



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



PURNABRAHMA

Special Issue
April-June 2022

 Skywards





100% Pure NMR Tested Pack Pe Likha Hai



Saccha Honey
Accha Honey



*Creative visualisation, the actual pack may differ. Every batch of Saffola Honey is tested on FSSAI Standards and through Nuclear Magnetic Resonance Test (NMR) for Sugar Adulteration.



CONTENTS

Management Committee	2	Diversity: Efforts to Support Women Entrepreneurs - Ms. Trupti Bhat	27
Presidents' Desk	5	The success story of a Farmer Lady - Ms. Shilpa Patil (Founder-Lekhraj Exports)	29
Greetings from Advisors.....	6	Raising the toast in honour of an exemplary women - Dr. Renu Agrawal	31
Editorial Desk	7	A Business Woman - Mrs. Mira Suraj Savlia, Director Patson Foods(I) Pvt. Ltd.	35
Subeditorial Desk	8	An Inspirational Journey in Food Science and Technology - Prof. Karuna Devi Kulkarni	39
Metro Woman - Ms. Ashwini Bhide (IAS)	9	Success Story of Nutrition Dynamic Foods LLP - Mrs. Arpita Doshi	41
Beauty and Bravery - Ms. Priyatama Muthe (PSI)	15	Nutripreneur with the Midas touch - Ms. Preeti Deshmukh	43
Living her Dream everyday - Ms. Sonali Mulay (Vice President Sandvik Coroment)	17	A paradigm of moving heaven & earth in food business, Poshtique - Ms. Noopur Mehta	45
My Niche and I - Dr. Poornima Gauri, Neurologist, Mentor	19	Following my passion towards a healthier life for all - Ms. SelvaLaxmi	47
Captain Tisha Jhaveri - A lady Pilot from IndiGo Air	21	Bringing Toddler's Need on Board - Mrs. Disha Medshinge	48
Meet Territory Development Head, PARC, Mumbai - Mrs. Ruchita Rane	23	Likelihood of Unlikely Journey - Ms. Sai Sudha	49
If there is will, there is a way - Dr. Alka Naik a strong teacher and great social worker	25	My journey as a STEM entrepreneur - Dr. Aarti Vyas	51
Innovative Woman Farmer - Ms. Rubeena Tabassum	26	Good food choices and eating healthy made easier - Dr. Manasi Kulkarni Shivhare	53
		The Story of an Eager Beaver - Mrs. Leena Joshi	55



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

MANAGEMENT COMMITTEE

ADVISORY TEAM



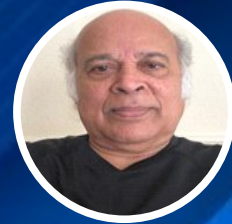
Prof. Dr. Smita Lele

Emeritus Professor
ICT Mumbai



Dr. Prabodh Halde

Past President AFST(I)



Dr. Prakash Kondekar

Hon Director, Indian Institute
of Naturopathy, Mumbai.



Mr. Keshav Kamble

Former Joint CEO , KVIC ,Ministry
of MSME ,Govt. of India



Prof.(Dr.) Pramod K.Raghav

Pro-President (Pro-VC)
Jayoti Vidyapeeth Women's University, Jaipur



Dr. Aravinda Rabba

Founder President,
Mushroom Club, Pune

PRESIDENT



Mr. Nilesh Lele

HON. SECRETARY



Mr. Umesh Kamble



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

MANAGEMENT COMMITTEE

CORE TEAM



Mr. Ajit Kasar

Sales & Marketing
Consultant



Mr. Sachin Kumbhoje

CEO, OpEx Accelerator P Ltd



Ms. Arpita Doshi

Innovator n Founder, NDF:
Nutrition Dynamics Foods



Mr. Sameer DS

Manager AIC-GIM



**Mr. Subhas
Bhattacharjee**

Consultant-NER, CSIR-CFTRI
& Director, NE Mega Food Park Ex
MD, NERAMAC Ltd Ministry of
DoNER, Gol, Guwahati



Dr. Sunil M. Tembe

SJHM Engineering and
Projects Pvt. Ltd



Mr. Sanjay Yenugwar

Partner
Twiga Enterprises



Mr. Sriram N Murthy

CEO at ZaZen Systems
Senior Consultant at Center
for Battery Engineering and
Electric Vehicles



Ms. Trupti Bhat

Founder of FOOD SAFETY
NUTRITION AMBASSADORS ,
National Resource Person FSSAI,
Food Safety Trainer and Nutritionist



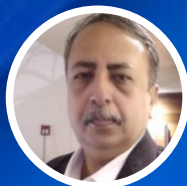
Ms. Rupa Kanvinde

Proprietor of Cherish foods
consultancy
Director of Cherish
SalesTalk LLP



**Mr. Prashant
Shrikrishna Naigaonkar**

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



**Mr. Prashant
Pradhan**

Founder , The Entrepreneurs
Network



Mr. Anup Kulkarni

Managing Director
at Entrao2



**Mr. Govend
Sshewakramani**

Chief Growth Officer
Farm to Fork Solutions

OPERATIONS TEAM



Ms. Diksha Shetty

Senior Consultant
Farm to Fork Solutions



Mr. Umesh Gaikwad

Head of IT Department
Farm to Fork Solutions



Ms. Prajakta Kende

Office Administrator
AFST (I) Mumbai Chapter



Ms. Mayuri Bane

I.T. Executive
Farm to Fork Solutions



Mr. Rohit Khade

Graphic Designer
Farm to Fork Solutions



Ms. Ashwini Aade

Back Office Executive
Farm to Fork Solutions



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

FOODPRENEURSHIP AWARDS 2021

BEST STUDENT STARTUP



Ms. Prathiba Nadar
MS Group



Mr. Suyash Bhandari
iThrive Essentials



Mr. Mahadev Chodke
Sayali Dryfruits, Masale &
Aasal Kandi Pedha



Mr. Ratnadeep Sarode
Shraman Foods



Ms. Archita Kulkarni
Vaidya Born Bakers

BEST MSME



Mr. Prashant Shinde
Pro Retail Assists Pvt Ltd.



Mr. Shantanu Patil
Meloop Foods
Private Limited



Mr. Ravindra Dekate
BMH Transmotion



Mr. Darshan Dashani
Tea Post
Private Limited



Mr. Kaushal Dongre
Paawak Foods

BEST WOMAN FOODPRENUER



Ms. Selvalakshmi.KM
FARMZTOFAMILIEZ



Ms. Disha Medshinge
Medshinge Food Products



Ms. Divya Arora
The Divine Taste
Pvt Ltd, Kesar



Ms. Aradhita Agarwal
Chaika



Ms. Leena Joshi
Malini Gruha Udyog



Mr. Sangram Wandhekar
College of Food Technology,
Vasantrao Naik Marathwada Krishi Vidyapeeth,
Parbhani

OUTSTANDING FOOD STUDENT



Prof. Ashutosh Upadhyay
National Institute of Food Tech.
Entrepreneurship & Management - Kundli

OUTSTANDING FOOD PROFESSIONAL



Dear Readers

The year 2021 was exciting and very busy for Chamber for Advancement of Small and Medium Businesses, CASMB. Since the launch of chamber on 1st March 2021, a number of exciting projects were undertaken by entire team of CASMB. These included webinars, weekly knowledge series, buyer seller meets, Chamber angel network Fund Quest, Technology transfer cell, Food and agri job cell, E-learning portal Food Tech pathshala and a special cell dedicated to help women entrepreneurs. Chamber's Women cell is taking lot of efforts to encourage women entrepreneurs to adopt sustainable technology to meet the overrising consumer demands, to make them aware and keep them updated in food processing technologies, innovations in product developments, marketing trends, government compliances and help for advancement of their businesses. Chamber also partnered with Annapurna and Fi-Hi exhibition so that members can showcase their products to thousands of visitors.

Recently on 5th March 2022 CASMB has celebrated its first foundation day and International Womens Day.

Indian women are carving a niche for themselves in all different sections of society. India is witnessing a wave of "her entrepreneurship."

Every women success should be an inspiration to

others. Today women have proved themselves in all the fields. She is an epitome of culture and creativity.

So we have decided to dedicate our 4th issue of Purnabrahma magazine to all such aspiring and inspiring women who have set their paths towards women empowerment. Our Purnabrahma team have taken lot of efforts to cover success stories of eminent women personalities in all sectors all over India and help our readers to grow by learning through the experiences shared in success stories published in current Women special issue "SKYWARDS".

Wishing all the women to spread your wings and look skywards..! After all, success is knocking at your door steps! CASMB is always there to support, encourage and witness every step of your success because "The Company" is more important in journey to reach the destination of success.

Wishing you all the best in your future endeavours.

Thank you!

Regards

Nilesch Lele

April 2022

Advisors Note

Dr. Smita Lele



Dear CASMB family and friends.

Season's greetings!

It gives me immense pleasure to jot down few lines in this month - March which is special due to several reasons. In India, March is one of the important months since the fiscal year ends on 31st March and for all the business houses it's a much happening month - meeting targets, paying taxes and many more activities. To many others, it's a month with Holi festival and to some it's the month for celebrating Women's day by honouring women, encouraging them to merge with main stream of professionals in large numbers to balance the gender equality equation. Last but not least, to us, it's the Foundation day celebration for CASMB!!! At the outset, my heartiest congratulations to the entire team who worked hard under the able leadership of President Nilesh. Indeed the Chamber's performance and reach out in very first year is remarkable and needs appreciation!! Kudos team CASMB.

The mandate of Chamber revolves around Business and hence I thought of sharing some ideas about entrepreneurship with special reference to women's role. A new term Intra-prenuership is also used to describe a leader working in a large business where this leader plays a role as if that part of the company is owned by him/her in terms of responsibility, decision making, risk taking and also taking the ownership of outcome of his/her decisions. Gone are the days when the owner (leader) simply orders the team - in 21st century the leadership is circular. Every one works as a team, the credit of success is to the entire team.

But --- if one fails - then it's the "leader- owner" who has to face the consequences!

The fundamental question is that - is an entrepreneur born or can we teach entrepreneurship? Answer is - yes, there are many who are born leaders, decision makers, risk takers but definitely we can teach and imbibe some of these qualities to potential entrepreneurs. Second question is can women become as good entrepreneur as men? Answer is - yes- if the women wishes to be one, she can be as good as men. In fact, for some personal traits if she lacks behind (e.g. risk taking) there are some qualities she is better than men (e.g. multi-tasking). Personally I believe that in 21st century, where gender bias has reduced, physical muscular strengths are less important for success and it's the soft skills and inner personality that take front seat. Hence I think that women can do better as a leader!!! Well, some of you are asking me to prove this. Let me narrate a small story on leadership style to prove my point.

I came across some management lessons where the leader was compared with an egg, carrot and sugar. Whereas the environment was considered to be water that starts boiling eventually. As time passes, the egg leader becomes hard and unpopular, the carrot type becomes soft and soggy and the top management is unhappy with the outcome of this group which is less than the best. What about sugar type leader - the leader is dissolving (no ego issues) and making the surrounding water sweet - all jobs done - everyone is happy. This was the lesson taught in that management session - be a sugar leader. But I agree to disagree. This is like a fairy tale - the king and queen lived happily thereafter. This never happens in real life. So my advice to the budding entrepreneurs --be a 3 in one leader. Be like sugar most of the time, may be a cooked carrot sometimes, but don't forget to be tough hard boiled egg if the situation demands. It is said that tough times don't last long but tough persons do!!!

This is a kitchen example to illustrate leadership!!! Obviously, women are going to learn this lesson much quickly than the men!!! ❑

Editor's desk



The word WOMAN stands for

W - Wonderful wife

O- Outstanding friend

M-Marvellous daughter

A-Adorable sister

N-Nurturing mother.

A woman in any role should always be honoured.

Every year International Women's Day is celebrated across the globe on 8th March. It is a day when women are recognised for their achievements in the social, economic, cultural and political fields. The world joins hand together to support, motivate, inspire and uplift women across different fields of work.

Feminism isn't about making woman strong. Woman are always strong, it's about the way the world perceives her strength. Women are an inspiration for others in so many ways as they wonderfully manage their personal as well as professional lives. Powerful Indian women apart from ruling the country or states, are scientists, managers, doctors, lawyers and even Miss. World.

A beautiful woman draws strength from troubles, smiles during distress and grows stronger with prayers. Strong women don't make themselves look pitiful and don't point fingers, they stand and they deal.

Every woman's success should be an inspiration to another.

SKYWARD means upwards or towards sky. CASMB's team met with such inspiring personalities to cover their interviews and collected pearls of their experiences, knowledge, views and string their inspiring stories in the form of a necklace called SKYWARDS, which is also the women's special issue of Purnabrahma magazine.

Dr. Kondekar, Advisor, CASMB, and myself met "Metro woman" Ms. Ashwini Bhide and asked her what attributes women entrepreneurs should have? She politely said, "Always one should be a learner, a good listener and must believe in the team. Being a good administrator is the key of business or success of any project."

When Trupti Bhat core committee member of CASMB met with Lady Singham Priyatama Muthe she found inspector Priyatama is unique combination of beauty with bravery. She said, "Women are born with excellent management and administration skills. They just need to discover that inborn qualities in themselves and nurture it to become successful entrepreneurs."

Sonali Mulay mechanical engineer and vice president of Sandvik Coromant said, "There are great opportunities for females, it's only that you need to take the plunge. With commitment and passion nothing is impossible."

Dr. Poornima Gauri said, "My interest in the human mind, makes me look beyond prescriptions." Advocacy Niche Foundation, works in the field of bringing about change in social thinking using different methods of Advocacy, Education and Awareness Programs.

Dr. Prakash Kondekar, while travelling from Mumbai to Jammu by IndiGo air on 20th March 2022, met Pilot Captain Tisha Jhaveri. After landing at Jammu, Captain Tisha, spoke with Dr. Kondekar. She has given a wonderful message to youngsters, "If one wants to have a disciplined and adventurous life then one should be ready to put in efforts, with full determination to succeed in any field."

Dr. Alka Naik a strong teacher and social worker said, "A woman should realise her responsibilities. She should realise her strength and get independent herself. Should keep her self-confidence always high so that she can defeat any situation."

Territory head for Jammu and Kashmir of PARC organisation Ms. Ruchita said, "Keep on trying to learn and acquire new skills as an integrated approach to life."

Many foodpreneurs too shared their experiences and success stories with us.

During these interviews, the Purnabrahma team members have learnt a lot and had an enjoyable and memorable time.

I must say, "The willingness to listen, the patience to understand, the strength to support, the heart to care and just to be there is the essence and beauty of women."

She looks Skywards because she wants a free sky where she can be fly. She doesn't ask for the wings, her inner strength is enough to uplift her in every field she steps in.

A women is a true symbol of power. Best wishes to all women in their journey of success. "See beyond the sky, as sky is not the limit."

Thank you!



Mrs Rupa Kanvinde
Chief editor

Subeditor's desk

Hello folks!

Thanks to all of you for making *Purnabrahma* business-hold name across the country. With our continued efforts, we have brought yet another special issue on womenpreneurs.



It's a new norm these days when Indian women are carving a niche for themselves in all the different sections of the society, especially while making a mark in the food business. Even if the pandemic has had a very massive impact on the economy and most importantly on the mind-set of public in general, there were some ordinary women who hunted and created every possible opportunity, in the chaos, to embark upon their own exemplary entrepreneurial journey. Credit goes to their confidence, grit, skills that has allowed them to find a way to survive and thrive. I take this opportunity to congratulate all of them for extensively mapping solutions to adjust to the new normal and launching start-ups that have already taken a big hit! Certainly, India is witnessing a new wave of womenpreneurship!

Here is to all the amazing women out there who are making names for themselves and creating their mark in the annals of the history. It's the time we know their names! Thus, as an ode to this new wave of womenpreneurship in India, in the current issue get ready for a rendezvous with their success stories so as to draw encouragement and inspiration from their individual journeys. To name a few, we have articles by Ms. Noopor Mehta (*Postique*), Mrs. Arpita Doshi (*Nutrition Dynamic Foods LLP*), Mrs. Mira Savlia (*Patson Foods (India) Pvt. Ltd.*), Mrs. Disha Medshinge (*NumNum Baby Foods*), Ms. Preeti Deshmukh (*Food Nest*) to comprehend that the sky is the limit provided if one wants to excel! Article by Ms. Trupti Bhat gives an account of various financial schemes that can be availed by women entrepreneurs at different stages of their business career. Lead article by CASMB Advisor, Prof. Smita Lele, highlights the kitchen example of leadership that can be easily endorsed by women. Success stories of Metro women, Ms. Ashwini Bhide, as well as scientists Dr. Renu Agarwal and Prof. Karuna Kulkarni all hint that they have already started a movement in their respective fields and have come off with flying colors!!

Lastly, wishing all the women entrepreneurs a successful stint in times to come!

Thank you!

Dr. Ritika Joshi
Sub editor



“अन्न हे पूर्णब्रह्म”

जगण्याचे सूत्र आहे , अन्न वस्त्र निवारा,
पण अन्ना वीण नाही जगण्यास थारा,
म्हणून, “अन्न हे पूर्णब्रह्म” हेच ध्यानी धरा.
अन्नपूर्णे चा वास आहे प्रत्येकाच्या घरा,
तिच्याच मुळे दरवळतो सुवास आपल्या घरा, म्हणून,
“अन्न हे पूर्ण ब्रह्म” हेच ध्यानी धरा.
सडा समार्जन करून आजी नेसे नऊवारी,
विविध रंगांनी सजे स्वयंपाकाची तयारी,
डाव्या उजव्या बाजूंच्या विविधतेने सजे
हिरव्या केळीचे पान,
शुभ्र भातावर साधे वरण त्यावर घृताचि धारा,
म्हणून, “अन्न हे पूर्ण ब्रह्म” हेच ध्यानी धरा.
दिवस सरला काळ बदलला चुली चे बदलले स्वरूप,
गॅस ओट्यावर अग्नि देवाच्या साक्षीने
उजळले अन्नपूर्णे चे रुप,
विविध जबाबदाऱ्या ची जाणिव ठेऊन शांत करते उदरा,
म्हणून, “अन्न हे पूर्णब्रह्म” हेच ध्यानी धरा.
अन्न विक्रय सुरू झाला, काळाची होती गरज,
भुकेलेल्या ची क्षुधा शांत व्हावी कुठेही सहज,
उतू नका, मातू नका, अन्नाचा नका करू कचरा,
म्हणून, “अन्न हे पूर्णब्रह्म” हेच ध्यानी धरा.
“अन्न हें ब्रम्ह निगुती” अशी आहे उपनिषदां ठाई उक्ती,
अन्नाचा करा आदर हे साधू संत ही सांगती,
अन्नपूर्णे ला नमन करून, अन्नाचा आदर करा,
म्हणून, “अन्न हे पूर्णब्रह्म” हेच ध्यानी धरा.



