



PURNABRAHMA



Traditional Wisdom

July - September 2024 | Year 4 / Volume - 3

**Rs. 250
(Inclusive
of all taxes)**

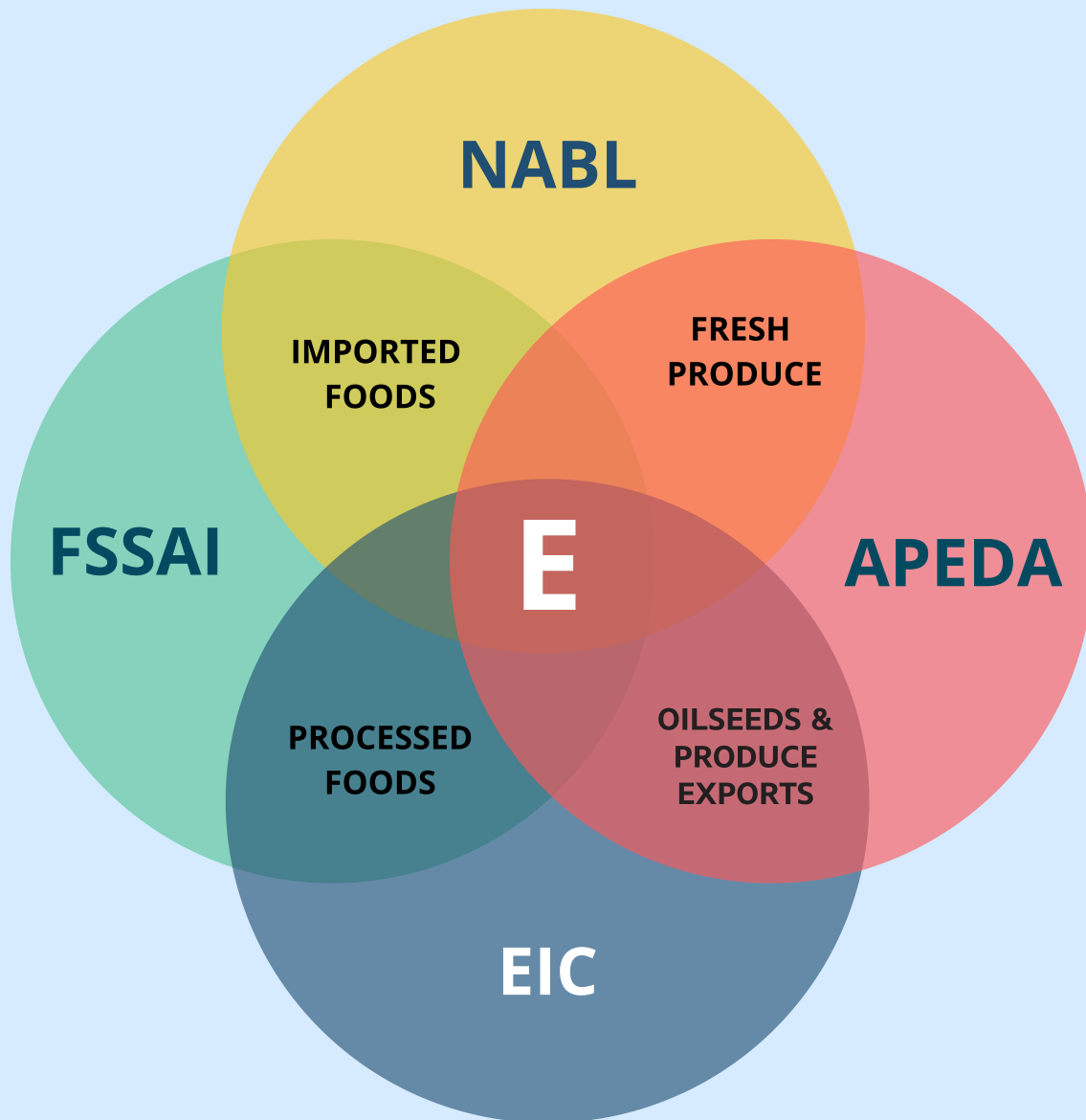




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Dr. Kondekar received Maharashtra Books of Records for his recent publication.



Dr. Nilesh Amritkar's Envirocare Labs receives the Thane Municipal Corporation Award .



Ms. Bhagyashri Mhare has been selected in prestigious goldman sachs 10000 women program for women entrepreneurs that was held at IIM Bangalore



Dr. Smita Lele's article was recently published in Maharashtra Times.



CASMB ACTIVITIES



Expert Lecture Series was conducted on Saturday, April 13th, from 4-5 PM on the topic: Sustainable Food Packaging by Speaker: Professor Laxmikant S. Badwaik (Head of the department of food engineering and technology, Tezpur University, Assam)



Chamber for Advancement of Small & Medium Businesses representative Nilesh Lele, President & Dr Umesh Kamble (Phd), Secretary General visited MSME, DFO Mumbai meeting with Shri. Milind Barapatre IEDS, Joint Director MSME DFO, Shri Praful Umare IEDS, Assistant Director MSME DFO & Dr. Sudhir Tamne, Sr. Vice President - Quality / Technical / Innovation, Burger King



Contract Manufacturing & Private Label (CMPL) Expo 2024



CASMB and FSSAI Host Interactive Codex Session at ITCFSAN, Mumbai



Successful launch of the latest edition of Purnabramha Magazine on May 23rd, 2024



MOU Signed between CASMB and KIT College, Kolhapur

Dr. Prabodh Halde

Chairman
Chamber for Advancement of
Small and Medium
Businesses, CASMB



The Wisdom of Traditional Knowledge for Strengthening India's Economy

Traditional knowledge encompasses the wisdom, practices, and customs passed down through generations within cultures and communities. This knowledge includes everything from language, rituals, and medicinal practices to agricultural techniques and spiritual beliefs. In the modern era, as we face various global challenges, there is much we can learn from traditional knowledge to strengthen our economy, particularly by supporting small and medium businesses.

Learning from Tradition

Traditional knowledge offers insights and practices that can address contemporary issues, especially in business and agriculture. Sustainable agricultural techniques, natural medicine, and community-based resource management are areas where traditional wisdom excels. These practices, honed over centuries, are finely tuned to local environments and ecosystems. By integrating these time-tested methods with modern technology, we can create more sustainable and resilient economic systems.

One of the critical lessons from traditional knowledge is the holistic approach to life. Traditional societies often view the world as an interconnected web, where the well-being of individuals, communities, and the environment are inextricably linked. This perspective contrasts with the often-compartmentalized approach of modern society, which can lead to solutions that solve one problem while creating another. Embracing a holistic

viewpoint can lead to more balanced and sustainable economic solutions.

The Resilience of Indian and Chinese Civilizations

Indian and Chinese civilizations, among the oldest in the world, have maintained their cultural and societal frameworks for over 10,000 years. This longevity is partly due to their deeply ingrained traditional knowledge systems, particularly around food culture. While many other civilizations have lost their distinct identities and succumbed to external influences, India and China have retained their core cultural practices.

Food culture, in particular, plays a vital role in this resilience. Lost civilizations such as the Maya, Latin, Roman, and African cultures abandoned traditional food practices in favour of Western habits, leading to dilution of their cultural identities. In contrast, Indian civilization has steadfastly maintained its culinary traditions despite numerous invasions and colonization attempts. This persistence has helped preserve not only the food culture but also the broader cultural and social frameworks that support it.

British Colonization and the Undermining of Traditional Wisdom

The British colonization of India profoundly impacted traditional knowledge systems. The British systematically undermined local industries and traditional businesses by shutting down indigenous factories and diverting raw materials to England. They then flooded the Indian market with finished goods, crippling local economies. This colonial strategy was designed to disrupt the self-sufficient, agrarian-based society that had thrived for centuries.

Moreover, the British propagated the notion that Indian traditions and knowledge systems were primitive and unscientific. They portrayed India as a land of snake charmers and elephants, ignoring the profound scientific and mathematical advancements made by ancient Indian scholars. Aryabhata's invention of zero, the decimal system, foundational

CHAIRMAN'S MESSAGE

elements of mathematics, grammar by Panini, Ayurveda, astronomy, and yoga are just a few examples of India's rich scientific heritage.

Rediscovering and Valuing Traditional Wisdom

Today, it is crucial to recognize and take pride in our traditional knowledge systems. This recognition must go hand in hand with scientific acumen and an open-minded approach. The wisdom of our ancestors should be respected, but it must also be scrutinized, validated, and adapted to meet modern needs.

For instance, Ayurveda offers a holistic approach to health that is gaining recognition worldwide. Integrating these traditional practices with modern medicine requires rigorous scientific research and validation. Similarly, traditional agricultural practices that promote biodiversity and sustainability can be combined with modern techniques to enhance food security and environmental conservation.

Traditional Wisdom and Small and Medium Businesses

Small and medium businesses (SMBs) are the backbone of the Indian economy. They play a critical role in job creation, innovation, and economic resilience. Traditional knowledge can provide SMBs with unique advantages, helping them to thrive and contribute to a robust economy.

- 1. Sustainable Practices:** Traditional agricultural and craft practices often emphasize sustainability and local resources. SMBs can leverage these methods to create eco-friendly products that appeal to environmentally conscious consumers.
- 2. Health and Wellness:** Traditional medicine systems like Ayurveda offer unique products and services that cater to the growing demand for natural and holistic health solutions. SMBs in the health and wellness sector can benefit from incorporating these traditional practices.

- 3. Cultural Heritage:** Traditional crafts, textiles, and culinary products have a unique cultural value. SMBs can capitalize on this heritage to create niche markets, attract tourism, and promote local economies.
- 4. Community and Social Cohesion:** Traditional knowledge often emphasizes the importance of community and social cohesion. SMBs that operate within these frameworks can build strong community ties, fostering loyalty and support from local consumers.

