himalayas are a “junction between worlds that touch and do not touch each other” (Axel Michaels in Hinduism Past and Present). The Sanskrit word ‘tirtha’ or pilgrimage has just precisely that notion of a crossing place, a transition. And that is why this entire mountain zone is sacred and a place of pilgrimage.

It is not just a journey through these hallowed sites but also an exploration of Uttarakhand’s breathtaking landscapes—soaring peaks, lush forests, and sacred rivers. Each destination offers not only spiritual solace but also a deep connection to the natural and divine essence of the Himalayas. However, it is also lined with several challenges and does require meticulous planning.

The alarm bells

The Char Dham Yatra is a stark reminder of the impending environmental catastrophe in the Himalayas. Despite their sacred status, these mountains are being ruthlessly exploited in the name of development, leading to severe ecological degradation.

Environmental destruction

One can witness how in the name of development, there has been relentless spoliation of this sacred space, the scarring of its pristine landscapes, the dispossession of the rarest of the rare birds and animals which have dwelt in its embrace since ancient times and even of human communities which, in their ways of life, traditions and beliefs, have been its most faithful sentinels.

Impact of religious tourism

For human despoilers, the sacredness has become an asset to exploit for profit. The Everest has become a high-altitude rubbish heap and its crest one more tick on a bucket list of adventures. Our Char Dham are no longer hallowed places of pilgrimage but flourishing destinations for religious tourism. The surge in religious tourism, with millions of visitors each year, has led to the proliferation of hotels, helicopter services, and other tourist amenities, further straining the environment.

Since the shrines opened around May 10-11, around 950,000 pilgrims had already descended on Gangotri, Badrinath, Kedarnath and Yamunotri. These are staggering numbers for such fragile and sensitive mountain locations.

Waste and infrastructure challenge

The sheer volume of waste generated by such large numbers of visitors is staggering. A few years ago, a government study found 23,000 tonnes of solid waste annually along the track to one dham, a figure that has undoubtedly increased. The Char Dham highway, intended to facilitate access, has resulted in frequent landslides and expensive repairs. The upcoming Rishikesh-to-Karnaprayag railway line will likely exacerbate these issues.

Unstable terrain and unsustainable development

The Himalayas are inherently unstable, with frequent landslides and avalanches. Large-scale infrastructure projects disturb this delicate balance, leading to natural disasters. Despite laws mandating debris removal, project waste is often dumped on-site, blocking natural drainage and causing environmental havoc.

Climate change and future risks

Climate change is accelerating the melting of Himalayan glaciers, compounding the effects of environmental degradation. The cumulative impact of climate change and

reckless development threatens the very existence of these sacred mountains.

The need for sustainable practices

While economic activity and development are necessary, they must be balanced with environmental conservation. Careful planning and sustainable practices are essential to protect these fragile ecosystems. Failure to do so will result in greater suffering, particularly for the poorest communities.

Conclusion

Whatever be the immediate benefit, such mindless ravaging of nature will bring eventual retribution and greater deprivation to people. And one is not even factoring in the adverse effects of global warming, which is already leading to the accelerated melting of the Himalayan glaciers. We are caught in a vicious cumulative dynamic in which climate change and environmental degradation are reinforcing each other. If we do not heed the warning bells ringing across these divine mountains, the temple bells of Char Dham may soon fall silent.

The Himalayas are at a critical juncture. Immediate action is required to preserve their sanctity and ecological balance. Only by heeding the warning bells and implementing sustainable development can we ensure that the sacred bells of Char Dham continue to ring for generations to come.



Join us in celebrating a milestone!

On October 14th, Provet proudly marks its 15th anniversary. Here's to 15 years of dedication, innovation, and community.