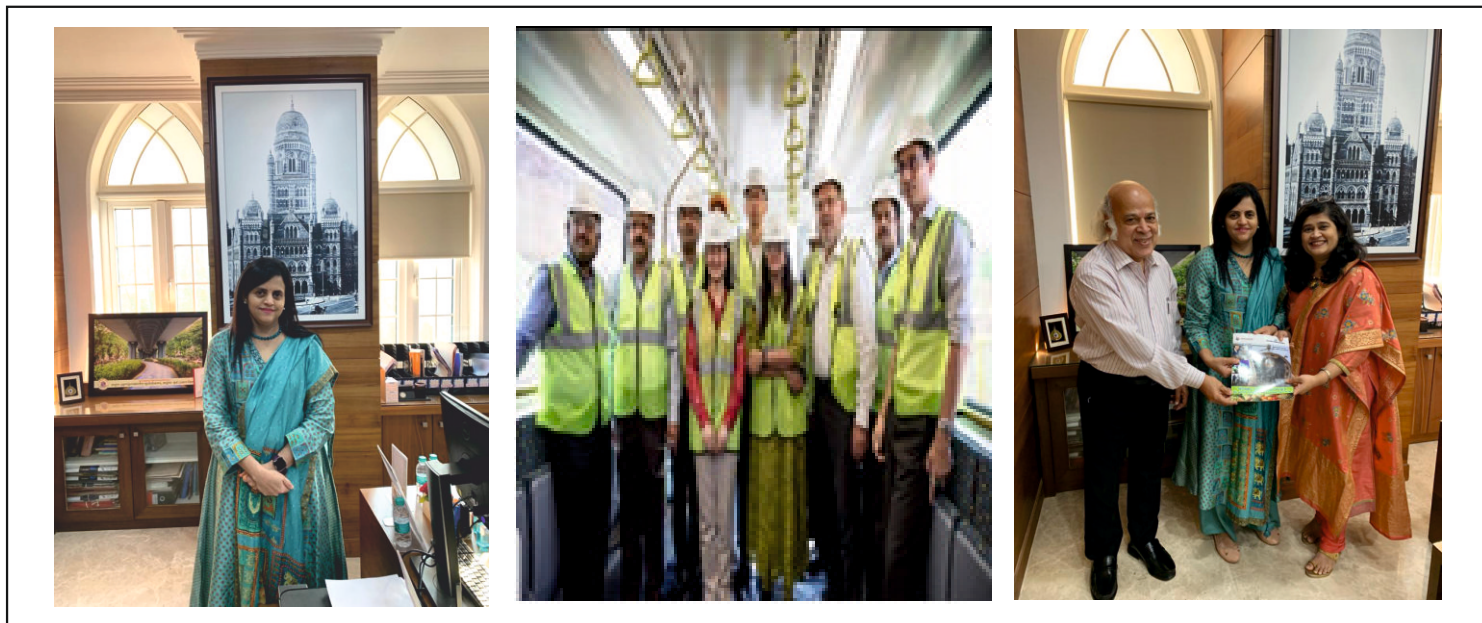
वैदेही दामले

नागपूर.

१५ ऑगस्ट २०२१.

Entrepreneurship Development In Mumbai Metro

**Metro Woman Mrs. Ashwini Bhide IAS Speaks to Purnabrahma Editorial Team,
Mrs. Rupa Kanwinde and Dr. Prakash Kondekar**



Mrs. Ashwini Bhide, an IAS officer from the batch of 1995 of Maharashtra cadre, is a post-graduate in English Literature from Pune University. She was ranked first among women candidates in Civil Service Examination in year 1995. Mrs. Bhide has a rich experience of about two & half decades in IAS cadre as she has held key positions such as Chief Executive Officer in Zilla Parishad, Additional Divisional Commissioner, Joint Secretary to the Governor of Maharashtra, Additional Metropolitan Commissioner in Mumbai Metropolitan Regional Development Authority (MMRDA), Secretary in School Education & Sports & Managing Director-Mumbai Metro Rail Corporation Ltd. During her tenure of 25 years as civil servant, Mrs. Bhide has done remarkable work in the field of urban infrastructure. She was responsible for execution of major infrastructure projects in Mumbai such as Eastern Freeway, Elevated road to International Airport, many flyovers on major arterial roads & rail over bridges including Milan ROB as well as the first phase of Mumbai Monorail. Mrs. Bhide has also worked as Managing Director of Mumbai Metro Rail Corporation from 2015 to 2020 and was responsible for the execution of Mumbai Metro Line 3, the first fully underground metro of Mumbai which is a 33 km corridor between Colaba to SEEPZ Andheri via BKC. Mrs. Bhide has been working in Mumbai Municipal Corporation as Additional Commissioner in charge of Eastern Suburbs since May, 2020 & is responsible for execution of Mumbai Coastal Road Project. She also looks after

Education, Fire Services, Gardens, I.T. as well as Building Construction & Maintenance Departments of BMC. She headed BMC's Covid-19 War Room for more than a year & has been responsible for BMC's Daily Covid-19 Dashboard.

We congratulate Ms. Ashwini Bhide for receiving many honors during her service and the prestigious "**Unch Maza Zoka Award**".

Q1. Many people give reasons that they were not successful in their lives because they could not get basic education in English and also they were living in small towns. Any message for such people?

Ans.: In my view, language as well as the place of your upbringing need not be the hurdles in your path to progress, but your strengths. I grew up in a middle class family and studied in Marathi medium schools in multiple small towns owing to my father's transferable job. Both these things never caused any hindrance in my learning process. Instead education in my mother tongue helped me have better and deeper understanding of the subjects and upbringing in smaller towns improved my social approach.

Q. We have celebrated International Woman's day recently, with the theme "Gender equality today for a

sustainable tomorrow".You have been working in the administrative service for more than two decades now. Do you have any bitter experience, in this journey? Your take on that.

Ans.: While the possibility of a glass ceiling in higher strata of government service is not completely ruled out, I have not had any unpleasant long standing experience throughout my career. In fact IAS gave me an opportunity to work across sectors going beyond gender issues. I got an opportunity to work extensively in urban infrastructure sector for more than 10 years which is predominantly a men's world and yet I could perform there reasonably well due to complete support and guidance of my male colleagues. If one decides to remain gender neutral and presents oneself as a responsible and confident individual, then the gender equality is automatically established. However as a woman officer at times one has to be very vocal and demanding about equal treatment and gender parity.

Q. At what stage you felt that, "I should become an IAS"? Any idol you had in your mind at that time?

Ans.: I decided to choose the IAS as my career when I was in the 10th grade. I heard about many dashing women IAS officers from an uncle of mine working in Mantralaya which inspired me to choose an unbeaten path by preferring a career in the IAS over the one in medicine or engineering. As a result I chose to join the Arts stream despite featuring in the merit list of SSC board instead of science so that I could prepare better for the UPSC exam as per the then prevailing trend.

Q. What were your initial postings after joining the service?

Ans.: I joined the IAS in 1995 and was allotted to Maharashtra cadre. After completing formal training in our training academy at Mussorie, I joined at Ichalkaranji Kolhapur district as Assistant Collector. This posting gave me a wide experience of revenue matters, law and order situations including industrial unrest, land acquisition and rehabilitation issues as well as urban administration issues. My next two postings were related to rural administration and development and which were the most satisfying ones. I worked in Sindhudurg district of Konkan region and Nagpur district of Vidarbha region as CEO of Zilla Parishad i.e., the rural local body and could get a deep insight into rural administration and rural development programmes.

Q. You said your CEO ZP's stint was the most satisfying



one. Can you elaborate on your major achievements during this tenure?

Ans.: Rural local body is in a way a microcosm of the state government with about 15-20 different departments dealing with different requirements of rural population ranging from primary education to women & child nutrition, from primary health to animal husbandry, from rural roads, water supply and water conservation to rural housing, from rural employment to self employment through self help groups. As CEO of Zilla Parishad, I genuinely tried my best to positively intervene in each and every sector especially in primary education, child nutrition, rural housing and water conservation.

Q. In Nagpur, you had supported, "Mahila Bachat Gat Yojana". How was that experience while establishing a permanent exhibition center there?

Ans.: In Nagpur while implementing Swarna Jayanti Gram Swarozgar Yojana (SGSY) of the Rural Development Ministry of GOI, we had established more than one thousand self help groups of women in villages. Under the SGSY scheme it was envisaged that the rural women would learn banking operations while functioning as SHG group members. Then they would be trained for suitable self employment activities and finally would be given a subsidized loan to start the commercial activities. Such SHGs would participate in various fairs and exhibitions to market their products. We thought of setting up a permanent market cum exhibition centre for them and we did that in ZP building itself by reviving an unused space. We got it suitably decorated with the help of students from the local art college and named it

Samruddhi which became a brand name for various artifacts and goods produced by the women SHGs. The centre was inaugurated by the then RDD secretary, Chandra Iyengar madam, IAS and famous column writer Ms Shobha De.

Q. You also did a pioneering work in water conservation sector while working in Nagpur? Can you elaborate what exactly was it?

Ans.: Nagpur is known for its delicious oranges. But the orange orchards need lot of water and there was huge ground water extraction in certain talukas famous for growing orange crop where the ground water reserves were substantially depleted. These talukas and villages therein used to face severe water scarcity during the summer season. Once while reviewing the measures to be taken to address the water scarcity situation, Shri Mohan Dhariaji, Chairman of a state level review committee and founder of the NGO Vanrai, suggested that we should build user-friendly urban dams called Vanarai Bandharas, invented by his NGO. He added that the NGO itself had been able to build only one such dam in the district which has improved the water table substantially but they had not been able to expand the programme further. He kind of challenged me to take up this activity on a larger scale with the help of ZP machinery and more importantly through people's participation. He and Shri Girish Gandhi his counterpart at Nagpur offered full technical support on behalf of Vanrai. I took the challenge and after a few months by activating out entire field machinery and invoking local participation we built more than 500 such dams without spending any government money. People were awed by the fact most of these dams were full of water as they could store water from the receding monsoons and came forward to more innovative ideas like reviving the half completed KT wears in district by using the same technique used for construction of Vanrai dams. The whole district was full of multiple water bodies in November of 2001 and the water table remained adequately replenished during the scorching summer months as well. What I started as a small initiative transformed into a people's movement. It was appreciated from all quarters including the media, NGOs, people's representatives and the government as well. This initiative was adopted as one of the effective water conservation measures and made part of the subsequently announced Mahatma Phule Jal Bhumi Sandharan Yojana.

Q. Since your schooldays, you were very studious and a good rank holder but how could you still find time for extra-curricular activities?

Ans.: My parents inculcated the reading habit in me since my early childhood and it has permanently stuck to me. My extra-curricular activities revolve around my reading habit. I participated in many elocution, debate and essay writing competitions. It helped me tremendously in preparation of UPSC examination as well as overall personality development.

Q. Were you selected or have you shown your special interest towards, Mumbai Metro Project? Who were the mentors in that Project? Did you face any problem as a woman leader while working there?

Ans.: I worked in MMRDA as an Additional Metropolitan Commissioner from 2008 to 2014 and was responsible for successful implementation of many infrastructure projects such as Eastern Freeway, elevated road to Mumbai International Airport, Metro line 1, the first leg of Monorail, flyover on Ambedkar road, Milan and Dahisar Rail over Bridges etc. When I took over, most of these projects were non starters but after my joining, my team in MMRDA tried very hard to resolve the micro level issues and we could not only start construction of all these projects but also make them commissioned. My experience in MMRDA of successful implementation of major urban infrastructure projects was probably responsible for my posting as MD Mumbai Metro Rail Corporation in January 2015. MMRC was set up to implement the first underground metro project of Mumbai which was one of the most difficult projects in India. Building an underground metro of 33.5 km long traversing through the most congested parts of Mumbai with twin tunnels and 26 underground stations was indeed a challenging task. When I took over as MD MMRC, I had to build the company from the scratch wherein my leadership qualities were indeed put to test. But I did not face any problem being a woman leader as I could build a technically and administratively strong team to lead the project. We took this challenging task upon ourselves as a team and were successful in addressing the insurmountable challenges on ground and transforming the project on drawing board to reality.

Q. How was the public opinion about the Mumbai Metro Project and how you use to convince the people through social media?

Ans.: As it happens with any big infrastructure project especially the one in an urban setting, Metro3 also had to face a lot of initial criticism due to misinformation and misunderstandings. Therefore it was necessary to share information to common citizens about the objective and implementation process of the project. The project was huge and had long gestation period. The construction was



to happen in the backyard of their houses and was going to stay there for 4 to 5 years. The citizens were required to sacrifice their comfort and convenience temporarily for long term benefits to the city. Naturally it was important to establish a direct, transparent and clear communication with the citizens on a regular basis. I could do that through social media. My personal twitter handle as well as MMRC's twitter handle tried to share true and transparent information on a daily basis which helped us winning the support of common people at every stage. With effective communication strategy we could even convince the people in Girgaon Kalabadevi area for their temporary shifting and permanent rehabilitation for underground stations. I also ensured that my team members, including me, held regular meetings and discussions with citizen groups and talks on different forums so that the citizens are well informed. This made the citizens own this project and support us at critical junctures. It is a different matter that despite being so vocal and transparent, we could not convince certain groups regarding the necessity of the Metro Car shed at Aarey colony which kind of undid a lot of good work done by MMRC team and negatively impacted the project.

Q. We would like to know about your experience as Addle Brihanmumbai Municipal Commissioner, as an incharge of COVID-19 War Room.

Ans.: I joined BMC's Covid-19 war room in March 2020 during the initial uncertain and scary phase of the pandemic. The pandemic was still unravelling and nobody really knew what kind of whirlpool we were about to get into. Mumbai being a busy International Airport had started having covid positive cases from amongst the international travellers. Everyone was really scared of the likely havoc if the virus entered Mumbai's overpopulated slums like Dharavi. Nobody knew how much prepared we should be and for how long. The extreme lockdown though was necessary at that point of time put tremendous

constraints on availability of human and other resources. With this background, we commissioned the covid-19 war room with the help of scanty in house team, tech and data analytics companies and consulting firms who extended a helping hand pro bono and many volunteers from different sectors who joined hands without any expectations. We quickly set up a dashboard by connecting multiple verticals of information coming from all corners, set up mechanism to get uninterrupted data from the field machinery, created a team of war room coordinators across 24 BMC wards to collate this information and forward to central war room, arranged a team to clean this data and make it processable using algorithms and AI tools etc. Our daily dashboard published on our portal became the hallmark of transparency. It not only helped media and common citizens to know the truth, but it also helped the leadership team to understand the trends, have predictive analysis and plan the resources properly. Due to the data driven insights shared by the war room, BMC's leadership team could have dynamic policy making suiting the daily changing situation. It helped the organisation manage the pandemic in a much better way for which the organisation was commended all across the globe.

Q. Any message you would like to give to young entrepreneurs?

Ans.: It is very important to work with focus, determination, consistency and commitment from the start of your career be it in service or business. You should not get deterred by hindrances and temporary failures but focus your attention to the long term objectives. Team building and providing healthy leadership to that team is very important. There are no short cuts to success and one should be prepared for a long haul. Right objectives, perseverance and dedicated efforts would clearly take you to the path of success. ☐



MOST AWAITED TRADE SHOW FOR FOOD & BEVERAGE TRADE AND RETAIL INDUSTRY

ANNAPOORNA - ANUFOOD INDIA 2022

Understand The New Trends:

The stage is set for new food and beverage pavilions to promote business growth



ORGANIC
FOODS



GOURMET
FINE FOOD



WINE



FOOD
START-UPS

Explore The B2B Meetings Portal:

The business matchmaking programme designed to help make valuable connections and pre-schedule your meetings with HORECA and International buyers

Supported by Premium Industry Associations



14-16 September, 2022

📍 Bombay Exhibition Centre, Mumbai

Call : 022 62044800

Email : sales@koelnmesse-india.com

Visit : www.anufoodindia.com



Scan QR Code for
Exhibitor Registration

In cooperation with



Organised by





Consulting Services

Turnkey Project

- Product Selection
- Project Report
- Location Feasibility

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
- Web & Email Hosting
- Maintenance
- Digital Marketing
- SSL Certificate
- 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)

Licensing

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

Industries We Serve

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

Tel.: 022 35115427 - 30 | 022 49741140 / 49724227 / 49763659

Mob.: +91 8655078603 - 07 | **Website :** www.farmtoforkindia.com

Email: contact@farmtoforkindia.com | umesh@farmtoforkindia.com

Corporate Office:

B-3, Balrama Building, Nr. Bandra Family Court, Opp. F. D. A., B. K. C.,
Bandra (E), Mumbai - 51.

Beauty and Bravery - The Story of Police Inspector Priyatama Muthe

INTRODUCTION

Mrs. Priyatama Balasaheb Muthe - is the synonym to one of the most challenging job of maintaining law and order; being a Lady Police Inspector. Born to mother Samindra and father Balasaheb Muthe, Priyatama pursued her dream of being in police service and has continued to achieve laurels past 17 years. Following her father's footsteps is the biggest motivation behind opting this challenging profession. She believes in three best qualities in herself -honesty, self confidence and bravery that led her on to the path of success. Her journey of beauty pageants began by winning Perfect Mrs. Maharashtra 2019 followed by Mrs. Pacific India International 2021 and Mrs. Universal Queen-Mrs. Charity 2021. Her academic qualifications are Master of Arts in Defence, Master of Arts in Politics with a PhD in crime prevention.



Q. What are your thoughts about entrepreneurship by women?

Ans: Women are born with excellent management and administration skills. If they can take care of family as efficient home ministers, they can very well take up entrepreneurship and be successful. Possessing innate management qualities as a women, is itself self-motivating to pursue entrepreneurship.

Q. Why did you decide to participate in a beauty contest?

Ans: While working in this profession, I realised that somewhere as a lady I was neglecting my own self and in-turn there was no focus on maintaining health, which was getting affected. So in order to set goal of being healthy and focussing on my own health, I decided to participate in beauty pageants.

Q. You are a professional with police service, do you also wish to be an entrepreneur yourself?

Ans: Currently I am pursuing my studies in law. After which I aim to study masters in business administration and further take up social entrepreneurship specially for the needy women of the society. I am highly motivated by the charity work of Mother Teresa who dedicated her life to caring for the destitute and dying in the slums of Kolkatta.





Q. What message would you like to give women entrepreneurs and our readers?

Ans: Every woman is born with some or the other innate skills. Her interests, her hobbies and her passion can certainly be cultivated, nurtured and shaped up as an entrepreneur. If the simple task of cooking is a passion, then it can be converted into a profession and successful entrepreneurship by launching own cookery classes, running home made tiffin service or running bakery and confectionery, running a canteen or even a restaurant. The message is she needs to discover that innate quality and nurture it to become a successful entrepreneur. ❑

**CASMB committee member
Trupti Bhat
with
Priyatama Muthe**



CHAMBER FOR ADVANCEMENT OF SMALL & MEDIUM BUSINESSES

Founded in 2020 during the height of Pandemic of COVID-19 CASMB is focused on empowering the MSME Entrepreneurs to Achieve the Next Level Success.

VISION

To work closely with all stakeholders for advancement of Micro, Small and Medium Businesses

MISSION

Make MSMEs more resilient, and make them the backbone of Indian economy

OBJECTIVE

Working extensively for the Advancement and Growth of Micro, Small and Medium Businesses Represent MSME sector in various forums Empowering Farmers to become Entrepreneurs Convergence of Academic Research, Advanced Technology, Government Schemes and Policies to benefit the SMEs Assist SMEs in Developing products to cater to the Global Markets Capacity Building through Training & Development Study Tours, Knowledge enhancement, Strategic Tie-ups, Organize and Participate in Exhibitions

MEMBERSHIP CATEGORIES & FEE

SR. NO.	MEMBERSHIP CATEGORIES	ANNUAL MEMBERSHIP FEE
1	Silver Category Micro Sector (Turnover up to Rs. 10 cr)	Rs. 2,500/-
2	Gold Category Small Sector (Turnover from Rs. 10 cr to Rs. 50 cr)	Rs. 5,000/-
3	Platinum Category Medium Sector (Turnover from Rs. 50 cr to 250 cr)	Rs. 10,000/-
4	Diamond Category Corporate Sector (Turnover over Rs. 250 cr and above)	Rs. 25,000/-
5	Affiliate Category Students & Farmers	Rs. 500/-

MEMBERSHIP BENEFITS

Chamber Networks | CASMB Meets | Investor's network | Industry Defined Problem | Certification | Chamber Office

Email: president@casmb.org.in | casmb21@gmail.com

022 35115427 – 30 | 022 49741140 | Mob. : +91-8655078607 - 96076 02203-98209 59096

B-12A, Balarama Building, Nr. Family Court, Opposite F.D.A., B.K.C. Bandra (E), Mumbai –51.

