



PURNABRAHMA

APRIL-JUNE 2024
YEAR 4 / VOLUME - 2



ENTREPRENEURSHIP & INNOVATION

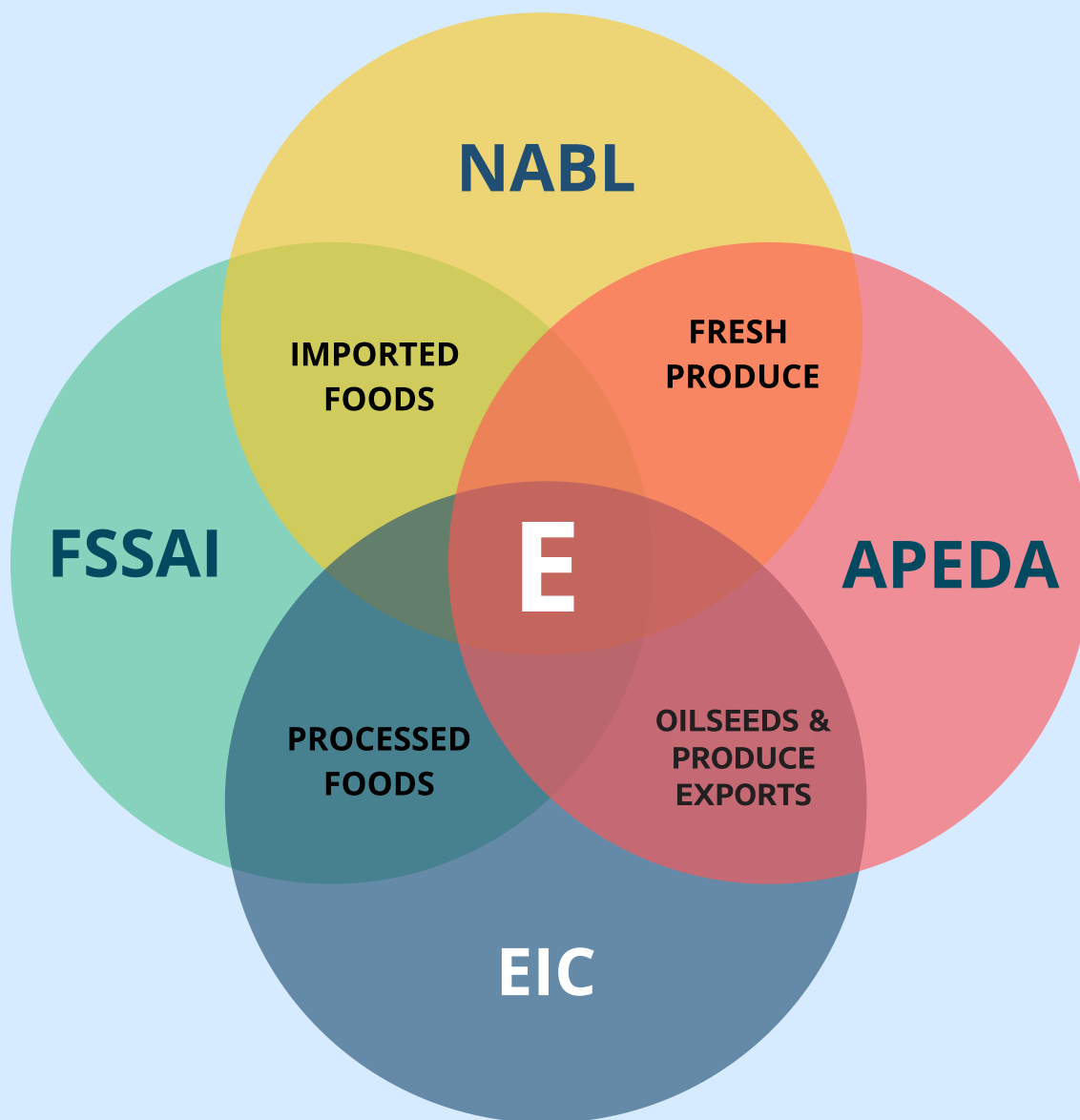
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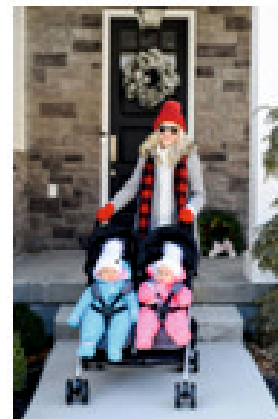
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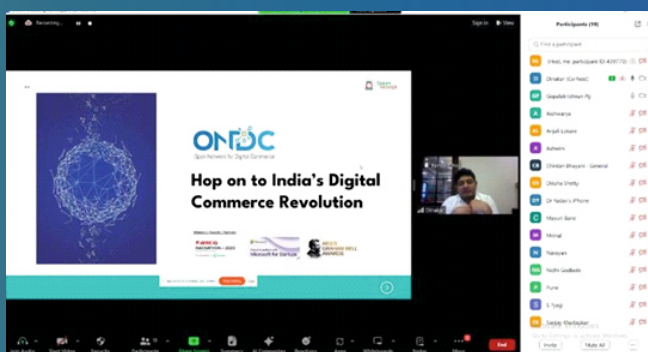


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Farm to Fork Solutions
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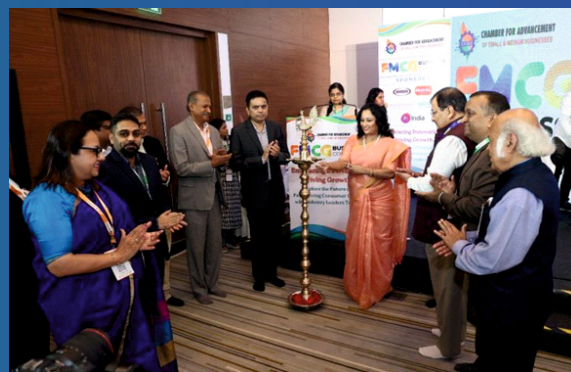
CASMB ACTIVITIES



