



# Matija Antun Reljkovic High School Slavonski Brod Croatia

Live healthy  Live stevia



The whole process of making sweet stevia powder begins and finishes in our school.







In our micropropagation laboratory the plants are multiplied in sterile conditions.

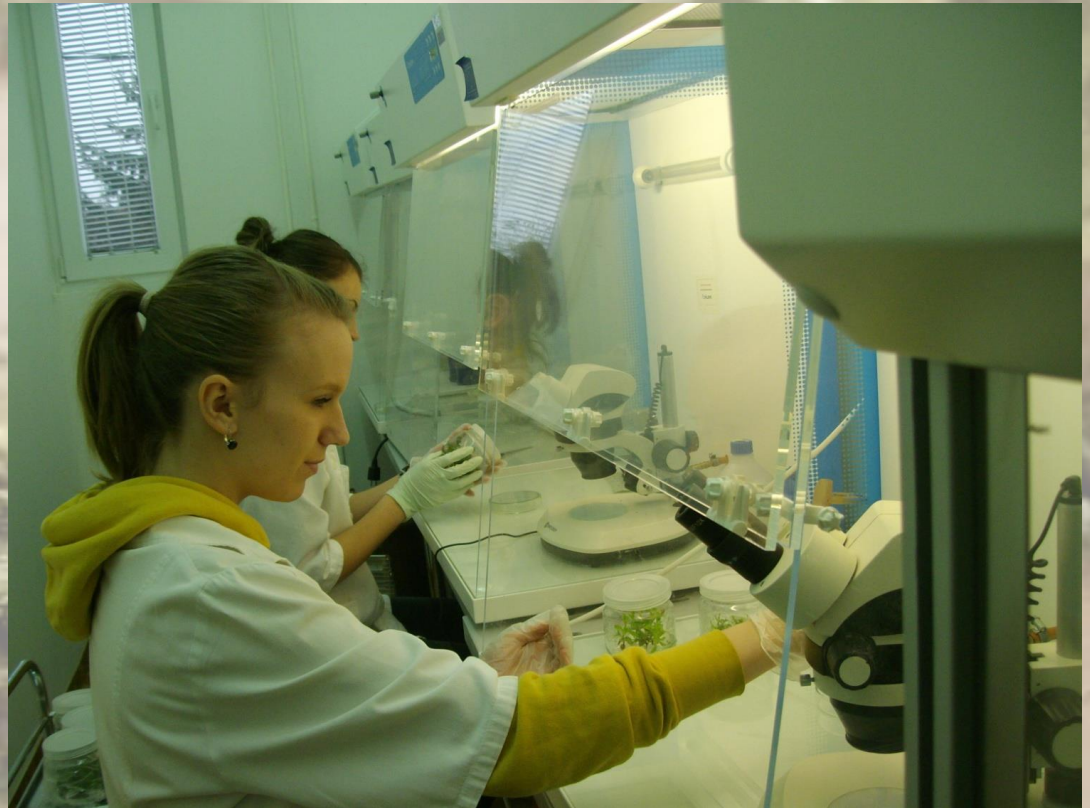


The whole process is performed at a strict aseptic condition under a laminar air flow.