Living Her Dream Everyday: The Story of Ms. Sonali Mulay

Ms. Sonali Mulay

Vice President
Sandvik Coromant



"Policy on diversity and inclusion should be practised to bring in women empowerment in the true sense"

Q: Describe the positive aspects about your job?

I like challenges, this job provides with ample of them. Thankfully, Sandvik as institute & culture provides me perfect work environment to face these challenges & add value to the organization. Sandvik has provided me many opportunities to improve my skills & knowledge which has made me a better leader & helped me grow as a person.

Q: Describe your biggest challenges?

The biggest challenge is to work proactively to prevent crisis situations. Keeping employees motivated, engaged in constantly changing work environment.

Q: What is important about your job, what impact does it have?

Ensuring harmony among all stakeholders & effective communication.

Q: What are your personal goals?

My personal goal is to spend quality time with my family while fulfilling my responsibilities towards organisation. I enjoy traveling, music & dance, would like to achieve more in this field.

Q: How do you fulfil them?

I am able to achieve my personal goal by good time management.

Q: Do you think there is a male-female divide in



manufacturing? What are the key components of a gender-balanced manufacturing organization?

Yes, a male-female divide does exist in manufacturing. However, it depends on which sector of the industry we are looking at, in some sectors the divide is barely visible and in others it is rather prominent.

In my view there are several key components of a gender balanced organization. Firstly, the organization should have a clear top driven policy and vision towards equality, in terms of growth opportunities with regards to roles, responsibilities and authorities. Career progressions should be in line with the compensation and benefits that the industry offers. Secondly, there should be constant calibration and correction methodology towards narrowing the divide and creating a work culture free from the traditional gender bias. The most important is to recognize the talent irrespective of gender.

Q: What made you decide to get into the manufacturing industry, given that it's quite a male-dominated industry?

I chose to pursue my career in the mechanical engineering, as I passed out from one of the premium institutes which helped in developing my interest in the manufacturing sectors. I got an opportunity to work in a core manufacturing segment through my first job, where I got exposure into the various facets of the industry right from Designing, Planning, Production, Quality, Maintenance, supply chain, Marketing etc. Starting at a young age, this turned into a career of my interest and I choose to pursue my career in this field.

There are great opportunities for females, it's only that you need to take the plunge and with commitment and passion "Nothing is impossible". By far the greatest distinguishing factor of manufacturing is that your ideas and creativity can be realized in the form of a real product which cannot be done in any other industry.



Q: When it comes to manufacturing industries, like aerospace or defence or automotive, we don't see much initiatives/encouragement to attract female students. Do you think the situation is changing now? What initiatives can education institutions take to encourage women into the field?

The scenario is transforming immensely, more women are now being inducted into defence and aerospace sector. Recently women have been inducted into armed forces as commandos and fighter pilots. There is no sector where a woman cannot be at par with their male counterparts. In automotive industries, cars are now being assembled by teams comprising of only women. Greater industry engagement with educational institutes for industry exposure inbuilt into the curriculum, such as internship or sandwich programs, will help speed up the process of change. The advent of digital transformation will open up many avenues for females and the divide will further narrow down.

Q: What are some myths related to women in manufacturing that you would like to discuss? How can the industry work on creating a more women-friendly environment to encourage the coming workforce?

Common myths associated with the manufacturing sector are women cannot work in shifts due to safety and security concerns, manufacturing jobs are labour intensive and not financially lucrative. The industry needs to take initiatives in this direction, and as we know many industries are now working towards achieving gender balance in their workforce. We need to create a work culture and environment for women, where they feel confident, safe and at ease with career progressive opportunities. Policy on diversity and inclusion should be practiced in letter & spirit, and this will bring in women's empowerment in true sense. The generations to come will benefit from this transition.

Q: Can you share any challenges you have faced/are facing, being a woman in the manufacturing industry? How do you think these challenges can be overcome?

My previous job called for significant amount of travel. Being a mother with young kids at home I found it very challenging & emotionally disturbing. This challenge can be mitigated by creating a good support system around you, by those who can support the need of your children and family while you are away. This support system can be your family members, caretakers or professional service providers like day-care.



Q: What do you think is the best part of being a woman in the manufacturing industry? What would your advice be for women aspiring to enter this field?

The opportunities are ample, and sky is the limit. There is no better time for pursuing a career in manufacturing. In this age of digital transformation and industry 4.0 more opportunities



are emerging. The industry has recognized the potential and importance of women in every aspect of the manufacturing sector.

My advice to all aspiring women who wish to enter this field is to follow your dreams, be courageous, be ready to walk that extra mile and with confidence, aspire to excel. ☐

My Niche and I

**Dr. Poornima Gauri,
Neurologist, Mentor, Artist.
Medical Doctor, Social Engineer.
My slow and steady journey towards
social entrepreneurship.**

Dr. Poornima Gauri

MD (med), DNB (Neurology),
Consultant Neurologist, Joshi Hospital,
Sancheti Hospital,
Deenanath Mangeshkar Hospital MD,
NICHE Advocacy Foundation
Neurologist, Mentor, Artist



I was driven towards NEUROLOGY by my hunger to understand the human mind and brain. I continue to be fascinated by the wonders of the human brain. Biomimicry is a field which deals with learning from nature's designs and finding solutions for life from these naturally selected intelligent designs of nature. In that sense there is just too much to learn from the brain and I continue to do so.

Neuroplasticity has fascinated me. It is the immense ability of the brain, and especially the human brain, to change. Using principles of Neuroplasticity, the field of Neuro-rehabilitation has made important discoveries. We have found methods to help the surviving neurons to change after injury to some neurons. Injury can be due to infection, stroke, head injury and so on. My interest in the human mind, makes me look beyond prescriptions.

I completed my Neurology training in 2006. In 2007 I became one of the youngest secretaries of Indian Epilepsy Association, Nagpur Chapter. I found I enjoyed outreach programs and team projects. Going beyond prescriptions was my natural aptitude. I like people and I am intrigued by the process of bringing about change in my own self and in any other person. My work as Secretary and later, President of Indian Epilepsy Association, Nagpur Chapter, enriched me through experiences in this field of bringing about change in social thinking using different methods of Advocacy, Education and Awareness Programs.

In 2014 I was based in Nagpur. There we started an NGO, Samarpan Trust, with a view to doing some social work. Through my work I realised that I was made for social entrepreneurship and was even good at it! Since childhood I had a very rough life and I learnt to face difficulties from an early age. With my past and ongoing life experiences, I drifted into emotional skill

development with special focus on the youth. We experimented with different models for imparting the same basic tenets of emotional fitness across age groups and language barriers.

I realised that counselling was an integral part of medical practice, especially in my neurology OPD. For people with epilepsy to be compliant with medications, for patients with stroke to remain motivated through their physiotherapy regimens, we needed effective communication skills. I also found the need to advocate for the concepts of emotional fitness amongst the youth, irrespective of whether they were suffering from neurological ailments or not. Why wait to be ill to start having a better life? Why can't we use these concepts of rehabilitation for our own growth?

I realised that neuroplasticity can be used not just for rehabilitation but also for self actualisation, becoming a better version of your own self.

In 2019, I relocated to Pune. With all my past learnings and realisations, I started a social profit company, NICHE Advocacy Foundation, along with my co-directors, Dr. Mrs. Snehal Tawde and Mr. Chandrashekhar Tawde. The word NICHE is an acronym for Neuroplasticity for Individual and Community Health Education. Our focus is on Advocacy and Awareness creation.

I am the managing Director of the organisation. We have an Advisory Board and an Executive board with many helpful friends and colleagues contributing their ideas, time and expertise. We have a functional management team consisting of the very active executive members and our interns and volunteers.

We have started with 4 initiatives / projects:

- 1) VIP LEAGUE: Volunteering and Internship Program
- 2) UnHIDE (not just an open mic)
- 3) SAKSHAM: Skill development
- 4) SAMVAAD: advocacy and outreach

We are currently functioning in an online format with online meetings, online programs. Few of our initiatives have started on ground, now that rules have become relaxed.

Our company was founded on 23 October 2019. Our first SAKSHAM workshop was held on 29-30 November. The First UnHIDE was held on 30 November. The second SAKSHAM workshop was held in Hemalkasa for the teams of Lok Biradari Prakash. This workshop was held in vernacular language and was attended by 35 staff members from the fields of healthcare and education in Lok Biradari Prakash, headed by Mr. Prakash Amte. This was initiated by Dr. Anagha Amte and Samiksha Amte. We held a workshop for Samvedana Foundation, for the marriage bureau for People with Epilepsy. Our second UnHIDE was held at Hemalkasa with all the participants expressing in free form. The third UnHIDE was held on Sinhgad in February 2020.

As the lockdown started in March 2020, during the COVID pandemic, we took all our projects online. By April 2020. We held extensive sessions of UnHIDE (not just an open mic). These

became very popular and even essential for many people who were living in isolations during the lockdown. They became online platforms for thought and experience sharing, reaching out for help and so on.

We initiated the VIP League, the volunteering and Internship program in online format on 7 May 2020. Till date 65 interns have worked with us since the lockdown started.

We held the skill development program (under SAKSHAM) as ITM 1 (Intensive training module) for all our interns and additionally as a 12 day online 'Summerscool' for 25 school going children. We also had an extra one month internship batch focused solely on skill development.

Under the initiative SAMVAAD, we held online advocacy programs with our

- 1) Rishton ka Manja: our curated infotainment program on Emotional fitness based on the ten core skills as advocated by WHO, intermingled with Bollywood songs.
- 2) Let's talk about series. This covers the topics such as depression, brain stroke, epilepsy, dementia, Care-givers health, Healthy sexuality and so on.
- 3) Mrityunjay: our curated program on End of Life Care and Advanced Care directives related to dying with dignity.

We have not yet commercially promoted our initiatives. But the lockdown and COVID pandemic actually helped us to get some visibility through social media. We also realised that our work is significant and we are truly in a 'niche' segment due to my

abilities as a neurologist, my aptitude for skill development programs and my ability to keep people and teams together.

We now enter a new phase as our NGO prepares to launch itself publicly. We have upcoming projects for Neuro-rehabilitation and Neuro-palliation. We will also expand our preventive wing to include the initiative 'SPLASH' for personal growth.

There are always grey areas where the society's need is significant but the projects are not financially viable and therefore they are not done. A lot of work needs to be done in the field of emotional fitness. I like to call it emotional self-sufficiency. Some prefer the term emotional wellness. A lot of work needs to be done in the grey areas of Neurosciences, especially rehabilitation and palliation.

We plan to venture onto these grey areas.

A lot of NGOs work in tribal areas. But hardly anyone works for the urban youth. We venture there.

Physical fitness is a commercially successful enterprise. But same is not true for emotional fitness. We venture there.

Neuro-critical care, Hospitals, Clinics are all financially flourishing enterprises. But Rehabilitation still remains inaccessible to most people. Neuro-palliation is an area that is neglected due to attitudes and lack of people to work in that field. However society needs those services. We plan to venture into both these Neuro-neglected fields and make them available, accessible and affordable.

So basically, I work from Prevention to Palliation.



Taking skill training at Hemalkasa December 2019



With our trainers, participants, Dr. Digant Amte and Dr. Anagha Amte



Latest event: UnHIDE (not just an Open Mic) at Crazy Cheesy Café, Pune



Nagpur event: UnHIDE (not just an Open Mic) at Lush House, with all interns, Nagpur

Captain Tisha Jhaveri, with about two decades experience, a lady Pilot from IndiGo Air

Dr. Prakash Kondekar, while travelling from Mumbai to Jammu by IndiGo air on 20th March 2022, met Pilot Captain Tisha Jhaveri. After landing at Jammu, Captain Tisha, spoke with Dr. Kondekar.



Q. Thanx Captain Tisha for your time to talk to me on behalf of Purnabrahma magazine. Where you had your schooling?

Ans: I am from Mumbai. I went to Cathedral school in South Mumbai then to St Xavier's college, Mumbai.



Q. When and where you had your Pilot training?

Ans: After my graduation I went to Australia to do my flying.

Q. Why did you think of becoming a Pilot?

Ans: My father was a pilot and he encouraged me from my young age as I was always adventurous. When I was in class 8, I decided to be a pilot. I had full support from both my parents. In every way, my father was my mentor. He was a jeweller and an airline pilot in Indian airlines.

Q. When did you start your flying?

Ans: It was in the year 1999, I started flying. I was in



Alliance Air till 2004. In 2004 I went to GoAir and was there upto 2006 and then to Kingfisher Air, till 2012. Took a small break for my son. In 2014 back in IndiGo air. At present I am a training Captain in IndiGoAir. I had an experience of flying for 23 + years.

Q. Who is your better half?

Ans: I have a wonderful husband. His name is Mr. John Gloster. He is from Australia and is really proud of me. John, was the physio of the Indian cricket team and now set a business in the sports technology space. My son is 12 years old and is the love of my life. His name is AriGloster. Very soon, I will be in my Silver Jubilee year of flying.



Q. Your message for youngsters?

Ans: If you want to have disciplined and adventurous life then you can go for Pilot training. Though, it is tough, but if one ready to put in efforts, with full determination, after passing ground training exams, can get a Private Pilot License. Further putting certain hours of flying one can get Commercial Pilot License.

Thank you again Captain Tisha and wishing you a safe landing for your future flights. ❑

POLICY ADVOCACY RESEARCH CENTRE(PARC)

is an initiative under the 20-years-old Vivek Vyaspeeth Trust and operates as an independent think tank with the functional objectives being focused on catalysing socio-economic development and bringing about policy interventions at the national level through collective engagement with stakeholders and subject-area experts. It functions as a facilitation agency for enhancing bilateral relations through engagements at the international level.

POLICY MAKING FOR STATES & UNION TERRITORIES

Jammu & Kashmir Sport Policy 2022
The Tripura State Bamboo Policy 2022
The Tripura Integrated Logistics 2022
The Tripura State Rubber Policy 2022
The Tripura State Agri-Export Policy 2022
The Tripura State Export Policy 2022

POLICY ISSUE SOLUTIONS & REPORTS

Submissions & suggestions submitted to the government of india on policy and advocacy matters

- ◆ Detailed Study: The impact of the proposed ban on a list of 27 pesticides from all the stakeholders' perspective
- ◆ Detailed Study: Making India Atmanirbhar in Oilseeds Production Outcome: INR 2000 Cr. budget sanction for 2021-22 by Prime Minister's Office
- ◆ Suggestions for Environment Impact Assessment, Online Dispute Resolution, Foreign Trade Policies, Social Security Code, Union Budget- Sanitation, Bio-stimulants, Farm Laws & Urban Cooperative Banks
- ◆ Report titled Uttar Pradesh-India's New Growth Engine

NATIONAL SOCIO-ECONOMIC DEVELOPMENTAL PROJECTS

- ◆ Providing market linkages for better outreach of agricultural produce in certain regions
- ◆ Catalysing investment into states and Union Territories
- ◆ Strengthening the value chain development for millets in Jammu & Kashmir, Tamil Nadu and Odisha
- ◆ Facilitating training programs to farmers, Farmer producer organizations (FPOs) to bridge the gap between the ground and industry
- ◆ Solid and waste water management solutions in India
- ◆ Indian Council for Cultural Relations (ICCR) supported project for Indian Music as a tool for soft power
- ◆ Need assessment research for better systems



PARC



parc_research_centre



Policy Advocacy Research Centre, India



PARC



@PolicyPARC

Meet Territory Development Head, Multi-disciplinarian Woman of PARC, Mumbai

Dr Prakash Kondekar, CASMB, Advisor, talks to Mrs. Ruchita Rane of PARC.

I first met Mrs. Ruchita at PARC's office in Dadar, Mumbai when President Nilesh Lele, Secretary Umesh Kamble & Shri Prashant Naigaonkar on behalf of CASMB were present. My second meeting with Mrs. Ruchita, was in Agartala, Tripura, in Tripura Investors 2021 meet in December 2021. My latest meeting with her in Jammu and Srinagar, during J & K Govt's Purple Revolution(Lavender), programme in March 2022. I had noticed a Spark in this PARC women leader. Her coordination with the local Governments of Tripura and Jammu and Srinagar is appreciable.



Mrs Ruchita

- PARC is facilitating the movement towards Atmanirbhar Bharat in Apple fruits in the form of establishment of high density Apple production nursery, plantation and demonstration plots in the UT of Jammu and Kashmir. In Protection & Promotion of traditional arts; PARC is working with the handicrafts and handlooms department for supporting traditional arts and artisans through export facilitation capacity building etc. Training and capacity building PARC builds synergies with other associations and various bodies to provide training to the officers, farmers, self-help groups to better their possibility of enhancing market outreach and market players to undertake procurement of commodities
- PARC supports local institutions and organizations to contribute towards bringing about change in the society through ground level engagement. PARC has initiated need assessment research based project towards the social economic development of the community and has engaged with local entrepreneurs by clearing road blocks for facilitating exposure to enhanced entrepreneurial opportunities.

As challenges posed by COVID-19 impacted every aspect of industry, the concept of the Policy Advocacy Research Centre (PARC) evolved as a mechanism to identify and provide solutions. The leadership of Vivek Vyaspeeth provided

guidance and direction for charting the path towards the formal formation of a platform to understand and resolve policy issues through research. This guided process, helped get stakeholders on a common platform for deliberations and interactions and help build a team. Thus, PARC under the 23 year old Vivek Vyaspeeth Trust was born as an independent think-tank and a socio-economic development oriented facilitation and implementation agency which was engaged in progressive impact driven policy interventions and impact assessment backed by research. Today, PARC operates by engaging stakeholders in dialogue for impact with a range of members of the central & state governments, bureaucracy, corporates, small and medium scale enterprises, entrepreneurs, domain experts, academicians and other concerned institutions and individuals to engage, structure, study, evaluate and revise policies and initiate action to positively impact society in the interest of the nation and citizens. The Executive Director of PARC, Mr. Vikram Shankarnarayanan has positioned the team of PARC in a strategic manner giving it a structure with multiple divisions. Some of the divisions at PARC include Territory development for different States and Union territories, waste management, skill development, strategic alliances and others. Currently, Mrs. Ruchita heads two divisions, namely the Strategic Alliances and the Territory development of the Union Territory of Jammu and Kashmir.

Q . Mrs Ruchita, can you talk about your family background?

Ans: I am an elder daughter of Late Shri. Vasant Somane and Smt .