From Humble Beginnings to 15 Years of Triumph

15 Years of Building Dreams, One Step at a Time

Celebrating 15 years of Excellence, Innovation, Progress, Dedication, Teamwork, Collaboration and Achievement

15 Years of Momentum, Accelerating Forward

Beyond 15: Limitless Possibilities & A Brighter Future Ahead

Sweet 16: Where Ambition Meets Success

Believe, Achieve, Repeat

The Right Time to Start is Now



We went to our friend's daughter's wedding. One of our friends was eating some dry fruits and offered some to us, saying they were good for our health. Another friend asked, "What is the use of eating them once and expecting good health?" After discussing the benefits of dry fruits for a while, we changed the topic.

When I returned to my room, I reflected upon the statement, "What is the use of eating it once?" As a behavioural trainer, I started thinking about self-development activities and jotted down some related points.

Everything starts once and becomes a habit, or we stop doing it. The difference between achievers and those who struggle to achieve is that they make a start and continue what they started. My friend could have continued eating the dry fruits from that day and maintained good health. Similarly, there are instances when friends go out for a vacation, and a fitness enthusiast goes for a morning walk. Those who haven't walked before can start that day and continue. There are many situations where we need to begin to make progress. If we wait for the right time, companion, or mood, we will never start anything good.

Some people would like to write but keep waiting for the perfect thought, which may or may not come. Sometimes, the ideal thought comes, but the person is busy with something else. The thought doesn't come when they are free; they wait for the perfect time.

Everything we see today has been started by someone and continued with determination to finish it. Ask yourself what you plan to start and what is holding you back. Forget what is holding you, and start right now, whether it's reading a book, writing, walking, or anything else.

Courtesy: L. Narendra Kumar



Thoughts to Remember

India Scripts History at 45th Chess Olympiad in Budapest, Hungary

India scripted history as both men's and women's teams secured their first-ever gold medals at the 45th Chess Olympiad in Budapest, Hungary on September 22 (Sunday).

D Gukesh, Arjun Erigaisi and R Praggnanandhaa won their respective matches in the 11th and final round to deliver India a victory in the men's competition. Following the men's team's historic triumph, the women's team—comprising Harika Dronavalli, Vaishali Rameshbabu, Divya Deshmukh, Vantika Agrawal, Tania Sachdev and Abhijit Kunte—clinched the gold medal, sealing a remarkable double victory for India at the Chess Olympiad.

Legendary Viswanathan Anand hailed India's performance at the Chess Olympiad 2024 as the best in the history of the tournament. Anand said that this kind of domination by a country has never been seen before.



ISRO selects 2 Indian astronauts for ISS mission under Axiom-4

In the spring of 2025, Indian astronaut group captain Shubhanshu Shukla is set to make history as the pilot of the Axiom -4 (Ax-4) mission that will mark India's first human presence on the International Space Station (ISS). His backup - fellow Indian Astronaut, group captain, Prashanth Nair also joins the crew for this mission.

The landmark mission, scheduled for launch from the Kennedy Space Centre in Florida, US, will be India's second govt-sponsored human spaceflight in over four decades- Wing Commander (retd) Rakesh Sharma had gone to space as part of a soviet mission in 1984.

The mission will also help India prepare for its Gaganyaan programme – Isro's first crewed mission – by providing valuable experience in spaceflight operations and international cooperation.



Saiyami Kher creates history as she becomes 1st Indian female actor to finish Ironman Triathlon in Germany

Bollywood actor Saiyami Kher set a new benchmark by becoming the first Indian female actor to complete the Ironman 70.3 triathlon in Germany. The race consists of a 1.9 km swim, 90 km of cycling, and a 21.1 km run to be completed back-to-back without breaks.

Saiyami Kher has impressed audiences with her portrayal in films like Ghoomer, Sharmaji Ki Beti, Choked and others.

Talking about the journey, Saiyami says that crossing the finish line of the Ironman 70.3 and getting that medal was one of the proudest moments of her life. She adds, training for an Ironman while juggling 12 to 14-hour shooting was tough. There were days when motivation was nowhere to be found, and it really felt like a battle with herself.

Kher highlighted the importance of resilience, stating, "This race has been about losing my way but ultimately finding my path. It showed me the power of determination and how if you put your mind to something, no one can stop you."



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