Dynamic webinar organized by CASMB on NEVIGATE ONDCREVOLUTION WITH EXPERT INSIGHTS! that delved into the revolutionary Open Network for Digital Commerce . (JAN 2024)



Mr. Nilesh Lele delivered a lecture focusing on Food Entrepreneurship /Circular Economy / Valeorization of Food Waste, at the week long EDP program hosted by SKAUST, Srinagar Kashmir.(JAN 2024)



Mr. Atul Chaturvedi, Executive Chairman of Renuka Sugars, and Dr. Pallavi Darade, IRS, Commissioner Income Tax, as our distinguished guests of honor at the inauguration ceremony of the FMCG Business Conclave & 4th Foundation Day. (MAR 2024)



Mr. Nilesh Lele hosted the FundQuest - 8 pitching session yesterday at CAAI INDIA 3rd edition along with CASMB and RampUp Advisory.12 early stage startups pitched to 8 investors. (FEB 2024)



CASMB in fostering meaningful connections and collaborations within the academic community. (MAR 2024)



CASMB Secretary General Dr. Umesh Kamble along with Chief Guest and other dignitaries at the launch of VitafoodsIndia (Feb 2024)



Ft.Prabodh Halde and Dr. Umesh Kamble felicitated Shri. Piyush Goyal at the launch of various initiatives for the protection of consumer rights at the Ministry of Consumer Affairs event on March 15.

CHAIRMAN'S MESSAGE

Dr. Prabodh Halde

**Chairman
Chamber for Advancement of
Small and Medium Businesses,
CASMB**



Entrepreneurship and Innovation: Catalysts for Progress

In the journey of human civilization, few forces have been as transformative as entrepreneurship and innovation. These twin pillars of progress have propelled societies forward, driving economic growth, fostering social change, and igniting the flames of creativity. As we delve into the theme of entrepreneurship and innovation for our latest magazine issue, it is imperative to understand their indispensable role in shaping the world we live in today.

History bears witness to the power of innovation born out of necessity. Perhaps one of the most vivid examples is the Second World War, a time of unprecedented turmoil. In the face of adversity, nations were compelled to innovate rapidly and decisively. From the development of radar technology to the creation of penicillin, countless innovations emerged out of the urgent need to overcome challenges and secure victory. This historical precedent underscores a fundamental truth: innovation thrives in times of crisis, driven by the imperative of survival and the urgency of need.

Entrepreneurship, on the other hand, is more than just a buzzword; it is a mindset, a set of qualities that fuel action and drive change. A successful entrepreneur embodies a bias for action, constantly seeking opportunities and willing to take calculated risks. The recent season of Shark Tank serves as a poignant reminder that entrepreneurship transcends technical expertise. While technical skills are undoubtedly valuable, it is the passion, vision, and willingness to take risks that ultimately determine success in the world of business.

When entrepreneurship is coupled with innovation, the results can be truly transformative. We have seen countless examples of this synergy, where visionary

entrepreneurs harness the power of innovation to create thriving enterprises and drive meaningful change. It is this potent combination that has given rise to groundbreaking technologies, revolutionary business models, and disruptive solutions to age-old problems.

I extend my heartfelt congratulations to the *Purnabrahma* team for bringing forth this issue on entrepreneurship and innovation. These topics are not merely academic interests; they are close to the heart of our nation's future. It is imperative that we instil these skills from an early age, nurturing a generation of fearless entrepreneurs and innovators who will chart the course of our nation's destiny.

It is worth reflecting on how our colonial past has shaped our attitudes towards entrepreneurship and innovation. The deliberate suppression of our entrepreneurial spirit by the British colonialists left a deep scar on our society, relegating us to a state of risk aversion and dependency on secure jobs. But just as our forefathers fought for freedom, it is now incumbent upon us to reclaim our entrepreneurial heritage and unleash the untapped potential of our nation.

In conclusion, let us heed the wisdom of our ancient scriptures:

उद्यमेन हि सिध्यन्ति कार्याणि न मनोरथैः।

न हि सुप्तस्य सिंहस्य प्रविशन्ति मुखे मृगाः।

"Udyamenahi Siddhyanti Karyani Na Manorathai" – Success comes not from mere wishes but from concerted effort and action. Let us embrace entrepreneurship as the key agent of change, driving innovation, prosperity, and progress for generations to come.

At CASMB, we prioritize innovation and entrepreneurship, recognizing their role in driving societal change. We're dedicated to revolutionizing education and business practices to nurture future leaders and foster innovation. Join us in shaping a brighter, more dynamic future.

Warm regards

Dr Prabodh Halde
Chairman
CASMB



CHAMBER FOR ADVANCEMENT
OF SMALL & MEDIUM BUSINESSES

Nilesh Lele

**President,
Chamber for Advancement
of Small and Medium
Business**



Dear Readers,

Entrepreneurship and innovation stand as the twin pillars upon which the future of our nation is built. As I reflect on the transformative journey of India's economic landscape, it becomes evident that the spirit of entrepreneurship coupled with relentless innovation has been the driving force behind our nation's progress.

Entrepreneurship has been instrumental in fostering economic growth by creating jobs, generating wealth, and driving innovation-led industries forward. Start-ups and innovative enterprises have emerged as dynamic engines of economic expansion, propelling India towards greater prosperity.

Entrepreneurship has the power to empower individuals from diverse backgrounds, including women and marginalized communities, by providing opportunities for economic independence and social mobility. It serves as a catalyst for inclusive growth, bridging the gap between various segments of society.

Innovation lies at the heart of India's journey towards becoming a global technological powerhouse. From breakthroughs in information technology to advancements in biotechnology and renewable energy, entrepreneurial ventures have been at the

forefront of driving technological innovation and disruption.