Mrudula Vasant Somane and who despite spending much of my childhood in Bahrain, have great regard for Indian culture and traditions. In my school days, I had been a recipient of the prestigious Jagannath Shankarsheth scholarship and the Pandurang Kane Gold medal for Sanskrit. I am a Mumbai university topper and gold medalist in Sanskrit at the post-graduation level and a nominee for the prestigious Shankar Dayal Sharma President's award. I got an opportunity to contribute in the creation of digital audio visual content for Sanskrit education and also been on the Board of Studies for Sanskrit at University of Mumbai for undergraduate studies. I have authored several Sanskrit help books for school children and composed poetry in Sanskrit that has been published in Sanskrit annuals, journals and publications. I have been an independent researcher and published research articles alongside being a visiting teaching faculty at the Sanskrit



Department at Mumbai University for many years. I am a proud to be a passionate and motivating speaker. I have enjoyed delivering talks on Indian traditions and culture with focus on health & nutrition from the Indian perspective by scientifically highlighting its relevance in present times, while continuing my personal pursuit for knowledge in various fields. I love to give my contribution to society at a different level and a new journey with the Vivek Vyaspeeth Trust towards the end of the year.

Q. Mrs Ruchita, first let me congratulate you for such tremendous work you are doing, under the guidance of Shri Vikram Shankarnarayanan. Can you tellus about your educational background?

Ans: Thank you Dr. Kondekar, for giving me this opportunity to talk with you, for the Purnabrahma magazine of CASMB. I have acquired my formal degrees of M.Phil in Education, Masters in Sanskrit with specialization in Vedanta philosophy, Masters in Biochemistry with specialization in foods and nutrition, Postgraduate Diploma in Business Management, B.Ed., Postgraduate Diploma in Comparative Mythology, diplomas in Yoga, Ayurveda, alternative medicine, Manuscriptology, counselling, certificate courses in Policy studies.

Q. I understand, in addition to your formal degrees, you are also involved in other activities. What are they?

Ans: Yes, I have finished my training in Bharatnatyam and ongoing work leading to a PhD.

Q. At present what responsibilities PARC has given you?

Ans: I am a Territory Development Head for the Union Territory of Jammu and Kashmir and the Strategic Alliances head at the Policy Advocacy Research Centre (PARC) Mumbai. I try to learn & acquire new skills as an integrated approach to life.



Q. Can you tell us about PARC's activities?

Ans: PARC carries out its research based activities through its team of Research fellows, scholars and data analysts guided by industry experts, advisors and allied association members.

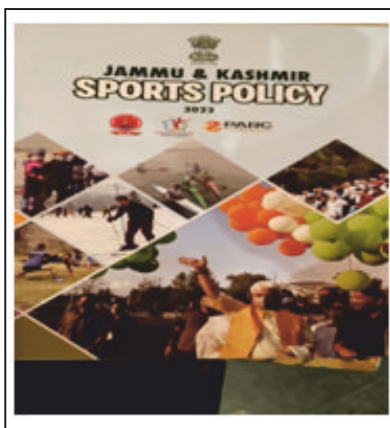
Q. What are the projects that PARC is currently working on?

Ans: PARC is currently involved in a range of projects in the union territory of Jammu and Kashmir, Tripura (channelizing strategic investments in agriculture and industrial sector for catalyzing trade promotion by fostering forward linkages & facilitating industry set ups), Maharashtra, Goa and Uttar Pradesh by collaborating with government departments, institutions, industry bodies with outcomes that empower the community, economy and society. PARC supports various departments like Agriculture, industry and commerce, sports, Fisheries, Horticulture, Handicrafts and Handlooms, Education, Health, Industries and Commerce, Information Technology, skill development etc. in drafting policies, identifying gaps in systems, conducting training programs etc. PARC has initiated several activities and multiple outcomes have materialized, with certain initiatives at work-in-progress stage. Following pilots in various domains, through outcome-based evidence and a case-study, PARC works towards capacity building.

PARC works towards the Value chain development for a range of agriculture/horticulture commodities and facilitating trade through market linkages for a variety of commodities. Through various engagements and participation in events, PARC has brought in large format companies to contribute to the socio economic development of the region. These initiatives are geared towards the national vision of doubling farmers' income.

Thank you Mrs. Ruchita for such valuable information and building synergies at all levels for the overall betterment of the society. Wishing you

and PARC bright future in all the activities undertaken. □



If there is will, there is a way

Dr. Alka Naik, a strong teacher and great social worker



Today women have proved themselves in all the fields. Woman is a true symbol of power. She is an epitome of culture & creativity. She faces many challenges and adversities without hesitation. A unique form of endurance can be seen in her. Tejaswini Mahila Sanstha has been established to honor such femininity.

It is an honor for us to introduce the "Shauryashakti Jhalakaribai" award winner and "Kartavyam Prerana Puraskar" winner, Gold Medalist Dr. Alka Naik. She is a triple Post Graduate with M.Com & M.A, M.S. and PhD as her qualifications.

She is a multi-talented women, apart from being a counselling psychologist and professor of Economics profession. She is also a poet, writer, an artist, an editor, an advisor and a social worker.

She is an advisor for Tejaswini Mahila Sanstha, Pune.

Q. You had left your honourable job of Sachivalay and decided to enter into teaching profession, is there any specific reason behind it?



Ans: I realised that I can do better work in the field of education. As a psychologist I can work for betterment of the future of next generation. If students get proper guidance, their future can be secured. I always advice my students, to work hard and take actions, put dedicated efforts according to the plans, because it is the base of fundamental success.

Q. What message as a teacher you want to give to students or upcoming entrepreneurs?

Ans: Keep five things always in your mind:

Decide, Commit, Focus, Achieve and Succeed. Perform SWOT analysis and go ahead. You will get your way if there is will.



Q. What is your opinion about women empowerment?

Ans: Every woman should realise her responsibilities. She should recognise her strength and make herself independent. If she can help herself she can help others. If she is happy, she can spread happiness.

Q. Madam can you tell us about Tejaswini Mahila Sanstha?

Ans: Tejaswini Sanstha every year honors women from various fields

who fight against adverse situations and learn to grow from their experience. And also to those who became the role model in the field of women empowerment by helping the self sustained growth of the needy women from the remote areas through various skill development programs.

Q. What message you want to give to women entrepreneurs?

Ans: Think always that I will do my best. Compete with yourself. Be independent. Take proper guidance whenever and wherever required. Follow your passion, use your creativity in your business. Keep helping others and always keep your confidence level high, so that you can defeat any situation in the life. □

Interview by
Mrs. Prajakta
Kende &
Dr. Prakash
Kondekar.



Innovative Woman Farmer Ms. Rubeena Tabassum of Srinagar, Kashmir

During his visit to Kashmir, Dr. Prakash Kondekar, Advisor, CASMB, got an opportunity to talk and meet Ms. Rubeena Tabassum and her family, in Srinagar, on 23rd March 2022. She is an award winner Floriculturist/Farmer. She was introduced to me by Mr. Samsul Hassan Mir, J & K Govt. Agriculture Officer.



After passing the HSC examination, she got married and became a home maker.

She was busy with her family constituting her husband and two sons. Her husband is working with J&K, state government. He is very supportive of her passion to pursue farming, particularly, as Floriculturist. After 10 years of marriage, she got an opportunity to visit Delhi and had a meeting with Mr. Vimal Kaul of Entrepreneurship Department Institute (EDI) through a radio programme, "Manzile Aur Bhi Hai". The EDI wanted to train farmers, on floriculture, where Ms. Rubeena, got selected and she embarked on her journey as a farmer. Thereafter she started her ground work, with the help of ancestral family land. She started developing green houses in that land. First year they



were three, next year two and so on. She then started the nursery production of Lavender for oil in the year 2006. As she developed her Lavender cultivation and oil extraction, she was awarded in 2007 for this innovative work.

She was working very hard in her project with the help of her younger son, Adanan. Being an IT graduate he has developed few AI-operated gadgets which proved useful for his mother for Lavender plantation and oil extraction. It was the first Lavender oil extraction unit in that region and hence got recognition from the Indian Agricultural Research Institute, New Delhi through "Innovative Farmer's Award" on 9th March 2022.

After settling in the floriculture of Lavender she has now expanded her interests in rose plantation and oil extraction. She has started to slowly establish business on these high value products.

On behalf of all our CASMB members and Management Committee members, we congratulate Ms. Rubeena and her team for this award and wish her every success in the future expansion of Lavender and Rose Floriculture. ❑



Diversity: Efforts to Support Women Entrepreneurs

By: Trupti Bhat

**National Resource Person Fostac
Trainer and Nutritionist**



The new term globally on the block is "Diversity". Leaving no one behind lies at the heart of the 2030 Agenda for Sustainable Development. It implies that Women entrepreneurs are certainly more than willing to lead and actively participate to contribute to the development especially through small businesses. In India, traditionally it is known that women are very able managers of the household and possess the qualities of management to keep the show going on in ups and downs in the families, irrespective of adverse or favourable conditions. The same spirit and skill is utilised in Small business set ups. Undoubtedly, during covid situations, many home makers have been successfully been running profitable small businesses and made way into lesser explored sectors from food, beauty, sanitation, IT, travel and even innovation with their skill and efforts.

The expectations of women entrepreneurs in terms of support has been digital support, subsidies, working capital, interest free loans, tax benefits and easy access to finances with a one stop solution without having to run for it at different places.

In order to keep the spirit motivated, a few schemes helpful for women entrepreneurs are:

- Mudra Loan for Women
- Annapurna Scheme
- Stree Shakti Yojana
- Dena Shakti Scheme
- Bhartiya Mahila Bank Business Loan
- Mahila Udyam Nidhi Yojana
- Orient Mahila Vikas Yojana Scheme
- Cent Kalyani Scheme
- Udyogini Scheme

1. Mudra Loan for Women: Mudra Loan for Women was launched by the government to offer financial support for

enthusiastic women entrepreneurs. They seek a business plan like starting a beauty parlour, tuition centre, a stitching shop, etc. This scheme does not require any collateral to grant the loan. However, there are categories under which a mudra loan application can be applied. They are as follows:

- **Shishu Loan:** For businesses in the initial stage, the maximum loan amount granted is Rs. 50,000.
- **Kishor Loan:** This loan is for businesses that are already established but wish to improve services. The amount of loan granted varies from Rs. 50,000 to Rs. 5 Lakhs.
- **Tarun Loan:** This loan is for the well-established businesses planning to expand their reach and is short on capital; they can avail as much as Rs. 10 Lakhs for the purpose.

2. Annapurna Scheme: Under the Annapurna Yojana, the Government of India offers women entrepreneurs in food catering businesses loans up to ₹50,000. The borrowed amount could be used for working capital requirements such as buying utensils, mixer cum grinder, hot case, tiffin boxes, working table, etc. After the loan is approved, the lender doesn't have to pay the EMI for the first month. Once sanctioned, the amount has to be repaid in 36 monthly instalments. The interest rate charged is determined based on the market rate and the concerned bank.

3. Stree Shakti Yojana: The Stree Shakti package is a unique scheme that supports entrepreneurship among women by providing certain concessions. This Stree Shakti scheme is eligible for women who have the majority of ownership in the business. Another requirement is that these women entrepreneurs be enrolled under the Entrepreneurship Development Programme (EDP) organized by their respective state agency. This scheme allows women to avail an interest concession of 0.05% on loans more than ₹2 lakh.

4. Dena Shakti Scheme: The Dena Shakti Scheme provides loans up to ₹20 lakh for women entrepreneurs in agriculture, manufacturing, micro-credit, retail stores, or small enterprises. The scheme also provides a concession of 0.25% on the rate of interest. Women entrepreneurs can avail a loan of up to ₹50,000 under the microcredit category.

5. Bhartiya Mahila Bank Business Loan: Implemented by the Bharatiya Mahila Bank (BMB), this is a public sector banking company that offers women entrepreneur's loans up to ₹20 Crores for working capital requirements, business expansion, or manufacturing enterprises. Some of the

different plans under the Bharatiya Mahila Bank Business Loan scheme includes:

- **Shringaar:** The BMB Shringaar loan applies to self-employed women or homemakers planning a start-up or meets their daily business expenses. The loan doesn't require you to provide any collateral security.
 - **Parvarish:** Similarly, the BMB Parvarish loan is for self-employed women or homemakers to set up day-care creches. The upper limit of this loan can be ₹1 Crore without any collateral security under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTSM) scheme.
 - **Annapurna:** Between 18 to 60 years, food entrepreneurs wanting to start or expand their small businesses can avail of this loan. Its features are similar to that of the State Bank of Mysore's Annapurna scheme, minus that it does not require collateral security.
- 6. Mahila Udyam Nidhi Yojana:** The Mahila Udyam Nidhi Scheme is offered by Punjab National Bank and Small Industries Development Bank of India (SIDBI). The scheme supports women entrepreneurs to set up a new small-scale venture by extending loans up to ₹10 lakh to be repaid in 10 years. The rate of interest charged depends upon the market rates.
- 7. Orient Mahila Vikas Yojana Scheme:** Oriental Bank of Commerce launched the scheme, women with an ownership of 51% share capital individually or jointly in a proprietary concern can avail a loan through the Orient

Mahila Vikas Yojana. There is collateral required for loans between ₹10 lakhs to ₹25 lakhs. The repayment tenure of the loan is seven years. Orient Mahila Vikas Yojana Scheme also provides a concession on the interest rate of up to 2%.

- 8. Cent Kalyani Scheme:** The Cent Kalyani Yojana can be availed by both existing and new entrepreneurs and self-employed women. Micro/small enterprises like farming, agriculture, cottage industries, and retail trade are all eligible to apply for the Cent Kalyani Scheme. You do not have to provide any collateral as security or need any guarantors for this loan. The interest rate on loans depends on market rates. The repayment tenure of the loan will be a maximum of seven years.
- 9. Udyogini Scheme:** The Women Development Corporation has implemented the Udyogini Scheme under the Government of India. This scheme promotes and motivates women's entrepreneurship among the poor by providing financial support to women. This scheme majorly supports and helps illiterate women living in rural and backward areas.

According to National Sample survey organisation, 14% of business in India are run by women. With such schemes for women entrepreneurs, it is certainly a motivation for women entrepreneurs to take the opportunities to ensure progress.

As CASMB Women's cell, we aim to support women entrepreneurs to increase this share of contributions and will look forward to hearing from you and welcome your queries on the following email:



The successstory of a FarmerLady - An interview with Ms. Shilpa Patil (Founder-Lekhraj Exports)

Interviewed by- Ms. Trupti Bhat and Dr. Prakash Kondekar

INTRODUCTION

Ms. Shilpa Patil - is the synonym to the self-made farmer lady. She is the daughter of Yogita and Moreshwar Patil, and hails from a village Lasalgaon. She holds a B.Tech. degree in Food Technology. After completing her education, she also worked for a reputed multinational company which was a high paying job. However, an event of farmer suicide had changed her life, the impact of which was so big that she decided to make a difference to the farmer's lives by getting involved in the field herself. Now she is an established progressive farmer of repute and owner of Lekhraj Food Solutions at a young age of 23.

Shilpa's work involves APMC markets auctions of farm produce, a field which is male dominant since ages. She entered the field as a young enthusiastic entrepreneur with an unusual sight in the market. She supplies farmers produce to big chains of modern trade and exports to different countries. She made herself a medium to connect farmers and these buyers for betterment of farmers.

Currently she is pursuing masters in food engineering from MATE University Budapest, Hungary. She is still connected and supporting team members of Lekhraj Food Solutions and farmers online.

Questions:

Q: What were challenges about getting involved in this field as a woman entrepreneur?



I have recently been to Punjab, Silvassa, Tamil Nadu, Kerala, and Himachal Pradesh to study the marketplace. I recollect the incident in Madurai, Tamil Nadu-where the market usually operates during the night hours and people started to wonder what a woman was doing in a field dominant with men in the marketplace. Also a few tried to show sympathy by giving me the material at any low price. However, I strongly feel that I should not be merely looked at as a woman entrepreneur but in fact as strong competitor in the markets. I would like to see women as contributors to getting the best value in returns to the farmers for their farm produce. I would like to contribute towards making a difference to the farmers by getting them the value and recognition and would look forward to young aspiring entrepreneurs to come forward and support more farmers.



Q: Who all were involved in your path to success, besides you yourself?

When I started, I was alone, but deep some where I knew I could do this. I discussed with my family. I had a strong support from mother Yogita, father Moreshwar, brother Yuvraj, my friends who were always there in ups and downs of company, and farmers have supported me on my path to success so I could reach where I am today.

Q: Whom do you consider as your ideal motivator?

I consider Rani Laxmibai as my ideal motivator. She fought her





battles all alone. Her stories teach me 3 leadership skills, - positive attitude that made her legend, flexibility, and her undying commitment towards goals. Being a woman, the Queen had the spirit of fighting alone. Then why can't we be so? Today the government is making efforts towards safety and security of women. In my view we should learn self defence at a very early young age and be fearless and

prepared for self defence just like Rani Laxmibai remained motivated to fight her own battles.

Q: What message would you like to give our readers?

I would like to say prove yourself, don't depend on anyone. How long can our mother and father be with us? We should prepare ourselves as strong determined women. We can make a difference. If I have been able to handle a male dominated field and contribute towards the progress of farmers, I would urge all women colleagues and readers to try their best in achieving success too! Be women power. ■



Trupti Bhat

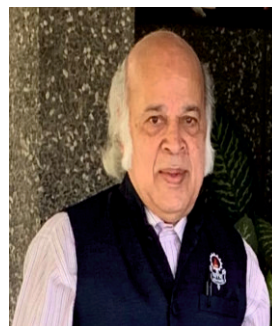


Dr. Prakash Kondekar



Raising the toast in honour of an exemplary women in science and technology: Dr. Renu Agrawal

Nari Shakti Award winner
Dr. Renu Agrawal, Ex. Chief
Scientist at CSIR-CFTRI,
speaks to Dr. Ritika Joshi,
Sub-editor, CASMB & Dr.
Prakash Kondekar, Advisor,
CASMB.



Dr. Prakash Kondekar,
Advisor, CASMB



Dr. Ritika Joshi,
Sub-editor, CASMB



Dr. Renu receiving various awards

Dr. Renu, is the RuralProgram Coordinator for outreach activities at CFTRI, with 20+ patents, 67+ publications in international & national journals. She has presented 160+ papers in various national & international conferences delivering 700+ talks. She has guided students for M.Sc, M. Phil & PhD in Biotechnology & Microbiology. She has represented India as the team leader taking scientific delegation for Asia meet at Indonesia, Bali nominated by DST, GOI. She obtained her PhD from University of Rajasthan, Jaipur. Her specialization include Biotransformation & Probiotics. Her research involves lactic acid bacteria, yeasts & *Bacillus* as probiotics that inhibit harmful diseases & reduce the use of antibiotics improving health in the society. Her group has developed greener probiotic technologies used by the common man. As CSIR-800 Rural Program coordinator she led CSIR-CFTRI for CSIR 800 to give a better quality of life to 800 million people in India through scientific & technological intervention. Many awareness camps, demonstrations of technologies were dissipated around the country. She has been passionate about farmers & has organized many national level conferences for all India farmers & for women farmers. **She has also been proactive to show them alternate cropping with high nutrient crops. The microbial processes of her team on ready to make idli & dosa batter are the most downloaded processes from CFTRI.**

She has been awarded at multiple scientific associations, some are scientific fellow awards as FAMI, FNABS, FSAB, FISBT. She has been awarded Karamveer Chakra by REX-UN both bronze & silver, best woman scientist NABS, Woman achiever from International Guild of Woman Achievers (GOWA), Reflections Excellence Award from AIA of Rotary Inner wheel, Kissan Ratna Puraskar from JCI International, **Abdul Kalam Lifetime Achievement Award**, Nari Shakti Award from Random Kindness and the Ministry of women & Child development and Bharat Shiksha Gaurav Puraskar to name a few. She has been selected as the "Best woman scientist" by National Academy of Biological Sciences, felicitated by Rotary Inner wheel for scientific excellence with "Suguna Award" and felicitated at various scientific and societal forums. In Rotary Innerwheel she was awarded, best secretary & also best ISO twice.