The Role of Traditional Wisdom in Modern Economic Development

In the modern era, traditional wisdom has a vital role to play in economic development:

Conclusion: Embracing Our Heritage for a Stronger Economy

As we navigate the complexities of the modern world, it is essential to embrace and learn from our traditional knowledge systems. This wisdom, honed over millennia, offers valuable insights into creating more sustainable, resilient, and harmonious economies. By combining the best of traditional knowledge with modern innovations, we can build a future that honours our past while embracing the possibilities of the future.

We have a responsibility to respect and preserve our traditional wisdom while ensuring it evolves to meet contemporary needs. By doing so, we can create a world that values sustainability, community, and holistic well-being. Let us take pride in our cultural heritage, learn from past mistakes, and work towards a future that honours the wisdom of our ancestors and strengthens our economy through the support of small and medium businesses.

Dr. Prabodh Halde
Chairman, Chamber for Advancement of Small & Medium Businesses (CASMB)



**CHAMBER FOR ADVANCEMENT
OF SMALL & MEDIUM BUSINESSES**

Nilesh Lele

**President,
Chamber for Advancement
of Small and Medium
Business (CASMB)**



The Intersection of Tradition and Innovation

Dear Readers,

In today's rapidly evolving business landscape, we often find ourselves looking forward, embracing the latest technologies and groundbreaking innovations. However, as we forge ahead, it's equally important to look back and draw inspiration from the wealth of traditional wisdom and values that have guided generations before us. In this issue of "Traditional Wisdom and Entrepreneur," we explore the intersection of tradition and innovation, showcasing how the timeless principles of the past can inform and enhance the entrepreneurial ventures of the present.

Traditional values such as integrity, community focus, resilience, and sustainability have long provided a solid foundation for success. These values are not relics of the past but are profoundly relevant in today's business environment. They offer a compass that can guide modern entrepreneurs through the complexities and challenges of contemporary markets.

Consider the case of Amul, a company that has revolutionized India's dairy industry. Drawing on the traditional cooperative model, Amul has empowered millions of farmers by providing them with a stable income and a direct market for their products. This cooperative framework, combined with modern marketing and production techniques, has made Amul a household name and a symbol of innovation rooted in traditional values.

Similarly, we see the fusion of tradition and innovation in the story of Mother Dairy. This company, established to ensure the distribution of milk and dairy products to urban areas, integrates traditional dairy farming practices with state-of-the-art processing and distribution methods. By maintaining the authenticity of their products while embracing modern technologies, Mother Dairy has ensured the delivery of high-quality, safe, and nutritious food to millions.

Another inspiring example is ITC's *e-Choupal* initiative, which leverages technology to support rural farmers. By integrating traditional agricultural knowledge with modern digital platforms, ITC has created a unique model that improves supply chain efficiency, enhances productivity, and ensures fair prices for farmers. Their success underscores the potential of tradition-based businesses to thrive in a modern economy.

These examples highlight that the fusion of tradition and innovation is not just possible but can be a powerful strategy for success. By integrating the enduring wisdom of the past with the dynamic possibilities of the present, entrepreneurs can create businesses that are not only profitable but also resilient, sustainable, and ethically grounded.

As we continue to navigate the complexities of the modern business world, let us remember that the wisdom of our ancestors can provide valuable insights and guide us toward a more balanced and holistic approach to entrepreneurship. Tradition and innovation are not opposing forces but complementary ones. Together, they can pave the way for a future where businesses thrive not just in terms of profit but also in contributing to the well-being of our communities and the planet.

We hope this issue inspires you to explore the rich intersection of tradition and innovation in your own entrepreneurial journey.

Warm regards,

Mr. Nilesh Lele

President,
**Chamber for the Advancement of Small and
Medium Business (CASMB)**



PURNABRAHMA

Dr. Ritika Joshi

**Editor
Purnabrahma**



Hello Readers!

An individual possesses four dimensions of intelligence: physical, intellectual, emotional and spiritual. Ignoring any of these can lead to several challenges. The Industrial age often overlooked these dimensions. But today's era of "Digital Transformation" and the foreseen "Age of Wisdom" requires people to become more effective by achieving greatness. By discovering one's own voice and inspiring others to find their own, is an attribute of a great leader- be it in business or any other realm.

Our ancient scriptures, such as The *Bhagavad Gita*, Ramayana, and *Arthashastra*, offer timeless guidance for cultivating numerous qualities essential for leading a successful enterprise. These texts provide a framework for leadership, ethics, decision-making, and resilience. For instance, the principle of *Sattva* advises leaders to prioritize the well-being of their employees and to seek a purpose beyond mere material success. *Dharma* encompasses moral and ethical standards that guide human behaviour, encouraging businesses to act with integrity and social responsibility. The principle of *Karma* emphasizes that "all actions

have consequences," urging businesses to consider the long-term impact of their decisions and to adopt sustainable growth and development practices.

Everyone is born with three inherent gifts: the freedom to choose, the natural laws governing the consequences of behaviour, and the four dimensions of intelligence. These gifts enable individuals to discover their unique voice and carve out a niche in their chosen field. Great achievers harness these aspects of intelligence to express their voice and achieve success.

This issue of *Purnabrahma* on "*Traditional Wisdom*" is an attempt to urge the achievers/ budding entrepreneurs to develop their *mental energy* into vision, develop their *physical energy* into *discipline*, develop their emotional *energy* into *passion*, develop their *spiritual energy* into *conscience*- their inward moral sense of what is right and wrong and their drive towards meaning and contribution.

Thus, we urge our stakeholders to ponder upon some of their go-to principles from these epics, think at the intersection of traditional wisdom and innovation and how can they bring them to life across their own modern business operations?

Thank you.

Dr. Ritika Joshi

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PURNABRAHMA

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Mentorship Across Generations: A Symphony of Wisdom and Innovation

In a world where the rapid pace of technological advancements often overshadows the time-honoured practices of the past, timeless guidance and learnings from great mentors, epics and our elders can serve as a bridge between generations. This connection isn't just about transferring knowledge; it's about weaving the threads of traditional wisdom into the fabric of modern innovation.

Our elders have faced challenges similar to those we face today, even if the circumstances were different. Their experiences and learnings offer us a lens to view our own struggles and triumphs with an improved understanding of the situation, under taking mindful decisions and with an

enhanced capability to act accordingly. Traditional wisdom provides a foundation upon which we can build, reminding us of the values of patience, perseverance, and the importance of community.

In this issue, we explore the powerful dynamics of entrepreneurship across generations. We delve into stories where the old and the new converge, creating a harmonious blend that drives progress while honouring the past. From ancient practices that find relevance in today's world to modern solutions that respect the principles of our forebears, these narratives illustrate the timeless value of shared knowledge.

As you read through these pages, we invite you to reflect on your own journey. Consider the mentors who have shaped your path and the lessons you've learned. Think about how you, too, can pass on this torch of wisdom, ensuring that the legacy of mentorship continues to illuminate the way forward.

Nidhi Godbole Deshpande

Sub-Editor Purnabrahma
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PURNABRAHMA

Dr. Umesh Kamble

Secretary - CASMB



Innovation through Cultural Preservation

Dear Readers,

In today's rapidly evolving world, where technology and globalization are reshaping our lives at an unprecedented pace, it is essential to reflect on the enduring values and timeless wisdom embedded in our cultural heritage. As we navigate the complexities of modern entrepreneurship, we find that the preservation of cultural traditions not only enriches our personal and collective identities but also serves as a fertile ground for innovation.

Cultural preservation is often seen as a means to safeguard our past, but it is much more than that. It is a dynamic process that can inspire fresh ideas and novel approaches in business. By embracing the essence of our cultural practices, crafts, and narratives, we can create products and services that resonate deeply with authenticity and uniqueness. This is the foundation of innovation through cultural preservation.

Across the globe, numerous entrepreneurs are discovering that their cultural heritage holds untapped potential for innovation. Traditional craftsmanship, for instance, is being revitalized through modern design and technology, leading to the creation of high-quality, bespoke products that appeal to contemporary

markets while honoring their origins. From fashion to architecture, food to technology, these innovators are demonstrating that the past and present can harmoniously coexist and enhance each other.

Moreover, cultural preservation fosters sustainability. Ancient practices often hold keys to sustainable living and resource management, offering invaluable lessons for today's entrepreneurs committed to ecological responsibility. By integrating these practices into modern business models, we can develop sustainable solutions that respect the environment and promote long-term prosperity.

Storytelling, a cornerstone of cultural heritage, is another powerful tool in the modern entrepreneur's arsenal. Stories that have been passed down through generations carry profound wisdom and moral lessons. When businesses incorporate these narratives into their branding and marketing, they create compelling connections with their audience, fostering loyalty and a sense of community.

At the heart of innovation through cultural preservation is the belief that our traditions are not relics of the past, but living sources of inspiration. They provide a rich tapestry of ideas that can be woven into the fabric of contemporary entrepreneurship, creating ventures that are not only economically successful but also culturally meaningful and socially impactful.

As we continue to explore the synergy between traditional wisdom and modern entrepreneurship in our magazine, we invite you to consider how your own cultural heritage can inform and inspire your innovative endeavors. Let us celebrate and preserve our diverse cultures, and in doing so, pave the way for a future where innovation and tradition go hand in hand.

Warm regards,

Dr. Umesh Kamble
Secretary - CASMB.

Panaroma of Wisdom

Dr. Prakash Kondekar

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India is a land of five climatic zones and has offered traditional wisdom from time immemorial. Amongst many, Sanskrit language and Ayurveda is a common thread and provides a base for optimal wellness. We all are living examples of how the ancient wisdom of Ayurveda has played a holistic and augmented role during Covid 19 times.

By embracing Ayurveda, individuals can lead a balanced and fulfilling life. It helps in restoring harmony within the body and mind. Traditional Wisdom of Yoga, also has been accepted by WHO since 21st June 2015, the first International Yoga Day celebrated across the globe. Most empowering aspects of Ayurveda is its focus on prevention rather than cure. By understanding our unique constitution and recognizing the early signs of imbalance, we can take proactive steps to restore harmony way before our health dwindles. Ayurveda teaches us that optimal wellness is not just the absence of disease but a state of vibrant health and vitality.