Indian entrepreneurs have showcased remarkable resilience, adaptability, and ingenuity on the global stage. By fostering a culture of innovation and embracing emerging technologies, they have propelled India onto the global map as a hub for cutting-edge solutions and ground-breaking ideas.

Beyond economic considerations, entrepreneurship has the potential to address some of the most pressing social challenges facing our nation. From healthcare and education to sustainable development and environmental conservation, innovative start-ups are pioneering solutions that have a tangible and positive impact on society.

As we chart the course for India's future, it is imperative that we continue to nurture and support the spirit of entrepreneurship and innovation. By fostering an ecosystem that encourages creativity, risk-taking, and collaboration, we can unlock new opportunities, unleash the full potential of our citizens, and build a brighter tomorrow for generations to come.

Together, let us embark on this journey of entrepreneurial excellence and innovation-driven progress, ensuring that India remains at the forefront of global innovation and prosperity.

Warm regards,

Mr. Nilesh Lele

President,

**Chamber for the Advancement of Small and
Medium Business**



PURNABRAHMA

Dr. Rahuul Marwah

M.D. Ayurveda, DYA,
CCKS
Founder Avothikaryaa
Ayurveda, Wellness &
Beauty, Colaba,
Mumbai



Entrepreneur is a person who creates a new business, bearing most of the risk and enjoying most of the rewards. While this seems to be the most glorified and easiest route to create wealth, it requires a very different mindset as well as skillset to succeed in this journey. Most of the people you enter this arena, their only target is to make money as soon as possible. Little do they know that it takes persistent efforts, continuous marketing, building relations with customers as well as vendors, continuous learning and lastly having innovations in either product or technology.

Moreover, entrepreneurship is an inward journey. Your success in business reflects the inner you and at times it may not be in sync with the desired outcomes. Therefore, it is of utmost importance

for the entrepreneur, to keep working on his inner self and ensuring there is a constant flow of positive energy from him and his team into the business which is felt by the customers. Eating healthy food, having proper sleep & maintaining good personal and workplace hygiene are few of the things that impact immediately in to the mindset of the entrepreneur.

At the same time, the environment of the person is stronger than their will power and therefore, the entrepreneur needs to have a supportive team and people around him. This special edition of Purnabhrama magazine is just to help them give ideas and innovations that will open up their minds into different avenues which they would have never thought of. I, request the readers to keep this edition of the the magazine with them forever so that, whenever they run out of ideas, they can come back to this edition of the magazine.

Dr. Rahuul Marwah

M.D. Ayurveda, DYA, CCKS
Founder Avothikaryaa Ayurveda, Wellness &
Beauty, Colaba, Mumbai



PURNABRAHMA

Dr. Ritika Joshi

**Sub-Editor
Purnabrahma**



Hello Readers!

“Embrace innovation, diversity, inclusivity, social responsibility and adaptability”; “Foster a culture of integrity and trust”; “Nurture long term vision & patience”; “Cultivate resilience in the face of adversity”; “Work in the intersection between entrepreneurship, tech-led innovation and philanthropy”

“Failure is a part of entrepreneurial growth”; “In tough times, focus on the customer”; “Be stubborn about the vision but flexible about the tactics”; “You need to think for the long term and be misunderstood for a long period of time”

“Embrace crazy ideas”; “Be driven by unwavering mission to save humanity”; “Take risks and confront insurmountable problems”

In a nutshell, the above are the success and sustainability mantras from the great **Ratan Tata**, **Jeff Bezos** and **Elon Musk** for all the entrepreneurs.

This sub-editorial message celebrates the spirit of entrepreneurship and innovation in the food industry and underscores its critical role in shaping a more sustainable and resilient future.

In today's rapidly evolving world, entrepreneurs are constantly pushing boundaries, exploring novel ingredients, flavours, and culinary techniques to delight consumers and meet evolving dietary preferences. They are harnessing technology to optimize food

production processes, reduce waste, and enhance food safety standards. Forward-thinking entrepreneurs are adopting more sustainable farming practices, and advocating for regenerative agriculture. They are also leveraging innovation to address pressing global challenges such as hunger, malnutrition, and food insecurity.

However, entrepreneurship and innovation in the food industry also come with challenges. From navigating complex regulatory landscapes to securing funding for research and development, entrepreneurs face numerous obstacles on their journey to bringing innovative food products to market. Moreover, the consolidation of power among large corporations can pose barriers to entry for small-scale entrepreneurs and inhibit competition and diversity in the marketplace.

Therefore, the CASMB family, through the current issue of Purnabrahma, makes sincere attempts to foster an ecosystem that nurtures and supports food entrepreneurs and innovators. This includes providing access to funding, resources, and mentorship opportunities, as well as creating policies that encourage innovation and entrepreneurship in the food sector. Collaboration between industry stakeholders, policymakers, and academia is also crucial for driving meaningful change and unlocking the full potential of entrepreneurship and innovation in the food industry.

Join us in celebrating the entrepreneurs and innovators who are revolutionizing the food industry, challenging the status quo, and shaping a brighter future for food.

Together, let's build a more sustainable, resilient, and inclusive food system for all!!

Thank you.

Dr. Ritika Joshi

Sub-Editor CASMB

Assistant Professor in Chemistry

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From Advisor....

Innovation, a need for Entrepreneur

**Dr. Prakash
Kondekar**



Innovation is about ideas and how they can be exploited through product and service offerings. For an innovator, creativity and imagination are crucial aspects for success, as are questioning, testing and incisiveness. The term enterprise is sometimes used with the same meaning. By contrast, an entrepreneur is someone with the talent, skill and determination to create and drive a viable business that transforms innovation into value. A central aspect of this is risk: the successful entrepreneur is continually identifying, assessing and working with a risk profile that ranges across people, technology, systems, the marketplace and the economic landscape.