She is the editor of seven & reviewer for sixteen research journals & has authored scientific books for the welfare & good health of the community. Her books include **"Role of probiotics in improving human health"**, "Utilization of agricultural wastes to high valued products", "Making food safe free from pathogens" and "Traditional foods & nutritional security". The books are being published by CRC publications, UK and NIPA, India. She has written many book chapters with Marcell Dekkar, USA and Taylor

and Francis, UK. Her work has won many best paper awards at the national and international conferences. She has taught as faculty of M.Sc. Food Technology at CFTRI and as Professor to ACSIR students. She has served as the president of 'Association of Microbiologists of India' & treasurer in "Society of Biological Chemists", Mysore chapter. [She has served on the board of many International Technical Advisory committees at Dubai, Bulgaria, Argentina and Indonesia.](#)

She has been on the National committees of NCERT of national science talent search, both for moderating papers & selection of meritorious children for scholarship under NCERT. She has been on the scientist selection boards of UPSC, Department of Science & Technology (DST), Department of Biotechnology (DBT), EC member of "National Academy of Biological Sciences" & many international technical committees. She has been nominated as a National Experts Advisory Committee (NEAC) member from Government of India; Scheme for Young Scientists & Technologists, National children science congress, Ministry of Science & Technology; member in TIASN (Technological Intervention for Addressing Societal Need), ASAR, CODER, projects to be taken in cold and desert areas, Pandit Deen Dayal Upadhyay Gram Sankalp Pariyojna, AWSAR for augmenting writing skills and 'KIRAN' which involves projects for women all from DST, Govt. of India. She has been invited by DST and Vigyan Prasar for a lead talk on "Emerging technologies with nutrition" under Science-Society-Setu for Atma Nirbhar Bharat.

She has been nominated to the Consultative Group made by the Principal Scientific Advisor, Dr. Vijay Raghavan, on science & technological developments in the country, as a committee member of evaluators by DST on Smart village in Karnataka and committee member, Karnataka government for Sustainable Development Goals. She has been nominated in the expert committee of Bangalore Chambers of Commerce & Industries. She is an expert in the committee on export & guidelines of vegan foods by APEDA, Ministry of Commerce & Industry, Government of India. She writes for City Today newspaper and BiostandUps a science magazine. Her views on women empowerment have been relayed on All India Radio on women's day both at the state and national radio. She has been an excellent speaker on "Gender sensitization" organized by DST, Govt of India, Mysuru University & various colleges. She has been honoured as "SHERO" by Biostandups & BioSetup both online science magazines & is on their editorial board. She is an advisor to international journal IJBST.

Dr. Renu has been leading innovations & change in organisations. Her programs and scientific interviews are telecasted on Doordarshan (DD science). She is also involved in the upliftment of rural education of Karnataka through "Pratham" for teachers training & translating course material. She has been a family counsellor at police helpline, Mysore for last 22 years & has saved many lives across various age groups. Served as a jury member

for selection of I- woman global awards under science & innovation.

Currently she is a science communicator, reviewer, author and visiting professor in many universities & college. She acts as National Expert Advisor in many committees with the Ministry of Science & Technology. She has been imparting training to KAS & KPS officers for sustainable development goals. She has written nutritional policy for Government of Karnataka on Food & Nutrition. She was taken as Project Advisor by CFTRI even after her retirement. She has served as secretary, CSIR Pensioners Welfare Association for "Health & Wellness". She also runs many fellowships for poor meritorious students.

Dr. PK: Where you had your Grad and PG (Jaipur only?)

Dr. Renu: My graduation was in girls college, Kota, Rajasthan. After this I studied at Jaipur and did my PhD under the guidance of Dr. Pushpa Khanna on the subject "Production of secondary metabolites from *in vivo* and *in vitro* tissue cultures".

Dr. PK: When was your first job?

Dr. Renu: After my M.Sc. I worked for a year as a lecturer in Sophia College, Kota which gave me a lot of confidence to move with people and to be on my own. Later I joined for my PhD at Jaipur.

Dr. PK: Can you talk about your few awards like APJ AbdulKalam award & Nari Shakti awards?

Dr. Renu: In my life, I have never worked for awards nor I have ever applied for any awards. Awards like "Abdul Kalam Life time achievement" was given to me for my outstanding work in the field of microbiology and biotechnology. My group was the one to take microbiological processes like idli and dosa batter all over the globe with our own culture isolates. These happened to be the most downloaded technologies at CFTRI till date. Narishakti award was given to me by Random Kindness along with the Department of Women and Child, Govt. of India. This was mainly given for uplifting the farmers. I was given "Reflections" award from Association of Inner wheel clubs of India for my societal work. I received "Karamveer Chakra" award from REXI Congo for the societal work. I was given "Bharat Shiksha Gaurav Puraskar" for outstanding work and remarkable contribution in the field of education by KTK education foundation with Ministry of Commerce, Govt. of India.

Dr. PK: What inspired you to write the book "Role of Probiotics in improving human health"?

Dr. Renu: In fact, I was very apprehensive at the first stage. Mr. Sumit from NIPA Publisher for New Delhi, inculcated lot of confidence and motivated me to write books. I had been writing many book chapters and research papers. I live with a mind as how to give back to the society with whatever little I know. With these intentions and motivation of Sumitji from NIPA I wrote the first book on "Role of Probiotics in improving human health". I

have put in efforts to better the human health. The next book I dedicated to the farmers on "Utilization of agricultural wastes to high valued products" as they are very close to my heart. As with corona virus creating a havoc in human lives, I was keen to bring hygiene into the forefront and wrote a book on "Making food safe and free from pathogens". I have been very concerned on malnutrition and health of women. In this direction I have written a book on "Traditional Foods and Nutritional Security". All my books have been published by NIPA, New Delhi and CRC press, UK.

Dr. PK: Any memorable experience in CSIR-CFTRI?

Dr. Renu: I served at CFTRI for almost 32 years. With this question I become very nostalgic as it brings wonderful memories to my mind. I was very fortunate as all the Directors of CFTRI understood my sincerity and gave me a free hand to work. I wrote my first grant in aid project to DBT in the year 1993 as it was a motivation from our Director, Dr. Bhowmick. During that time it was very rare and hardly people knew about the funding agencies. This gave me a lot of motivation and there was no looking back. I got eight grant in aid projects one after the other completing each one successfully.

Dr. V. Prakash, motivated me to write international projects and I got many opportunities. I have completed all my projects with great panache. Dr. Ram Rajshekharan, understood my mind to serve the society and I was made rural program coordinator. This was the time which satisfied me totally. I was given a free hand and organized many national, regional and district level conferences. We took our expert teams to many villages across nation and empowered them with science and technology deliverables. We gave free seeds of Quinoa and Chia to almost 1000 farmers, demonstrated quinoa products in another conference at Lucknow, to more than 1000 farmers, empowered the disabled made them independent, women with various technologies, bakers with fortification of baking products, many villagers, small entrepreneurs with post harvesting technologies of jams, jellies, nutrition bars and many more.

Dr. RJ: According to you, how can the grave problem of antibiotic resistance be tackled both in food and medical fields?

Dr. Renu: Antibiotic resistance has become very common and is creating a lot of problem. In my view eating the right food with anti-microbial properties and bacteriocins from probiotics help to a large extent in this direction. Nisin, a bacteriocins obtained from lactic acid bacteria, has become quite common and is used in commercial application.

Dr. RJ: What is the most challenging aspect of National Expert Advisor in science and technology?

Dr. Renu: In my view most of the times one should be unbiased and genuine. One must read complete literature before giving funding to a new project.

Dr. RJ: How do you utilize your expertise as the National Expert Advisor in science and technology for the Govt. of Karnataka?

Dr. Renu: Actually the Government of Karnataka approached me as the people of North Karnataka suffer from malnutrition. As I was in food line, had experience with the common man, have written books in the direction of making food safe and on nutrition security, Karnataka government approached me to help them to write new innovative products which could provide nutrition especially to children and can be given as midday meals. For pregnant women and women at large fortified with iron and calcium. I have drafted the food policy and given it to the Karnataka government.

Dr. RJ: Could you suggest some real-world problems that the scientific community and the food industries can currently divert their energies into?

Dr. Renu:

1. Innovative food products to combat malnutrition.
2. Food formulations to be made as per RDA and also age groups and gender.
3. Utilization of agro wastes.
4. Use of natural resources.
5. Making and keeping food and body clean and safe without diseases.

These can be the broad topics which can be looked into as of biological sciences from grass root level upto the molecular level.

Dr. RJ: How do you handle sharing your opinion if it is unpopular with the working group?

Dr. Renu: I have never faced such a situation. However, in my view if the opinion is genuine it is usually well taken. Only thing, if the approach is humble it is appreciated.

Dr. RJ: Can you talk about your research work on Probiotics that helped you identify quorum sensing signalling molecules?

Dr. Renu: We published a paper on "Interception of quorum sensing signal molecule by furanone to enhance shelf life of fermented milk" in January 2010, Food Control 21(1):61-69. DOI:10.1016/j.foodcont.2009.03.018. Here fermented milk was prepared by culturing the probiotic culture *Leuconostoc mesenteroides*, which is a nutritious drink. It was observed that a large number of spoilage microorganisms grow when stored for a long time. The spoilage bacterial cultures are known to communicate with each other by release of signalling molecule which is described as quorum sensing. In the present work, the predominant bacterial culture, *Pseudomonas* was found to be responsible for spoiling the fermented milk. We identified the signal molecule as hexanoylhomoserine lactone by TLC, GC, and GCMS method. Two furanones namely 2(5H)-

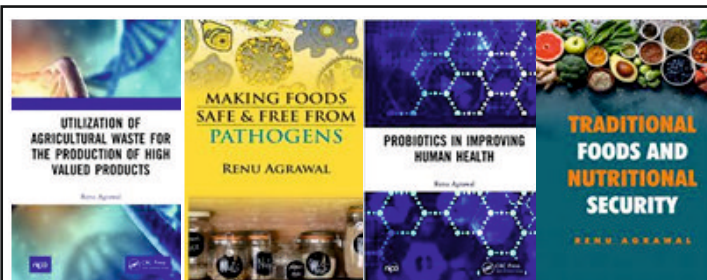
furanone and bromofuranone were found to reduce the virulence of *Pseudomonas* sp. Results showed that 2(5H)-furanone has inhibitory activity against *Pseudomonas*. This was supported with data of reduced motility, reduced acyl homoserine lactone (HSL and BHSL), low rhamnolipid content and reduced exoprotease activity of *Pseudomonas* sp. when furanone was supplemented. With addition of 2(5H)-furanones the shelf life of the product enhanced up to 9 days and the spoilage bacterial cultures reduced in cell number.

Dr. RJ: What made you launch the probiotic beverages?

Dr. Renu: We wanted to work on products which could help against antibiotic resistance, malnutrition and easily consumable by all ages. Therefore, I came up with the idea of multigrain millet probiotic beverages. We used our own isolates of lactic acid bacteria. Infact, we won the best paper award at the annual conference held in Malaysia.

Dr. RJ: Any signing off advices for our budding women entrepreneurs?

Dr. Renu: Presently, the budding women entrepreneurs have great ideas. However, in my opinion, discipline, determination and dedication allows us to move any mountain. ☐



Some of the books authored by Dr. Renu



Services:

Investment Banking Services

- Debt or Equity Fund Raising
- Merger and Acquisition Transactions
- Business Valuation

CFO Services

- Cash flow Management
- Fund Management
- Cost Management
- Compliances

Balrama Building, Nr. Family Court, Opp. F.D.A, B.K.C. Bandra (E), Mumbai – 51.

Mob.: +91 99207 73681 / +91-9930405542

Email: prashant@rampupadvisory.com | nilesh@rampupadvisory.com | **Website :** www.rampupadvisory.com

A Business Woman Mrs. Mira Suraj Savlia, Director Patson Foods(I) Pvt. Ltd., Navsari

A woman, by selling her ornaments, supported her husband, Suraj Savalia, a son of Late. Dayalal Muljibhai Savaliya & Shreemati Shantaben Dayalal Savaliya, who then created an empire of **Patson Group of Companies(Patson Foods (India) Pvt. Ltd & Green Fibre Foods (India) Pvt, Ltd.)** by becoming Chairman & Managing Director. Since then



Mrs. Mira, has been looking after the finance and administration of the company. Their business journey began in the year 2003 with manufacturing & exporting of canned fruit pulps & vegetables, frozen fruit pulps & vegetables, pickles, chutneys & pastes (cooking & curried), jams, jellies & syrups, tomato products & authentic sauces, under the big branded promoter company **Patson Foods (India) Pvt. Ltd.** The company ushers in a new level of vibrancy into the fruit/food processing sector in South Gujarat which is justifiably known as the "Horticulture Hub of Gujarat". Creating from the scratch, this "team of young, dynamic technocrats and agri-entrepreneur reached to "FIRST GENERATION ENTERPRISE"; company and prospered within a short span of time through a focused commitment to processed quality and conceptual foresight with sound commercial judgment.

The leading visionary - Mr. Suraj Savalia is a well-qualified technocrat with a post-graduation degree - M. Tech. specializing in Agricultural Processes and Food Engineering from the reputed GAU (Gujarat Agricultural University) with a distinct recognition of being the University Rank Holder. During his M. Tech. studies, he successfully carried out pioneering research work on "Development of Process for Kesar Mango Powder". He has also been the proud recipient of the most coveted "BEST STUDENT PAPER AWARD 1995" from the Indian Society of Agricultural Engineers. During his academic journey, he completed five research work of highest quality, 11 technical papers to his credit are published in

leading Magazines/ Journal/News Papers and delivered more than 20 Seminars at reputed forums. After completion of his M. Tech. he joined the food manufacturing company as a "Production Manager" to gain the firsthand experience. After a very successful and impressive stint of 3.5 years, Suraj with the support of Mrs. Mira, switched over to his passion by listening to the inner voice of his soul to become an **entrepreneur** for bringing positive change in the lives of people. Responding to his great penchant, he started his company in the year of 2003 with a small investment of Rs. 110.00 Lacs (Promoter's contribution of Rs. 35.00 Lacs & Term Loan from Bank of Baroda of Rs. 75.00 Lacs); with employee strength of 10 People; the company expanded initially by brick by brick and later by leaps and bounds. Within a very short span of time, it has emerged and positioned itself as a prominent player in India's processed fruits & vegetables sector with the proud ranking of the "Second Largest Manufacturer & Exporter of Processed Fruits & Vegetables in Gujarat. The Govt. of India recognized export house & ISO:22000, BRC, USFDA WHO- GMP Certified Co.

This initial success with the 1st venture inspired them and they started their 2nd dream child sort of venture in 2011 with the





name of GREEN FIBRE FOODS (INDIA) PVT. LTD. at Chikhali, Dist: Navsari which has been the largest, modernized & organized infrastructure for tomato & other products in Gujarat. Keeping in tune with the central theme "LET'S GROW TOGETHER", the company has been instrumental in bringing positive change in the lives of people by assisting them to raise their standard of living through gainful employment opportunities as they provided direct employment to 105 people and indirect employment to more than 100 people. It is a matter of pride for both organizations to have been acknowledged by many in India & abroad for all round excellence maintained at all levels and establishing its credentials. For the same reason, the reputation for these products has travelled far & wide in countries UK, USA, Canada, Australia, New Zealand, Singapore, Japan, Russia, African, European & Middle East Countries etc. It is universally acknowledged as quality products. It has a multiplier effect encouraging other agri-farmers to diversify into horticulture crops and create new areas of opportunities.

In terms of regional development, the project could be regarded as a trailblazer in as much as such an integrated food processing unit is relatively new in the area. Company is also a life member of various reputed Professional and Academic Associations/Bodies at the Local, Regional, State and National Level. But, we feel privileged and immensely proud to acknowledge the fact that this phenomenal growth and prolific development of both of our ventures would have been virtually impossible without the active and whole hearted involvement and dedication of the devoted ones - the strongest pillars of our companies - our Employees...

We firmly believe, expect, accept, respect and proudly acknowledge that the strongest differentiator at our organizations has been the team of expert, ever-enthusiastic, satisfied, involved and dedicated workforce; who are not

keeping any stone unturned in serving the company with the best of their Knowledge, Attitude, Skills and Habits (Working Styles) - KASH - the much needed ingredient for the fast paced phenomenal success of their ventures... And, to express their sincere thanks to these team of devoted ones - their employees - they have been carrying out various "welfare interventions". Their approach is not to create only "successful organization"; but also to create and sustain "successful and pleasing organization"; wherein everyone feels a sense of higher job satisfaction, job involvement, organizational commitment, sense of belongingness and ultimately a feeling of "We-Ness"...

