

# PROPULSE

MARCH 2025



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# 11<sup>th</sup> Kolkata International Poultry Fair 2025

Provet Pharma Private Limited participated in the **11<sup>th</sup> Kolkata International Poultry Fair 2025**, the largest poultry fair in Eastern India organized by the West Bengal Poultry Federation, in association with the Animal Resources Development Department, Government of West Bengal. The three-day fair was held from 12<sup>th</sup> to 14<sup>th</sup> February 2025 at the Biswa Bengal Convention Centre, Kolkata.

Under the theme "**Provet Promise – Progressive Farming Solutions for Sustainable Development**," the event served as a strategic platform for Provet to reaffirm its commitment to innovation, poultry health, and industry advancement.

It paved a better platform for Provet to showcase its dedication and involvement in creating innovative solutions for poultry health and industry. The highlighted motif was the portfolio of NAGPs which includes **Non-Antibiotic Growth Promoters Next Gen: NAGRONEX - SNB (The Novel Synbiotic), IMMULATOR PLUS (Superlative Immunomodulator) and NAGRONEX ESF (Phytobiotic Growth Promoter)** along with the Tylvatec Soluble & Tilcovet in the Anti Mycoplasmal portfolio and the improvised Bambercin Plus in the Antibiotic Growth Promoter segment. The expo brought a good deal of interest in the segment of concept-based products among the wider audience.



With over 30,000 visitors, including international participants from Bangladesh, Nepal, Bhutan, and Myanmar, the expo facilitated valuable networking, business opportunities, and industry collaboration. A standout attraction at the Provet stall was the interactive stick-catching game, which engaged visitors and enhanced brand recall.

Provet extends heartfelt gratitude to its valued customers who took time out of their busy schedules to visit and engage with the team. Their unwavering support continues to drive Provet's mission of excellence and innovation in the poultry sector.



## Provet at Techno Commercial Hybrid Seminar - Namakkal

Provet Pharma Private Limited actively participated in the **Techno Commercial Hybrid Seminar on Hygiene & Sanitation in Poultry Farms**, held on **February 19, 2025**, at **Nala Hotels, Namakkal**. The seminar provided an excellent platform for industry leaders to showcase innovative solutions for poultry hygiene and biosecurity.

The event began with the rendition of Tamilthai Vazhthu (State Song of Tamil Nadu), followed by an appreciation speech from esteemed guests. Companies were allowed to exhibit their range of hygiene and sanitation products, and Provet made a strong presence with its exclusive display.

At our stall, we showcased **Sanipro and Profect-N**, highly potent broad-spectrum sanitizers. Visitors received product brochures, writing pads, pens, and carry bags, enhancing engagement and brand recall.

**Dr. Manjunath, Area Technical Manager South 1** presented a technical session emphasizing on the importance of biosecurity in poultry farms and services offered by Provet. The audience well received his detailed insights and justification for our solutions.

We extend our sincere appreciation to everyone behind the event for their dedicated efforts in managing our stall and effectively communicating with customers.

The seminar concluded with a closing speech by **Dr. D. Chandrashekar, Senior Consultant**, followed by mementos presented by **Mr. Rex, organizer and proprietor of M/s SS Agro, Namakkal**.



With over 700 floating visitors throughout the day, the event was a remarkable success,

Provet remains committed to promoting excellence in poultry hygiene and biosecurity, and we look forward to further engagements that drive innovation and awareness in the industry.

## Farmer Group Meeting at Narghat HQ

Provet hosted a **Farmer Group Meeting on February 19<sup>th</sup>, 2025, at Narghat, West Bengal**, with 120 fish & 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. Rajneesh Prakash (Regional Sales Manager)**, who introduced the attendees and outlined the agenda for the day.

**Mr. Sankalpa Samanta, Territory Sales 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, Provet aims to lead the way in transforming the industry for a more sustainable future.

