



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



PURNABRAHMA

QUARTERLY | JULY - SEPTEMBER 2021

YEAR 1 | VOLUME 01

**THEMATIC ISSUE ON
ENTREPRENEURSHIP
DEVELOPMENT**





**FARM TO FORK
SOLUTIONS**



Consulting Services

Licensing

- FSSAI , FDA , BIS
- MPCB , BMC & Agmark Industries
- Plant & Animal Quarantine
- PQIS , IEC , PESO
- Apeda & Factory License

Certification

- ISO 22000
- FSSC 22000
- Organic Certification
- GFSI Certification
- BRC Certification

Auditing

Vendors, Suppliers,
Distributors & Retail
Chain audit
Internal and external
audit under FSSAI and ISO

Technical Services

- Consultancy of Lab Setup
- Support in conducting shelf life studies. Improving the shelf life of existing products
- Support during plant trials.
- Formulations

Training

- FOSTAC
- Training Programs related to Food Safety Management
- Personal hygiene
- International Codes and Practices
- Requirements of Voluntary Standards

Web-Services

- Website Designing
- Website Development
- Web & Email Hosting
- Maintenance
- Digital Marketing
- SSLCertificate
- SEO & Google Analytics

Label Checking

Check retailer-generated
packaging Food
Labeling Services
Help you avoid
expensive packaging
mishaps and product
launch delays

Legal Metrology

- Importer
- Dealer
- Repacker
- Model Approval
- Manufacturer

New Product

- Research & Development Services
- Packaging
- Design & Development
- Compliance Services
- Product Approval

Packaging

- Product Packaging
- Design and review content and labels of new and existing products
- Packaging Approval

Foreign Compliance

- Indian Foreign Service (IFS)
- Food and Drug Administration (USFDA)

Medical Writing

Writing scientific, medical & technical documentation for drugs, devices

- Clinical trial applications
- Investigator brochure
- Marketing applications
- Protocols
- Regulatory briefing

Industries We Serve

**Food, Nutraceutical and Agro Industries | Drug and Pharma Industry |
Cosmetics and Personnel Care Industry | Environmental Industry**

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**CHAMBER FOR ADVANCEMENT
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MANAGEMENT COMMITTEE

ADVISORY TEAM



Prof. Smita Lele



Dr. Prabodh Halde



Dr. Prakash Kondekar



Mr. Keshav Kamble



**Prof.(Dr.) Pramod
K.Raghav**

PRESIDENT



Mr. Nilesh Lele

HON. SECRETARY



Mr. Umesh Kamble

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Mr. Sachin Kumbhoje



Ms. Arpita Doshi



Mr. Sameer DS



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Dr. Sunil M. Tembe



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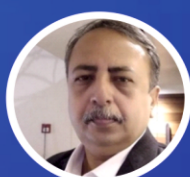
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**Ms. Rupa
Kanvinde**



**Mr. Prashant
Shrikrishna Naigaonkar**



**Mr. Prashant
Pradhan**



Mr. Anup Kulkarni

OPERATIONS TEAM



Ms. Diksha Shetty



Mr. Umesh Gaikwad



Ms. Prajakta Kende

President's Desk



Dear Readers

I am delighted to write this message as the Founder President of CASMB in the inaugural issue of PurnaBramha magazine. It is hardly few months since CASMB - Chamber for Advancement of Small and Medium Businesses has been formally born, and it has caught attention of MSME fraternity, particularly from Food sector. Credit goes to the entire team who has initiated many projects: weekly webinars, chamber investor platform, buyer-seller meets etc. and the launch of this PurnaBramha Magazine is yet another step towards Advancement of the MSME sector.

The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy with a vast network of around 30 million (3 crores) units, creating employment of about 110 million (11 crores), manufacturing more than 6000 products, contributing about, 30% to GDP and 45% to manufacturing output and about 48% of exports, directly and indirectly.

Despite the significant contributions of the MSME sector, the sector continues to face certain constraints like, availability of adequate and timely credit, high cost of credit, collateral requirements, access to equity capital and rehabilitation of sick enterprises, etc. It thus emerges that adequate, timely and affordable credit is one of the bigger issues for the MSME sector.

Old and outdated technology and easy access to new technologies is another challenge that the MSME sector faces.

There are various schemes in place, research on various aspects is being carried out, industry is facing different issues. So even though all pieces are in place, coordination is lacking which through our Chamber we plan to streamline, by coordinating between research, regulators, government and industry.

Through this Quarterly Magazine we will try to bridge the gap and be a one stop solution provider to all the problems faced by MSMEs in India.

As a unified team, we can join the pieces of this puzzle to make Hon. Prime Minister's Vision of a USD 5 Trillion Indian economy by 2025, a reality!

A journey of a thousand miles begins with one step, and I look forward to your support each step of the way. Together, we can shape a better tomorrow!

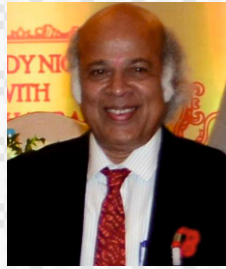
Regards,

Nilesh Lele

July 2021

Greetings from Advisors.....

Dr. Prakash Kondekar



First of all welcome and congratulations to all micro, small and medium-size enterprises (MSMEs) for joining this chamber.

"Let me grow and let others grow." this should be attitude of all MSMEs. Japanese followed this principle and came out of the ashes. They have also maintained the quality of the products with consistency.

MSMEs should always approach any problem with a positive attitude. It is said that the 21st century is the Century of stress. So control over stress by controlling mind can be one of the Mantra of stress management. Now a days, diseases are taken as "Psychosomatic and one has to take care of "Psycho" meaning mind first followed by "Soma" meaning the body. WHO has defined Health, as a stability of mind, body and the spirit. So entrepreneurs have to consider all these aspects parallel while doing the business, which would otherwise hamper their performance.

Entrepreneur has to keep an eye on how the Indian government is guiding through the policy changes that will stimulate investment by lowering the barriers and encourage the market based solutions. In this regard following may be useful for the entrepreneurs:

Report on "India's Trillion Dollar Digital Opportunity" was released in February 2019 which says: "With a strong foundation of digital infrastructure and expanded digital access through Digital India Programme of the Government, India is now poised for the next phase of growth - creation of tremendous economic value and empowerment of citizens, as new digital applications permeate sector after sector."

India is among the top three Global Economies in number of digital consumers. India is also poised for next generation financial services which include:

- Continuing to scale payment solutions digital and transition to a cashless economy
- Introducing flow-based lending and advanced credit understanding to provide financial support to MSMEs through data driven credit evaluations, using information from the Goods and Services Tax Network and other traditional and non-traditional sources of data generated by MSMEs. Flow based lending could fill 60 to 80% of the credit gap faced by MSMEs which could in turn generate \$90 billion to 120 billion of additional economic value in 2025.

The government's Udyog Aadhaar registration portal has simplified inclusion of MSMEs, creating a national one-page format that permits MSMEs to register, based on self-certification and digitally verify authentication of each enterprise's owner. Until 2019, 3.5 million MSME's have registered on Udyog Aadhaar, out of the more than 51 million MSMEs nationally. The Ministry of MSMEs and Ministry of Finance can develop a digitally verifiable GSTN-Udyog-Aadhaar identity as a one-stop corporate KYC solution and can educate smaller businesses about the benefits of GSTN to encourage adoption. Scaling up this approach using the model of digitally enabled KYC for individuals can enable significantly easier verification and authorization for banks in their dealings with MSMEs and reduce the cost to serve them.

One of the most important and promising digital initiatives is the creation of an open agriculture data platform integrating information from existing sources in a prescribed, standardized format. This platform will function as an important foundational enabler for the three themes that follow: 1) digital farmer financing 2) precision agriculture and 3) universal agricultural marketplace. The integrated platform could be governed by a body of stakeholders. This body would focus on standardizing, collecting, collating, disseminating and analyzing data from a multitude of government and private sources with the prime objective of deploying applications that help farmers double their income. Farmer's income could be tracked with payment received for the produce they have sold at a local mandi, at a wholesale market or through an online agricultural trading platform and banks could introduce further balances and checks to lower the risk of delinquency.

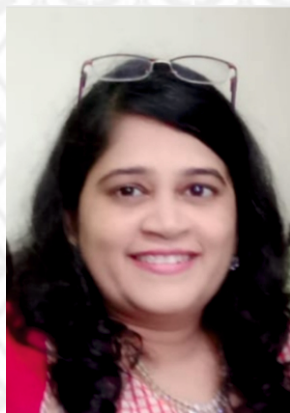
We at CASMB, ensure to work on the improvement and enhancement of MSMEs, all the time.

Dr. Smita Lele



The message I would like to give to the readers of "Purnbrahma" is that take advantage of Indian Traditional knowledge and wisdom which is readily available because we are living in the era of internet and websites. Pick up food products which are the need of the day (e.g. immunity booster, delayed aging, healthier skin and improved digestion etc.) and participate in "Make in India" initiative and be a successful entrepreneur. Be a job giver than a job seeker. Good luck for all endeavors.