Knowledge, skills and connections with these domains must be built, hired and purchased for successful delivery of innovation. Business is to encompass all kinds of ventures, including those whose objectives involve financial gain and also those social enterprises whose objectives are driven by social or cultural values. A business needs a blend of innovation and entrepreneurship. As the business moves the blend of this also changes over time. An important element of the entrepreneur's risk profile is judgement of the degree of innovation that is currently sustainable. And that could be the success of the business. Too much innovation can mean that a business loses its focus, becomes distracted by continual internal change and presents a confused or chaotic picture to its

customers. On the other hand, with insufficient innovation, a business may struggle to sustain competitiveness in the market and can lose the interest of its customers.

Some people are innovators and some are entrepreneurs. A third category are operators: these are people with talents that ensure effective delivery and performance of some business activity, such as product, sales or finance. The successful business achieves the right mix of these three kinds of talent through a team that has the motivation, experience, support and resources needed.

Innovation is more than a new idea succeeding through innovation. An idea remains just an idea until it is embodied within a tangible product or service offering, at which point it may be described as an invention. An offering is only considered to be an innovation when it is successfully deployed and used by some community or market for which it delivers a benefit. The definition of success in this context depends upon the objectives that are set by those driving the initiative. This may mean widespread adoption of the innovation by a community of users or it may mean meeting revenue-generation targets within a particular time-frame.

In the current climate of fast-moving digital start-ups, it is more difficult to estimate the percentage of ideas that see the light of day but it has been estimated by the journalist Erin Griffith (2014) writing in Fortune Magazine that 80 to 90 per cent of start-ups fail to succeed, principally because of lack of market need for their offering. Given that many of those ventures that do succeed are likely to have pivoted through several ideas, it is clear that the number of ideas needed to yield a single innovation in this sector is significantly higher than within more established sectors. This factor underlines the importance of taking a systematic approach to the design of a business venture right from the outset to create confidence that an idea can be successfully exploited and deployed. Where this confidence proves elusive, the idea should be discarded before it consumes significant fruitless effort.

Innovation has usefully been characterized by Gee (1981) as a process through which a new product, technique or useful service is obtained from the generation of new ideas and their development. In their introduction to The Oxford Handbook of Innovation, Fagerberg et al. (2005) characterize this process as a

'systemic phenomenon resulting from continuing interaction between different actors and organizations. Hence the importance to innovation depends on concept of ecosystem. **'Innovation starts with the proposal and generation of new ideas and finishes with the use and commercial exploitation of the outcomes'.**

In current parlance, a significant modification to the plan or even a complete replacement of the idea, is referred to as a pivot. It is not uncommon for start-up businesses to pivot several times before investing significant effort in growing the success of an innovation.

An idea is the first milestone in the process of building a successful business. An idea is a thought. It can be expressed in words or diagrams but its value is only potential until it is given tangible form through a

product or service offering. From a single idea, many innovations may emerge. A web browser is a generic user interface for accessing content organized as hyper-text. The idea is attributed to Sir Tim Berners-Lee, currently director of the World Wide Web Consortium (W3C), which oversees the Web's continued development. The idea was significant because, up until that time, providing access to content usually involved some form of custom user interface. Berners-Lee's idea stimulated a first generation of browser offerings which inspired the development of families of increasingly widely used products that have enabled the development of the web economy.

All in all, it is important for an entrepreneur to have a thought process of creating ideas and work on few of them so as to have successful Innovation. All the best to all the Entrepreneurs. ❑



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Theme For Next Issue

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ASSURED Framework for an Assured Success in Innovation

R.A. Mashelkar,
FRS



1. Introduction

For successful innovation, one has to move from idea to impact. The journey from mind to marketplace is an arduous process. But after entering marketplace, to remain successful in business over a long period is also challenging.

First consider the success rate of any idea into a success. An interesting analysis has been done by Stephen and Burley in 1997 for Industrial Research Institute. It lists out the significant odds that face the world be innovators by analyzing consistent data from new product development, potential activity and venture capital experience.

They show that there is a universal curve, which illustrates the number of substantial new product ideas surviving between each stage of the new product development process. It shows that out of 3000 raw ideas (hand written), 300 are submitted, which lead to around 125 small projects, further leading to 9 significant developments, 4 major developments, 1.7 launches and 1 success.

But how long will the small percentage, who enter the marketplace finally remain successful? A study by McKinsey shows that the average life span of companies listed in Standard & Poor's 500 was 61 years in 1958. Today, it is less than 18 years. Only 10.4% of the Fortune 500 companies in 1955 have remained on the list during the 64 years since in 2019.

We have proposed a new framework, which, if used proactively, can potentially increase, first, the chance

of converting an idea into a business, and then remaining a successful business for a prolonged period.

2. ASSURED Innovation Framework

I along with my coauthor Ravi Pandit wrote a book, 'From Leapfrogging to Pole-vaulting: Creating the Magic of Radical yet Sustainable Transformation' in 2019, which won the Tata Literature Live Business Book Award in the same year.

In the book, we emphasized the shift from reactive leapfrogging to proactive pole-vaulting through radical and sustainable transformation of an enterprise. In order to assure success, we proposed using the ASSURED Innovation framework.

ASSURED comprises 7 important attributes, namely, being affordable, scalable, sustainable, universal, rapid, excellent and distinctive.

Affordable

An affordable solution creates access for everyone across the economic pyramid. Affordability is achieved by implementing extremely efficient operation, production and distribution systems. Cost of customer acquisition has to be low. Lowest cost of fixed and operating areas important as business model innovations such as 'pay per use', or work flow, or system delivery innovations.

Scalable

Scaling the solution to largest number of addressable beneficiaries makes the largest impact. In depth understanding of the market addressability is as important as identification of Blue Ocean (unexplored and vast market place for the offering with the entry barriers).