**Students  
use stereo  
microscope,  
scalpels  
and  
tweezers to  
handle the  
plants.**



**Burner is used for heating and sterilization of all the equipment.**

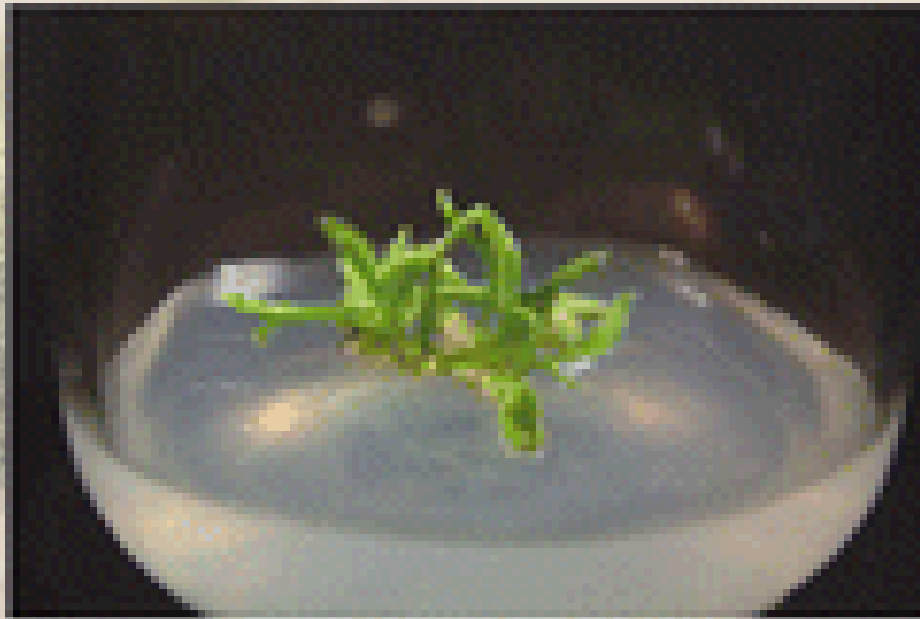




**It all starts  
from the  
stem nodal  
segments,  
which are  
surface  
sterilized.**



**Then inoculated into MS medium with different concentration of growth regulators.**





**Until fresh multiple greenish buds appear and in vitro stevia shoots are ready for root development.**



**Stevia plantlets with developed roots after 6 weeks of culture look like this...**





...and they are ready for acclimatization  
in sterile sand





so plantlets are transferred into seed trays containing sand and peat moss mixture.







**In May and June seedlings will be planted on our school field, and will hopefully look something like this...**







**In late autumn, we harvest leaves from the plant, dry them in a warm dark area and grind them into a fine powder.**







# Stevia can be used to sweeten beverages.





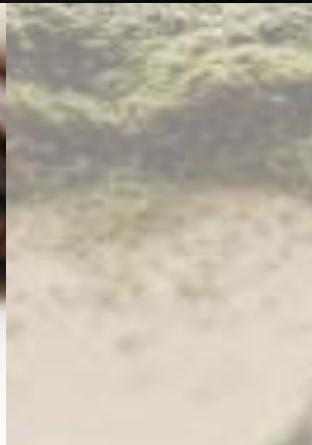
# To sweeten all kinds of jam...







# ...cookies and pies.





**Growing stevia is pretty easy since it's not a demanding plant.**

**It's pest resistant.**

**All it needs is plenty of sunlight and water.**

**Growing stevia is the future...**





**In cooperation with the young entrepreneurs of our school we started a company dealing with stevia growth and sales.**



# **The company is led by 9 students through 6 departments**

- general management**
- human resources**
- financial department**
- technical department**
- public relations**
- administration**





# General manager

- coordinates all the activities of the company
- deals with leadership and management of the enterprise



# Human resources

- take care of all the personnel
- responsible for the selection, training, assessment, and rewarding of employees, while overseeing organizational leadership and culture





# Financial manager

- ensures a positive cash flow
- covers the process of identifying and managing risks



# Logistics and manufacturing

- organise production
- deal with market research
- manage the flow of goods between company and consumers in order to meet their requirements



# PR manager

- identify main client groups
- write interesting press releases, prepare information for media kits and develop and maintain company intranet web pages
- develop the company's identity, which includes the use of logos
- manage special events such as sponsorship of races, parties introducing new products, or other activities the firm supports in order to gain public attention through the media without advertising directly





# Secretary

- prepare and manage reports and documents
- organize and coordinate meetings
- organize events
- collate information
- answer all inquiries and provide information
- coordinate the flow of information