From Editors Desk



Hippocrates said almost 2500 years ago, **"Food is medicine"**.

Being healthy means putting the right fuel into your body and having your internal engine run smoothly. The pandemic has taught us importance of eating right and safe food.

The Indian food processing industry is the fifth largest industry in terms of production, consumption and exports and constitutes an important part of the economy. Increasing population growth in the last few centuries and the requirements from industrialisation, forces the need for sustainable food production and better food processing technologies. Food industries are experimenting constantly with their products and services to match up with consumers expectations. As a result of pandemic, consumers are preferring fruits and vegetable products, nutraceutical and fortified foods. Health ingredients and immunity boosting products are in high demand.

The consumers have adopted to a new normal, edible items are also being purchased online, which has increased the demand for package food products.

The government and regulatory agencies are also strengthening the requirements related to food processing and packaging to provide safe food to consumers.

Food start ups have great prospects in near future.

Sustainable food business ecosystem helps promote growth through innovation and application of technology, provide mechanism for technology transfer, support economic development strategies for small and medium businesses.

The food processing sector is the sunrise segment in Indian economy. This thematic issue of Purnbrahma magazine on entrepreneurship development focusses on articles ranging in various areas of nutritional importance of food, fortification, food preservation, health of entrepreneurs, tips for start ups, key to success, and expectations of food industries from the job seekers.

The collective efforts of entire team of Purnbrahma made the creation of this special magazine possible.

Let's together built a world of sustainability and welfare.

Mrs Rupa Kanvinde
Chief editor





Hello Folks!

The food web. The food chain. Different food habits and food culture. Obesity and famine. Nootropics. Organic food. Plant-based meat. Fermented food and Beverages. Agriculture and farms. All natural, healthy and comfort food. Innovative & sustainable packaging. Shift from millennial. Functional and super foods. Probiotics and Prebiotics. Food is everywhere. It permeates every aspect of our lives.

After a dreadful pandemic year, and still continuing, and many of us are getting vaccinated. The world is heading towards a new normal, but still challenges remain high ahead for the small and medium scale food industries. The obstacles countered in the last year redefined what and how we're growing and eating. Several scaled back their operations, while unfortunately others had to shut their doors for good. These scuffles also encouraged collaboration, reinvention and research that lead to some remarkable food products and new start-ups for us to attempt. One of the really great benefits of the pandemic is people wanting to shop and support local.

The mantra of today's business age is reinvent or relent. Businesses that fail to constantly challenge and present a newer version of themselves run the very real risk of becoming extraneous. Sometimes reinvention involves redesigning a brand or rethinking a product or sometimes it's re-creating an experience. The establishments that fail to reinvent, unfortunately end up towards obsolescence. Sometimes overconfidence prevents it. Sometimes the jeopardies of change are too discouraging to present to shareholders or investors. Sometimes the psychology of change acts as a hindrance. Sometimes entire economies need reinventing, which is increasingly apparent as we watch ours take a global pounding especially during these pandemic times.

It's time to step back and reimagine the possibilities of what we can be. It's time to take a decidedly more entrepreneurial approach to how we view our economy. The medium and the small scale industries (MSME) are the

foundation of a strong national economy, which in turn is the foundation of a strong global economy. And all of it begins with an affirmation to "entrepreneurial thinking".

To provide little boost and advancement, to help motivate, make aware and inspire the young minds and all the stakeholders, we created the special magazine Purnabrahma. This quarterly magazine, targets the thriving community of start-up medium and small scale food businesses. It is an initiative to fill in the lacunae associated with the MSME's through the writings from experts and industrialists in the field.

The content of the first issue of Purnabrahma explores the lead article- "Annabrahma" by Prof. Smita Lele, followed by other articles by industrialists, experts and resource persons. The article by Mr. Kiran Khirsagar on refrigeration in food preservation and that by Mr. Dilip Sangat on fortification of food are very informative. The magazine further digs deep into the idea of region specific Agro-Horticulture produces: an article by Mr. Subhas Bhattacharjee and also discusses about the Health of an Entrepreneur by Dr. Prakash Kondekar. The current issue also features exclusive interview with successful entrepreneur, Mr. Indraneel Chitale, in the food industry. Mr. Prashant Naigaonkar has beautifully highlighted the strategies the budding entrepreneurs must address to take an idea from the bench-top and turn it into a mainstream business. While the expert article by Mr. Sachin Kumbhoje gives an in depth knowledge about professional opportunities in the food industries and what food industries expect from the job seekers.

It's good to feel excited and inspired by your next entrepreneurial pursuit; after all, inspiration is the fuel that drives us all forward. As you advance towards your goal, you must fight the urge to build an echo chamber that insulates you from the truth about your business. Pursue feedback from others, commit to growing along the way and soon enough the right kind of confidence will bubble to the surface.

Wishing all the budding entrepreneurs' a successful feat in times to come!

Wishing all the readers a joyful, reflective and an intellectual dig into the contents of Purnabrahma.

Stay safe!

Thank you!

Dr. Ritika Joshi

Annabrahma



वदनी कवल घेता नाम घ्या श्रीहरीचे।
सहज हवन होते नाम घेता फुकाचे ॥
जीवन करी जिवित्वा अन्न हे पूर्ण ब्रह्म।
उदरभरण नोहे जाणिजे यज्ञकर्म ॥१॥

PROF. DR. SMITA S. LELE

Emeritus Professor,
Institute of Chemical Technology

email: dr.smita.lele@gmail.com
YouTube ---- Dr Smita Lele



It gives me immense pleasure to share my thoughts on the vast subject - Annabrahma for the inaugural issue of "Purnbrahma"! The word Brahman means cosmos, the basic force for existence. For earthlings including us, the primary source of energy is the Sun. All living beings are harvesting the solar energy in some way or the other. Plant cells have chlorophyll that facilitates trapping the solar energy by fixing Carbon from carbon dioxide and making the basic energy or fuel for body molecule, namely glucose. Of course with a series of enzymatic reactions, macromolecules such as starch, cellulose, hemicellulose, lignin and other sugars are also formed. Each plant runs a complex chemical factory and nitrogen fixing bacteria from soil also assist in making proteins which consist of amino acids. Minerals and micronutrients are fetched from soil. These plants have been engineered by Mother Nature in such a beautiful way that these conduct many bio chemical engineering operations. Just to site one example, the 3 thin dots (eyes) of coconut are membranes which work on osmosis and collect sugars inside the coconut fruit, no wonder we have to add lot of common salt (NaCl) in the roots to maintain osmotic pressure essential for this RO system! The plants have stems, leaves, flowers, fruit and seeds for their own sustenance and propagation, but human as well as herbivorous animals consume plants as their primary source of fuel which we call food - Anna in Sanskrit and many Indian language. Hope you have noticed that carnivorous animals who are not designed to digest plants, consume flesh of herbivorous animals, birds and fish. In other words, animals like human, cows, deer cannot tap solar energy and eat plant and species like tiger, and lions etc. cannot eat plant and eat flesh of plant eaters. Interestingly, we human can digest plant material and flesh of herbivorous animals too and that has given rise to the concept of vegetarian and non-vegetarian food.

Last 100 years or more, food scientists, nutritionist and dieticians

have been exploring several types of food and trying to prepare "ideal" magic diet or processed food which will be nutritious, healthy, tasty, adequate to satisfy hunger and also lead to satiety. Further, the diet should keep us young, beautiful, fit, healthy, energetic and happy. High protein, low carb, low fat, high fat calorie intensive keto food, 12 hours fasting, 16 hours fasting, vegan food, fruitarian diet and many more ideas have been proposed, tried out, studied scientifically and to be honest there is no one stop solution. Primarily our food consists of 4 parts - carbohydrate (sugars and starch as fuel for body), proteins (building block for muscles and mechanical strength), fat (lubricant and high calorie standby fuel) and others (vitamins, micronutrients and minerals). Grains, cereals, millets supply carbs and some also supply good quality vegetarian proteins. These are staple foods. Eggs, meat, milk, fish are very good source of protein supply. It is recommended to incorporate different colored Fruits and colored vegetables which supply vitamins, minerals and many antioxidants. Right balance of all components, some raw food, and adequate soluble and insoluble fiber is important. Probiotics, prebiotics and symbiotic foods act like Nutraceuticals - food as well as disease preventive action. Homemade dahi, yakult are some examples of probiotics that supply live friendly bacteria and help in probe gut microbiota. If you observe keenly, human digestive system is a set of unit operations. It starts with size reduction and some enzymatic action in the mouth (saliva acting on starch breaking it to sugars), stomach is partially back mixed chemical reactor where gastric juice (HCl) hydrolyses macromolecules of food. The acidic food is neutralized as soon as it enters small intestine and the pH corrective fluid is bile juice. Bile also helps in digestion of fat. Many other enzymes such as insulin, protease enzymes etc. act on this partially broken food and assimilation, absorption of useful metabolites occur in the long small intestine. Last step of digestion is fermentation. Millions of species of bacteria (mostly friendly but some could be enemies too) stay in the colon. Final unabsorbed food, fiber, resistive starch and remaining substrates are used as food by these bacteria that produce useful vitamins, fatty acids and metabolites. Final absorption takes place and solid waste is thrown out by the body as excreta. Simultaneously liquid waste is picked up from blood by the kidney (a membrane filter) and discarded as urine. Excess protein (nitrogenous compounds) and excess minerals and excess water soluble vitamins are discarded out of body by the kidney. Hence "balance" diet is most important for normal persons. In fact we say "has square meal" - which means 4 aspects of food and in balance proportion - nothing in excess nothing in deficiency. Typical Maharashtrian Thali is designed as "ChaurasAhaar" - is starts with dal rice with haldi, ghee and lemon, followed by chapatti, vegetables, sprouts, raw salad and finally rice with buttermilk. Ancient Indian Ayurveda has elaborate description on what to eat and what not to eat depending on season and constitution of the person. There are chapters dedicated to healthy way of cooking food, what to combine and what not to combine in single meal. Even in BhagavadGeeta in Chapter 15, Shloka 14, Lord Krishna says that he stays in all living beings as a fire element and digests food of 4 types (Pachami Annam Chaturvidham). □