They are striving hard to create "the most conducive and pleasant working climate" for their employees by offering a bucket of Statutory and Non-Statutory (purely voluntary) welfare measures with a perfect combinations of cultural,



social and spiritual interventions to make their working a highly satisfying and soul enriching experience. Mrs. Mira & Mr. Suraj Savalia's success means hard work, team work, being ethical and acting with responsibility. They are inspired by Ratan Tata's famous quotes: *"If You Want To Walk Fast, Walk Alone, But If You Want To Walk Far - Then Walk Together"*. The company's five key elements for starting and running a successful business are:

- Dream big work hard to make it a success
- Sky is the limit for success
- Have confidence and acquire a wing
- Conviction is the mother of greater deeds
- Be passionate about work or business

For their success in the business, company has already won various prestigious awards/ achievements from state & central government, various universities and social organizations. Some of them are:

- "BEST STUDENT PAPER AWARD" from Indian Society of Agricultural Engineers, New Delhi on December 28, 1995, by Mr. Suraj
- "GOLD MEDAL AWARD" as University Second rank holder, during Suraj's, B. Tech. (Agricultural Engineering) from Gujarat Agricultural University, Junagadh on August 5, 1996.
- "INTERNATIONAL ACHIEVERS AWARD FOR QUALITY EXCELLENCE", from Indian Achievers Forum, New Delhi on April 27, 2009
- Honored by AGM, Bank of Baroda as "Outstanding Performance in Business" in presence of The Collector & District Magistrate - Navsari, President of District Panchayat - Navsari on the occasion of 100 years celebration July 20, 2009.
- "Outstanding Performance and Achievement in the Profession of Agricultural Engineering" from CAET ALUMNI Association, Junagadh Agricultural university, December 24, 2009
- "YUWA UDHYOG PRATIBHA AWARD" from Saurashtra Patel Samaj, Surat on Feb 7, 2010
- Mr. Suraj, was appointed as scientific advisory Committee, in "Constitution of Planning & Development Committee" Navsari Agricultural University, Navsari, April 10, 2013.
- "GUJARAT EXPORT AWARD" for "Outstanding Export Performance Award" for Year 2012-13 Conferred by our Hon. Chief Minister Smt. Anandiben Patel on June 20, 2015, received by both of them.
- "BEST MANUFACTURING COMPANY OF THE YEAR 2015 AWARD" under category of "Best Promising Food Industry Award - 2015" from ASSOCHAM (FAD 2015) Ahmadabad on August 4, 2015
- "KHAMBHATA LIFE TIME AWARD 2014" from AIFPA - New Delhi (All India Food Processors' Association) conferred by H'ble Union Minister of Food Processing Industries Govt of India, Smt. Harsimrat Kaur Badal on 17th Dec 2015 at International Center, Lodhi Road, New Delhi.
- Appointed as "EXECUTIVE COMMITTEE MEMBER - WEST ZONE" by The President, All India Food Processors' Association (AIFPA) - New Delhi on 23rd Dec 2015
- Accommodated as "GUJARAT CHAPTER PRESIDENT" by, All India Food Processors' Association (AIFPA) - New Delhi on 23rd Dec 2015
- "AWARDS OF OUTSTANDING ENTREPRENEURSHIP IN MSME SEGMENT" from Southern Gujarat Chambers of Commerce & Industry, SURAT, conferred by Shree Dilip Piramal, H'ble President of Indian Merchant Chamber & Chairman of VIP Industries Ltd., Mumbai. Shree Rajnikant Marfatia, Chairman of SGCCI GMT, President of SGCCI on 16th April. 2016 at Surat.
- Successful Export Leader Award in "VIDESH VYAPAR KI BAAT" as Industry Leader in Export broadcasted prerecorded program on Sunday 9.50 AM on 101.1 FM by DGFT Director General of Foreign Trade, Govt. of India on 14th Aug 2016.
- Special honored as "UBHARTA AGRANI UDHYOGPATI" from Shree Saurashtra Leuva Patel Samaj, Navsari on Feb 17, 2017
- "BEST MSME AWARDS 2015" from Govt. of Gujarat conferred by H'ble Chief Minister, Shree Vijaybhai Rupani; Deputy CM. Shree Nitinbhai Patel, & Industries Minister, Shree Rohitbhai Patel, Govt. of Gujarat at Mahatma Mandir, Gandhinagar on 19th August 2017
- "GUJARAT EXPORT AWARD" from Govt. of Gujarat conferred by H'ble Chief Minister, Shree Vijaybhai Rupani; Deputy CM. Shree Nitinbhai Patel, & H'ble Union MSME Minister Shree Giririah Singh, Govt. of India at Mahatma Mandir, Gandhinagar on 19th Jan 2019
- Successfully completed two days USFDA (United State Food & Drug Administration, USA) Inspection cum Audit of conducted by Mr. Richard Fochesato, USFDA, USA. Again they have given 3 years clearance to export in US countries on 17-18 June 2019
- "LEELA BAA AWARD 2019" for "Fastest Growing Food Processing Industries in India" Conferred by Mr. Piyush Salia, Managing Director Food MECH Asia 2020, Shree Rathod, Ex Food & Drug Administration, Govt. of Gujarat, at Surat on 14th Dec. 2019.
- Successfully achieved BRCGS Standard 8.0 (BRAND RECOGNITION COMPLIANCE WITH GLOBAL STANDARD) BRITISH RETAIL CONSORTIUM which is the Latest GFSA (Global Standard Food Safety) with "GRADE A" 31 May 2020.

The company is also working efficiently on waste management with eco-friendly intention.

It was proud moment for me to visit the Plant of **Patson Foods(India) Pvt. Ltd.**, at Navsari, Gujarat on 5th February 2022 and meeting entire family, Mr. Suraj, Mrs. Mira, Ms. Megha and Yash Savlia.

Dr. Prakash Kondekar

Advisor, CASMB & Editorial Board Member, Purnabrahma.

FOR BUSINESS

WOMEN LEADERS

*BELIEVERK / RK PRODUCTS:
OUDH - ESSENTIAL OIL - ATTARS*

15

YEARS OF EXPERIENCE

WE BELIEVE IN

Best
Quality

Using only premium quality raw materials, we offer best-in class traditional attars, carrier oils, essential oils.

WE HAVE
WHAT YOU
NEED

Connect With Us

OUDH - ESSENTIAL OIL - ATTARS -
MUKHALLAT - CARRIER OIL -
PERFUMES



Sweta Tandon

RK PRODUCTS



A dream of Mr. Rakesh Kumar Tandon, we strive to fulfill his words. All the workers put in their passion and work diligently to provide the quality we commit.



SCAN TO
VISIT OUR WEBSITE

GSTIN/UIN - 09ANWPT303061ZL



www.rkproductsindia.in

M/S BELIEVERK FARSH ROAD KANNUJ - 209725

An Inspirational Journey in Food Science and Technology by a Woman Scientist:

Prof. Karuna Devi Kulkarni



Prof. Karuna has 48 years of teaching and research experience. She has taught B.Tech.M.Tech. Food Technology students mostly food processing, human nutrition, quality management, fruit and vegetable technology, cereal technology, post-harvest management, etc. She has been teacher to veterinary science and home science students also. After passing her matriculation with flying colors she received RatnaVidya Medal at the hands of Queen of Nepal and MahendraRatna Scholarship for graduation from Tribhuvan University of Nepal and then FAO Fellowship for Master's degree from CFTRI, Mysore. She is the first lady food technologist from Nepal. She completed her Ph.D. and had opportunity to work in the laboratory at National Institute of Nutrition. She worked with top Nutrition and Food Processing Scientists like Dr. Manjrekar, Dr. Bhattacharya, Dr.Desikacharya, Dr. Deosthale, Dr. Bamji, Dr. Achaya, etc. She also completed an Advance course in Applied Nutrition at NIN, Hyderabad. After serving for couple of years at Food Research Lab, Govt. of Nepal as scientist, she joined as UNICEF program as Assistant Professor of Food and Nutrition and later as Food Science and Technology faculty at College of Food Technology, MAU, Parbhani. She continued to serve as Associate Professor and then Professor and Head of Food Technology at the same institute. She also got an opportunity to work as visiting scientist at Mauritius Sugar Industry Research Institute and University of Mauritius. She was on deputation as a Professor to Argic Food Research Foundation of India at Pune. She has worked on several projects which involve research and consultancy to industries. She joined as Sr. Vice President R&D at Jain Irrigation Systems Limited. She has a total of 48 years of experience in Food Science and Technology, Nutrition and Quality Management. She received appreciation certificate for meritorious service to the university, best teacher award and appreciation certificate for bringing research grants to the university. She also received IFCON prizes for best presentations at IFCON.

Dr. Karuna has teaching, research, and extension and consultancy experience of about 48 years. She was Principal Investigator for 7 National and State level Research Schemes and published about 75 research papers, 3 books and 7 compendiums and presentations at several National and International Conferences and Seminars. She had opportunity to visit some of the top International institutes and Universities in Europe, USA, China, Singapore and Thailand. She had collaborative projects with NIN, University of Birmingham, CFTRI, Mauritius Research Institute, and some of the Industries. She has completed 7 consultancy projects for the industry.

Some of Prof. Karuna's research includes:

1. *Processing and standardization of big cardamom dehydration process:* Quality evaluation, storage and marketing. Preparation and processing of fruit candies
2. Processing and standardization of soybean pressed curd, standardization of process parameters, utilization of pressed curd into products and byproduct utilization
3. Processing of Rangpur lime into juice, juice based beverage and squash. The beverage is made commercially and sold in glass bottles returnable on small scale
4. Preparation and standardization of SNOW MILK, a milk based shelf stable beverage using buffalo milk, acetic acid and sugar. The beverage concentrate is stable for 3 years without coagulation and could be diluted before serving to the consumers.
5. *Screening of several sorghum varieties for physical, physico-chemical, chemical, roti making and malting quality:* She compared these varieties for end use appropriateness. Developed Malting Index for these varieties, i.e. based on certain parameter, the malting index can predict how a sorghum variety will behave as malting grain even before malting can be done. The malting index will be very useful for malting and brewing industry for screening of raw material. A process for malting of sorghum grains was standardized and processing parameters were decided based on malt quality. Malt prepared by using various varieties was compared and evaluated for physical, chemical, physicochemical qualities. Malt was evaluated for alpha and beta amylases, amyloglucosidase and proteases. Starch liquefaction properties and amylography pattern was developed and suitability into end products was studied.
6. *Weaning foods based on Sorghum Malt:* Sorghum malt was produced in bulk and was used in the preparation of weaning food formulations, which included sorghum malt, green gram malt and sesame as source of protein. The weaning food process was standardized. The weaning food was tested for physicochemical and nutritional quality. Paste viscosity characteristics were evaluated using

viscometers and nutritional properties like PER and other nutritional parameters were evaluated using rat feeding trial. Sensory properties were evaluated for acceptance by weaning children. The results have been published in International Journals.

7. *Brewing of Sorghum and Sorghum Beer*: Promising varieties of sorghum using malting index were selected for the preparation of sorghum malt as a raw material for brewing. Sorghum malt was tested for brewing parameters like hot and cold water extract, brewing procedures and brew quality before fermentation. Beer was prepared in the lab using suitable yeast cultures and the final product was sealed in beer bottle. Hops were used in the process. Other additives and adjuncts were also used. Foaming capacity, foam stability, color and chemical composition as well as physical properties were evaluated. The alcohol percent was in agreement with the commercial sample. Sorghum malt was used in combination with various proportion of barley malt in ratio of 100:0, 75:25, 50:50, and 25:75 and control as 100% barley malt. Sensory evaluation showed that all the samples were at par with commercial sample. Sorghum malt with 100% ratio also showed acceptability.
8. *Processing of potato for production of raw potato flour and utilization of potato flour in products*: This research was carried out at MSIRI, Mauritius. Raw potatoes of different varieties were used. The process was standardized using various trials. The potatoes were washed, peeled and sliced. The slices were blanched using standardized conditions with water temperature, slice thickness, blanching time, etc. The slices were then dehydrated using electric dehydrator and the temperature of dehydration and time was standardized. The final moisture in the slices was kept so as to make slices shelf stable at room temperature. The slices can be fried after partial rehydration and these could be consumed as if freshly fried potato chips. Rehydration is the key to taste and crispiness and final acceptance by the consumer. Storing dry chips helps in preventing sugar formation during of storage of potatoes. Generally cold stored potatoes when used for chip making, browning of chips is found on frying. The method developed here prevents both enzymatic browning as chips are blanched and non-enzymatic browning as no reducing sugar is produced during storage.
9. *Raw chips can be pulverized to produce raw potato flour*. The flour can be used in various preparations like preparation of instant mashed potato, instant cheese mashed potato, a base for preparation of Indian Sweetmeats like GULABJAMUN. Base for samosa, Aloo Paratha and potato pates, etc. The potato flour was prepared and was studied for physical, chemical and sensory qualities. Viscosity and pasting characteristics were also studied. The products prepared from potato flour were evaluated for sensory quality and acceptance by consumer.

10. *Studies on characterization and processing of juice from Citrus sinensis, Mosambi*: Three varieties of Mosambi were evaluated for juice, seed, peel and albido content. The juice was extracted and was evaluated for physical, chemical, and sensory qualities. Sugar acid ratio and bitterness was studied. Bitter compound in juice before and after storage was evaluated. The limonin content was estimated using HPLC and TLC method. Limonin content increased with heating time. The limonin precursor was found to be present in mosambi juice and precursor generated laminin with storage and heating due to exposure of oxygen. Debittering process was standardized using special resins which were kept in a glass column and stabilized. The mosambi juice was passed through the columns and flow rate and residence time was standardized. The juice before and after column treatment was monitored for bitter compound using HPLC. It was found that the limonin precursor was removed by resin treatment and treated juice even if heated did not produce bitterness. Hence a complete process for debittering and pasteurization of Mosambi juice was standardized.

Mosambi segments were preserved using sugar syrup and the procedure was standardized. The segments in syrup could be stored for a year. Segments were also dehydrated and shelf life studied. Both the products had very good consumer acceptance. The products had applications in ice-cream, fruit salad, bakery and confectionary, etc.

11. *Processing and standardization of Fried Onion*: Dehydrated white onion was processed using various additives and coatings and fried to a crispy texture. Additive quantities, coating procedure, frying time and temperature were standardized. The product was evaluated for best frying oil and shelf life studies were conducted in standards packaging. The storage performance was tested and consumer sensory studies found very high acceptance.
12. Nutritional evaluation of processed foods of daily Indian diet was conducted and a report was prepared. Nutritional evaluation and health status of ANUBHUTI school children over a period of 5 months was completed.

Prof. Karuna has been a passionate teacher. She was always flocked by students and now almost every industry and institution in the country has some of her students giving yeoman's service. Some of them have started their own business as successful entrepreneurs. Presently she is a freelance consultant and visiting professor to some institutes and colleges.

Contact:

email: ratna1154@yahoo.com Mobile: 9307627113 

Challenges are Spices

Mrs. Arpita Doshi

**Innovator and Founder
of Nutrition Dynamic Foods LLP**



"Success is walking from Failure to Failure with no loss of Enthusiasm" - Winston Churchill.

Right from age of 8 years, Mrs. Arpita Doshi was found in the kitchen experimenting a recipe that she had seen on TV while her grandma was taking an afternoon nap. As she grew she always dreamed of making her recognized as Arpita and post working in UK for 6 years by 2007 she finally settled in Ahmedabad and married to a conservative business family. Until 2009 during her son's pregnancy Ms. Doshi was infected with H1N1 a deadly virus, that damaged her lungs to 70% and was intubated for 26 days on ventilator. When doctors mentioned about the underlying reasons one of them being Inflammatory Non Communicable Diseases Ms. Doshi experienced how stress full and trudging journey of rehabilitation. All recommended roads and therapies were tried to regain her lost health but finally she found solace in Naturopathy. The therapy was excellent but had much time to be devoted to kitchen which was practically impossible to manage work and home situations. Thus, in 2016 Ms. Doshi identified a niche gap that existed in Nutraceutical Industry and Food Industry which can be addressed by Functional Foods that impart positive health building solutions. By education Ms. Doshi is Microbiologist, Biotechnologist (Uni. Of Hertfordshire, UK) and Certified Lean Six Sigma- GB with business genes running down in her family. Ms. Doshi worked for 6 years in UK where she saw the importance of our Indian spices and vegetables that inclined her to leave her six digit number salary and returned back to India, post settling and gaining family trust and confidence along with her father in law Ms. Doshi started to research on the Non Communicable Diseases she found the root cause to all these diseases is



Inflammation. In Indian Ayurveda Inflammation is referred to Sopha and scientists have proven that It also linked with wide spectrum of Infectious as well as Non communicable disorders (NCD) like- allergies, cardiovascular dysfunctions, metabolic syndrome, cancer, and autoimmune diseases imposing a huge economic burden, reducing quality of life and causing early aging. Apart from Indian Ayurveda Japanese researchers also have proven benefits of diet rich in Antioxidants, dietary fibres and fatty acids that helps people in attaining healthy longevity. Based on these researches in 2016 Ms. Doshi started formulating beverage premixes that would retain all primary and secondary nutrients but provide convenience which was utmost necessary to be sustainable. After evaluating all the processing techniques Ms. Doshi finally laid her hands-on Freeze-drying technology invented in 1906 by Jacques Arsene d' Arsonval at the College de France in Paris and was widely implemented to preserve blood serum which is heat sensitive biological material. By end of 2016 16 innovative products were formulated and first bold risks was taken to get the patent right for the products that were purely innovated and backed with scientific research. Initially the products were solely sold to dietician and nutritionists who would prescribe the products in their diet plan and impact on their results were recorded. By end of Oct. 2018 products got published in the Indian Journal of Patents, first time products were shown in IFCON - International Food Convention held by AFSTI at CFTRI - Mysuru. To the excitement Nutrition Dynamic Foods fetched first cash prize award for "Young Entrepreneur/Food Innovation". This award was determination step to take innovation to commercialization journey and thus by 2019 Nutrition Dynamic Foods LLP was born and under brand NDF, 3 vegetable based instant beverage premixes namely NDF - Dudhi/Lauki/Jaljeera, NDF - AmritJara, NDF - Veggie Oat Soup



we deployed. Around 30 stores in Ahmedabad and Gandhinagar stocked NDF products with 40% repeat orders from retailers, the products wanted to be tested on all demographic locations prior to final launch hence the prototype packaging was made available on Amazon to identify the demographic locations and target audience. By 2020 pandemic struck and before came a complete new set of challenges that were unprecedented, needed a huge investment to carry out the planned pathway, had a potential risk of food safety and with nation wide lockdown supply chain was disrupted. During lockdown Ms. Doshi along with her core team members started to re strategize the way of doing business and 100kg/day production unit was set up that would open doors to export market. Many awards in terms of business and technical aspects that was the characteristics of dynamic Ms. Doshi was bestowed upon like Times - Emerging MSME Health and Nutritional Drinks, My Fm - Excellence in Innovative Nutritional Products, India SME Forum in Association with UNIDO and DST - Nation Builder, IPR League - 2nd Runner Up cash prize, VayapaarJagat - Innovator of the year, CMO Asia - Gujarat Women Leadership, Indian Achiever's

Forum - Business Leadership were the few awards bestowed. Many technical lectures were given by Ms. Doshi in institutes like ISRA (Institute of Social Responsibility and Accountability) - New Delhi, IIM - A (Indian Institute of Management) - Ahmedabad, Parul University - Vadodra, FormWelt Institute-Germany, where she spoke about innovation, functional foods and entrepreneurship. As a CSR activity Ms. Doshi and her team have designed special internship program for women students where every year for a month Food and Nutrition students are being taught on product development, innovation, regulatory affairs and communication skills that would help women students to be "AtmanirbharNari". Ms. Doshi always mentions " Challenges are spices, to move



forward against the crowd you need great enthusiasm, take bold steps, trust your inner voice and aim big". Her most favourite spiritual quote comes from Swami Vivekanand" Arise, Awake and Stop Not till your Goal is achieved".

To Know more about NDF visit our website www.nutridynamic.co.in. 

Nutripreneur with the Midas touch

**Preeti
Deshmukh**

**(Nutripreneur)
Consultant, Founder
Food Nest**



Preeti Deshmukh is a post graduate in Nutrition and Dietetics from Pune University (M.Sc. Dietetics, 2007) where she was a bright student always eager to practice what was preached. Right from the 1st year of college she took up jobs with well-known fitness brands and hospitals to understand the practical implications of food science. After gathering 10 years of experience in nutrition field from various hospitals, clinics, fitness experts and her private clinic she launched her first company FOOD MATTERS in 2017. The gap between demand of healthy food and its unavailability, increasing demand of meal replacements and hectic lifestyles made her take up this challenge to create customised healthy meals and snacks. The concept was liked by many health professionals, fitness enthusiasts, athletes, working professionals. Converting the theoretical diet plan into practical healthy and tasty food took many trials but hard and honest work always pays off. By 2018 she expanded the set up into a full-fledged commercial kitchen serving more than 2000 clients daily. The meal boxes with calorie and protein counted stickers gave a good value for money to many clients. Currently her company is already in franchise mode with more than 10 franchise in various cities.

In 2019 she launched another company FOOD NEST which manufactured healthy food products. It provides end to end solution to the companies who want to launch healthy food products by providing facilities of product development, manufacturing and high end packaging. Behind every successful woman lies a man and that's what her husband was. Since the company grew big, all technical support along with machineries development was taken care by him. In spite of getting hit by pandemic, FOOD NEST was able to spread its wings into many other products and thus ensured a successful business. *Millet bars, diabetic bars, fortified seeds bars, millet flakes, millet khichadi, diabetic flours, millet poha, millet muesli* are just some of their products in the market. Their vision is to develop as many healthy and honest packaged foods as possible so that someday even the smallest grocery

shop to big malls should be flooded with healthy foods. Larger availability of healthy foods will help to kick out junk from the shelves and hence will help people sustain the health goals.