Our key customers, **Mr. Soumendra Nath Das, Mr. Bapan Das, and Mr. Biswanath Samanta**, participated in the event and were warmly welcomed with flower bouquets by Mr. Rajneesh Prakash and Mr. Sankalpa Samanta.

**Mr. Rajneesh Prakash, Regional Sales Manager**, delivered the technical presentation on **“Water Quality Management in Shrimp and Fish Farming”**. The presentation covered key insights and practical tips for shrimp farmers and received positive feedback from the audience.



We showcased our latest products and solutions, including **PROFECT PLUS, DIASHIELD, HATCHPRO LG, BACITOX PLUS, VIBROCID, PATHOSTAT BLU, 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 lunch 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 product & technical presentations.

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# Farmer Group Meeting at Mirzapur – West Bengal

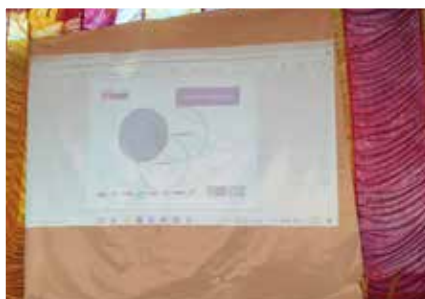
On **February 9<sup>th</sup>, 2025**, Provet held a **Farmer Group Meeting in Mirzapur, Bhagwanpur, West Bengal**. Sixty fish and shrimp farm owners attended the event. Our aim was to fortify relationships with our key customers and share insights on our products and address aquaculture industry challenges.

The event kicked off with a warm welcome from our **Regional Sales Manager, Mr. Rajneesh Prakash**, who greeted the attendees and shared the day's agenda.

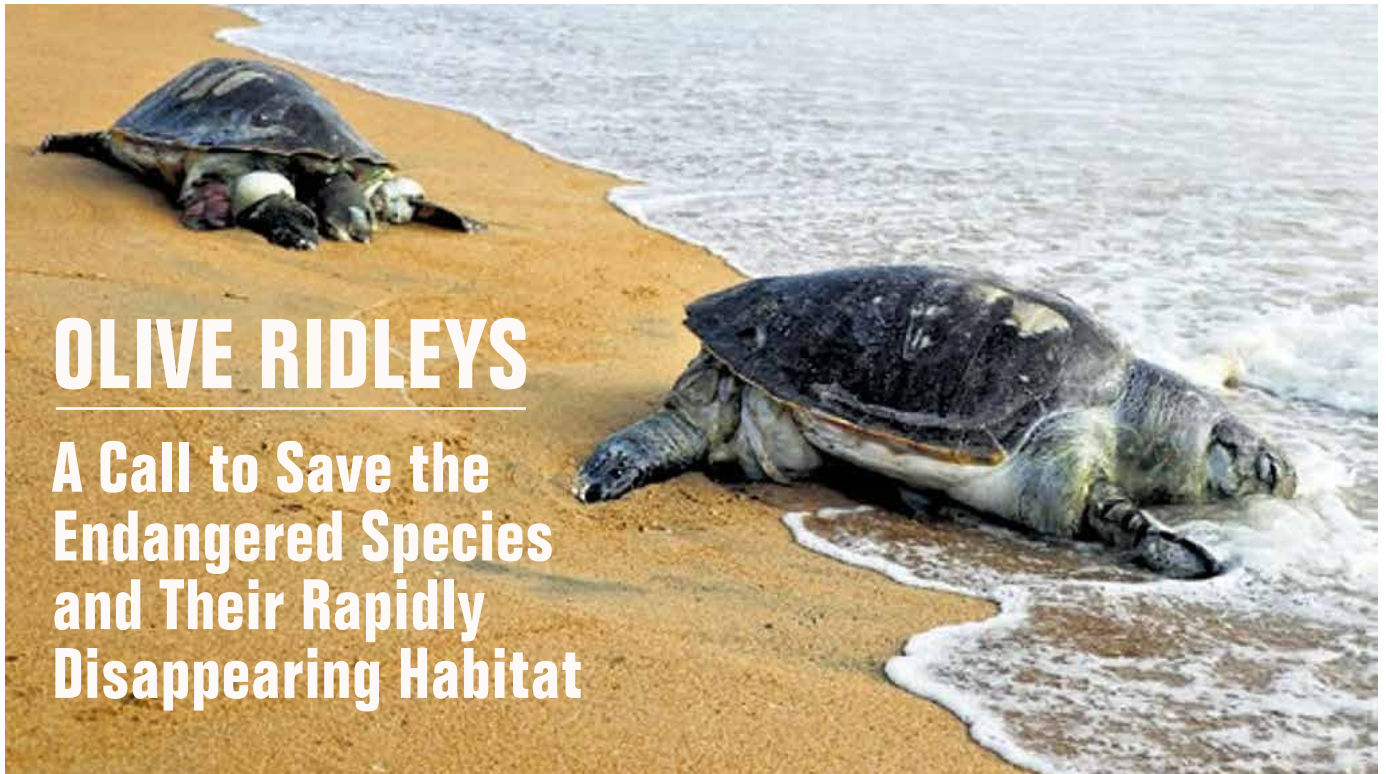
**Territory Sales Manager, Mr. Sankalpa Samanta**, offered an engaging overview of the company. He highlighted our unwavering commitment to innovation and excellence in aquaculture, detailing the various Blunova product segments and their alignment with our mission to promote progress and sustainability in the industry. With cutting-edge solutions and a focus on quality, Provet is determined to spearhead a more sustainable future for aquaculture.