Sustainable

The solutions have to be environmentally sustainable, economically feasible (with robust business and revenue models), socially acceptable and also adaptable to sudden or radical policy changes. Proactive planning for obsolescence of skills, capabilities and processes by being agile and nimble is important. Good governance is essential for sustainability. PESTEL analysis, which focuses on Political, Economic, Social, Technological factors and also includes additional assessment of the Environmental and Legal factors that can impact a business, is fundamentally important.

Universal

Universal means user-friendly, simple and maintenance free products and services. Standardization of design, supplies, inputs, processes, customer needs, quality of supplies and resources contribute towards universality. All the principles of universal design such as flexibility, simplicity, minimal inconvenience, tolerance for error and equitable use are as important as the design thinking.

Rapid

The journey from mind to marketplace has to be rapid, and so is the rapid adaptability to changing market conditions after entry into market. This speed to market, speed of competitive response to a competitor, decision making speed, flexible organizational processes that impact decision-making speed, all these are important.

Excellent

The endeavor has to be to use the state of the art technological or novel non-technological solutions. But that is not enough. We need business excellence, which is about developing and strengthening the management systems for achieving excellence in everything that an organization does, including leadership, strategy, customer focus, information management, people and processes.

Distinctive

Innovation and not imitation is the key. There is no use creating 'me too' products and services. Solutions must be protected by robust intellectual property portfolio. Raising entry barriers for the competitors, primarily through self-destruction, distinctive brand creation, clear differentiation, creating products with low replicability are the keys to success.

Three important points about the factors in the ASSURED framework. First, all the seven factors are dependent on each other. Better affordability can lead to bigger scalability. Second, the factors are time variant. For instance, failing to change with changing environmental regulations can affect sustainability. Third, either fully quantitative, semi quantitative or qualitative value can be attached to all the seven factors. Weightage given to each factor depends upon the type of business.

3. Failure assured if ASSURED test fails

'Failure is the best teacher' is not just a maxim. To

understand the efficacy of the ASSURED model, we have selected a few innovations that shook the imagination of the world. Each of the current successes, from Apple to Amazon, from Facebook to Google, from Samsung to Toyota, satisfies the requirements of the ASSURED framework. The common features among failures are common too—failure is assured in the long run if the innovation fails the ASSURED test at any point along its journey.

Analysis within the ASSURED framework shows that their successful run lasted as long as they passed the ASSURED test, but the moment they failed in any aspect of the ASSURED framework, they failed as companies too.

Kodak ruled the world. It did not remain 'distinctive' and 'user-friendly', when the digital camera arrived. The same was the case with Polaroid, the leaders in instant photography.

Borders was leading international book retailer. Doesn't exist today. It failed to adapt to the digital and online books age, ignored consumer preferences, and soon failed the D and U test by not remaining 'distinctive' and 'user-friendly'.

Israeli EV startup, Better Place was posed as rival to Tesla at one point but failed due to non-viable business model, the S factor.

After 70 years of being in the business, Atlas Cycles was shut down. At the time of business failure Atlas Cycles failed to meet most of the ASSURED parameters.

Zebpay, a leading cryptocurrency trading platform in India had to shut down due to regulatory non-compliance, the S factor.

These were all companies with great 'performance' and they failed the ASSURED test.

Let us look at a case, where a great 'promise' was not fulfilled because ASSURED test could not be met.

Tata Nano was conceived as People's car. It was *Affordable*, the price at the announcement being just equivalent to at today's exchange rate, just USD 1500. It was *Excellent* in terms of technology, since over 70 patents covered its remarkable innovations. It was *Distinctive* in many ways.

However, its marketing went awry. Tata Nano represented 'affordable excellence', but while marketing, affordability was put at the front-end, which automatically translated to cheap, and the

aspirational young generation did not want a cheap car. So the U part failed. And obviously then scale and sustainability could not be achieved.

In all these cases the sustained success was not assured, because they did not follow the path of ASSURED innovation!

4. ASSURED Use Cases in Innovation Ecosystem

“ASSURED Total Innovation” model has been successfully implemented by various government agencies and private entities in India. Central Government's Department of Drinking Water and Sanitation adopted it for evaluation of innovations in the drinking water sector. Ministry of skill development used it for National Entrepreneurship Awards (NEA). National laboratories in CSIR are using it for selecting, monitoring and funding projects research projects.

JSW and The Times of India jointly leveraged it for Earth Care Awards (ECAs). Marico Innovation Foundation (MIF) used the framework for the MIF awards. ISC-FICCI Sanitation Awards are being given by initial scrutiny through ASSURED framework.

As regards the startups, the framework is being incorporated by Maharashtra State Innovation Society for selecting startup week awardees. Venture Centre in Pune, which won the inaugural best incubator award at the hands of the President of India is using it for evaluating and monitoring some of the incubators. JioGenNext, a leading corporate accelerator is using it for selecting startups.

In the corporate world some companies, including TCS in India and Livinguard in Switzerland used the ASSURED framework. Bombay Management Association (BMA) has institutionalized an award BMA 'ASSURED' Enterprise of the Year Award.

The table below provides summary of how ASSURED Total Innovation model has been leveraged by various stakeholders in the innovation ecosystem.