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CASMB Investor Network

Showcase your startup to Investors

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 president@casmb.org.in
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 +91 8655078607

**CHAMBER FOR ADVANCEMENT
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2nd March 2021

Technology Transfer

Time : 6-7 pm

Topic- Innovative Approach to Complete Utilisation of Food and Agriculture Produce

Zoom: Meeting ID: 844 0407 4053
Passcode: 019511

SUPPORT PARTNER

Speaker: Prof. Smrita Lele

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New Plant Setup Blended Spices

- Market Research Report
- DPR
- License & Certification
- Raw material sourcing
- Machine setup
- SOP setup
- Packaging suggestions
- Packaging material sourcing
- Trial runs
- Commercial runs

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Thursday | 6th May 2021

Finance Facilitation

Time: 6 pm to 7 pm

SFURTI : Scheme of Fund for Regeneration of Traditional Industries

Zoom: Meeting ID: 813 3043 6800
Passcode: 552375

SUPPORT PARTNER

Speaker : Ms. Dipali Ashish Chandak

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**CHAMBER FOR ADVANCEMENT
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Monday | 24th May 2021

Entrepreneur Speak

Time: 6 pm to 7 pm

Purnabrahma Chain of Restaurants

Zoom: Meeting ID: 813 3043 6800
Passcode: 552375

SUPPORT PARTNER

Speaker : Ms. Jayanti Kathale

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Mumbai Chapter

Interaction with Andhra Pradesh Food Processing Society (APFPS)

Learn about the unique scheme of Government of AP, on leasing custom built food processing units on a plug and play model.

Speakers

Mr. L. Sridhar Reddy
 CEO, APFPS
 Mr. Bharat Thota
 COO, APFPS
 Dr. Ch. Padmarati
 Deputy CEO, APFPS

Date: Friday, June 25th 2021
Time: 11 am to 12 noon

Contact: +91 98209 59096 | +91 8655078607

**CHAMBER FOR ADVANCEMENT
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MCED

Weekly Knowledge Series

Food Safety as Business Growth Strategy, FSSC 22000 Development Program for MSME

Chief Guest

Hon. Shri S.R. Londhe
Executive Director, MCED and Director of Industries, Government of Maharashtra, Mumbai

Speaker :

Dr. D. V. Darshane
Sr. Advisor - India & South West Asia, FSSC 22000

Friday | 28th May 2021
Time: 6 pm to 7 pm

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Student Cell

Campus to Corporate for Food Tech Graduates

Speaker :

Mr. Sachin Kumbhoje
CEO, OpEx Accelerator Pvt Ltd

Thursday | 3rd June 2021 | Time: 5:30 pm to 7 pm

Session Contents:

- Employability Gaps
- Technology Transition
- Skill Development
- How to enhance interviewing skills?
- Writing an impressive resume?

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Role of Refrigeration in Food Preservation

MR. KIRAN KSHIRSAGAR

(Co-Founder & Head Technical)

FROZCULINA Tech Services

Building a Healthy Nation!



Refrigeration is a technology which we use day in and day out in our personal, professional lives, directly or indirectly. But are we aware of what exactly refrigeration is and how crucial it is for us in today's context?

Refrigeration is an art which humankind has been practicing even before 1000 BC when they used to harvest the seasonal ice. Later, as mankind progressed in 19th century, people started using ice in preserving food on commercial level. People started using different techniques to store & harvest ice and icehouses came into existence in many parts of USA. In the meantime, lot of research and development was going on in developing commercial refrigerants and the refrigeration equipment, out of which General Electric (GE) was the first company which made most simple usable household refrigeration unit powered by gas in 1911.

Not lagging behind, India got its 1st Cold storage in 1930 constructed in Pune. Later on in 50's & 60's many commercial cold storages came up in various states mainly for potatoes. Then in late 80's & 90's, Food & Pharma industry started using refrigeration and Consultants, companies like Carrier, Blue Star & Frick along with few local players entered the Modular Cold Room & Cold Storage industry. ISHRAE is a society formed in 1981 by a group of eminent HVAC&R professionals which guides its @ 29,000 Members who are HVAC&R professionals and students interested in this stream.

Today we are mainly using commercial refrigeration which can be broadly classified in major 4 sectors - Agro Produce, Food Processing & Preservation, Pharma and other Product preservation. India stands 1st in Milk Production and 2nd in Fruits & vegetables production globally. Despite these good facts, there is a wastage of about 15% - 25% in Agro Produce, Meat & Fish industry and we are losing approx. 140K Cr annually. Adequate Cold Chain from the producer to the

Consumer is the need of the hour and good thing is that we are moving in the right direction today.

The fruits, vegetables and the food we consume are perishable and they slowly decay at room temperature or rot in short time due to chemical changes, growth of microbes or moisture loss. This physical change affects the appearance or the taste of the food. If stored at recommended low temperature, the food decay will slow down and will also arrest the natural metabolic process. Similarly Ice Cream, Dairy products, Bakery products, beverages and Frozen foods if stored at low temperature will last for long term.

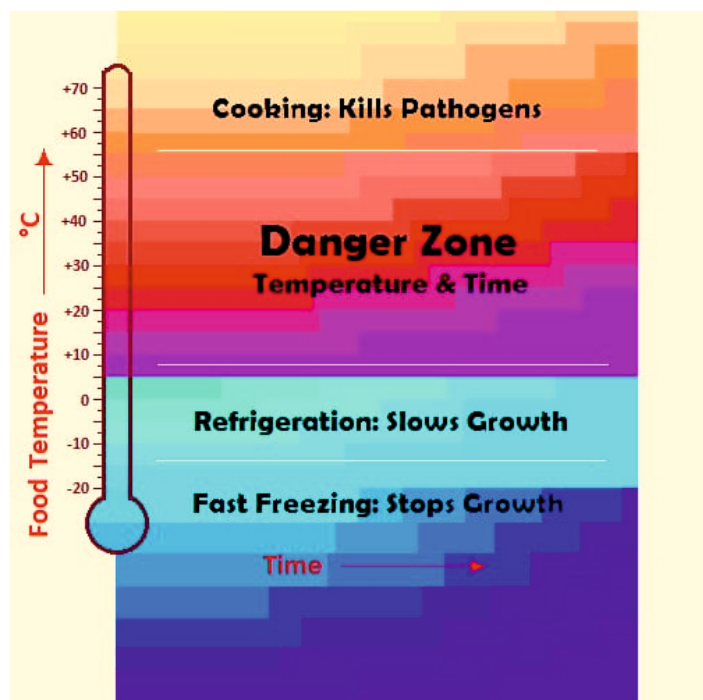


Vegetables & fruits can be stored for few days or few weeks by storing them at low temperature above their freezing point. This temperature varies from product to product. The most optimum temperature for cabbage, Cauliflowers, Radish, Beans, Apple, Cherry, Strawberry, Pear, etc. are best stored around 0 °C. whereas Cucumber, Eggplant, Okra, Pepper, Lime, Oranges, Pineapple, etc. are stored at 8 °C and Dry Onion, Potato, Ginger, Tomato, Banana, Mangoes, Jackfruit, etc. are best stored around 15 °C or above.

Humidity also plays an important role in preservation. At low temperature the decay process is slowed down drastically but not totally arrested, but if we blast freeze the product at around -18 °C or -25 °C the decay process is paused and the products can be stored for a period range of - couple of months to a year or more.