Preeti being an entrepreneur thought of starting a course for other women who can benefit from her knowledge to successfully launch start-ups in food industry. The term *Nutripreneur* was coined by her for first time and she got tremendous response for her initiative. Online Certificate Course in Nutripreneurship was started in collaboration with Indian Dietetics Association. Within six months she has trained around 550 *Nutripreneurs* across the country to launch their skills into a business with complete guidance from licensing to registrations and developing marketing strategies. She has formulated 25 business modules which can be started with low investments and good returns. Many women who did this course could start healthy baking, nut butters, healthy marinades and many more.

This in-depth knowledge about food science and Nutripreneurship gave her a chance to be faculty speaker in 53rd IDACON, Virtual International Conference of Indian Dietetic Association in Jan 2021.

With a team of experienced Chef, Food technologist and nutritionist she won the first prize in National Low Salt Challenge organised by FSSAI and *NetrproFan* (Networking Professionals of Food Technologists and Nutritionists) in March 2021

"The happiest people I know are those who lose themselves in the service of others." is what Preeti believes. She is the President (Pune chapter) of WIMA (Women Entrepreneurs/Industrialists of Maharashtra Association). It is a non-profit organisation which aims to uplift and empower women from all strata's of the society. They organise motivational speakers and government officers who guide about MSME schemes which can benefit women. They also conduct many workshops which can help women start small scale business during festive seasons. Conducting exhibitions is one of the best ways to help women promote and sell their



products to a larger audience without paying heavy hall or stall rents. During pandemic they conducted many online webinars and workshops which helped many women to upgrade their skills.

Most of the start-ups fail because of lack of vision or adequate guidance. They do not fear failure but fear to start. Preeti aims

at helping healthy food start-ups in as many as possible. She wants to hold hands with others who hold similar visions and take the first step together.

"Coming together is a beginning, keeping together is progress and working together is success".



Award Certificate

This is to certify that the team

Na Namak-Salt Bae Pune

represented by the team members

Preeti Deshmukh, Harsh Kedia, Rohan Jori, Shinde Mahesh

has been awarded **National Winner** position in **"Category A"** of the **National Low Salt Cooking Challenge** under the Eat Right India Movement conducted from 27th January - 12th March 2021

SHRI ARUN SINGHAL
CEO, FSSAI

DR CHEF MANJIT SINGH GILL
Founder President, IFCA

DR CHEF P. SOUNDARAJAN
General Secretary, IFCA

Date: 12th March 2021



A paradigm of moving heaven & earth in food business: POSHTIQUE

A venture by
FT. Noopur Mehta

Founder, Poshtique
<https://linktr.ee/Poshtique>



Poshtique, as the name suggests, is a health & nutrition-based startup brand which offers a collection of gourmet delights that can serve as a perfect go-to option for today's time-crunched professionals and health-conscious individuals. *Poshtique*, was launched by Ms. Noopur Mehta, a first generation entrepreneur at the tender age of 22. Despite holding a lucrative position with a corporate giant like PepsiCo India, Noopur wasn't content. She had the burning ambition of becoming an entrepreneur and her graduation in Food Engineering & Technology, served as a great platform for her to realize her ambitions.

The belief that '*Modern problems need modern solutions*', coupled with the strong observation of the founder herself, *Poshtique* was born as a means to combat lifestyle-related disorders, as well as to serve the needs of a set of people who are increasingly becoming health conscious nowadays. This entrepreneurial journey began with a bang. In its first year in 2019, a wide range of products were developed and launched with the intention of fulfilling the venture's mission. Among the products were, breakfast granolas, trail mixes, seed mixes, flavoured nuts and seeds, sugar free chocolates, date & nut laddoos as well as *Poshtique's* best seller stuffed dates. At the same time, *Poshtique* marked its presence at various food exhibitions, shows and fairs, in and around Mumbai and in the process, received an ever increasing brand recognition and appreciation for its products. The next step was to approach corporates and other large ventures. The increasing popularity and the nutritious product portfolio attracted the healthcare sector companies and soon, they onboarded *Poshtique* as their partners for gifting purposes, which gave a huge boost. *Poshtique* was successful in catering to requirements of four corporates right in the first year itself.

As *Poshtique* entered its second year, it faced headwind in the form of the pandemic. However, true to her entrepreneurial spirit and resilience, Noopur and her team, not only found a



way to navigate through these challenging times but also used it as tailwinds for further growth. The concept of "*Salad Bowls*" was developed which serves as a complete meal for the consumer. These *Salad Bowls* were wholesome as they comprised of all food-groups but at the same time, the team ensured that no compromise was made on the taste as well. These bowls were launched in multiple flavours like Mediterranean, Thai, Asian, Mexican, Italian, etc. and got a tremendous response from the consumers. This also proved to be a springboard for *Poshtique* to be popular amongst youngsters due to the tasty, nutritious and yet completely hassle-free nature of the products. The innovativeness, assurance of quality and the dedication of the founder meant that, *Poshtique* navigated the tough phase of the pandemic with relative ease.

Despite the logistical and personnel challenges that were present during these testing times of COVID-19, *Poshtique* continued to serve its clients with utmost sincerity. Owing to her customer-centric ethos, Noopur personally made sure that no deadlines were missed and no compromises were made in product quality, despite the operational and financial challenges. The brand managed to cater to almost half a ton production in a month's time with all manual operations during the festive season of Diwali.

At the same time, a selected collection of *Poshtique's* elaborate portfolio of products, went live on leading e-commerce platforms like *Amazon* and *Flipkart*, once again proving the founder's and the venture's ability to be anti-fragile. A couple of months down the line, there was also expansion along the lines of Ready-to-Eat (RTE) dehydrated products, with the intention of providing a feeling of home cooked food to students going abroad for higher studies.

In addition to her business acumen, Noopur has a strong social consciousness. As a result, *Poshtique* has not only been a platform to enrich her life, but also to define her life. Without

using big corporate jargons like 'Corporate Social Responsibility', *Poshtique* has quietly gone about making a positive and tangible impact on the lives of many young and underprivileged children through their Project "Milk Moustache" that is run every year during the pious occasion of *Ganeshotsav*. As a part of this initiative, idols of Lord *Ganesha* are made out of chocolate which can be immersed in milk for their *visarjan*. The resulting chocolate milkshake is served as *Prasad* to the underprivileged children. The idols are priced at a very nominal rate and customers can opt to carry out the *visarjan* rituals themselves by taking the idol home, or they can choose to donate to the cause by booking the idols and *Poshtique* carries out the rituals in their name.

The manufacturing unit is located in Malad. Utmost care is taken during storage, production and packaging of products at this unit which combines the professional rigour of food manufacturing with the homely concern of a mother's kitchen. This unit forms the heart of *Poshtique's* operations and has continued to evolve with the overall evolution of the venture itself. With a professional nutritionist on board, *Poshtique* constantly strives to develop newer and nutritionally balanced, yet pocket friendly products to cater to a diverse set of population.

Owing to its fundamental ethos of not making any compromises in quality, over the short-span of 3 years, *Poshtique* and its team has managed to instil a sense of trust and genuineness amongst all its clients. *Poshtique* also offers customization options based on the customer's needs, budget and occasion. That is the reason behind the plethora of repeated orders which the venture receives from its immensely satisfied clientele. So far, the brand has been catering to individuals across the country as well as corporate giants like *Torrent Pharma*, *Glenmark Pharma*, *Delcure Lifesciences*, *Suchak Hospital*, *Sunflower Labs*, *Intellistay Hotels*, *Gold Cinemas*, *Aspee* and many more.

The journey of an entrepreneur is highly exciting to those who can remain calm amidst the chaos of constant striving and thriving. Noopur, is one such personality. Her entrepreneurial spirit, backed by the consistency of her efforts and a socially conscious heart has made *Poshtique* what it is today. Renowned magazines like the Gujarati '*Chitralekha*' have already made note of her incredible journey thus far. In a bid to further enhance her capabilities, Noopur is currently undergoing a rigorous post-graduation course in Integrative Nutrition and Dietetics. A true life-long learner, Noopur wants to be an inspiration to those young individuals who wish to beat to their own heartbeat, rather than succumbing to a typical and ordinary existence. ■

JOIN FOODTECHPATHSHALA,

THE ONLINE E LEARNING PLATFORM TO
ENHANCE YOUR SKILLS AND
KNOWLEDGE UNDER THE MENTORSHIP
OF INDUSTRY EXPERT.



+91 96076 02203
foodtechpathshala21@gmail.com



Endorsed by

CHAMBER FOR ADVANCEMENT
OF SMALL & MEDIUM BUSINESSES

foodtechpathshala.com



Tel.: 02235115427- 30 / 022 4974 1140
B-3, Balarama Building, Nr. Family Court,
Opposite FDA, B.K.C. Bandra (East),

Following my passion towards a healthier life for all

By: SelvaLaxmi

**Founder -
Farmz to Familiez**



I am a simple girl who dreams about seeing the sunrise from every corner of the world. I'm adventurous, fun-loving and believe in taking small efforts every day towards achieving my goal. I am an extremely positive person who is grateful for life's offerings. I completed engineering from Madras University and worked at TCS for five years. Starting my own business has been my dream since childhood. I knew entrepreneurship is what excites me, and there is enormous satisfaction in saying I am a business owner.

We started in 2016 at our home kitchen by delivering to a single apartment, and in four years, we have grown organically to deliver to 400 apartments with 50% repeat customers every week. We consciously chose to deliver only in north Bangalore, and we are slowly expanding to other parts of the city.

Entrepreneurship was a natural choice; I had the conviction to be one. I have seen businesses thrive or dwindle right from my childhood. My first venture SAI (Servicing Agro Industries) provided end to end solutions to the sugar industry. Working with the farmers paved the way to my second start-up - "FarmztoFamiliez".

Initially, we sourced millet from farmers and supplied to the families in Bangalore. But this did not sustain due to the lack of awareness on the use of millet.

Based on our insights, we started making healthy batter from the millet. Keeping in mind the diversity of the cuisine in our country, and the need for a healthy alternative, we offer options such as Pesarattu, Adai, Neer dosa etc. Innovation for healthy options is a constant and we are working on wellness batters like high protein, oats, keto and spicy palak. We cater to B2C, the advantages are: Zero credit Zero wastage

"Fail Fast and Fail Cheap" - we started small focusing our energy only on north & east Bangalore. Based on our analysis we are adding delivery points in Bangalore to expand our reach.

We want to be available PAN Bangalore in the next one year. We are focused on becoming the trusted household name for our batters and healthy snack needs. We have a dream to introduce 99 varieties of wellness batters. We are already working on converting to an automated production line.

We are poised to start an experience center, where people can experience our products along with the topping of their choice. This will include rustic interiors & settings to help our customers relate better to our traditional & innovative offerings.

Our goal is to make the center a must-visit food lover's heaven in Bangalore. 



PURNABRAHMA

Advertising in Quarterly Newsletter

CATEGORY	Domestic Rate (Rs.)	SIZE
Full Page	Rs. 8,500/-	24cm H x 17 cm W
Half Page	Rs. 4,500/-	12cm H x 17 cm W
Quarter Page	Rs. 2,500/-	12cm H x 8.5 cm W
Front Cover Page Inside	Rs. 10,000/-	24cm H x 17 cm W
Back Cover Page Outside	Rs. 10,000/-	24cm H x 17 cm W
Back Cover Page Inside	Rs. 10,000/-	24cm H x 17 cm W

Payment can also be made by Bank Transfer as per the following details.

Our Bank details.

Account Name : Chamber for Advancement of Small and Medium Businesses

Bank Name : IDFC First Bank

Account No : 10067226507

IFSC code : IDFB0040138

Branch : Oshiwara

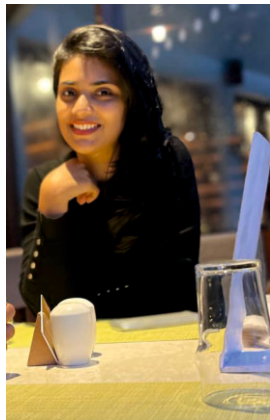


Email: casmb21@gmail.com | Tel.: 022 49741140 / 49724227 / 49763659 | Mob.: +91 8655078607

B-12A, Balarama Building, Nr. Family Court, Opposite F.D.A., B.K.C. Bandra (E), Mumbai -51.

Bringing Toddler's Need on Board: NUM NUM Baby Foods

By: Mrs. Disha Medshinge



As a mother, my constant endeavour is to feed my child with healthy and nutritious food. This need amplified when my son, suffered from infections as an infant. I was not comfortable with my son's medication at such a young age. After, different consulting opinions, I realised that his cure lied in my own kitchen. I decided to dig into my family recipes and my Aaji (Grand-mother) played the role of head chef churning out recipes that got my son back to good health.

I wanted other children to benefit from this too and thus the idea of **Num Num Baby Foods** was born. While researching, I was shocked to see, how our Indian market was clogged with harmful food ingredients labelled under baby food. Refined flours, sugar, salt and other harmful preservatives lead to long term health complications when you introduce these ingredients to babies under two years of age.

Infants have a sensitive digestive system and they are unable to process food products made with such ingredients. At **Num Num Baby Foods**, we are determined to provide locally grown, organic millets and seeds that are hand-pound to produce clean, vegan and preservative free baby products.

All of our products are carefully researched and contain a unique mix of ingredients to target specific dietary needs for infants and toddlers. They are free of refined gluten flour, milk solids, maltodextrin, emulsifiers, added salt, added sugar and preservatives.

Our food mixes, focuses on Indian superfoods including millets, unpolished rice, sprouted ragi among others. Our

recipes are curated to bring gems from almost every Aaji from across India. One of our best-selling product called *Saathu Maavu* comes from South India.

Medshinge Food Products started with a humble beginning at a small place in our home where we used to make products and gave it to our friends and family. With more demand for our products, we decided to expand our business where we now have dedicated space with separate kitchen sections for sprouting, drying, roasting, grinding and mixing. Utmost care is taken of hygiene and cleanliness to maintain highest quality standards at production unit and in our products.

We come in ten different flavours to suit every child's taste buds, meet their dietary requirements and address specific health issues. The major emphasis is on millets like Ragi, Foxtail Millet, Jowar and Pearl Millets. Our products are packaged in sustainable paper box material that are recycle friendly.

Our biggest challenge is educating parents about the benefits of going back to our roots and making them realise that there is great power in our traditional recipes. We regularly use our social channels, including Instagram (num_num_babyfoods) to educate parents about millets and how they can tackle common issues faced by babies such as loose motion and constipation with the right food. Additionally, we also showcase behind the scene videos for our audience to see where and how their baby food is made at our factory.

We currently retail on our own website (num-num.in) and provide personal shopping assistance over or Instagram and Whats App. We are also available on Amazon, Flipkart, Pharmeasy, Firstcry.com, Big Basket and few offline stores in Maharashtra.

With our overall mission to be a truly home grown, sustainable food company, our long term aim is to expand our offering into healthy snacks, dips, chips, energy powders, healthy cookies among others for children.

As we grow, we will be able to diversify our business offering and will be able to retail them in multiple physical locations in India and Internationally.

We are everything today because of the trust, faith and support our customers have in our brand. Our greatest reward is to see every child in India grow healthy and benefit for the true value Num Num Baby's organic food can provide them. ▣

Likelihood of Unlikely Journey

Towards Mainstreaming Ayurveda

By: Sai Sudha



Life for me took many turns and twists both at personal and professional spaces that led me to this exciting journey of an entrepreneur. I, Sai Sudha Chebrolu, the Co-Founder of Bilvam Jaganmaata Herbals Pvt. Ltd. (Brand name Bilvam Herbals) have taken one of the boldest decisions to become a business woman.

I come from a typical middle-class family of educationists who are generally focussed on performing well at studies, get into a good job, marry and settle well with kids and family. And I am no different except that I was always curious, wanted to know more about life and do not mind experimenting with it.

I got introduced to Ayurveda and traditional home remedies when I was 13 years old when my mother was diagnosed with breast cancer. As she couldn't continue allopathy line of treatment my father and brother started following Ayurveda for her. Her complete recovery was my first successful encounter with Ayurveda. As a young woman, during my first pregnancy, I developed deep vein thrombosis for which I again followed Ayurveda (and Yoga) and to my pleasant surprise recovered one hundred percent. My elder son had tonsillitis when he was 8 years old. Then again, I chose Ayurveda over surgery and it proved to be the right choice.

All these choices I have made led me to explore the world of Ayurveda. In the process, I met various Ayurvedic doctors, had several discussions, understood basics of Ayurveda, adapted and changed my life style - food choices, food routine, Yoga, Pranayama, and Meditation. Most importantly I have realised that Ayurveda is not just another or alternate medical science but is a 'Way of Life'. Parallely experiences made me to understand how the modern medicine works and healthcare industry functions.

I studied Masters in Mass Communication and worked as a Health Communication Consultant for 15 plus years. This professional journey exposed me to look and analyse the policy level issues in healthcare industry, dynamics between various players in the business and its benefits and gaps.



The last and most important life experience I lived till date is the path I walked with my elder sister during her illness. She had cardiomyopathy and was diagnosed with cancer in 2015. We then followed a combination of Ayurveda, modern medicine and traditional home remedies. The 2-3 years of my life with her made me to understand the gaps in all these three and pushed me to realise that 'Life is uncertain, so better not to postpone what you love doing.'

About four years back in June 2018 I met my Gurujī Shri. Dandapani Sastry Gaaru, who lives in Vayyavur village, Kanchipuram district, Tamil Nadu. Recognising my passion about Ayurveda Gurujī has trained me on herbs, their medicinal value, traditional processing methods to make them effective and easily usable. He has also prepared me emotionally and spiritually to start the entrepreneurial journey. In the year 2019, he advised me to quit my job and start an enterprise. Seeing my apprehension, he explained me that anything we do, if we do not attach price to it, then people miss valuing the service or product however good it is. That's how I began the adventure of my entrepreneurial life.

We, I and Sanjukta Sahoo (my sister like who lives with us) have grown Tulsi, Vasa, Lemongrass, Parijat, Bel, Sitaphal, Hibiscus plants in the backyard of our IRMA Anand home. The first product we developed was Tulsi powder. Gaining confidence on the process and with Gurujī's blessings and guidance we started developing Hair oil, Turmeric Amla blend (Nishyaamlaki for diabetes), Neem Palaash blend with Bel and Tulsi (Diabetes), Pudina powder, Bhuiaamlaki powder and many more products. All these we gave to our friends and asked them to give their honest feedback. We received good reviews and demand for developing new products for weight loss, skin care, hypertension, acidity so on and so forth. In early 2020s when Corona first wave was rampant, we worked on immunity boosters.

When we got positive reviews on all these products, in August 2020 after the lockdown was lifted, we gave a form and structure to the present Bilvam Herbals by registering it as a Proprietary

firm. My friend and well wisher Mr. Dev Bhanushali (currently looking at our marketing initiatives) helped us in finding an office space and local women for production. In September 2020 we moved to our first production unit.

Simultaneously we have applied for FSSAI license under Nutraceuticals and got the license in couple of months. Knowing my lack of capabilities in finance management, contacted our CA friends and took them on board as Financial Advisor (Gautam Khandelwal) and CA (Shailesh Jain). With their support I have worked on product prices and outlined business strategy.