We were honoured by the presence of **our esteemed customers: Mr. Soumendra Nath Das, Mr. Bapan Das, Mr. SK Feroz, and Mr. Biswanath Samanta**. They received a warm welcome with flower bouquets from Mr. Rajneesh Prakash and Mr. Sankalpa Samanta.

**Mr. Rajneesh Prakash** also delivered a comprehensive technical presentation on **"Pond Preparation and Management in Shrimp and Fish Farming."** His insights and practical tips were met with positive feedback from the audience.







# OLIVE RIDLEYS

## A Call to Save the Endangered Species and Their Rapidly Disappearing Habitat

### The Arrival of Olive Ridley Turtles

The Olive Ridley Turtles come to the beaches of Odisha coast annually between November and December and stay on until April and May for nesting. Recently, nesting has been observed to start from late January to early February. The turtles choose the narrow beaches near estuaries and bays for laying their eggs. Each adult female lays approximately 100 to 140 eggs at a time.

### Threats to Olive Ridley Turtles

The Olive Ridleys face serious threats across their migratory route, habitat, and nesting beaches due to human activities such as turtle-unfriendly fishing practices, development, and exploitation of nesting beaches for ports and tourist centres. Though international trade in these turtles and their products is banned, they are still extensively poached for their meat, shell, and leather. Turtle eggs, though illegal to harvest, have a significantly large market around the coastal regions.

### Grave Threats Along India's East Coast

The Olive Ridley turtle, a species revered for its unique mass nesting phenomenon known as arribada, is facing a grave threat along India's east coast. Despite being protected under Schedule 1 of India's Wildlife Protection Act, 1972—a status that places it on par with the tiger—the species is increasingly falling victim to human activities, particularly mechanised fishing practices. This year, thousands of turtles are washing ashore dead, their lifeless bodies bearing the scars of a relentless battle against unsustainable fishing and habitat destruction.

### Critical Habitat for Olive Ridley Turtles

The east coast—particularly the states of Odisha, Andhra Pradesh, and Tamil Nadu—is a critical habitat for Olive Ridley turtles. The Gahirmatha Marine Sanctuary in Odisha, for instance, is the world's largest nesting site for the species. However, the very waters that serve as their breeding grounds have become a death trap due to the unchecked proliferation of mechanised trawlers and gillnets.