In Food Industry, Refrigeration is not only used for storage but also in ripening of few fruits like Banana & Mango on commercial basis. They are also used for long term storage of

Fruits & Vegetables stored in Pack-houses, Mushroom farming and many other processes in the Food industry.

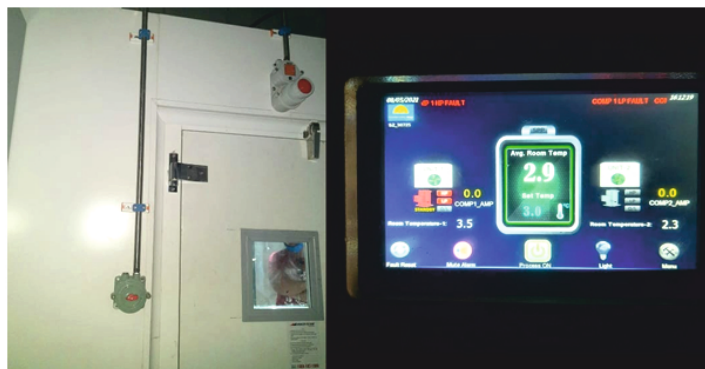


It is observed that due to low investment in R&D in this domain, lot of poor quality jobs are being done. But lately, there is definitely an increase in the awareness and demand for good quality refrigeration. In the last two years because of the pandemic; the overall awareness towards cleanliness & hygiene has improved drastically. The demand for hygienic & clean product is on the rise and people are ready to pay for that. So the industry is also changing and upgrading for the same.

On the whole, refrigeration is basically used for preserving consumable products. The system is designed as per the product to be stored. Every product has different requirements. It is very important to understand the product requirement, processes involved & many other factors while designing, to avoid over-designing or under-designing of the system.

Since the commercial systems run for a decade or more, if not properly designed the user will suffer till the equipment lasts or the system is revamped if it is possible. Majority of the refrigeration systems are of three types: Combo Refrigeration, Industrial Cold Rooms & Modular Cold Rooms. Combo

refrigeration carries a mix of various temperatures. Industrial Cold storages are made specially to store large quantity of products. Modular Cold Rooms are smaller units installed in commercial establishment for storing smaller quantity. The features of customization available in Modular Cold Rooms gives it an extra edge over the other solutions and that is the reason many companies prefer them.



While selecting a refrigeration system, selecting the right refrigerant and the apt refrigeration unit is very critical as they are the heart of the system. Improper selection will incur huge loss if the system is of bigger size or the application is critical. Now-a-days client is not only conscious about energy efficient units but also about eco-friendly refrigerant and low carbon footprint.

Refrigeration has played a very important role in mankind development. It is not only used in food preservation but also largely in Healthcare sector. Refrigeration in one way is an important support system for the Medical R&D. The systems used in Pharma & research are generally more complicated & very precise. Here the temperature range can be as extreme as between + 20 °C & -80 °C.

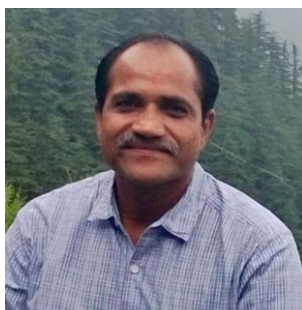
Refrigeration also has a wide application in manufacturing industry in a variety of segments. Refrigeration plays an important role in electricity production, in Chemical & Petrochemical industry, in Datacentres and other industries like naval, aerospace, metallurgy, etc. in various processes. Refrigeration and cooling systems are paramount for many industries to work efficiently & adequately.

Thus, Refrigeration is one of the very crucial technologies in today's times which can help the mankind evolve in a better way and set the stage for a better tomorrow. ▢

Fortification of Food - Today's Need

MR. DILIP T. SANGAT

*Retired Assistant Commissioner,
Food and Drugs Administration
M.S.*



Today's lifestyle of the people, cooking habits, and consumption of unhealthy junk foods, the problem of malnutrition is complex, multi-dimensional, and inter-generational in nature, the determinants of which include household food insecurity, illiteracy, and lack of awareness especially in women, lack of access to health services, availability of safe drinking water, sanitation and proper environmental conditions and adequate purchasing power etc. To overcome the problem of malnutrition, fortification of Food with micronutrients is today's need to strengthen the future generation.

As per Food Safety and Standards (Fortification of Foods) Regulations 2018, fortification means deliberately increasing the content of essential micronutrients in a food so as to improve the nutritional quality of food and to provide public health benefit with minimal risk to health. Fortification is the addition of key vitamins and minerals such as Iron, Iodine, Zinc, Vitamins A & D to staple foods such as rice, wheat flour, oil, milk, and salt to improve their nutritional content. These nutrients may or may not have been originally present in the food before processing or may have been lost during processing.

General principles of Fortification.-(1) Micronutrients may be appropriately added to foods for the purpose of (a) Preventing or reducing the risk of, or correcting, a demonstrated deficiency of one or more micronutrients in the population or specific population group; (b) reducing the risk of, or correcting, inadequate nutritional status of one or more micronutrients in the population or specific population group; (c) meeting requirements or recommended intake of one or more micronutrients; (d) maintaining or improving health; (e) maintaining or improving the nutritional quality of foods. It does not alter the characteristics of the food like the taste, aroma, or texture of the food.

Deficiency of micronutrients or micronutrient malnutrition, also known as "hidden hunger", is a serious health risk. Access to safe and nutritious food is a must and sometimes due to lack of consumption of a balanced diet, lack of variety in the diet, or unavailability of food one does not get adequate micronutrients. Often, there is a considerable loss of nutrients during the processing of food as well. India has a very high burden of micronutrient deficiencies caused by Vitamin A, Iodine, Iron, and Folic Acid leading to Night Blindness, Goitre, Anaemia, and various birth defects. Hence Fortification is a globally proven intervention to address the much prevalent micronutrient deficiencies in the population.

Double Fortified Salt :

Double Fortified Salt (DFS) is an innovative new fortified food product - delivering small but crucial amounts of iodine and iron to human beings through their diet. In general, DFS formulations are intended to provide 100% of daily dietary iodine requirement, and ~30 to 60% of daily dietary iron requirement. Dual fortification of salt with iodine and iron could be a sustainable approach to combat iodine and iron deficiencies. India's National Institute of Nutrition (NIN) has pioneered the development of double fortified salt (DFS). NIN has also taken the initiative to transfer the technology to iodized salt manufacturers in the country and provides continuous quality control support.

Fortification of Salt with Iodine :

Every year nine million pregnant women and eight million newborns are at risk of iodine deficiency disorders (IDD) in India. IDDs are linked to iodine-deficient soil. Due to glaciations, flooding, rivers changing course, and deforestation the iodine present in the topsoil is constantly leached. This, in turn, leads to deficiency of iodine in crops grown on iodine-deficient soil with consequently low iodine in the diet for livestock and humans. This deficiency of iodine in the diet can be addressed by fortification of salt i.e. adding iodine to salt. Salt has been identified as an effective vehicle for iodine because it is consumed almost daily and universally.

Iodine deficiency disorders (IDD) comprise a range of disorders including goiter, hypothyroidism, cretinism, brain damage, intellectual disability, psychomotor defects, hearing and speech impairment, abortion, and stillbirths.

Iodized salt (when fortified with Iodine) and Iron-fortified

iodized Salt (Double Fortified Salt) when fortified with Iron and Iodine, then Iodine content (a) Manufacture level should be 20-30 parts per million;(b) Distribution channel including retail level should be 15-30 parts per million and Iron content (as Fe) should be 850-1100 parts per million.

Fortified Milk :

Milk is a rich source of high-quality protein, calcium, and fat-soluble vitamins A and D. Vitamins A and D are lost when milk fat is removed during processing. Many countries have a mandatory provision to add back the vitamins removed as it is easily doable. It is called replenishment as the nutrients lost during processing are added back.

Fortification of milk with Vitamin A and Vitamin D is required in India because of the widespread deficiencies present in the population. A Recent National Nutrition Monitoring Bureau (NNMB) survey and a Report of the expert group of ICMR in 2012 has stated that India has a very high burden of Vitamin A and D deficiencies, amongst both young children and adults particularly in urban areas are physically less active and have very limited exposure to sunlight. Since milk is consumed by all population groups, fortification of milk with certain micronutrients is a good strategy to address micronutrient malnutrition. Toned, double toned, skimmed milk or standardized milk shall be fortified with Vitamin A up to 270 µg - 450 µg and Vitamin D up to 5 µg - 7.5 µg per litre of milk.

Fortified Oil :

Multiple micronutrient deficiencies are rampant in India and continue to be significant public health problems, which adversely impact the health and productivity of all the population groups. More than 57% of children suffer from vitamin A deficiency, which may be symptomatic or present at the sub-clinical level. In addition, a high proportion of pregnant women and their newborns suffer from Vitamin D deficiency.