Research Institutes	• Technology evaluation • Technology / innovation benchmarking • Decision support matrix for projects funding
Startups	• SWOT Analysis • Identifying probability of success • Formulating winning strategy
SMEs	• Identifying roadblocks for scaling up • formulating winning strategy
Corporates	• Identifying hot startups • Innovation/ tech scouting • Innovation portfolio management • Diagnostic tool for identifying commercialization barriers
Investors (Angel / VCs)	• Promising startups for investment • Portfolio management • Decision support matrix for funding decision
Innovation Accelerators	• Funding decision tool • Identifying gaps in successful commercialization
Government / Development Agencies	• Recognizing award worthy companies • Best practices identification
Industry Association / Foundations	• Innovation benchmarking • Best practices identification
Policy Makers / Think Tanks	• Public procurement policy

Innovations in Agribusiness in North East

**Shri Subhash
Bhattacharya**



**Dr Prakash
Kondekar**



Agribusiness & Food Processing in North Eastern States are small. They are in the developing stages and have a long way to go in economic development and trade. This region contributes to 3% of India's gross domestic product. Barely 1% of the region's agri-output is exported, with a lack of infrastructure for long-term storage. These states have factor endowments and skills which are quite amenable to trade and be further developed and promoted for the purpose of exports and create an international /ASEAN trade image of north east. While the prospects of NE-ASEAN trade are good, the problem to develop them is also quite formidable.

Agribusiness and Food Processing has emerged as a high growth, high profit sector and **Innovative Ideas**. The vast availability of natural raw material, favorable policy matters and numerous economic incentives & benefits offered by the Central Government have made India and even north east an attractive destination for investment in agro & food processing. Though the sector has a huge potential, unfortunately it has

remained relatively under developed, due to which enormous quantities of valued farm produces worth INR 95000 Cr are wasted annually.

In order to arrest this colossal national loss, application of improved **innovative** modern technologies to develop integrated food supply chain, from farm to the fork, is of utmost importance for both the north east & the country as a whole.

NE region has a quantum of marketable surplus in a number of perishable commodities which are rated as **Immune boosters**. Being the hub of organic & exotic agro-horticultural produces, spices & herbs, north east offers basket full of opportunities for the agribusiness with its proximity to South East Asian markets. Being home to diverse & exotic variety of fruits & spices this region can be a major Centre of agribusiness & can command a high price in domestic & export market. Many of these produces are having GI tags (Picture I: **GI Tagged Pineapple from Tripura**), thus triggering huge possibilities for branded marketing. Presently around 26 agro-horticultural products are having GI tag from north eastern region. A dedicated marketing and visibility campaign with proper packaging & branding for products from Northeast needs to be implemented, which will help in increasing the awareness in target customer segments (Picture II: **Assorted Processed Product Photos of North East**). These could range from large to small enterprises / start-ups or directly to customers.

Further, the agricultural and horticultural produce value chains are marred by several challenges such as inadequacy of infrastructure, unavailability of processing industries, production and aggregation issues, etc. In the north east, large losses from farm to plate are mainly attributed to poor handling, distribution, storage, and proper packaging. Valued resources that could otherwise be spent on more productive activities go into producing & transporting goods that only go to waste for the want of appropriate **innovative** primary or secondary processing /packaging. Losses at every stage of the food chain can be reduced by using appropriate processing & packaging. It is estimated that more than 40% of fresh produces are wasted due to various reasons in the region resulting in loss of nutritional value. Monetary loss on that count is also very high. Appropriate processing, packaging with proper branding, labelling and publicity can pave the way to a great extent. Training & skill development on packaging can facilitate the first generation entrepreneurs of north east in making a dent in marketing of produces.

Agro-horticulture potential of north east has not been tapped mainly due to lack of market led production practices, poor commercial understanding of farmers, insufficient infrastructure at the farm level, poor transportation system, inadequate road network, pack houses, cold storages, sorting grading lines, processing industries etc. Time bound agro-horticultural projects (vocal for local) through entrepreneurs and its marketing/branding can truly transform this goldmine region into a vibrant hub of horticulture business & trade.

Initiatives of Government of India to promote horticulture development, appropriate strategies like adoption of market driven production system, enhancement of productivity, appropriate post-harvest handling through proper packaging, loading / unloading of commodities and promotion of pack house concept including collection center in the production clusters, cold storage, processing and value addition, creation of adequate transportation infrastructure and organized marketing system are necessary additions to current interventions to provide remunerative prices to farmers.

Fruit and Vegetable processing industry offers enormous possibilities to be the mainstay of the economic development so as to directly benefit the farmers and prevent the wastage of the valuable farm produces, create enough direct and indirect employment opportunities for the rural youth. The emphasis of the Govt of India to introduce intensive cultivation of fruits & vegetables over higher land acreage and enhancing the productivity, with the proactive involvement of the agencies like Mission for Integrated Development of Horticulture (MIDH) and the Mission for Organic Value Chain Development for North East Region (MOVCD-NER), is going to bolster the sector.

Processing, preservation and value addition of produce is going to generate additional income of the farmers as well as the FBOs (Food Business



Operators) including the first-generation entrepreneurs and the intermediaries as well as the unemployed youth leading to the overall development. One can take advantage of this situation thereby supporting his / her own sustainability and also in turn support farmers / producers who otherwise are in a cornered situation due to unavailability of suitable and immediate food preservation systems.

Influence of Natural & Organic foods of north east on consumption pattern across urban Centre & elite groups are already in existence for long. Hence, most important is to reduce the post-harvest losses with their on-farm and near farm cluster processing solutions suitable for Farmer's producers Organisations (FPO), Farmers Producers Companies (FPC) and also large individual farmers of the north east. These sustainable processing & packaging can gear up domestic and export market further and bring a win-win-situation for farmers/producers as well as entrepreneurs of the region. Besides, a plethora of expertise under different Mission and Incubation Centre with innovative hand holding approach can utilize the naturally available resources of north east significantly.