- In India, naturopathy is overseen by the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH). Mahatma Gandhi was a strong advocate of naturopathy. As a form of healing he

used this traditional wisdom, to overcome many health problems during his stay in South Africa

- He believed in the body's ability to heal itself through natural means
- Gandhiji often practiced fasting, hydrotherapy and herbal treatments as a part of naturopathic principles
- His belief in simplicity and natural living was aligned with naturopathic philosophies
- Gandhi's promotion of naturopathy influenced many to adopt natural healing method

African proverbs serve as repositories of wisdom, offering timeless guidance and reinforcing cultural values that have been passed down through generations. The profound significance of African proverbs in preserving cultural heritage, coupled with bridging generation gaps and fostering community cohesion has been a part of the traditional wisdom. As African communities embrace these proverbs, they continue to celebrate and perpetuate the invaluable wisdom that resides within their diverse cultures, ensuring that the essence of Africa's ancestral knowledge remains alive and thriving.

Western mystery tradition is a term scholars used to classify a wide range of loosely related ideas and movements that developed within the Western society. These ideas and currents are united since they are largely distinct from both orthodox Judeo-Christian religion and Age of Enlightenment rationalism. It has influenced various forms of Western philosophy, mysticism, religion, pseudoscience, art, literature and music.

If all the above points are taken into consideration, it will prove to be the "Panorama of Wisdom". □

Nutri Cereals and Horsegram: A potential source for value added products

**Dr. Neelambika
Meti**

**BVDU, Rajiv Gandhi
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Millets and horsegram are environmentally, ecologically, and economically friendly sources of food and nutrition. They have been staple food for centuries, especially in rural areas and are traditionally grown as rain-fed crops and are well-suited to the dry climate. To safeguard our natural resources and human health, there is a need for evaluating our traditional forgotten practices of skill-based cooking. Porridge and bread are the common dishes.

In the present era of ready-to-eat and ready-to-cook plant-based food products, a combination of nutrient rich gluten-free millets and a supreme pulse horsegram¹, are the best ingredients for nutritious value-added whole plant-based nutrition. Both are rich in fibre, vitamins, minerals, proteins, antioxidants and can thrive adverse climatic circumstances. Similarly, presence of bioactive compounds like fibre, enzymatic/proteinase inhibitors, phytic acids and phenolic acids have significant physiological and metabolic effects on human health. These are therapeutic in nature as they play a vital role in preventing kidney stones, piles, urinary illnesses, cold, throat infections, fever, etc.

Multiple varieties (Fig.a) of nutritious millets in combination with horse gram and suitable dehydrated vegetables / fruits in appropriate quantities can become wholesome and food products for value addition. The rich diversity of vegetables and fruits,

their advanced postharvest techniques in our country are promising tools for innovation in taste, colour, thereby enriching the final product. Traditional sweet dishes such as *burfi*, *laddoo*, *rolls*, *poli*, bakery products like bread, biscuits, cookies, cakes and savoury dishes, *bhujia*, *sev*, *kadaboli*, *chakkali* etc. are the potent products under the category of ready-to-eat. Numerous combinations of sweet and savoury soups, *idli*, *dosa*, *appam*, *curry*, *rasam* instant premixes are some of the promising ready-to-cook food products.

Millets and horsegram require common processing methods such as washing, soaking and sprouting, roasting and milling to increase their physicochemical and functional properties and to decrease the anti-nutritional factor. Thus, manufacturing unit facility requirement becomes similar and favours smooth functioning of scale up and supply of often-consumed foods with ideal protein supplementation for all vulnerable age groups and malnourished population.

The Department of Agriculture and Farmers Welfare has taken a proactive multi-stakeholder engagement approach engaging all the central government ministries, states/UTs, farmers, start-ups, exporters, retail businesses, hotels, Indian Embassies, etc. to increase awareness about benefits of millets for the consumers, cultivators, and climate enthusiasts. The International Year of Millets was celebrated 2023.² This platform can be utilized for popularizing our ancient knowledge of traditional cooking with indigenous nutri-cereals and horsegram of Indian cuisine to contribute towards the wellbeing of mankind.

Dosa batter prepared using Rice³/ finger millet with horse Gram⁴ and development of antioxidant rich extrudates from finger-millet and horse-gram in rice matrix⁵ are some of the examples in food technology research. The available resources of varieties of pulses (Fig.b), their varied ways of processing and consumption⁶ have significant role in innovating new tasty, economic, nutritious, balanced food products suitable for modern generations.

We are in the process of formulating a beverage (sweet and savoury) for vegan friends by combining millets and horsegram with the help of our grandmother's practice of making *kanji* during winter for the better health.



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Traditional Wisdom: The Gold Mine in Entrepreneurship

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Entrepreneurship :

Entrepreneurship is the word originally evolved from “*entreprendre*”, which denotes 'taking from below' or “undertaking.” In general, entrepreneurship is the potential of a person to assume risk, accountability and challenges with a view to explore opportunities in the market, to make wealth and create values.

In terms of attributes, we can define entrepreneurship as individual traits, competencies, cognitive capabilities etc., or in terms of activities that the entrepreneur undertakes. Adam Smith (1776) gave the economic definition of entrepreneurship, by characterising the entrepreneur as profit seeking enterpriser, who strives to establish a business with a commercial goal.

The entrepreneur, in an advanced economy, according to Joseph A. Schumpeter, is an individual who introduces something new in the economy. It may be a method of production which is not tested by experience, or a product with which consumers are not yet familiar, or a new source of raw material.

In short, an entrepreneur is one who innovates, raises the money, assembles inputs and places the right man at the right place and sets the organisation with his ability and wisdom. He brings innovation through the introduction of new quality in a product, a new product, fresh source of supply, fresh demand and by innovative changes in an organisational setup.

Entrepreneurship is often seen as a domain driven by innovation and cutting-edge technologies. However, amidst the rush towards the new, there exists a timeless

reservoir of traditional wisdom that continues to guide and shape successful entrepreneurs worldwide. This traditional wisdom encompasses principles, values, and practices that have stood the test of time, offering invaluable insights into navigating the complex terrain of business.

Traditional entrepreneurship lies with a strong emphasis on integrity and trust. Long before modern business, ethics became a structured discipline. Traditional entrepreneurs understood the importance of honesty, transparency, and fairness in their dealings. They built lasting relationships with customers, suppliers, and employees based on mutual trust, knowing that reputation and goodwill were foundational to sustained success.

Practical Knowledge and Experience:

Traditional wisdom in entrepreneurship values practical knowledge gained through experience. It recognizes the significance of learning from failures and setbacks, viewing them as opportunities for growth rather than impediments to success. By embracing a mindset that values resilience and adaptability, traditional entrepreneurs were able to navigate uncertainties with a pragmatic approach, relying on accumulated wisdom to make informed decisions.

Community and Social Responsibility:

In many cultures, traditional entrepreneurs are deeply rooted in their communities and uphold a strong sense of social responsibility. They understand that success in business should contribute positively to the well-being of society, whether through employment opportunities or sustainable practices. This commitment to the greater good not only enhances reputation but also fosters a supportive environment conducive to long-term prosperity.

An Indian Perspective:

Entrepreneurship in India has a rich history with traditional wisdom that spans centuries. Rooted in cultural ethos and societal values, this traditional wisdom continues to shape entrepreneurial endeavours across the country.

Relationship-Centric Approach:

In India, business transactions are often intertwined with personal relationships. Traditional entrepreneurs prioritise building trust and nurturing relationships with suppliers, customers, and employees. This relational approach fosters loyalty and mutual respect,

contributing to business continuity and stability over generations.

Preservation of Traditional Knowledge:

Indian entrepreneurship values the preservation and transmission of traditional knowledge across generations. Family-owned businesses, prevalent in India, embody this continuity of wisdom and practices. Elders pass down entrepreneurial skills, strategies, and values through oral tradition, ensuring that cultural heritage remains integral to business operations.

In spite of large section of the society living in extreme poverty, our country has a long tradition of entrepreneurship and enterprises, dating back to the 19th & 20th century. There are a number of renowned and revolutionary Indian entrepreneurs who have proved their mettle and have left an invaluable legacy for all the generations. Some of them are listed as below:

Late Cowasjee Nanabhai Davar (1814-1873):

Cowasjee Davar inaugurated India's industrial revolution by setting India's first steam powered textile mill in Mumbai, The Bombay Spinning and Weaving Company in 1854. He set the stage for the safety industrial capital in India. Galvanised by his example, others too made industrial investment. Among them were Wadia and the Tatas.

Late Sir Jamsetji Nusserwanji Tata (1839-1904):

JN Tata was the first Indian to understand the significance of industrial revolution. He believed India's progress hinged around steel, hydroelectric power and technical education. He was a pioneer and a visionary, who possessed of a spirit of entrepreneurial adventure and an acumen never seen before or since in a native of colonial India.

Late V. O. Chidambaram Pillai (1872-1936):

Pillai was a Nationalist who entered business to prove a point as much as to make profit. His Swadeshi Steam Navigation Company limited, broke the monopoly of British shipping in coastal trade with Ceylon. He inspired and entire generation of conservative southerners to plunge into business.

Late Rai Bahadur Mohan Singh Oberoi (1889-2002): He was the first Indian to run a hotel chain. In 1965 he opened the first five-star international hotel in India in Delhi. 34 hotels in 7 countries later, Oberoi was the first real Indian multinational.

Late J. R. D. Tata (1904-1993): Late Jehangir Ratanji Dadabhoy Tata is a visionary industrialist of the 20th century. He built the industry on the cornerstones

of integrity and honesty. He played a critical role in increasing India's scientific medical and artistic quotient. India's industrial revolution mirrored his entrepreneurship as he set up businesses ranging from trucks to locomotive, cement to pharmaceuticals, hi-tech enterprises like TCS to agri- businesses and services including airlines and hotels.