Vitamin D is also considered to play an important role in decreasing the risk of many chronic illnesses, including common cancers, auto immune diseases, infectious diseases, diabetes, and cardiovascular disease. Thus public health problems warrant public health intervention. Since vitamin A and D are fat-soluble vitamins, fortification of edible oils and fats with vitamin A and D is a good strategy to address micronutrient malnutrition and fortified oil is known to provide 25%-30% of the recommended dietary allowances for vitamins A&D. Vegetable Oil shall be fortified with Vitamin A 6

µg - 9.9 µg per gm of oil and Vitamin D 0.11 µg- 0.16 µg per gm of oil.

Fortified Rice:

Rice fortification is a cost-effective, culturally appropriate strategy to address micronutrient deficiency in countries with high per capita rice consumption. The cost of fortification is determined by a multitude of context-specific variables such as the structure and capacity of the rice industry, the complexity of the supply chain, the policy, and regulatory environment, and the scale of the relevant program.

As per the Department of Agriculture Cooperation and Farmers Welfare, India's rice production has increased at a Compound Annual Growth Rate (CAGR) of 1.43 percent during 2005-06 and 2016-17. India was the second leading rice producer followed by Indonesia and Bangladesh in 2015-16. Fortifying rice makes it more nutritious by adding vitamins and minerals in the post-harvest phase; many of which are lost during the milling and polishing process. Rice, when fortified, shall contain added iron up to 28 mg- 42.5 mg per Kg, folic acid up to 75 µg- 125 µg per Kg, and Vitamin B-12 up to 0.75 µg- 1.25 µg per Kg. In addition, rice may also be fortified with micronutrients, singly or in combination, at the level of Zinc up to 10 mg- 15 mg per Kg, Vitamin A up to 500 µg - 750 µg per Kg, Thiamine (Vitamin B1) up to 1 mg- 1.5 mg per Kg, Riboflavin (Vitamin B2) up to 1.25 mg- 1.75 mg per Kg, Niacin (Vitamin B3) up to 12.5 mg- 20 mg per Kg and Pyridoxine (Vitamin B6) up to 1.5 mg- 2.5 mg per Kg.

Fortified Wheat Flour:

As per National Nutrition Monitoring Bureau (NNMB) survey (2012), the average intake of cereals and millets was 375g/CU/day providing $\geq 70\%$ of Recommended Dietary Intake (RDI). Wheat is the staple food for most Indians in the wheat-growing areas (North, West, and Central India) and is consumed in the form of homemade chapattis or rotis using custom milled atta (whole wheat flour). For the year 2018-19, wheat consumption is forecasted at 93 MMT. Therefore, wheat flour is selected as a suitable vehicle for fortification to improve the nutritional status of the mass population.

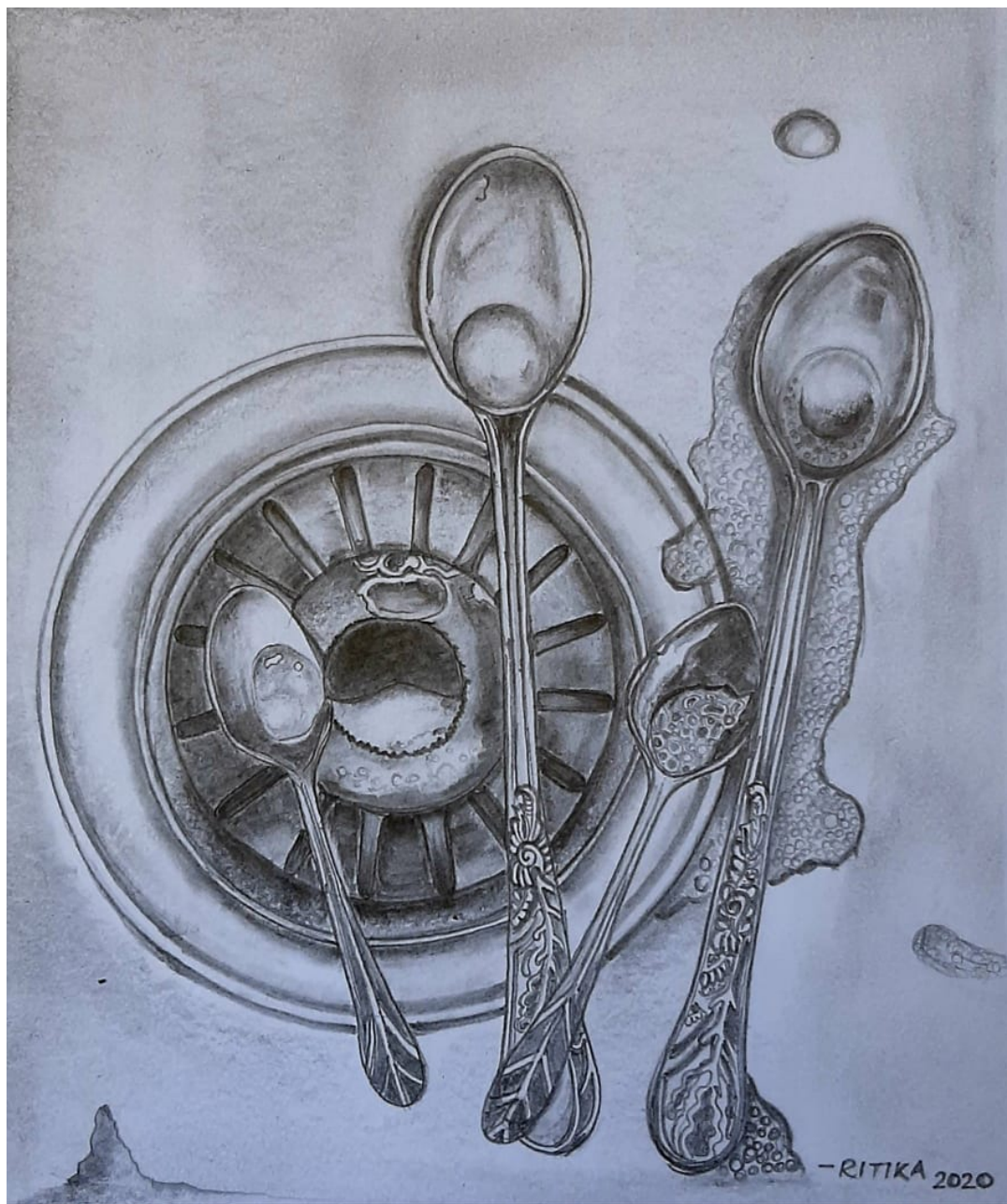
Wheat flour, when fortified, shall contain in Atta and Maida added iron up to 28 mg- 42.5 mg per Kg, Folic acid up to 75 µg- 125 µg per Kg, Vitamin B 12 up to 0.75 µg- 1.25 µg per Kg. Atta, Maida may also be fortified with micronutrients, singly or in combination, at the level of Zinc up to 10 mg- 15 mg per Kg, Vitamin A up to 500 µg - 750 µg per Kg, Thiamine

(Vitamin B1) up to 1 mg- 1.5 mg per kg, Riboflavin (Vitamin B2) up to 1.25 mg- 1.75 mg per Kg, Niacin(Vitamin B3) up to 12.5 mg- 20 mg and Pyridoxine(Vitamin B6) up to 1.5 mg- 2.5 mg per Kg.

Hence today's need to consume fortified foods and see the logo on the fortified food articles. Encourage the production, manufacture, distribution, sale, and consumption of fortified food including fortification through conventional breeding or hybridization, in cooperation with concerned departments of

the Government of India/Government of States/UTs. Organize public awareness, educate and advocate campaigns on nutrition and fortified food and conduct technical assistance programs and provide technical expertise to small manufacturers to enable them to undertake fortification.

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Sources: Food Safety and Standards Authority of India/Food Fortification Resource Centre. □



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4	DIAMOND CATEGORY - Corporate Sector (Turnover over Rs. 250 cr and above)	Rs. 25,000/-

Promotion of GI Tagged Agro-Horticulture Produce of North East

MR. SUBHAS BHATTACHARJEE

*Former Managing Director,
NERAMAC, Govt of India.*



North East India evoke myriad images of warm culture and hospitality, interesting cuisine, spectacular landscapes and much more, yet, somewhere we observe shades of loss & gloom because of the sense of monotony in the day-to-day grind. Region is a basket full of opportunities for the unusual and the special spices and herbs. It is also the hub of organic and exotic agro-horticultural produce and has enormous potential and is expected to grow more on the post-covid resurgence when there is a demand for organic, all natural, traditional vegan, immunity foods, high protein foods, functional foods and nutraceutical.