Considering the difficult terrain and the logistic issues, it is always preferred to set up facilities for value addition and processing in MSME sector. One can initiate and facilitate linking the up-coming units with established PAN India brands in the market to avoid initial stress of marketing of the products directly. With a few innovative steps these things of Marketing through the established brands will support the processors in bringing up sustainability. However, there is an ample scope to self-sustain the sector considering the potential horticultural produces of north east states. Sometime back CASMB Advisor, Dr. Prakash Kondekar, visited Tripura and signed MOU with Tripura Govt, so as to boost the Agri Business there. But frequent such visit to NE region with innovative ideas will be need of the hour. □



India Wins When Fortification Wins

India is poised to become a “Super Power”, with its rapidly growing economy, technological advancements and strategic geopolitical positioning, India's 1/3rd population is young, and is considered its Demographic Dividend. However, the National Family Health Surveys show that Indian population suffers from various forms of malnutrition. Malnutrition is not just lack of food but also lack of essential micronutrients in an individual's daily diet. High levels of wide-spread malnutrition, including micronutrient malnutrition, pose serious challenges. While undernutrition, and stunting due to lack of sufficient food are more common in lower socio-economic groups, micronutrient malnutrition, which is due to the lack of vitamins and minerals in the diet, impacts all socio-economic groups equally.

Micronutrient malnutrition seriously impairs the development of human capital, labor productivity and future social and economic development. If this is not addressed urgently, it can impede India's progress. The good news is that micronutrient malnutrition can be reduced or eliminated by adding essential vitamins and minerals to the daily diet, using different strategies.

The key strategies to tackle micronutrient malnutrition are:

- Supplementation
- Dietary diversification and
- Staple food fortification

Supplementation includes syrups, tablets etc. whereas Dietary diversification is consuming fruits and vegetables, green leafy vegetables, milk and milk products etc. which are rich in vitamin A & B, iron and calcium in a regular diet. These are efficient strategies that have been adopted by the government but its reach is limited to the population covered under public funded programs. For a population with low to medium range supplementation and diversified diet is not affordable or accessible always. Staple foods like wheat flour, rice, edible oil, milk, salt etc. are

consumed daily. Hence if these foods are fortified with micronutrients they have a potential to reach all income groups without requiring a change of dietary habits of individuals. **Staple food fortification therefore is recognized as a proven and cost effective strategy of choice.**

All staple foods go through a certain amount of processing before reaching the end consumers. Thus the food industry plays a vital role in food fortification as it can effectively fortify foods before being sold in open markets or provided through the public funded programs such as the ICDS, MDM and PDS.

But, in order to adopt this strategy at a scale, at which can be effective, the industry capacity needs to be build-up by providing the technical know-how of the fortification process, ingraining the importance and process of quality assurance, linking the industry with adequate testing facilities and facilitating the procurement of quality assured premixes to ensure compliance to the standards of fortification as gazette by the FSSAI and the full potential of fortification is optimized. However, besides building Staple food fortification therefore is recognized as a proven and cost effective strategy of choice. In India, the industry capacity, and ensuring compliance to the standards, it is critically important to motivate and encourage the millers to carry out fortification effectively and adopt staple food fortification as an industry norm to achieve maximum reach.

TechnoServe is a globally placed leading non-profit organization, that is committed to eliminating micronutrient malnutrition through its project: **Inspiring Good Nutrition Initiatives Through Enterprise (IGNITE)**. It is a transforming initiative with a unique vision of harnessing the power of private sector food industry partners in scaling up staple food fortification. The Staple Food Industry is instrumental in producing, processing, advertising and marketing the staple foods and have the ability to reach a wider population. IGNITE's vision is to create a sustainable and inclusive marketplace dedicated to large scale food fortification. Hence, it created a coalition of food industry partners and aptly named it as: **“Millers for Nutrition”**, which is functional across 8 pivotal geographies in Asia and Africa.

The strategic approach adopted by the Millers for Nutrition is to work with the staple food industry partners to:

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- Build capacity to increase access to nourishing the diets of millions of people affected by micronutrient malnutrition
- Make them compliant with the regulatory standards
- Contribute to public health by aligning with United Nations Sustainable Development Goal (UN-SDG) 2: Zero Hunger

Millers for Nutrition aims to upsurge the production of fortified staple foods by up ticking in the number of millers adopting best practices in food fortification. It also helps a growing community of millers as well as local brands to expand their business to reach a larger population, through technical assistance. Millers, local food processors, blenders etc. who add micronutrients to staple foods, play a crucial role in maximizing the benefits of food fortification. Millers for Nutrition gives them Tailored Technical Support to:

- Increase the Millers' capacity to fortify correctly
- Ensure adopting and following-up QA, QC processes, including to testing of premixes for attaining adequate levels of micronutrients in end product after fortification
- Access to digital tools and resources on compliance and guidelines
- Voice / share challenges faced in fortification

and garner support from national and international public sector players.

Millers for Nutrition also recognizes, felicitates and rewards the efforts of millers who are early adopters and are leading in improving the nutritional content of staple foods through fortification, with a view that these recognitions will help strengthen their brands the market and help them to gain industry recognition as quality food processors.

True to its motto "Good for Business, Great for People," Millers for Nutrition is working towards helping millers turn fortification excellence into a business advantage while emphasizing on Large Scale Food Fortification with a goal to reach 1 billion people by 2026. It aims to encourage, enable and celebrate millers to increase the availability of fortified staple food so that the burden of micronutrient malnutrition is reduced.

As India races to become a Super Power, it needs to reap its demographic dividend comprising a large population of young people as its active and intelligent workforce. Large-scale staple Food fortification is its beacon of hope; as it helps to tackle micronutrient malnutrition, so that the nutritional status, health, cognitive ability and the working capacity of its citizens is improved. So let us join hands to fortify staple foods with micronutrients because **India Wins When Fortification Wins.** 



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Delicious and Nutritious: Exploring the World of Fermented MixVegetable Salad with Flax, Sesame and Niger seeds dressing

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Introduction: Fermented vegetable salad offers a flavorful twist to traditional salads, boasting a unique tanginess and a host of health benefits. Packed with probiotics and enzymes, this culinary creation not only tantalizes the taste buds but also promotes gut health. Featuring a medley of vibrant seasonal vegetables such as cabbage, carrots, and cucumbers, each bite bursts with crunch and complexity. Whether enjoyed as a side dish or a main course, fermented vegetable salad is a delicious way to incorporate fermented foods into our diet, elevating both flavor and wellness.