Along with all these visionary entrepreneurs, we have legacies of great entrepreneurs like Late Dr. Verghese Kurien (Father of unlikely entrepreneur, who created India's white revolution), Late Aditya Vikram Birla, Late Dhirubhai Hirachand Ambani, N. R. Narayana Murthy, Kiran Mazumdar Shaw, Azim Premji, Faquir Chand Kohli followed the traditional wisdom in entrepreneurship.

Adaptation of Jugaad:

"Jugaad", a colloquial Hindi term, embodies the Indian entrepreneurial spirit of frugal innovation, traditional wisdom and improvisation. It emphasises finding quick and effective solutions using limited resources. Historically, Indian entrepreneurs have excelled in adapting to resource constraints and leveraging ingenuity to create value. This mindset and wisdom not only promote sustainability but also encourages continuous innovation in a challenging environment.

Long-Term Vision and Sustainability:

Traditional Indian entrepreneurs are known for their long-term vision and sustainability-focused practices. They prioritise business models that contribute positively to the community and environment. Concepts like "Sustainable Development" and "Sustainable Business Model" are deeply ingrained in the Indian entrepreneurial culture. Such practices not only enhance business resilience but also contribute to the societal well-being and environmental conservation.

Conclusion:

In conclusion, traditional wisdom in entrepreneurship offers a unique perspective that blends ancient values with modern business practices. It emphasises ethical conduct, relationship-building, innovation, and sustainability, guiding entrepreneurs towards holistic success. As India's entrepreneurial landscape evolves with technological advancements and globalisation, integrating traditional wisdom with contemporary strategies becomes increasingly crucial. By embracing and adapting these timeless principles, entrepreneurs in India can navigate challenges while preserving cultural heritage and contributing positively to the society. □

Traditional Wisdom for Modern Day Business

Dr. Anjana P

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A thriving entrepreneurial spirit was seen in our forefathers. They may not have used the same terminologies we use today but their zeal was very evident in their work culture. Driven by a combination of necessity, ambition, and a desire for self-expression, they paved the way for the modern entrepreneurial world. Their stories offer valuable insights for aspiring entrepreneurs today, reminding us that innovation, resourcefulness, and strong work ethics are the cornerstones of building a successful venture.

One such example is of Chanakya, who was the great advisor for Emperor Chandragupta Maurya. He is considered a pioneer in statecraft and political economy in ancient India. His teachings in the form of Chanakya Neeti are very much relevant even to this day. His teachings act as guiding light to many who are looking for solutions to their problems. Ancient India boasted a vibrant and diverse entrepreneurial landscape, with resources varying depending on the region and the specific trade or business.

Here are some of the ancient day trade practices which are very much relevant to modern day entrepreneurs:

- **Frugality and resourcefulness:** Ease of access to resources was a problem which the early entrepreneurs faced time and again. But they mastered the art of maximizing with whatever limited resources they had. On a lighter note, we see it today as *"The Indian Jugaad"*.
- **Sourcing Locally:** India is a land rich in natural resources, manpower and also a treasure trove of knowledge. The ancient entrepreneurs knew exactly how to utilize the local resources and came up with business

ideas specific to the region and population needs. This can significantly reduce the logistics cost and also generate employment locally in current times.

- **Adaptability:** Natural disasters, wars and famines were quite common in the ancient times. These changing circumstances made them more agile and they not just survived but thrived in those adversities. The modern-day entrepreneurs also need to be adaptable according to the needs of the consumers and demand in the market. This also helps them navigate the dynamic global markets.
- **Understanding the necessity:** We all have heard of the saying "Innovation is the mother of necessity". One of the first lessons a modern-day entrepreneur learns is that people seek solutions to their problems rather than just a product. It involves pinpointing market gaps and analysing the reasons behind the emergence of a specific problem. This leads to new innovations. This drive to solve a problem is the basis of entrepreneurship. In similar lines limited resources and harsh environments forced ancient people to be innovative and resourceful.

This also brings us to another concept of knowing your markets. A deep understanding of the market was always done by ancient traders before starting their businesses. This is nothing but market surveys which holds immense importance in today's time. This helps us understand where we stand in the market in comparison to our peers and competitors.

- **Importance of teamwork:** The ancients knew very well how important it was to work as a team to build any business. They always gave importance to building relationships than just merely having transactions with their customers. The importance of a strong team is known to all of us. There is a famous saying that *"hire people smarter than you to do the job."* People who align with your thought process are difficult to find and should be nurtured and respected. This also teaches modern day entrepreneurs to be more patient, to be good listeners and lead.
- **Never say die attitude:** Perseverance is a virtue the entrepreneurs have in them. In spite of many adversities our ancestors survived and

thrived and this shows their persistence. There are many modern-day entrepreneurs who have had failures in their first or even second ventures. But they never stopped trying as they kept learning from their mistakes to make a mark with flying colors.

- **Being ethical and building trust:** Our ancestors had strong relations with not just their customers but also their competitors. This was possible because of the ethical practices followed by them and also the transparency they followed in their trade. This translates perfectly to the modern business world, where customer loyalty and strong partnerships are crucial for long-term success. This can be achieved only if you have been following good practices.

- **Giving back to the community:** Our ancestors firmly believed in giving back to the society in the form of sharing and being generous. This also applies to modern day entrepreneurs where we need to be socially responsible for our acts.

Leveraging the available resources and imbibing a culture of innovation, ancient Indian entrepreneurs built a thriving economy and established India as a major player in the global trade arena. From agricultural products to exquisite textiles and spices, their adaptability and resourcefulness continue to inspire aspiring entrepreneurs even today.

Their teachings and practices hold true even to this day. By following their footsteps and learning from their vast experience, modern day entrepreneurs can achieve greater heights. □



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Chapter



Traditional food wisdom indeed defines food adjuncts as vital sources of both taste and health. Food adjuncts are an integral part of Indian cuisine, providing a flavourful accompaniment to staple foods and enhancing the overall dining experience. These adjuncts include a wide variety of items such as pickles, chutneys (both wet and dry), preserves, *wadis*, *bijoripapads*, salads, and sauces. The diverse range of ingredients used in these adjuncts—such as fruits, vegetables, pulses, oilseeds, spices, and condiments—makes it challenging to generalize their nutritional significance. However, despite their consumption in small quantities, food adjuncts play a crucial role in nutrition and health.

Indian traditional food adjuncts are notable for their rich content of functional components, including proteins, vitamins, minerals, and phytochemicals. Ingredients commonly found in these adjuncts, such as curry leaves, coriander leaves, mint leaves, green chillies, tomatoes, Bengal gram, black gram, sesame seeds, and flax seeds, are abundant in bioactive compounds. These compounds contribute to various health benefits.

Ancestral food wisdom refers to the knowledge and practices handed down through generations regarding the preparation, use, and benefits of various foods. In the modern era, several traditional food adjuncts have fallen out of regular use despite their historical significance and nutritional benefits. Here is an elaboration on often-forgotten traditional food adjuncts:

Metkut, a traditional Maharashtrian spice blend, varies

in ingredients across families but typically includes husked Bengal gram dal, Bengal gram, rice, sorghum, fenugreek seeds, turmeric, and salt. Standardized recipes report a protein content of 18-20% per 100 g, making it an excellent protein source. *Metkut* has a long shelf life, is easy to carry, easy to prepare, and stores well. It enhances taste and nutrition of various dishes such as warm rice with ghee, curd served with paratha or *thepla*, *chapati* and buttermilk. Let's bring back this high protein dry mix powder to our staple diets.

Flax seeds chutney: Flax seeds are an essential addition to a balanced diet, particularly beneficial for females. They facilitate nutrient absorption, aid in weight loss, are gluten-free, have rich reserves of antioxidants, omega-3 fatty acids, phytoestrogens and lignans. The increasing importance of flax seeds is linked to its capability to lower the incidence of cardiovascular diseases (CVDs), anti-inflammatory, anticancer, laxative effects, and osteoporosis. Due to these remarkable health advantages, both dieticians and doctors advocate for daily consumption of flax seeds. However, many individuals, particularly younger ones, may not readily opt for raw flax seeds. A superb alternative is flax seed chutney powder, offering a highly palatable and nutritious means of incorporating them into one's regular diet. This versatile condiment can be crafted with various formulations, typically featuring flax seeds, peanuts or black gram, red chillies, and an assortment of spices. Standardized recipes of flax seeds chutney reported the protein content varies from 16 to 20% per 100 g. Flax seeds chutney can be served with roti, paratha, or sprinkled on curd, can be added to raitas, an easy and healthy alternative to salt-laden sauces. In traditional Indian diets there are many adjuncts like mint coriander chutney, green chillies peanut coriander (*thecha*), certain preserved dried *wadis* like *moong wadis*, *udad wadis* which shows a potential health benefits simultaneously imparting taste.

Idli and *dosa*, staples of South India, have made their mark on the global food map. Fermented steamed *idli's* are renowned for their health benefits, especially for the gut. Serving *idli*, *dosa*, *uttapam*, *idiappam*, and piping hot rice with a dollop of pure ghee is incomplete without the adjunct ***milagai podi* or 'gunpowder' *podichutney***. Made from rice, Bengal gram dal, sesame seeds, and dry red chili powder, this protein-rich powder is loaded with antioxidants like capsaicin from red chili and sesamin from sesame seeds, which

have antioxidant and lipid-lowering properties. This chutney has a good shelf life and can be stored without becoming rancid. This high protein *podī chutney* should be promoted as an important health adjunct in meals.

Achar, a popular mango pickle in India, is especially prevalent in mango-producing areas like West Bengal (Malda and Murshidabad), northern India, and Andhra Pradesh. Under-ripe, mature green mangoes are washed, sliced with a stainless-steel knife, and the stones discarded. The slices are soaked in 2-3% brine (salt solution) to prevent blackening and cured in the sun for 4-5 days. The cured slices are then mixed with spices (turmeric, red chili powder, ground nigella, fenugreek, black pepper, and fennel) and a little rapeseed oil to create the mango pickle.