## The Culprit: Mechanised Trawlers

Mechanised trawlers, which drag large nets across the ocean floor, are one of the biggest culprits behind their rising mortality. These nets are not selective; they capture everything in their path, including turtles, which often get entangled and drown.

## Weak Enforcement of Regulations

The problem is exacerbated by the fact that many trawlers operate illegally within the 5-10 km coastal zone, which is a no-fishing zone to protect breeding grounds. Despite regulations, enforcement remains weak, and trawlers continue to flout the rules with impunity.

## Disturbing Number of Deaths in Tamil Nadu

In Tamil Nadu, for instance, the Chennai coastline has witnessed a disturbing number of turtle deaths. Its beaches from Marina to Kovalam are rotting with dead carcasses. Even burying them has become laborious for volunteers and forest department personnel.

So far, Chennai has recorded over 1,200 deaths and neighbouring Andhra Pradesh has reported over 3,000 carcasses. NGOs, forest departments, and beachgoers say they have not seen anything like this before.

## Debates on the Cause of High Mortality

There is a big debate on what is causing such high mortality. Are trawlers alone responsible for the deaths? Or is there more to it? Fishermen claim hundreds of dead turtles are floating in the deep sea as well, where the ocean is too deep for trawlers to entangle turtles in large numbers.

## Expert Opinions on Trawl Nets

However, the experts affirm that trawl nets are the primary cause, and it is visibly evident. The bulging eyes and swollen necks suggest the turtles died due to drowning. Tamil Nadu Chief Wildlife Warden Rakesh Kumar Dogra confirmed that turtles are dying due to flooding of their lungs.

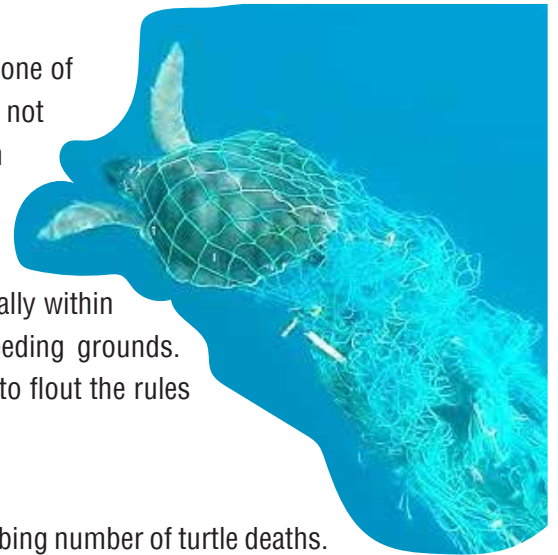
Turtle expert K Sivakumar, a member of the Marine Protected Areas Commission in IUCN, suspects intensive trawling has been done 'unknowingly' in congregation areas, where females and males come together for mating around this time, resulting in mass mortality.

## Importance of Sea Turtles

The sea turtles, along with other marine megafauna, are essential indicators of the health of our oceans. Their survival ensures the balance of marine ecosystems, impacting fisheries, coastal resilience, and biodiversity.

## Call for Coordinated Action

Conservation is not the responsibility of a single department or organisation. It is a shared duty that requires coordinated action. Our efforts today will help create a sustainable model for marine conservation. Without urgent intervention and collaborative action, we risk losing not just a species but the ecological stability they provide.



Reference:  
<https://indiancoastguard.gov.in/olive-ridley>

## Provet Strengthens Industry Presence with Key Sponsorships

Provet Pharma Private Limited actively participated in a series of key industry events in February 2025, reaffirming its commitment to supporting the veterinary and poultry sectors through sponsorships and meaningful engagements

### Supporting Veterinary Excellence at PVDA Conference



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### Engaging with Poultry Leaders at Broiler Breeder Association AGM



On February 10th, Provet extended its support as a Silver Sponsor at the Annual General Meeting of the Broiler Breeder Association North. The event served as a significant platform for industry leaders to discuss broiler breeding advancements, biosecurity measures, and emerging challenges, with Provet actively engaging in knowledge-sharing and stakeholder interactions.