All these months while building the business I have also developed various herbal cosmetics, health supplements. In December 2020, I felt that we need AYUSH manufacturing license to sell the herbal cosmetics (various bathing powders, face packs, hair pack) and certain health supplements which were not falling under Nutraceuticals license, FSSAI, in the open market.

Coming from Communication and Media background and knowing the potential of social media pages I created Facebook page and Instagram account with help of my children. Contacted Mr. Aishwarya Chaturvedi - Founder of Mensch ventures to build our website on Shopify and run Ad campaigns on Facebook and Instagram pages.

Our first Ad campaign was on our two turmeric blends (Immunity Boosters). It gave decent returns so we continued the campaigns and during the second wave of corona pandemic in 2021 built a customer base of over 400 plus.

While we were working on AYUSH license, on the advice of our financial consultant and CA have set up private limited company - Bilvam Jaganmaata Herbals Pvt Ltd. Since then we have started applying for grants through Incubation Centres. Medi-Hub, TBI, ICAR Boriavi, Anand Gujarat have taken Bilvam Herbals as their incubatee and started mentoring us for applying for grants, connecting us to networks and groups for marketing purposes.

In the process, we have articulated our USPs which are:

1. Customizing to the health needs at individual and community level - During the 2nd phase of corona, we

brought out trial packs of the three immunity boosters at very low margins, as part of Covid Warriors.

2. Physical health of customers takes precedence over our financial health (appears to be so in the short term but tends to multiply as we move along)

- a. Consultation and close connection with customers.
- b. Stress on *Dinacharya* by recommending a diet plan along with other home remedies.
- c. Intent to get customers back to a regular diet and lifestyle (even without our own supplements).

3. Angel customers - Some of our loyal customers are joining our hands in promoting our products and spreading Bilvam Herbals motto (Bringing the promise of Nature to every home and heart).
4. Unique and unexplored simple formulations to have a competitive edge - most of our products are very simple, uncomplicated and unique formulations. In future too we will be focusing on only such formulations which are not in the market by any of the existing players.
5. Demonstrate successful sustainable models of farming of various herbs and convince nearby small and marginal farmers to shift from growing tobacco to herbs.

Bilvam Herbals was commended by our **Honourable Prime Minister Shri. Narendra Modi ji in his 'Mann ki Baat' series on 26th September 2021.** This gave a huge boost to my confidence as an entrepreneur. With this encouragement we have now scaled up our efforts in marketing by identifying niche market for our various products which are falling mainly under three categories - Herbal health supplements, herbal cosmetics and naturally grown spices. 



My journey as a STEM entrepreneur - and the lessons I've learned on the way

Dr. Aarti Vyas

Founder, CEO & Medical Director of
Dravyas Life Care.
Practitioner Doctor & Startup Founder



My entrepreneurial journey started in February 2018, when one of my patients, who is an international brand manager by profession, suggested that I should start my own brand in healthcare through food & nutrition products.

I am a registered medical practitioner with over 20 years of practical experience in the field of clinical medicine. I am a first generation entrepreneur who nurtures passion for health & wellness. Then after going through the whole process of branding, business idea selection, I participated in MIT TBI's WEDP under the Department of Science & Technology scheme, Govt. of India. It was a total six month journey about getting ideas on marketing, social media, sales and finance.

My business idea was ready by February 2020, but in March 2020 as Covid struck, it took a U-Turn with my new learning with the help of IIMB's NSRCEL Women Startup Program 03. Due to Covid pandemic this time it was through online mode and I was the one lucky person to get selected till Pre-incubation of 280 startups amongst 12000 startups. Then during the whole pandemic, I was managing my clinic, formulation development, manufacturing, licensing, family, kids and my learning through this business journey.

It was not that easy, because being professional, this segment was totally new to me. The branding, financial management, people's management, and whatnot, but I was very sure about my idea and the whole process related to it. Meanwhile, I have connected with Women across India, from different segments, and domains, we used to support each other in thick and thin.

During this period, I was able to spread awareness and



generate revenue from Corporate Companies for Immunity Booster Kit, and my new formulations. At the same time I participated as a speaker in sessions for mental health, Covid prevention, food regimen, and also an active member of Covid Empathy Support Group. My motto is: If you can dream it, you can make it! In February 2021, I formed a proprietary firm with Udyog Aadhar, registered FSSAI certification for one my product which is proudly "Made in India" and with international standards.

With my new startup, I aim to bring about a revolutionary change in the society and alter the lookout towards health & nutrition. My startup will be where modern technology will blend with age old, tried and tested ancient wisdom in the form of Ayurveda.

My Product Insights:

In a world, where stress, anxiety is often observed, our work timings are not fixed, women are taking their profession as a priority, and our health takes a hit! With the spotlight on physical and mental health during the pandemic, superfoods are having a moment. In fact, functional beverages, ready to eat products that consists of nutrients and minerals good for the mind and body.

- Carefully formulated products for health, nutrition and wellbeing
- Value added food products having Ayurvedic ingredients
- All our products and services are designed to suit the

modern lifestyle and they bear a taste of the ancient science of Ayurveda

With the same thought, we came up with a refreshing, non-alcoholic, non-carbonated, herbal beverage and few more products adding values in our daily food choices, in light of some medical conditions, that has come up with a newer concept of 'Life-span Nutrients'.

Post-Sales Support: Pandemic has shown us the importance of socialization, appropriate channels of communication & expression. Our phygital platform is to receive consumer healthcare products & best virtual guidance and support, whenever and wherever you need it most.

My Challenges:

- Healthcare is very tightly regulated and getting approval for your product trials, lab studies, or financial support can pose hurdle
- Securing grants & getting business support can also be a challenge which need to be overcome on our own
- Trusting partners blindly and without any documentation, gave me setbacks in my business journey
- Team building is a major challenge, as I'm a first gen entrepreneur from STEM background
- Social media marketing is biggest challenge, and still facing lot of issues

Mentorship & collaboration: During the whole journey, I was lucky enough to get the support from industry experts, mentors from various backgrounds, institutes & so on. I'm excited to explore new connections, as well as training, mentorship, funding and support from the government & enterprises.

Highlights /Recognitions:

- The Cherie Blair Foundation is closely associated with my startup journey and is helping me to achieve my dream
- My startup has been selected and pre-incubated in the NSRCEL's Women's Startup Program backed by IIM Bangalore, among over 12000 other competitors
- My startup has also been selected by The Accelerator Program for Women Entrepreneurs Techno Serve in collaboration with Moody's Corporation



- My Startup is one of the participants Wadhvani Foundation's NEN IGNITE Program for 360 degrees Startup Support.

Doing my part:

- Our mission is to use modern technology in the form of AI based solutions & 'Life- Enhancing Nutrients' for new millennials
- We want to make ancient wisdom (Ayurveda) more accessible and affordable to the population worldwide
- I see it as part of my role as a female leader in a STEM field to act as a mentor to other women. If you see a spark, light the flame
- There are no set roles for women. Let's tap into it, and encourage more women through mentorship to excel in STEM, in business, and in their personal lives - and especially when you dare to do it all

You have a responsibility to set an example for the next generation of women. It is hard to be a woman. As a female CEO and mom to two children, I have different responsibilities. It's not that I can't do it, but I have to make conscious choices and yes, certain sacrifices. It is urgent to support and provide resources for women in economically challenged communities. When women earn less, their families earn less, their families earn less, which means there is less income in their communities. We can't end poverty without increasing incomes for women. So with my experience, and support, I can create a platform to help women create sustainable livelihoods for themselves and their families. I can help hard working women achieve the brighter futures they deserve. ❑

Good food choices and eating healthy made easier

**Dr. Manasi Kulkarni
Shivhare**

Founder, Dough Adventures
doughadventures@gmail.com



I, Dr. Manasi Kulkarni, Founder of **Dough Adventures**, am a dentist by profession and my family is full of doctors. Growing up, there was a lot of focus on eating only healthy food. My mother was working full time and I saw her internal struggle of giving us nutritious food and not having time to make it from scratch thrice a day, all her life. Fifteen years later, I found myself in the same position. I struggle to put up tasty, healthy meals due to lack of time. There is satisfaction in putting up nutritious food for one's family as well as achieving professional success at the same time. And this is the story of all working women...

Lockdown gave us an opportunity to explore the startup world and we as a team decided to take the plunge into the health food startup world. The aim of **Dough Adventures** is to make healthy eating easier, quicker and tastier than ever!

During lockdown, we realized that people are always looking for 'something new' to try in food. Cooking at home is also on rise. With the rising need for RTC/RTE food products, there is a need to make these healthy too. Through my venture, I want to provide healthy food without altering the palatability, sensory aspect of the original product, just the way Indian moms add that little bit of extra healthy ingredient to favorite dishes, without kids realizing it.

Dough Adventures is a health food FMCG startup. We are all about healthy eating made quick and yummy. We are a team of doctors, nutritionists, and food technologists determined to make every day eating healthy, tasty and quick. Dough Adventures is selected under the Rashtriya Krishi Vikas Yojna (RKVY) startup program.

Another aspect as to why I decided to go into business is to create a lot of local employment, especially for women. During lockdowns, while IT boomed, every other business turned



turtle. I myself had to stop my practice. I wondered, if this is what I'm going through then what would be the condition of non-white collared women workforce? When it was finally decided that I'm going ahead with Dough Adventures business plan, I started working with women self-help groups for my production, marketing and QA-QC teams. We are a girl gang at **Dough Adventures**, of course, the boys are made to feel at home too!

We Indians love our food and now with apps like Zomato, entire world's cuisine is at our fingertips. India is the world leader in Diabetes and Hypertension. Foods that are made from refined flour have a high glycaemic index (GI). It releases sugar into the bloodstream quickly. This causes a sharp insulin response, which over a period of time causes insulin resistance and eventually type II diabetes.

Refined flour/ maida has GI of 71, white bread-75 and legumes- 24. Eating maida also raises your bad cholesterol (LDL), clogs arteries, and raises blood pressure. It is also linked with obesity as it increases hunger pangs throughout the day which often leads to unhealthy snacking.

Prevalence of childhood obesity is 19.3% in India. Who doesn't like Maggi? But did you know that Maggi is actually fried? Even the Oats and atta variety is fried. These have high levels of salt! 1 pack of Maggi covers 12.5% of daily allowance of trans fat and it exceeds the sodium limit. Maggi Oats variety has 82% wheat, 10% corn flour and <8% oats flour. We conducted a survey on current eating habits in tier 1,2 cities in



Maharashtra. 85% of teenagers eat pasta/noodles at least thrice a week at home. 93% of bachelors eat Maggi at least four times a week.

Dough Adventures products have:

- 0% refined flour (maida), 0% Trans Fat Non Fried product
- Gluten free options have 0% wheat flour
- High Fibre, High Protein
- 14% proteins, vitamins,

minerals and fiber content-fulfills the daily nutritional requirement for growing children, adults

- Has lower glycemic index (42)- easier to digest
- Original taste and sensory appeal of pasta and noodles is not altered
- Colorful visual appeal
- 100% Natural ingredients
- 0% artificial flavours added, 0% artificial colors added, 0% preservatives added
- Vegetarian product
- Our products are non-fried which means 0% trans-fat which prevents loading of bad cholesterol in the body
- 0% salt which reduces salt intake in daily consumption which leads to a healthy heart and arteries
- Low GI which leads to slow release of insulin in the body thus it is diabetic friendly
- High protein content so it is good for children of growing age

- High fiber content so increases satiety feeling so prevents mid meal snacking which is the main cause of obesity
- Gluten free options- those allergic to gluten can enjoy the same food 0% wheat flour in gluten free options

Our products are vegetable fortified pasta, multi-millet pancake mixes. Under R&D are bournvita replacer mix with millets, millet pasta-noodles and vegetable fortified noodles. We are available on Amazon, Flipkart and our Instagram-@dough.adventures. We are also part of The Green Co-op at Jio World Drive and other flea markets across Mumbai. These provide us an excellent opportunity to interact with our customers and understand their needs and include it in our R&D. I'm very happy to say that we were sold out on the very 1st weekend that we launched. We have reached a base of 200+ customers within 2 months of launch with high frequency of repeat customers.

Dough Adventures is a team of 10 people now and have raised a friends and family investment round. We deal with farmers directly for raw materials and have introduced them to food



processing technologies to prevent their produce wastage, especially for fruits. Millets naturally is a very sustainable crop.

Through **Dough Adventures** I want to bring a smile to the faces of working women's lives from both angles- provide employment as well as make life easier in kitchens for them! ◻

The Story of an Eager Beaver

By: Leena Joshi

Proprietor, MGU



After giving up her career as a teacher, Leena never thought she would work again anytime soon. But destiny had some other plans for her. A traditional and brilliant cook, Leena was not completely satisfied with the store bought masalas, especially Goda masala. If you have ever been in a Maharashtra kitchen, then you would know exactly how important this ingredient is for your day to day cooking. She remembered the old hand written cookbook she had with her late mother-in-law's recipes in it. Her mother-in-law had taught her all the old family recipes when she was just married, but over the years of managing a career, taking care of kids and life in general, these recipes were forgotten. She decided to make the Goda masala from that very cookbook and without even knowing a new business was born.

Initially she was making these masalas just for her family, but then some friends wanted it and she started making it for them and then their friends and family wanted it so she started making more. Over time, these requests grew to such a level that it was time to make this into a proper registered business. When trying to decide the name of the business, she decided to pay homage to her mother-in-law and named it after her - **MaliniGruha Udyog** or better known as **MGU**. After all, without the teachings of her mother-in-law, Leena wouldn't have ever embarked on this journey. She got all the paperwork in, made some nice packaging for the masalas and started actively selling these. Although at this time she was not investing in marketing, word of mouth was strong enough to keep her occupied day and night. During this time along with masalas she also started making chutney's from that recipe book and once again this product line got a great response from the buyers.

After manufacturing, packaging and delivering the products all by herself from our own home, it got to a stage where the demand was ever increasing but she was physically unable to keep up with it. After long discussions with her husband, she finally decided to



get a commercial place and hire some help to grow the business further. But the road to success is not that easy. Just as she was about to get a loan approved for her business endeavor, she turned 50 years old, and in turn the loan was not sanctioned. However, when you have a strong support, nothing is impossible. Her husband mortgaged their home to ensure her business dreams turn into a reality. But the path to any business dream is long and winding with various ups and downs. Although she had secured the funds, finding a place to run a food manufacturing business is not very easy. After almost getting duped by one agent she managed to find a place that was workable. However, it was not ready yet, and she would have to wait a few more months, until she could properly start.

When you think of running a business, the amount of small details required to do so are never a part of the dream. But they are the building blocks to a successful enterprise. And that's what Leena focused on, everything had to be perfect. For the things she knew she wasn't an expert in, she hired the experts. A consultant for the factory layout and manufacturing setup, a marketing agency for reaching a bigger audience, a photographer for professional food shots, it was all done by the books. Although she already knew how to make masalas, she still decided to get trained from the Maharashtra Centre for Entrepreneurship Development (MCED) by taking a course in manufacturing of spices and entrepreneurship. She wanted to ensure that she knew and understood exactly the kind of business she was getting into.

During this time, Leena's daughter was studying in Australia. She knew how much her daughter missed home food and



decided to send her a care package one day after some experimenting. Leena found out the perfect recipe for her daughter's favorite breakfast - Pohe. But these weren't fresh soft pohe, these were long lasting instant pohe where all her daughter would have to do is add some water and microwave them

to get fresh and hot homemade pohe! She eventually got the perfect recipe for upma, appe and few more favourites too. The reaction of her daughter and all of her daughter's friends inspired her to launch these Instant products as a new vertical in her business. A successful product line in its own right, these instant products are very popular with bachelor, students, working mothers and even senior citizens.

Just when Leena thought she was getting a good grip over running her business, there came the biggest and most challenging time ever. Corona. It was a difficult time for everyone but for small business owners, it hit hard. The first few months when the most intense lockdown was going on, it was impossible to do anything. But as a food company, they had some exceptions compared to other manufacturers. She got all the raw material that was possible to her home and decided to run her business like the old times again. As all the supplies were in a lot of demand, she started instantly selling everything she was able to make just from customers within walking distance to her house. Soon afterwards, she was allowed to reopen the factory and MGU started delivering all over Pune. With shops still not open throughout the day, this was one of the most profitable times for MGU. It is commendable how Leena was able to turn a catastrophe into an opportunity.



When asked about her advice or tips for fellow entrepreneurs or women running a home business, she shares the following; Hard work, confidence and networking. To be successful in anything, hard work is absolutely necessary. There are no short cuts in life and there is no substitute to real hard work. It may take some time, but hard work will always pay off. Then having the confidence and believing in oneself is just as important. As a woman entrepreneur, the road to growth is even harder than usual. But it is important to know your self-worth, and not lose confidence especially when things get difficult. Finally, to run any business it is important to build good relations not just with your customers but as many people in general as possible. You never know, when someone's support might be needed and it's important to keep time aside for networking.

Apart from her business, Leena is busy taking care of her home which includes two loving daughters, a supportive husband and a constantly hungry dog. On some days she is busy experimenting with different foods in the kitchen and on others it might just be laid back day spent watching some TV with the family. An avid reader and occasional writer, she loves to spend her free time reading a novel or some political news and having long conversations about them afterwards. As much as she treasures her business and its growth, nothing compares to a simple meal with her family. ❑



**MIT COLLEGE OF
MANAGEMENT**
(MITCOM), PUNE



**MIT-ADT
UNIVERSITY**
PUNE, INDIA
A leap towards World Class Education

Admission Open for AY 2022-23

MBA-Agri & Food Business Management

State-of-Art
Infrastructure

Graded
AA++

Ranked in
Top 50
Business School

Placements
across top
companies

Commencement of Batch: Aug. 15th, 2022

Highest Package & Industry Connect

9 lacs PA 2020-2021 | 10 lacs PA 2019-2020

syngenta

agri10^x

**adani
wilmar**
For a healthy growing India

Parle Agro

Gills

**Safal
Fasal**
The Complete agriTech Ecosystem

BRITANNIA



RASI
Rasi Seeds (P) Ltd.



satsuru
VEGETABLE

Fasa

**Sahyadri
farms**
Seeding goodness

plantix
grow smart!

Apply now

www.mituniversity.edu.in/apply.now



MIT College of Management

Vishwarajbaug, Loni Kalbhor, Pune - 412201

Admission Enquiry: 9011008685

Whatsapp No. : 7030120216

admissions.mitcom@mituniversity.edu.in | www.mituniversity.edu.in



A GLOBAL CERTIFICATION PROGRAM FOR THE CONSUMER GOODS INDUSTRY



FSSC DEVELOPMENT PROGRAM

SMALL AND MEDIUM-SIZED FOOD ORGANIZATIONS

A stepping stone to GFSI recognized certification with FSSC 22000 in:



CATERING



RETAIL



FOOD MANUFACTURING

SECTORS IN THE FOOD SUPPLY CHAIN

RETAIL AND WHOLESALE

Category F & FI



TRANSPORT AND STORAGE

Category G & GI



FARMING

Category AI & All



FOOD MANUFACTURING

Category CI, CII, CIII, CIV, DII, K



FOOD PACKAGING MANUFACTURING

Category I



ANIMAL FEED PRODUCTION

Category DI & DII



CATERING

Category E



VISIT OUR WEBSITE FOR
MORE INFORMATION

FSSC22000.COM

Foundation FSSC
info@fssc22000.com
www.fssc22000.com