Pickles are gradually disappearing from Indian diets due to their high salt and oil content. However, they can be made with less salt and even oil-free. Proper storage in refrigerators can increase their shelf life. Seasonal vegetable pickles like radish, carrot, and fresh turmeric, prepared with mustard seed powder or paste, (requires less salt too) are wonderful probiotics that improve gut health.

To conclude, generations of traditional wisdom in India have cultivated profound insights into food processing, preservation techniques, and their therapeutic benefits. The intricate food systems of India deliver an array of biological functions through dietary components, elevating Indian traditional foods to the status of functional foods. These foods claim a rich repertoire of functional components, including body-healing chemicals, potent antioxidants, dietary fibres, and probiotics. These bioactive molecules play pivotal roles in weight management, blood sugar regulation,

and immune support. Furthermore, Indian traditional foods undergo processing techniques such as sprouting, malting, and fermentation, which not only extend their shelf life but also enhance their functional properties. Through these methods, the nutritional potency and health-promoting effects of Indian cuisine are maximized, offering a holistic approach to nourishment and well-being." also helps in reducing food fatigue. Food adjuncts can add "swad and sehat".

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Mango pickle



Jawa chutney



Podi chutney



Metkut



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Traditional Wisdom for Today & Tomorrow

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"It actually works!" I exclaimed, as I looked at my feet. My heels had been cracked and looked terrible. If left untreated, cracked heels can become painful. All I had to do was follow the instructions on the back of a popular Ayurvedic heel care cream. The manufacturers had taken an effective Ayurvedic remedy, packaged it in a plastic tube, and marketed it well. And yes, their solution truly worked.

Tradition is still a big part of life in India. For thousands of years, traditional wisdom has improved and enriched people's lives. Successful modern entrepreneurs use this wisdom, adapting it to fit today's world without changing its core principles. For example, the Ayurvedic heel care cream: its branding makes it recognizable and assures quality, its packaging makes it easy to use and carry, and the supply chain ensures its easy availability.

Arguably, the technologies and practices that evolved post-Industrial revolution have come at the cost of our environment, health, and our socio-cultural traditions. However, businesses that use traditional wisdom are more likely to be in sync with our society and culture, and could also hold the key to greater environmental sustainability. For instance, the raw materials need not be manufactured but can be sustainably found or cultivated. Testing on animals need not be done. Continuing with the example of the heel care cream, avenues for research could include investigations on making the packaging, logistics & manufacturing more sustainable.

Traditional wisdom includes Vedic knowledge - meant

to uplift the soul. Our epics *Ramayan*, *Mahabharat* continue to inspire generations, books, movies, TV, and theatre. The practice of fasting to cleanse & purify the mind, body, and soul is well established in Vedic culture, and continues to this day. People observe fasts with great faith. A few companies make *Rajgira* (amaranth) flour, *Upvas Bhajani* flour, etc., readily available in convenient packaging, saving the efforts of sourcing, cleaning/sorting and grinding. Several others sell *Rajgira* laddoo, another *upvas* staple.

Traditional wisdom encompasses practices like yoga, which has become globally popular for its physical benefits, ability to calm and focus the mind, and its capacity to bring peace to the soul. This surge in popularity has led to a growing demand for yoga instructors, yoga institutes, and related products like yoga mats and yoga pants.

Similarly, traditional wisdom includes health and wellness practices such as Ayurveda, which is also gaining significant interest both nationally and internationally. A new startup addresses a crucial need by providing readily available traditional Ayurvedic products for new mothers to help them regain their health and strength. Many new mothers in nuclear families may be unaware of these products or unable to source them easily, making their availability both a blessing and a valuable market opportunity. It is even common for allopathic doctors to recommend Shatavari to aid in lactation.



Picture 1. A startup offers Ayurvedic dietary advice and products, such as *gondke laddoo/dinkache laddoo* for pre- and post-natal wellbeing

A renowned Ayurvedacharya's comprehensive guide on Ayurvedic practices for starting a family—from conception to child-rearing—has sold hundreds of thousands of copies. His company also sells the supplements recommended in the book. An Ayurveda Health Centre based in Malad, Mumbai, now an international chain, is particularly popular among women with fertility issues. New apps are offering

personalized wellness guidance based on Ayurvedic principles. A highly popular swadeshi Ayurveda brand has become a household name, providing entrepreneurial opportunities, FMCG products, and access to Ayurvedic doctors and medicines. Their Ayurvedic toothpaste significantly disrupted the market, compelling multinational FMCG manufacturers to add and advertise herbs in their products to stay competitive. Additionally, Panchakarma and detox treatments offered by Ayurveda centers are gaining popularity as they help counter the effects of modern sedentary lifestyles and poor nutrition.

Ayurvedic *balms* for colds and headaches, creams for cuts and wounds, analgesics for muscle pain, and remedies for indigestion and stomach ache are deeply rooted in the cultural fabric of our nation. *Chyawanprash*, crafted according to ancient Ayurvedic texts, is renowned for enhancing immunity, digestion, and cognitive function, among other benefits. These products and their associated brands hold a significant place in our collective consciousness.

In the cosmetics and personal care segment, the labels "Herbal" or "Ayurvedic" hold considerable appeal for entrepreneurs and consumers alike. A pioneering female entrepreneur revolutionized mainstream beauty products by integrating Ayurvedic principles, achieving widespread popularity for her 24 Carat Gold Kit used in pre-bridal facials. Another brand has positioned its Ayurvedic beauty products in the luxury segment, establishing chic stores even at airports. This strategic placement has garnered substantial attention and demand.

Traditional culinary wisdom, passed down through generations of temple and home chefs, holds a profound responsibility—to nourish the mind, body and soul—that modern food delivery apps often overlook. In today's fast-paced world with easy access to fast food and countless restaurants and delivery apps, there's a growing gap in preserving and sharing traditional cooking knowledge. While cookbooks and cooking videos are popular, there's a need to explore how to maximize nutrition, ensure meal freshness, and offer traditional dishes tailored to specific regions, body types, health conditions, seasons, or personal goals. Tracking meals—from ingredient sourcing and nutritional content to preparation details—is another area ripe for entrepreneurial exploration. Successful commercialization of traditional food preservation

methods like *achaar*, *murabba*, and *papad* demonstrates opportunities to preserve and promote these culinary traditions in innovative ways.

Traditional wisdom includes agricultural practices. In spite of higher product prices, organic farming is gaining interest in recent times, and so are traditional crops. For e.g., 2023 was the year of millets. There are brands that promise pure milk from grass-fed *desi* cows, milked by hand the traditional way. Patrons are invited to visit their farms. To handle the scale of operations, the milk comes in plastic packs, or if you can shell out a little extra, in a glass bottle with a banana leaf secured by a string. In a low income, low rainfall region in Maharashtra, an "eco-village" showcases buildings made of eco-friendly construction materials, organic farming, *goshala*, dense tree-cover, rainwater harvesting, and in general, a natural lifestyle.

Traditional wisdom encompasses a rich tapestry of art forms, including dance, music, and couture. *Saree* shops abound, and *dhotis* are making a comeback in fashion trends. Classical music, integral to both devotional and light music, remains deeply cherished. Hindustani and Carnatic classical music classes, along with instruments like *tabla*, harmonium, and mridangam, enjoy widespread popularity. Technological advancements such as electronic *tabla* and *tanpuras*, along with apps and dedicated teachers, play crucial roles in preserving and promoting our musical heritage. Traditional Indian dance forms such as Bharatanatyam and Kathakali, rooted in the ancient *Natyashastra*, continue to thrive. *Kathakali*, in particular, has become synonymous with Kerala's tourism. The art of crafting murtis, guided by *Shilpa Shastra*, stands as a flourishing art form within this cultural landscape.

Traditional oral and literary wisdom includes timeless classics such as the Panchatantra, Jataka Tales, and *Hitopadesha*, beloved staples of children's literature. The guru-shishya tradition has long been revered as the ideal method for preserving this wealth of traditional knowledge.

Exploring the depths of this rich heritage—both practical and philosophical—offers profound insights and elegant solutions that can significantly enrich every facet of our lives. These insights can be shared and confidently marketed to the world with pride and purpose. ▣



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Traditional wisdom from Bengal's kitchen to prevent diseases

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Bengalis have '*baro mase teroparbon*' (13 festivals in 12 months), i.e. we have more festivals than the months in a year. Each occasion of our lives is celebrated in Bengal, obviously with some unique dishes. Season dependent, traditional festive dishes are replete with variety of ingredients and spices that are beneficial to our health in many ways. Besides, regular Bengali meals provide a balanced diet with all types of nutrients, especially protein and dietary fibre.

As the saying goes, '*machhe bhate Bangali*', *bhat* or rice (parboiled) is the staple food of Bengalis together with *machh* i.e. freshwater fish is a potent source of vitamins and minerals. In summer, people in rural Bengal prefer to eat *Panta bhat*, a dish prepared by soaking boiled rice in water for overnight fermentation. *Panta bhathas* a cooling effect on our body and is a good source of nutrients and probiotics(1). There are several types of rice and fishes available in Bengal. Along with freshwater, sea fish such as *Ilish* (*Tenualosa ilisha*), a good source of ω -3 fatty acids, is also treasured in Bengali cuisine. Fish liver oil (a source of vitamin A and D, and minerals) and whole small fish (which provides phosphorous and calcium) are also parts of Bengali dishes(2). Other than rice and fish, *dal*, a dish prepared from lentil or bean, sometimes cooked with fish head, and other vegetarian and non-vegetarian dishes are also consumed in the main course.