### Encouraging Team Spirit at the VMPWA Cricket League



In a unique and engaging initiative, Provet extended its support to the Veterinary Marketing Personnel Welfare Association (VMPWA) Cricket League held in Hyderabad on February 14th as the official Food Sponsor. This event not only fostered camaraderie among veterinary marketing professionals but also highlighted the importance of work-life balance and team spirit in the industry.

Provet Pharma remains dedicated to supporting and advancing the veterinary and poultry industries through knowledge-sharing, innovation, and strong stakeholder partnerships. These engagements reflect the company's unwavering commitment to driving industry excellence and sustainable growth.



# LEADERSHIP AND Valentine's DAY

**V - Vision:** A leader is a visionary, driving the country, company, and individuals forward. They are the custodians of a clear vision.

**A - Action:** Actions speak louder than words. A leader is action-oriented and responds effectively to various situations.

**L - Listening:** Listening involves engaging both the mind and the heart. A leader prioritises listening before taking charge.

**E - Empathy:** Empathy alleviates pain. A leader practices empathy while also offering solutions.

**N - Nurturing:** Nurturing people is an art, and a leader is an artist who guides and supports others in their growth.

**T - Team Building:** Team building is crucial for success. A leader not only instils hope but also cultivates a strong team.

**I - Initiator:** A core quality of a leader is the ability to take initiative, which distinguishes them from others.

**N - Novelty:** A leader thrives on novelty, leading with creativity and innovation.

**E - Enthusiasm:** Enthusiasm is a way of life. It energises the leader and those around them.

**S - Sharing:** A leader is known for sharing successes and owning failures.

*As the world celebrates Valentine's Day as a day for lovers, let's redefine it as a day for leaders.  
A leader is for the people, by the people, and a true lover of people.*

# A Story of Every Household Love Bonding Moment

In the bustling city of Chennai, lived a family whose love had the power to transcend the ordinary. The Rajans, a family of four, had always been close-knit. Mr. Rajan, a software engineer, and Mrs. Rajan, an artist, shared a love that was both passionate and enduring. Their children, Kavya and Rohan, were their pride and joy, each with their own dreams and aspirations.

One evening, as the sun dipped below the horizon, painting the sky in hues of orange and pink, a sense of unease settled over the Rajan household. Kavya, a brilliant young violinist, had been offered a once-in-a-lifetime opportunity to study music abroad. It was her dream come true, but it also meant leaving her family behind.

The night before Kavya's departure, the Rajans gathered in their cozy living room. The air was thick with a mix of excitement and sorrow. Mrs. Rajan, her eyes glistening with tears, handed Kavya a beautifully wrapped box. "This is for you, my dear. Open it when you feel lonely," she said, her voice trembling with emotion.

The following day, as Kavya boarded the plane, she clutched the box tightly, her heart heavy with the weight of her family's love. Months passed, and though Kavya excelled in her studies, the ache of homesickness never truly faded. One lonely night, she finally decided to open the box her mother had given her.



Inside, she found a delicate silver locket, etched with intricate designs. As she opened the locket, a small note slipped out. In her mother's elegant handwriting, it read: "A bridge across the stars, a bond that knows no bounds. Our love is forever, no matter the distance." Tears streamed down Kavya's face as she held the locket close to her heart, feeling an unbreakable connection to her family.

Back in Chennai, the Rajans missed Kavya dearly. Rohan, inspired by his sister's courage, decided to pursue his own dreams of becoming a pilot. He worked tirelessly, fueled by the love and support of his parents. The Rajan household buzzed with activity and anticipation as they awaited the day their family would be whole again.

Years later, on a crisp February evening, the Rajans stood on the airport's tarmac, their hearts pounding with excitement. The air was filled with the hum of engines and the distant chatter of travellers. As the plane touched down, they spotted Kavya and Rohan, now a pilot, descending the steps hand-in-hand.