GI (Geographical Indication) is a form of intellectual property right, which provide exclusivity and legal protection to a product in a defined geographical area. It helps a community of producers to differentiate their products in the market and build goodwill, which often fetches a premium price. For the consumers, GI act as a stamp, which help them to identify genuine quality products. India enacted the Geographical Indications of Goods (Registration and Protection) Act, 1999 and the act came into force on September 2003. It is given to identify agricultural, natural or manufactured goods, which possess certain special qualities or characteristics based on the climatic or production conditions unique to a geographical location. GI registration is an initiative to preserve and promote the bio-diversity of the region and helps farmers securing better remuneration for their produce. NER has as many as eighteen agro-horticultural produce with the coveted GI tag, thus giving them the much-needed recognition that these belong exclusively to the region and are legally protected from being produced, processed and value added elsewhere.

Among the 370 GIs listed by GI registry Authority, 29 (twenty nine) are from the Northeast. Out of which, 18 (eighteen)

produce are from agri-horti sector namely Arunachal Orange (from Arunachal Pradesh), Assam Orthodox Tea, Tezpur Litchi, Assam Karbi Anglong Ginger, BokaChawl, Joha rice of Assam, KajiNemu, Chokuwa Rice (from Assam), Kachai lemon, Chak-Hao commonly said as Black Rice (from Manipur), Khasi Mandarin, MemangNarang (from Meghalaya), Mizo Chilli commonly said Bird's Eye Chilli (from Mizoram), Naga Chilly commonly known as BhootJalakia, Naga TreeTomato (from Nagaland), Sikkim Large Cardamom, Dalle Khursii from Sikkim and Tripura Queen Pineapple (from Tripura). These produce are now expected to bring better fortune for hundreds of farmer families across the region. Tamenglong Orange and SirarakhongHathei from Manipur has also been listed and is expected to have the GI certificate soon as per norms of the GI Authority.

These farm produce unique to the locations having GI tag can facilitate and allow the farming clusters to go for more production by increase in the volume of production, thereby increase in earnings both in fresh as well as value added forms. It is envisaged to help the producers substantiate their claim in fetching remunerative price to their exotic produce and thereby raise the economy of the region and become AtmaNirbhar during the time of this pandemic and also on the post-covid resurgence with its basic organic nature.

With the GI tag, a consumer can be rest assured that the product is authentic, genuine and finds its origin. Once the GI Tag is assigned to a particular product, no other product can carry the tag or the same name and thus it offers legal protection against free market malpractices. Even the logos of the GI registered products are also approved by the Authority and put in the label. On the other hand, this procedure also helps open up the markets for the farmers of the particular region, enhancing the possibility of improving their revenue. Besides, many a time, the middlemen falsely tag sub-standard products, but with a GI tag, farmers also can be assured about their produce / products that will get first preference and even fair price. Moreover, GI tags help the farmers and producers in a big way for branding, marketing and protecting the exclusive, special local crops as an identity of the products; but also help in further propagation of GI for many more such crops. GI tag can thus substantiate the present slogan of Vocal for local for the benefit of producers.

In the north east, due to difficult logistics and terrain, end to end marketing is a huge problem even today. With the GI tag available for these eighteen Produce by now, and few more in the pipeline, there will be a great advantage where the produce as well as the farmers cluster will get its heritage. Moreover, by creating Pack Houses and processing facilities among the growing clusters of GI tagged crops, considerable employment can be created by involving the rural mass with better employment opportunity. However, there is a need of a road map for necessary augmentation and improvement in the agricultural marketing management of these products from the north east. There is also a need to come up with a long-term plan to encourage and support more farmers to grow these crops commercially and provide specific market linkages for both domestic and export market.

As a post registration follow up of GI, promotion and continuous awareness building particularly among the consumers is very important. Proposals need to be initiated to organize events for promotion, branding and marketing of GI tagged products including road shows across PAN India and

even abroad. Special events, theme based events and meet of trade counsellor of many countries etc. are also needed to be organized. It is observed that though already eighteen agro-horticulture exotic produces from the north east has got the coveted GI tag, its marketing and promotion efforts are yet to make a notable breakthrough and is still lacking. All these require sustained commitments of resources as there is a constant need for capacity building and awareness about GIs among various stakeholders including consumers.

To bring phenomenal change in the commercial agro-horticulture scenario of north east, promotion of GI crops can be of due importance. Ministry of DoNER or even North Eastern Council can facilitate promotion & marketing of GI tagged produces under specific Government support scheme on Mission mode programme by developing strategy considering the existing schemes of Govt. of India based on issues like quality and food safety, phyto-sanitary requirements, market promotion, brand promotion and many such through different agencies so as to show case North East before it is too late. □

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Health of an Entrepreneur

DR PRAKASH KONDEKAR

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From the birth to death, the risk of illness & disease is always present. As per WHO, health is more than absence of disease. It is a state of a physical, mental, social and spiritual stability. Stress also is responsible for many health problems. In the initial stages of business of SMEs when there are teething troubles, the entrepreneur has a lot of stress, minor or major. Stress causes bodily or mental tension. It is body's reaction to any change. Continuously living in the hormones of stress, fear & anxiety will just invite more diseases. Balanced diet, Nutrition, Yogasan and Pranayam can work as an effective antidote for any type of STRESS for the overall well-being of the entrepreneur.

Health of an enterprise depends upon the health of the persons working there and their health in turn depends upon health of their families. Large number of hazards in the work place can take place which could lead to illness. Employees can be exposed to low levels of chemicals or any such hazards, over an extended period of time (chronic exposure) resulting in diseases like cancer, neurological disorders, etc. Acute outbreaks of chemical poisoning only occurs when a large dose of the toxin has been consumed at a single time point or for a short while by a person, at working place.

Persistence and untreated stress can lead to Fibro myalgia (formerly fibrositis). It is a syndrome characterized by chronic pain, stiffness & tenderness of muscles, tendons & joints without detectable inflammation. It is also characterized by restless sleep, awakening tired, fatigue, anxiety, depression & disturbances in bowel function. The condition is non-life-threatening & does not cause body damage or deformity. At one point or the other, if stress remain sun controlled can create health problems. For SMEs, in addition to work place stress, there can be family stress.

So, how to manage a stress of an Entrepreneur?

- ◆ Start an individualized program of physical activity
- ◆ Eat safe and nutritious food

- ◆ Be positive in thinking with auto suggestions
- ◆ Plan some fun with employees & Nurture them
- ◆ Have a few Religious functions in workplace
- ◆ Use relaxation and music therapy
- ◆ Mini retreat & hobby can be useful
- ◆ Try Yogasanas

Once entrepreneur can manage the stress he/she can find time to look after the other aspects of business.

Unsafe food is a threat to human health & economies, disproportionately affecting unsecured & marginalized people, especially at work places. It can increase the absentee in the enterprise, affecting trade.

For a food processing unit it can be a curse or a shameful act, if the food waste remains untreated without implementation of any proper waste management practices especially in a world where many starve to death because of unavailability of food.

Personal health during pandemic:

- ◆ Avoid Handshakes. Namaste works best!
- ◆ Avoid crowded places and quarantine yourself, for the safety of all
- ◆ Avoid Public Transport and unnecessary travel - This reduces your chances of catching an infection during the Covid-19 Pandemic
- ◆ Practice Social Distancing for your own safety and of others
- ◆ Don't Panic - Refrain from reading and circulating wrong information and causing fear amongst people
- ◆ Observe good personal hygiene
- ◆ Practice frequent hand washing with soap
- ◆ Follow respiratory etiquettes by covering mouth when coughing or sneezing.
- ◆ Avoid close contact with people who are unwell
- ◆ Avoid contact with live animals

8 Cs for Safe Food :

CHECKFDA/ FSSAI logo on the label with date of expiry

COVER food & store in cool, dry, clean, well-ventilated places

CURB contamination by separating raw & cooked food; vegetarian & flesh foods

CLEAN fruits, vegetables, grains with potable water before cutting & cooking

COOK & reheat food thoroughly

CONTROL temperature: Serve hot foods hot & cold foods cold

CONSUME food within two hours of cooking else refrigerate

CUT out newspapers & polythene. Use only food-grade ceramic, glass & stainless steel to serve & packed food.

Food prepared with following steps in Kitchen can be safe:

- ◆ No flies, pests & dirt
- ◆ Wash & clean utensils thoroughly with detergent
- ◆ Clean kitchen counters, floors, food appliances regularly
- ◆ Defrost & clean fridge every two weeks
- ◆ Separate wet & dry waste before disposal
- ◆ Separate biodegradable & non-biodegradable waste
- ◆ Throw waste in covered bins only
- ◆ Wash & clean waste bins regularly

The entrepreneurs and their fellow mates at the working place

can adopt the following measures to boost their immunity:

1. Drumsticks: Is one of the superfoods, helps in boosting immunity acting as a shield for any virus to grow
2. Coconut water with lemon, enhances the availability of Vitamin C (Kidney patients should avoid coconut water)
3. Garlic, Onion and turmeric are natural super foods
4. Pumpkinseeds provide healthy fats, magnesium and Zinc
5. Red capsicum: Vitamin C in red capsicum is three times more than that present in oranges

The bottom lines :

By taking care of stress, personal hygiene, using safe and nutritious food along with Yoga or any exercise entrepreneur can run the business smoothly. However there is no clear evidence that one can "boost" his or her immune system only with a nutrient supplement or any particular food. The European Society of Clinical Nutrition and Metabolism guidelines on nutrition emphasize that the nutritional needs should be met through a balanced diet, adjusted as needed to meet each individual's condition. But in general, the guidelines say that use of single high-dose micronutrients should be avoided. □

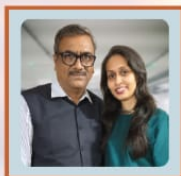
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Tips For Startups And SMEs

MR. PRASHANT NAIGAONKAR

Funding Consultant Proprietor of
Ritu Fincapservy
Partner of Ramp Up Advisory LLP



"Many a times, when the business suffers jolts, it becomes crucial to plan smartly so that even with meagre resources in hand, the business must run smoothly."