Recent research has proven that not only *what* we are eating but *how* we are eating, e.g., the order of the dishes, has a great impact on our blood glucose levels. Generally it should be "fibre first, protein and fat

second, starches and sugars last"(3). Traditionally, there is a serving sequence of dishes or courses in Bengali cuisine, which is also mentioned in the thirteenth century text *Prakritapaingala*. The verse states:

**"Oggarabhatta rambhaapatta, gaika ghitta
dugdhasajutta |**

**mainimaccha | alichagaccha, dijjai kanta kha
punabanta ||"**

It is translated as "Fortunate is the man whose wife serves him on a banana leaf some hot rice with *ghee*, *mourala* fish, fried leaf of jute plant, and some hot milk"(4). Eating hot rice with *ghee*(clarified butter from cow milk) as the starter is also mentioned in *Brihaddharma Purana*, followed by *shak* (green leafy vegetables such as spinach) and other vegetables, before the main course(1). Both rice and *ghee* promote digestion, and green leaves provide fibre, vitamins, and minerals. There is also a tradition of beginning the meal with dishes that taste bitter, such as *shukto*, a dish of unique taste combining bitterness with sweet. The dish is prepared with different vegetables, including bitter gourd, drumsticks (pods from Moringa tree), eggplant, beans, and potato, and believed to be nutritious(5). Traditional Bengali cuisine ends with *payes* (rice boiled in milk with sugar or jaggery) or other sweet dishes prepared with milk.

Spices and condiments

Bengali cuisine is famous for its variety of spices and condiments. A perfect blend of selected spices is the secret of spicy and sweet flavor of each Bengali dish. These herbs and spices not only provide a rich flavor to the dishes but most of them possess potential health benefits; a selected few among them are discussed as below:

Panch phoron

Panch phoron or the mix of five spices consists of cumin seed (*jeera*, *Cuminum cyminum*), black cumin seed (*kalo jeera*, *Nigella sativa*), black mustard seed (*sorshe*, *Brassica nigra*), fenugreek (*methi*, *Trigonella foenum-graecum*) and fennel (*mouri*, *Foeniculum vulgare*) (Fig. 1). The dry roast or oil-fried *panch phoron* is used in many vegetarian dishes and offers a spike in flavors through the essential oil and aroma of the spices.



Fig. 1. Ingredients of *panch phoron* or five spice mix (6)

The health benefits of the five-spice mix are largely acknowledged in traditional/folk medicine. Cumin is known to be a source of iron and is also used in weight loss (7). Black cumin seeds have potential anti-inflammatory, anti-diabetes, anti-cancer effects, that can be used against infection, as well as mental and neurological diseases (8). Mustard seeds are thermogenic and anthelmintic and are used to reduce pain, inflammation, and flatulence (9). Fenugreek is used in several parts of India to reduce body heat; it also has antidiabetic potential and helps in lipid metabolism, weight management, and maintaining liver health (10). Fennel is also known for its cooling effect; further, it works as a cardiac stimulant and anti-flatulence, and helps in stimulating digestion and menstrual flow (9).

Mustard

Sorshe or mustard is a necessity for any Bengali dish. Almost all the dishes are traditionally cooked in mustard oil; a few of them are made with freshly prepared mustard paste, such as *ilish bhapa* (steamed hilsa), *machher jhol* (a type of fish curry), etc. Consumption of mustard oil may be beneficial since reportedly it helps in dyslipidemia, insulin resistance and weight gain (11).

Turmeric

Holud or turmeric (*Curcuma longa*) powder is essential for almost all Bengali dishes except for sweets. It is well-known for its numerous phytochemical properties, including antioxidant, anti-inflammatory, anti-cancer, and antiseptic, and it helps protect brain health, cardiovascular health, gastrointestinal health, and joint and muscle health (10).

Ginger

Ada or ginger (*Zingiber officinale*) in raw form is used in Bengali dishes to enhance pungency and aroma in the flavor. Reportedly ginger has antioxidant, anti-inflammatory and anti-vomiting potencies; it could be

used for weight loss and maintaining cardiovascular, joint and muscle health (10).

Poppy seeds

Dishes cooked with *Posto* or poppy (*Zingiber officinale*) seeds are among the Bengali delicacies. Dishes such as *aloo posto* (potato cooked with paste of poppy seeds) or *poto posto* (pointed gourd cooked with poppy seed paste) are traditionally believed to have cooling effects. Poppy seeds also contain a high amount of calcium and help relieve stress (2).

Bay leaves

Dried *tejpata* or bay leaves (*Laurus nobilis*), when added to hot oil, provide a nice flavor to the dish. Bay leaves possess antioxidant, antimicrobial, anti-inflammatory and analgesic potencies along with gastrointestinal benefits (12).

Conclusion

In recent years, there has been a growing trend of consuming protein-rich diet. Consumption of high protein may be beneficial for workouts; however, for our daily need, we should focus more on a balanced diet since a protein-rich diet, in turn, can cause nutritional balance, triggering vitamin and mineral deficiencies and kidney damage. To maintain proper health, it is necessary to have a balanced diet cooked with the spices which are traditionally being used. Utilization of spices, especially from local produce, not only enhances the flavour of the dishes but also reduces possible adverse effects of the ingredients of the dish. Unfortunately, the traditional ways of cooking, along with the age-old recipes, are being lost owing to the changes in food pattern in the modern world. Due to the fast-paced lifestyle, this generation is being propelled towards fast foods and restaurant foods; also, globalisation of the culinary field and easy access to modern recipes on social media platforms are posing a threat to the preservation of traditional knowledge.

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Ancient Indian Knowledge and Corporate Approaches

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Abstract:

Indian ideals have gained renewed global recognition in recent times. The integration of modern corporate strategies with knowledge systems from ancient India looks at how moral behaviour, self-realization, and the quest of knowledge are emphasized in foundational writings like the Vedas, Upanishads, and Bhagavad Gita. It also looks at how concepts like dharma might influence and improve contemporary business operations. In order to promote moral behaviour and environmentally friendly business models, it specifically looks into how traditional Indian values like fair trade, mutual benefit, sustainability, and long-term customer relationship may be incorporated into corporate frameworks. This article advocates for a more socially conscious and morally grounded approach to business by connecting traditional wisdom with modern corporate tactics, with the goal of improving organizational sustainability and societal impact in modern circumstances.

Introduction:

The age-old Indian wisdom that has proven to be relevant in many fields, including business, is still inspiring people in the present era. Across a number of important channels, this traditional knowledge has had a major effect on Indian business practices. The ancient Indian knowledge serves as a source of inspiration and strategy for many people in the present world. It has been found that there are practical uses for this age-old knowledge in many fields, including business. Indian business techniques have been influenced by ancient wisdom in a variety of ways. This

research article aims to investigate the connection between modern business practices and traditional Indian knowledge, as well as the ways in which these practices could still be useful.

Ancient Indian wisdom is a broad and diverse source of knowledge that has been passed down from impacting India's intellectual, spiritual, and cultural heritage from generation to generation. This wisdom exceeds the domains of philosophy and spirituality and impacts on a wide range of elements of life, including commerce and industry. Leadership is widely recognised as a critical success component in organisations. Effective leadership may propel an organisation to unprecedented heights, establish a remarkable reputation, and set new standards. On the other hand, poor leadership can lead to failure within the same organisation. Managing corporate culture is a problem that many businesses face on a global scale. Many management theories explain the idea of developing a sustainable organisational culture from different angles. However, if we examine ancient Indian puranic and scriptural works such as the Mahabharata, the Ramayana, the Vedas, the Bhagwat Geeta, and the Artha Shastra, among others, we find an entirely different viewpoint on leadership and its impact on the organisation. (Rajoura, C & Rajoura, N.2022).

Corporate Learning Initiatives from Multiple Units of the Indian Expertise Framework:

Management Philosophy in Bhagwat Gita : Every person's life involves management since they have to handle a variety of tasks at work and at home. When a range of individuals join a team with a shared goal, objective, and purpose, many different aspects must be managed, including finances, resources, machinery, time, materials, and many more. The art of management involves inspiring workers to become more productive and leveraging their efforts to accomplish organisational objectives. The "Bhagwat Gita," one of the elements of our Indian Knowledge System, is recognised as an excellent guide for boosting worker productivity by promoting knowledge about "Converting weaknesses into strengths." Turning weaknesses into strengths, allocating tasks, selecting the right people for the team, and the need for a dynamic leader in the company who can inspire, encourage, and support staff members in resolving daily problems are all examples of this.

Management and Ramayana : Management is the art of inspiring individuals to team up in order to achieve a specific objective. It primarily consists of five tasks:

organising, planning, directing, controlling, and coordinating. The well-known Ramayana story of Hanuman travelling to Sri Lanka to look for Mata Sita is one that demonstrates the application of management principles. Hanuman's primary goal was to find Sita in Sri Lanka and deliver the message that Lord Ram had sent her. Jamvat told Hanuman to travel to Sri Lanka in order to locate Sita, as he was certain that she was there. He encouraged Hanuman to travel to Sri Lanka and inspired him to recognise his own potential. Then, Hanuman proceeded to the enemy's camp to assess every aspect of the scenario there, identifying opportunities, threats, and areas of strength and weakness. To put it simply, management is the process of inspiring individuals to collaborate in order to achieve a specific objective. In Sri Lanka, this encompasses five primary functions: planning, organising, directing, and controlling (SWOT analysis). In a similar vein, management also entails goal-setting, decision-making, and SWOT analysis to achieve desired company objectives. One important part of management is doing a SWOT analysis. In addition, Jamwat serves as a driving force by encouraging Hanuman to go to the enemy's location. This is the ideal illustration of how a business management may inspire their staff to work towards the organization's objectives. We also got instances of both good and poor managers from the Ramayana.

Ancient Indian wisdom and administrative techniques :

Importance of Ancient Indian knowledge: The knowledge of the ancient Indians is still very relevant today, especially when it comes to management. Organisational culture, decision-making, and ethical leadership can be guided by concepts like dharma, karma, and ethical ideals. The increased emphasis on work-life balance and employee well-being is in line with the emphasis on holistic well-being, mindfulness, and integrating values into daily life. In addition, traditional Indian knowledge emphasises the significance of kind and unselfish leadership in building happy relationships and a productive



workplace. Organisations may foster values-driven, ethical, and thoughtful practices that support long-term sustainability and employee satisfaction by utilising these timeless concepts.