Reunited at last, the Rajans embraced, their love radiating like a beacon in the night. They realized that true love was not defined by the miles that separated them, but by the unwavering bond that held them together. In that moment, they knew that their love was a bridge across the stars, connecting their hearts no matter where life took them.

And so, the Rajans continued to live their lives, cherishing the love that had grown stronger through distance and time.



# Happiness is a Choice

In a world that often equates happiness with wealth and status, it's essential to recognize that true happiness is a matter of choice and perspective. While money and social standing may offer temporary pleasures, they do not guarantee lasting fulfillment. Instead, our mental state, attitude, and ability to embrace gratitude and contentment are the keys to achieving genuine peace and happiness. By confronting difficulties with confidence and appreciating the present moment, we can cultivate a more profound and enduring sense of well-being.



## The Illusion of Money and Status

Society frequently promotes the idea that financial success and high social status are synonymous with happiness. However, countless stories and studies reveal that this perception is flawed. While financial stability can provide comfort and security, it does not inherently lead to happiness. In fact, the pursuit of wealth and status can often result in stress, anxiety, and a sense of emptiness.

1. **The Hedonic Treadmill:** The concept of the hedonic treadmill suggests that individuals quickly adapt to new levels of wealth and luxury, resulting in a constant pursuit of more without achieving lasting happiness. This cycle of desire and adaptation can leave people feeling unfulfilled, regardless of their material possessions.
2. **Social Comparison:** In the age of social media, individuals are more likely to compare themselves to others, leading to feelings of inadequacy and envy. This constant comparison can erode self-esteem and detract from genuine happiness.

## The Power of Mental State

True happiness stems from within, influenced by our mental state and outlook on life. Our thoughts, emotions, and attitudes play a crucial role in shaping our overall sense of well-being.

- **Gratitude:** Practicing gratitude involves acknowledging and appreciating the positive aspects of our lives. By focusing on what we have rather than what we lack, we can cultivate a sense of contentment and joy. Gratitude helps shift our perspective from scarcity to abundance, fostering a more positive and resilient mindset.
- **Mindfulness:** Being present in the moment and fully engaging with our experiences can enhance our sense of happiness. Mindfulness encourages us to savor the simple pleasures in life and reduces the tendency to dwell on past regrets or future anxieties.
- **Positive Thinking:** Adopting a positive mindset involves reframing negative thoughts and focusing on solutions rather than problems. Positive thinking can boost resilience, improve mental health, and contribute to a more optimistic outlook on life.



## Facing Difficulties with Confidence

Life is full of challenges and uncertainties, but how we respond to these difficulties significantly impacts our happiness. Embracing challenges with confidence and resilience allows us to grow and learn from adversity.

1. **Acceptance:** Acknowledging that difficulties are a natural part of life can help us approach challenges with a sense of calm and determination. Acceptance does not mean resignation; rather, it involves recognizing the reality of a situation and finding ways to navigate it effectively.
2. **Problem-Solving:** Developing problem-solving skills and seeking constructive solutions can empower us to confront challenges head-on. By taking proactive steps to address issues, we can regain a sense of control and build confidence in our abilities.
3. **Support Systems:** Building and maintaining strong relationships with friends, family, and communities can provide emotional support and encouragement during difficult times. Connecting with others and sharing our experiences can help us feel understood and less alone.



## Conclusion

Happiness is not a destination dictated by external factors. Instead, it is a choice that arises from within, shaped by our mental state, attitude, and ability to embrace gratitude and confidence. By recognizing that true happiness is defined by our inner world, we can cultivate a more fulfilling and peaceful life.



## Provet Pharma Private Limited

### Inauguration of the state-of-the-art **HPLC facility**

at our Quality Control Unit,  
Chennai on 17<sup>th</sup> February 2025,  
which marks a significant milestone  
in our commitment to  
Veterinary Healthcare Excellence





## Provet Pharma Private Limited

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