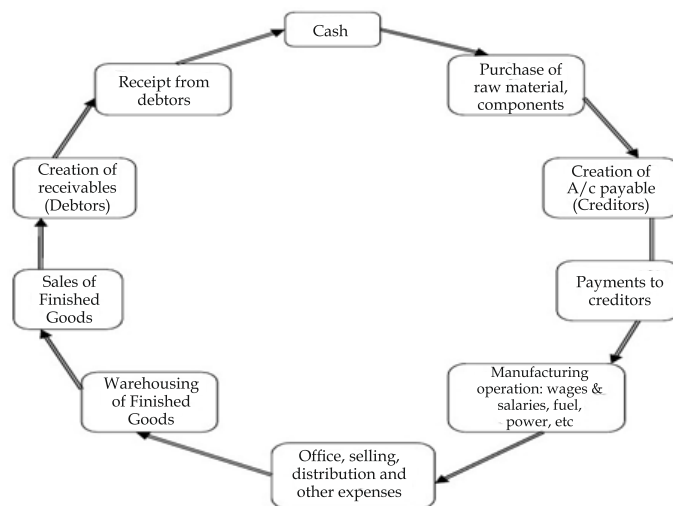
Hello Entrepreneur Friends,

I congratulate you for an important decision in your life of becoming an entrepreneur as you realize your ideas transforming into reality and to have taken the shape of a business.

As you are in the process of converting ideas into a business model, an equal transformation is required in the personality too: from a domain expert one needs to become an "ENTREPRENEUR". You must have realised that being an entrepreneur one needs to wear too many hats especially in the initial stages of business and it can be quite demanding and challenging. As observation goes, entrepreneurs are quite alert on most business related things: they unknowingly or by choice tend to ignore accounts and finance aspects. Through this conversation I would like to highlight the importance of accounts and finance aspects which entrepreneur must get involved into so that corrective actions, if any, are taken at the right time before it's too late.

Before starting further discussions, I would like to highlight a few things which probably add more clarity. Generally when we ask anyone a question "what do you mean by a business?" and we get various types of answers starting from buying and selling of goods, it involves manufacturing, bringing factors of production together and so on. Here, I would like to mention a very simple definition of business which I have liked so much and it goes "BUSINESS = PROFITS". Everybody will appreciate that we do business to earn profits and it is not charity by any means for any business activity to generate profits. Yes we are talking of earning profits by legal, ethical and moral ways to generate profits.

Another important point is to understand the money cycle. Our



business actually starts when we invest money into the business and it changes its form as shown in the chart below:

So the cash i.e. capital which we employ in business comes back to us in the form of cash which completes the cycle. The motive behind every business is to generate higher returns in the form of profits.

Many a times, when the business suffers jolts, it becomes crucial to plan smartly so that even with meagre resources in hand, the business must run smoothly. Once the entrepreneur understands the crux of the above cycle then by monitoring the same can find quick solutions. To achieve this, the business activities needs to be much disciplined and closely monitored, especially in matters related to accounting and finance.

Proprietary business necessities sufficient devoted time. While in partnership or private limited company, the partner/ director is required to brief other partners/ directors periodically to ensure the situation is assessed properly and corrective measures employed at the earliest. Thus periodic communication can strengthen the bond between the business mates. Undeniably, if the accounting and finance function is not taken care of then it may result in the downfall of the business concerned.

It is tendency of most entrepreneurs to outsource these activities to their professional Chartered Accountants (CA). I must mention here that your CA is not your partner and though he is the best person to understand accounts and finance very well but he may or may not understand business you are trying to do as it may not be possible to convey the exact business happenings and many a times the limited window is provided to CAs who also are not much interested in going deep in to.

It is found that most people when they start business, majority of transactions are done on cash basis where no noting and bills are properly kept. It is very important to open a bank account in the name of business. If the same is not possible because of some documentation issue then please route all the

transactions from a personal bank account which is dedicated for business transactions till the documents for opening bank accounts are available. I would like to insist, that even if sales are done on cash basis the sales proceeds needs to be deposited in a bank account clearly mentioning the invoice / bill numbers on the paying in slips. This is very important when entrepreneur goes to bank or any other source asking for funding.

It is important to visualise the steps in the business properly. To organize a business, we have to spend lot on monitory grounds before the actual sales / earning starts. The expenditure even if dependent on external sources, is absolutely important to create earning capacities. Thus, it becomes crucial to estimate the timelines for accomplishing the same properly. Many a times, funds are not disbursed on time from government agencies or banks take time to release the promised funds. All such events in business, delays the earnings which hampers the

performance. However, one may tend to blame external sources for this but the performance of business is the solely responsible on the businessman. The outgoings have a fixed date but dates of incomings may vary and mostly gets extended that worsen the situations.

Another important thing which entrepreneur must pay attention to is the business plan. Firstly, let your CA draw the business plan but the plan will work robustly provided required efforts are put in by the businessman. Secondly, please go through the plan and study it deeply. There cannot be a situation as plan is made for just getting funding / subsidy and actual operations are happening as per the situation. The success of the business depends on transforming the business plan on paper into a reality in the bank account.

Hope these tips though appears simple would help my businessman friends on the go.

I wish everybody a grand success. ☐



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Key to Success:

Motivational Interview

MR. INDRANEEL CHITALE

Partner,
Chitale Bandhu



1. Considering the legacy of your family, are entrepreneurs originally born or you were raised to be successful?

Entrepreneurs are rarely born. They might be born with the skill sets but success is always created. It is a combination of hardwork, understanding, improvisation and being present at the right place and right time.

2. What entrepreneurial tricks have you discovered to keep you focused and productive in your day-to-day schedule?

Setting goals, aligning visions and working towards financial discipline are necessary to stay focussed and productive.

3. What would you advice to the start-up entrepreneurs? What key activities would you recommend entrepreneurs to invest their time in?

The first couple of years should be about building the right teams, you can't do it on your own! Secondly, it would be about getting the right product and brand placement. Thirdly and most importantly - financial discipline. You cannot run a business simply on valuation game. Businesses need to generate profits. That is more important than just sky-high valuations and negative cash flows.

4. Do you follow any specific self-control mechanisms to encourage you to keep going when things are not going smooth as planned?

When vision is clear and long term goals are set, momentary obstructions become small hiccups. In the long run, entrepreneurs will find solutions and move ahead. The plan is to be patient and goal-driven.

5. Are you an adventurous type of person? What's the most exciting experience to memorize in your entrepreneurial journey?

Yes. That also reflects in my entrepreneurial journey. Once during a labour tussle and much publicised labour strike/stand off - we shifted an entire factory overnight from one location to other. This was over 300 machines and got it operational at new place in 24 hours. I am always up for a challenge and adventure!

6. Are there any missed opportunities that you wish to have leveraged?

Missed opportunities have been there. But no regrets on them.

7. How do you think being an entrepreneur has turned you into a better person? Are there any sacrifices have you had to make to become a successful entrepreneur?

Entrepreneurship needs sacrifices. It is a lifestyle. So you have to walk the talk day in day out. Entrepreneurship has taught me patience and empathy. We need to make a positive impact on the ecosystem through our enterprises.

8. What was the toughest moment you have experienced in your business practice? How did you succeed to get over it and move forward?

There have been a few. While I can't disclose much on the instance; I can surely say that open communication, transparency and honesty can help tide most situations.

9. Which is your personal favourite product from the Chitale Bandhu? What makes Chitale Bandhu different from other brands in the market?

Rasgulla! It's the quality assurance and the best practices that we do.

10. How do you feel when you realize that people relish your products so much that not only brings a smile on their faces but also gives them a sense of satisfaction of their hunger?

It is an empowering feeling but also a realisation that so much emotion, needs, priorities are revolved around one bite of food. This a responsibility that every person in the organisation needs to realise when working.

11. Have you thought about launching new products with an enhanced nutritional value, in future?

That happens through our new sub brand that launches on the first day of Shravan(saavan) month, start of the chaturmas - the holy 4 months for the Hindu calendar.