Traditional Knowledge with Current Management:

An approach to organisational leadership and decision-making that is more values-driven and comprehensive can result from blending traditional wisdom with contemporary management techniques. Managers can develop a greater awareness of moral behaviour, mindfulness, and the interdependence of people and systems by incorporating ideas from traditional Indian wisdom. For instance, using mindfulness exercises in the office, like yoga and meditation, can improve focus, lower stress levels, and increase employee wellbeing. This in turn has the potential to raise output and promote a happy workplace. But it's crucial to take into account the cultural setting and modify old wisdom to fit the unique requirements and dynamics of contemporary organisations. It is important to handle the integration sensitively and make sure that it supports the objectives and core values.

Ethical Guidance and deciding: Age-old Indian knowledge provide an insightful guidance on moral guidance and decision-making. Ideas like karma and dharma highlight the significance of moral behaviour, accountability, and duty in leadership positions. Dharma directs leaders to behave morally and ethically while taking into account the interests of all parties involved. Karma pushes decision-makers to make choices that benefit both society and individuals by reminding them of the repercussions of their actions. Managers can cultivate a culture of integrity, equity, and moral decision-making by incorporating these ideas into their leadership practices. This will ultimately improve organisational trust and reputation.

Encouraging shared research:

To enhance diverse understanding of traditional Indian knowledge and its applicability to contemporary management by bringing together historians, management experts, and practitioners. This kind of cooperation can result in more thorough study outputs, exchange of ideas, and deeper discoveries. All things considered, more study in these fields can add to our body of knowledge, verify for the applicability of age-old Indian wisdom in contemporary management, and offer helpful advice to businesses looking to implement these ideas. Additionally, it can support the ongoing

discussion between traditional concepts and modern management techniques, encouraging a more value-driven and holistic approach to organisational leadership and decision-making.

Conclusion:

Valuable perspectives and practical methods from ancient Indian knowledge can be implemented in the business sector. Businesses may establish a more moral, sustainable, and peaceful atmosphere by embracing concepts like yoga, dharma, ahimsa, karma, and Vasudhaiva Kutumbakam. As these teachings place a strong emphasis on engaging with kindness and responsibility towards all parties involved, coordinating actions with goals and values, encouraging professional and personal development, and appreciating how interrelated the whole community is. Organisations can promote long-term success and make a positive impact on the general well-being of people and society by incorporating these traditional wisdom practices into contemporary business strategies.

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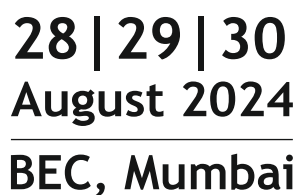
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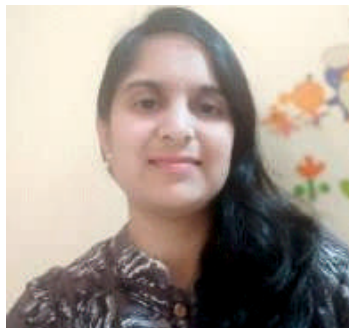
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Traditional Wisdom in Cookware: A Journey to Healthy Cooking

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Bangalore



Introduction:

Healthy cooking is essential for maintaining an active lifestyle and staying fit. Let's take a trip down memory lane and revisit some old-school cooking wisdom that has stood the test of time. Ever wondered why your grandmother's food always tasted better?

The secret might just lie in the cookware she used. It's not just the cooking process but also the nutritional quality and safety of the food we consume. **Traditional wisdom** offers valuable insights into the best cookware options, considering factors like safety, durability, and health benefits. This guide explores these traditional cookware choices, helping you make informed decisions for your kitchen.



Our ancient cookware

The Heart of Healthy Cooking:

Good cookware is more than just pots and pans; it's about cooking evenly, enhancing safety, being durable, reducing cooking time, saving energy and preserving



the nutrients and goodness of your food. Traditional cookware tried and tested through generations, often provides these benefits with a focus on health and sustainability.

It also minimizes potential health hazards associated with certain materials and coatings.

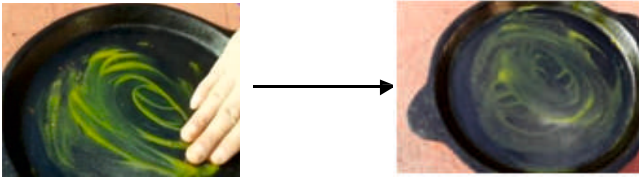


Cast Iron Cookware: The Wisdom of Durability:

Remember those heavy, black pans your grandma used? Cast iron cookware is a kitchen hero known for its durability and even heat distribution.

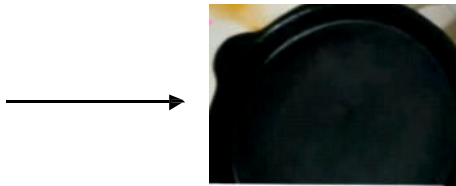
- **Why We Love It:** Cast iron can last for ever if you take care of it. Cast iron cookware lasts for generations with proper care. It provides excellent heat retention and distributes heat evenly. Additionally, cooking with cast iron can increase their on content of food, which is beneficial for health, especially for those with iron deficiencies.
- **Using Tips:** Cast iron is heavy and needs proper seasoning to prevent rusting. Avoid cooking acidic foods as they can strip the seasoning. Maintain the cookware by seasoning it regularly with oil.

How to Season Cast Iron:



Apply oil & turmeric to the surface

Keep it under sunlight for about 10-12 days



Clean and store the pans

Otherwise, heat the pan in the oven at 375° F for a boutan hour during monsoon.

Clay Cookware: Nature's Gift to Cooking:



Clay pots have been used in kitchens around the world for thousands of years, offering unique cooking benefits. They are brilliant for slow-cooking and retaining nutrients.

- **Why We Love It:** Unglazed clay pots are porous, allowing heat and moisture to circulate through the food, which helps preserve nutrients and enhances flavor. They are free from harmful chemicals and are versatile for various cooking methods, such as baking, steaming, and slow cooking
- **Using Tips:** Clay cookware can crack with sudden temperature changes and needs careful handling. Pre-soak the pot before use to enhance moisture retention and avoid using metal utensils to prevent damage. Use only a wooden spatula/ladle to prevent damage.

How to Season Clay Cookware:



Copper Cookware: Harnessing Thermal Conductivity:



Copper cookware might remind you of a fancy French kitchen, and for a good reason. It's the top choice for professional chefs.

- **Why We Love It:** Copper cookware heats up quickly and evenly, allowing precise temperature control. Ideal for delicate dishes that require careful temperature control.
- **Using Tips :** Copper reacts with acidic foods, so it's often lined with tin or stainless steel to prevent this reaction. It also requires regular polishing to maintain its appearance.

Stainless Steel Cookware: The Modern Classic:

Stainless steel is a relatively modern invention but has quickly become a kitchen favorite due to its durability and versatility.

- **Why We Love It:** It's non-reactive, meaning it won't alter the taste of your food. It's also incredibly durable and easy to clean. Good-

quality stainless steel cookware, like those made from 304 or 316 grades, resists corrosion and staining.

- **Using Tips:** Check the quality before buying. Heavy stainless-steel pans are more durable and provide better heat distribution. Look for labels like 18/8 or 18/10 which indicate good chromium and nickel content.

Bronze and Brass Cookware: Time-Tested Health Benefits:



Bronze and brass have been used in Indian kitchens for centuries, valued for their health benefits and cooking properties.

- **Bronze Cookware:** Made from copper and tin, bronze cookware is known for retaining nutrients and enhancing the flavor of food. It also has health benefits like boosting immunity and improving blood circulation.
- **Brass Cookware:** An alloy of copper and zinc, brass neutralizes acidic foods and enhances flavor. It is excellent for cooking rice, pulses, and vegetables. Brass also purifies water and boosts immunity when used as a storage vessel.

Granite and Stone Cookware: Natural and Reliable:



Granite and others tone-based cookware have been

used in traditional kitchens, especially for grinding and slow cooking.

- **Why We Love It :** Granite cookware, typically made of carbon steel covered with a layer of porcelain, enamel is safe as long as the porcelain coating remains intact. It is inert, meaning it does not alter the taste or flavor of food.
- **Using Tips:** Ensure the porcelain coating is intact to avoid exposure to the underlying material. Invest in high-quality granite cookware for better performance and durability.

Practical Tips for Choosing Traditional Cookware:

Choosing the right cookware can make all the difference in your cooking experience. Here are some tips to keep in mind:

1. **Material Matters:** Always opt for cookware made from safe, non-reactive materials like cast iron, stainless steel, and pure ceramic.
2. **Check for Coatings:** Avoid cookware with potentially harmful coatings, such as Teflon or low-quality non-stick surfaces.
3. **Prioritize Quality:** Invest in high-quality cookware built to last, even if it comes at a higher initial cost. It will pay off in the long run with better performance and durability.
4. **Maintenance Is Key:** Regularly maintain and season the cookware to ensure longevity and safety. For instance, cast iron requires regular seasoning, while copper needs polishing.

Conclusion:

Traditional wisdom offers a treasure trove of knowledge when choosing cookware. From the heat retention and durability of cast iron to the nutrient-preserving properties of clay pots, these time-tested materials provide numerous health benefits and enhance the culinary experience. By understanding the advantages and using tips for each type of traditional cookware, you can make informed decisions that contribute to a healthier lifestyle and bring a touch of heritage into your modern kitchen. □



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Integrating Traditional Wisdom into Modern Entrepreneurial Practices: The Art of Making Chutney on Stone

Prajakta Kulkarni

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In an era dominated by technological advancements and automated processes, there remains a profound value in integrating traditional wisdom into modern entrepreneurial practices. One such example is the age-old method of making chutney on stone, which not only preserves cultural heritage but also offers unique business opportunities that appeal to contemporary consumers seeking authenticity and quality.



The Essence of Tradition

Making chutney on a stone grinder, or “sil-batta”, is a time-honoured tradition in many cultures. This method involves manually grinding ingredients like herbs, spices, and fruits to create a chutney that boasts superior texture and flavour compared to its machine-ground counterparts. The stone grinder's surface adds a distinctive earthy undertone to the chutney, enhancing its taste and appeal.

Health and Quality Benefits

The manual grinding process retains the natural oils and flavours of the ingredients, which can often be lost in high-speed electric grinders. This method also

avoids the heat generated by modern appliances, which can degrade the nutritional value of the ingredients. For health-conscious consumers, chutney made on stone presents a purer, more wholesome option.

Sustainable and Eco-Friendly Practices

Using a stone grinder is a sustainable practice, reducing reliance on electricity and minimizing the carbon footprint associated with modern kitchen appliances. This eco-friendly aspect can be a compelling selling point for environmentally conscious consumers.

Practical Implementation in Modern Business

To successfully integrate this traditional method into your entrepreneurial practice, consider the following steps:

- 1. Education and Training:** Train your staff in the traditional method. This ensures the authenticity of the process and maintains the quality of the product.
- 2. Marketing and Branding:** Develop marketing campaigns that highlight the traditional process, focusing on the unique flavour and health benefits.
- 3. Product Line Expansion:** Offer a range of chutneys made using the stone grinding method. This could include various regional recipes, catering to diverse tastes and preferences.
- 4. Customer Engagement:** Host workshops or demonstrations to educate customers about the traditional method. This interactive approach can build a loyal customer base and enhance brand loyalty.
- 5. Sustainability Initiatives:** Promote the eco-friendly nature of your process, aligning your brand with sustainability values. This can attract environmentally conscious consumers and enhance your brand's reputation.

Conclusion

Integrating traditional wisdom, like making chutney on stone, into modern entrepreneurial practices offers a unique blend of authenticity, quality, and sustainability. It not only preserves cultural heritage but also provides a competitive edge in today's market. By embracing and promoting these age-old techniques, businesses can create distinctive products that resonate with contemporary consumers, fostering deep connections and driving success. ❑

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Harvesting Success: Traditional Wisdom in Food Entrepreneurship

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In the dynamic food industry, where trends shift rapidly, traditional wisdom remains a vital cornerstone of entrepreneurial success. This timeless knowledge, passed down through generations, continues to guide and inspire food entrepreneurs. Let's explore how these age-old principles can help create thriving food businesses, with examples from around the globe to illustrate these principles in action.

Vision and Passion: The Seeds of Success

A clear vision and unyielding passion are essential for any successful food venture. Howard Schultz's transformation of *Starbucks* from a small coffee retailer to a global coffeehouse chain was driven by his vision of creating a "third place" between home and work. His passion for coffee and unique customer experiences propelled *Starbucks* to global prominence.

In the Indian context, consider the story of *Amul*. Founded in 1946, Amul began as a cooperative dairy movement to liberate farmers from exploitation by middlemen. Dr. Verghese Kurien's vision of empowering farmers and providing high-quality milk products led to the "White Revolution," making India the largest milk producer in the world.

Resilience and Adaptability: Weathering the Storms

The entrepreneurial journey is filled with challenges. Colonel Harland Sanders, founder of *KFC*, exemplified resilience and adaptability. After numerous failures and rejections, Sanders persisted with his secret fried chicken recipe, finding success in his 60s.

The story of *Cafe Coffee Day* (CCD) is a testament to resilience. Founded by V.G. Siddhartha in 1996, CCD faced stiff competition and market fluctuations. Despite these challenges, it grew into one of India's largest coffee chains by continually adapting to changing consumer preferences and expanding its product offerings.

Customer Focus: Cultivating Loyalty and Trust

Understanding and prioritizing customer needs is fundamental. The farm-to-table movement, sourcing locally grown ingredients, caters to consumers' growing demand for fresh, sustainable, and ethically produced food. Building strong customer relationships involves creating memorable experiences and engaging through social media. By fostering loyalty and trust, food entrepreneurs build a dedicated customer base.

Success of *Haldiram's*, a brand is synonymous with traditional snacks and sweets is an evident one. By focusing on quality, hygiene, and authentic taste, *Haldiram's* has cultivated a loyal customer base both in India and internationally.

Innovation and Risk Management: Balancing Boldness with Caution

Innovation is the lifeblood of the food industry. Ben & Jerry's started with creative flavours that captured public imagination, setting them apart in a competitive market. Entrepreneurs must continuously seek new ways to improve offerings, whether through product development or operational efficiencies.

In India, the story of *Paper Boat*, a brand that revitalized traditional Indian drinks, is a prime example. By innovating with nostalgic flavours and convenient packaging, *Paper Boat* managed to carve a niche in a competitive market. Their ability to take calculated risks while staying true to traditional flavours has driven their success.

Effective Networking: Building a Supportive Ecosystem

Networking is crucial for food entrepreneurs. Building a network of contacts, including mentors, advisors, and suppliers, provides valuable support and opportunities for collaboration. The success of many food trucks depends on partnerships with local businesses and

community events. Networking opens doors and helps navigate industry complexities.

In India, the rise of organic food brands like *Organic India* highlights the power of effective networking. By building relationships with local farmers and forming cooperatives, *Organic India* has ensured a steady supply of quality ingredients while supporting sustainable agriculture.

Financial Prudence: Sustaining Growth

Financial management is critical for sustainability. Hamdi Ulukaya, founder of *Chobani*, used a small business loan to purchase an old yogurt plant and focused on high-quality Greek yogurt. Through careful financial management, *Chobani* grew into a leading yogurt brand. Entrepreneurs must balance investment in quality ingredients, innovative processes, and marketing while controlling costs.

Consider *Bikanervala*, which started as a small sweet shop in Bikaner and grew into a global brand. Through prudent financial management and strategic expansion, *Bikanervala* has maintained quality while scaling its operations.

Ethics and Integrity: Building Trust

Operating with ethics and integrity is non-negotiable. Consumers are increasingly conscious of where their food comes from and how it is produced. Transparency and ethical practices build trust and loyalty. *Whole Foods Market's* commitment to ethical sourcing and sustainability has built a loyal customer base.

In India, *Fabindia* stands out for its ethical sourcing and support of traditional artisans. By focusing on fair trade practices and sustainability, *Fabindia* has built a strong reputation and loyal customer base.

Continuous Learning: Embracing Knowledge

The food industry is dynamic, with constant innovations and shifting consumer preferences. Continuous learning is essential. Dominique Ansel, creator of the *Cronut*, exemplifies the importance of

continuous learning. His relentless pursuit of new ideas led to the creation of the *Cronut*, a global sensation.

In India, ITC's foray into the food sector with brands like *Aashirvaad* and *Sunfeast* highlights the importance of continuous learning and innovation. By investing in research and development, ITC has consistently introduced new products that cater to evolving consumer preferences.

Execution Excellence: Turning Vision into Reality

Having a great idea is only the beginning. Execution excellence turns vision into reality. Danny Meyer's *Shake Shack* grew from a hot dog cart to a global chain through high-quality ingredients, exceptional customer service, and efficient operations. Execution excellence involves delivering consistent quality, maintaining hygiene standards, and creating a seamless customer experience.

In India, the success of *MTR Foods*, known for its ready-to-eat meals and spices, is a result of execution excellence. By maintaining high standards of quality and hygiene, *MTR* has built a strong brand reputation and customer loyalty.

Conclusion: Nurturing the Future of Food Entrepreneurship

Traditional wisdom in entrepreneurship provides a timeless foundation for success in the food industry. By embracing these principles—vision and passion, resilience and adaptability, customer focus, innovation and risk management, effective networking, financial prudence, ethics and integrity, continuous learning, and execution excellence—food entrepreneurs can navigate challenges and seize opportunities.

As the food industry evolves, blending traditional wisdom with modern innovation will be key to nurturing a future where food businesses thrive, delight customers, and make a positive impact on communities. Whether starting a small artisanal bakery or scaling a farm-to-table restaurant, the wisdom of the past can guide entrepreneurs toward a prosperous and fulfilling journey. ❑

🎓 Exciting Announcement! 🎓

The CASMB in collaboration with the AFSTI Mumbai Chapter proudly presents the Eduseries, a premier learning event held on every 2nd and 4th Saturday of the month! 🌟

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🌟 Highlights:

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What and How of Designing A Food Factory

Mr Sagar Kurade
Managing Director
Suman Food Consultants



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Saturday, 8 June 2024
11:00 am – 12.30 pm

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The Universe Within - Human Microbiota

Dr. Kavita Pandey
Head, Department of Bioanalytical
Sciences, G.N.Khalsa College



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Saturday, 25 May, 2024
11:00 am – 12.30 pm

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World Technology Requirements for Food Emergency Preparedness

Dr Vikas Talwar
Associate Director Regulatory
Affairs- Kenvue, India



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Saturday, 11 May, 2024
10 : 30 am – 12.00 pm

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Science and Technology of Lab Cultured Meat

Dr. Siddharth Manvat
Co-Founder & CEO, Clear Meat



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Saturday, 27 April, 2024
10 : 30 am – 12.00 pm

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Nutraceuticals and Importance of Clinical Trials

Dr. Rachana Bhoite
Head Nutrition Science and Clinical
Trials, Dr Reddys Laboratories



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Saturday, 13 July, 2024
11:00 am – 12.30 pm

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Biostatistical Insights: Elevating Food Technology Research

Dr. Shrusi Kakodkar
Assistant Professor
Department of Life Sciences
S K Somaiya College, Somaiya
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**Dr Kondekar, with Dr Sudhir Tamhane in US
Pulses Innovation Day in Hotel Taj on
27th July 2024.**



**Dr Kondekar, in NutriThink conf in
Hotel Sahara Star Mumbai on
18th, 19th July 2024.**

Exciting Announcement!

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Congratulations to all the newly recruited stars! Your dedication, passion, and skills have earned you a place in some of the top companies in the food tech industry. We are incredibly proud of your achievements and excited to see the amazing contributions you will make in your new roles.

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