12. You have also spread your wings in the green tea market with the launch of HERBEA. Can you shed some light about this product, the whole idea behind the launch

and it's marketing? What motivated you to start this new venture?

The idea was to take Ayurveda and its benefits global and in forms that add value to the consumer in a manner they like to consume easily. Ayurveda is a lifestyle and it can be accommodated in many daily activities in modern life too. How can Herbea do that is a question we are trying to address with products in that range.

13. You are also interested in the R&D sector. What kind of research are you into?

Research can range from nutrition, to new product development to packaging to technologies to processes. I just enjoy the role of doing new things.

14. In relation to the above, how can we converge academic research with industrial problems in addition to the available advanced technologies and government schemes to leverage the overall growth and benefit of the small scale industries? Your views on this...

There is a huge gap that is present between academic and theoretical assumptions vs reality and practical issues of the industry. Academia needs to work closely with industries to ensure real-time problems are addressed and solved. I am glad that many organisations in the country are collaborating on this front.

15. Your take on Tech-enabled HR, Health Foods, Genetics and Women's Cricket? What made you shift your focus in these fields to make your work more effective?

Software as a Service (SAAS) is a bet I have taken. I feel that the country will evolve maturely and move more to a

service-based model than product-based. These investments are all aligned towards getting more insights, data and serviceable avenues for the mother brand.

16. One takeaway message on what mindsets and habits should a budding entrepreneur cultivate?

Be in it for the long run. Rome was not built in a day. Entrepreneurship is about solving problems and making robust business models.

Don't be fooled by valuations traded for equity. Retain equity and focus on good business models and real sustainable growth.

17. On a final note, if you were to write a book about yourself, how would you name it?

Too early to say if I would ever do that!

18. Your mantras or strategies to minimize financial risks/ manpower crisis and maximize turnover to run a successful business?

Currently in uncertainty: minimise unneeded activities and focus on core strength. This is like opening batting on English wickets where the ball is swinging. This isn't the time to go hit sixes but to have a stable solid defence. Soon the wicket will open and we have to be ready to score then....

Interview by

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The View of Food Tech Sector and its Employability Factor

MR. SACHIN KUMBHOJE

Founder & CEO,
OpEx StartUp Accelerator



The Food Sector in India is booming in India. Currently this sector is considered as the High-Growth Sector with an immense potential for Value Addition. The Food Tech Sector in India accounts for 32% of India GDP Market. Considering Global Value, the Food Processing Industry outside of India is also surging to the next level. Considering the huge demand of Food Professionals in India, many companies are opening up avenues for the Candidates to apply for the Job of their Interest in Food Industry.

Problem Statement:

The biggest problem the Indian Food Industry falls in is the Demand and Supply gap. The flow of Food Graduates who are willing to take up the Job is unthinkable but, the kind of Graduates the Food Industry Demands is quite low. The Food Industry requires skilled candidates and this is the major gap that is there out in the market. The Current Outflow of the candidates is that they are not skilled enough as per the Industry Standards. Due to this Unemployment Crises is quite huge in Food Sector. As per India's Skills Repot, the overall employability of Indian Youth has decreased to 45.9% post-pandemic. The maximum employable youth in Food Sector currently stands at 46 %.

Now, let's see what the industry actually demands and what the status of Employability Ratio for Food Professionals is in India, Furthermore, let's see what must the candidate perform to actually acquire the prestigious job position in Food Industry in India.

The Human Resource Demand

The Human Resource demand in food industry will go on increasing year-on-year. The estimated number of Food Professional that will be required in the year 2022 will be

almost 17, 808. This figure was 8, 531 in 2008. This shows an increment or addition of almost 9,278 Food Professionals in the span of 13 years. The Fruit & vegetable industry will require almost 357 Food Professionals. Similarly, the Food Grain Milling will require 3,162 Food Professionals. The Dairy Industry will require 2,320 Food Professionals. The Meat & Poultry Industry will require 2,479 Food Professionals. The Fish Processing and Bread & Bakery will require 242 and 7,968 Food Professionals respectively. If we see accordingly to the specific functions involved in Food Industry, the number of Food Professionals required in different sectors such as Procurement, Testing & Quality, Production, R&D, Storage and others will see a total increment of 9,278 in 2022.

Employment Ratio as per States

Now, let's check the share of employment that each state in India is carrying currently with respect to Food Industry is concerned. The Highest share of employment in Food

Industry is in the state of Andhra Pradesh (14.1 %), followed Uttar Pradesh, Kerala & Tamil Nadu at 12%, 11.9% and 11. 2%. If we see the Skill Pyramid, it gives us the glimpse of the skills that fall under different levels and which are distributed accordingly the Job Levels and Responsibilities. 80-81% skills fall under level one and these are the entry level or you can say these are the skills that can be easily acquired through short modules of course.

The Skills Gap

The India's Skills report has been presenting valuable data over the past several years through the various editions. These have been providing the talent landscape of our Nation in different sectors ranging from Engineering to Architect and from Food Sector to Pharmaceuticals. If we look at the data. Considering, overall domains or Sectors, 55 out of 100 Graduates are not Industry-ready and this also applies to Food Tech Sector of India. We need to push-up & speed-up the process to skill maximum number of Food Tech Graduates in order to make them Job-Ready. The 80% of Candidates have the skills that makes them employable in mostly in unorganized sector while, only 20% of candidates are skilled that take up the job in top levels such as Senior Executive, Manager, Assistant Manager, Marketing Manager, Marketing Executive etc.

If we look state wise, Delhi-NCR, Uttar Pradesh and Orissa are the top 3 states with Maximum supply of employable talent. Hiring in Food Sectors has seen a marginal increase of upto 32 in the financial year 2020-2021. This is quite low as compared to 67% decrease in hiring in the Financial Year 2019-22.

What Industries expect?

Most employers expect that candidates must possess essential Domain and Life Skills. Employers mostly expect that the candidates should have Positive Attitude, Adaptability, Learning Agility, Domain Expertise, Interpersonal Skills. These

are those specific skills that they lookout for during Hiring Process.

The Industrial Revolution has been rapidly and after the recent Pandemic, the way the Jobs and Work Settings will be impacted, is so vast to just think about. Many Businesses and StartUps are switching to Digital and Industrial 4.0 Mode and similar is the case with Food Tech Industries. Industries now demand that Candidates should be ready enough to with the latest skills that work with in clock with Industrial 4.0 Sectors. The skills that Industry require has been transformed over the years with the rapid birth of Industrial revolutions over the past 2-3 centuries.

The Skills that are required as per the latest World Economic Forum's findings are

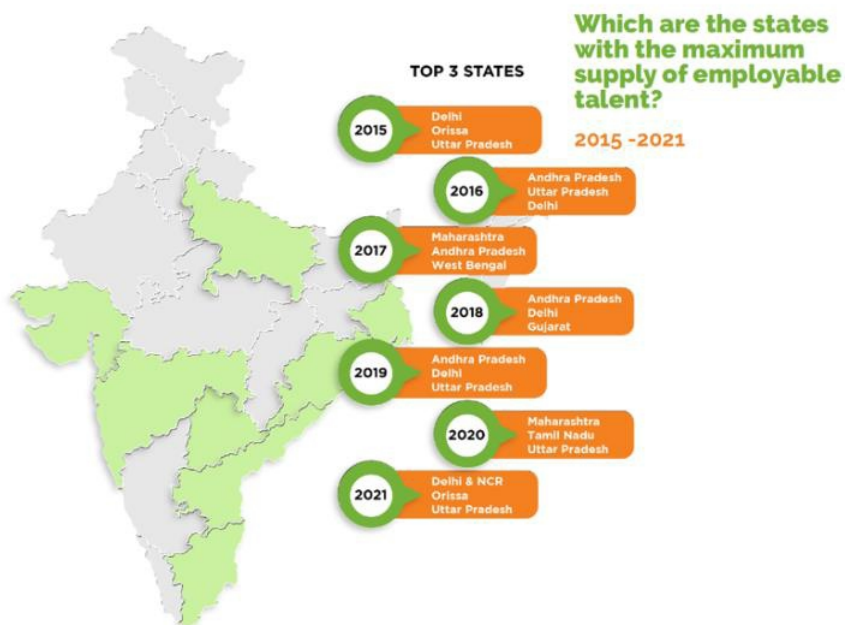
1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management

5. Coordinating with Others
6. Emotional Intelligence
7. Judgement and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility

Food Graduates should master these essential skills post-pandemic which will definitely help them to scale-up their Job Career in the Future. Getting imbibed with these essential life-skills will thus help in reducing the gap between Job-Seekers & Job-Providers and thus the rate of Unemployment among the Food Tech Sector will reduce.

The Domain Technical Skills which are required for Food Graduates are present in the National Occupational Standards which are optimized and easy to understand. This whole part of Qualification packs is filled with training, skills and levels aligned according to the sector, Job Role and Job Positions.

Employable States with Skilled Pool



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