Ingredients: Cucumber, Carrot, Ivy guard, Raw Turmeric, Garlic, Green chillies, Salt, powdered oil seeds such as Flax, Sesame and Niger

Nutritional benefits: Fermented mix vegetable salad, enriched with ingredients like flax seeds (Jawas), Sesame seeds (Til), Niger seeds (Karale), offers a powerhouse of nutritional benefits.

Probiotics: Through the fermentation process, beneficial bacteria like lactobacillus are produced, aiding digestion and enhancing gut health.

Vitamins and Minerals: Fermentation enhances the bioavailability of nutrients in vegetables, ensuring maximum absorption of vitamins such as vitamin C, vitamin K, and minerals like potassium and magnesium.

Omega-3 Fatty Acids: Flax seeds, commonly added to fermented salads, are rich in alpha-linolenic acid (ALA), a plant-based

omega-3 fatty acid known for its anti-inflammatory properties and heart health benefits.

Fiber: Vegetables like cabbage and carrots, along with seeds like flax and sesame, contribute to the fiber content of the salad, promoting satiety, aiding digestion, and supporting a healthy weight.

Antioxidants: Fermented vegetables and seeds contain antioxidants such as lignans (found in flax seeds) and sesamin (found in sesame seeds), which help neutralize harmful free radicals and reduce the risk of chronic diseases.

Healthy Fats: Seeds like flax, sesame, and niger seeds are sources of healthy fats, including mono unsaturated and polyunsaturated fats, which support heart health and help maintain cholesterol levels. By incorporating a variety of nutritious ingredients into fermented vegetable salads, individuals can enjoy a delicious and versatile dish while reaping the numerous health benefits that these ingredients provide.

Preparation techniques: Choose Fresh Ingredients: Select organic washed, dried and sliced (bit sized) vegetables such as cabbage, carrots, cucumbers, ivy gourd for salad base.

- Mix powdered seeds of Flax, Sesame, Niger with turmeric powder, salt to taste and garlic green chillies paste
- Place chopped vegetables in a large bowl and pour the prepared mixture over them. Massage the vegetables gently to help release their natural juices and ensure they are fully coated with the mixture.
- Transfer the vegetable mixture into a clean fermentation vessel such as a glass jar or a ceramic crock. Press down the vegetables firmly to remove any air bubbles.
- Place the container in a direct sunlight and allow it to ferment for one day
- Transfer the salad to a clean, airtight container and store it in the refrigerator to slow down the fermentation process.
- Serve and Enjoy:

Fermented mixvegetable salad can be enjoyed as a side dish, a topping for sandwiches or wraps, or as a flavorful addition to salads and bowls. Serve chilled and savor the tangy, probiotic-rich flavors of our homemade fermented mix vegetable salad which is bursting with flavor and health benefits

Presentation Tips:

- **Colorful Composition:** Arrange a vibrant assortment of fermented vegetables in the salad bowl to create an eye-catching display.
- **Garnish with Fresh Herbs:** like parsley, cilantro, or dill to add a pop of color and freshness. Use whole herb leaves or finely chopped herbs for a decorative touch.
- **Top with Seeds and Nuts:** Sprinkle the salad with a handful of toasted seeds or nuts such as flax seeds, sesame seeds, or chopped almonds for added crunch and texture.
- **Serve in Elegant Bowls or Plates:** Choose stylish serving bowls or plates that complement the colors and textures of the fermented mixed vegetable salad.
- **Opt for ceramic or glass dishes** with simple designs to let the vibrant colors of the salad shine through.
- **Add Edible Flowers:** For an extra touch of elegance, garnish the salad with edible flowers such as nasturtiums, pansies, or calendula petals.
- **Arrange in Layers or Patterns:** Arrange the fermented mixed vegetables in the salad bowl in layers or patterns to create visual interest.
- **Use Decorative Serving Utensils:** Choose decorative serving utensils such as wooden or stainless-steel salad tongs to add a touch of sophistication.

Health Tips: Some health tips to consider when enjoying fermented vegetable salad:

Probiotic Powerhouse: Fermented vegetable salads are rich in probiotics, which promote a healthy balance of gut bacteria and support digestion. Incorporating probiotic-rich foods like fermented vegetables into your diet can help improve gut health and enhance overall well-being. **Nutrient Boost:** Fermentation increases the bioavailability of nutrients in vegetables, making them more easily absorbed by the body. Enjoying fermented vegetable salad provides a potent dose of vitamins, minerals, and antioxidants essential for maintaining optimal health.

Gut Health Support: The probiotics found in fermented vegetable salads can help strengthen the immune system and reduce inflammation in the gut. Consuming these foods regularly may help alleviate digestive issues such as bloating, gas, and constipation.

Weight Management: Fermented vegetable salads are low in calories and high in fiber, making them a filling and satisfying addition to meals. The fiber content helps promote feelings of fullness and can aid in weight management by reducing overall calorie intake.

Heart Health Benefits: The seeds such as flax, sesame, and niger seeds, are rich in heart-healthy fats, fiber, and plant compounds. Including these seeds in your diet may help lower cholesterol levels, reduce blood pressure, and decrease the risk of heart disease.

Improved Digestion: Fermented vegetables contain enzymes that can aid in digestion and improve nutrient absorption. Adding fermented vegetable salad to your meals may help enhance digestive function and alleviate symptoms of indigestion or discomfort.

Balanced Blood Sugar: The fiber and complex carbohydrates found in fermented vegetable salads can help stabilize blood sugar levels and prevent spikes in insulin. Including these salads in your diet may help regulate appetite and reduce the risk of developing type 2 diabetes.

Hydration Support: Vegetables like cucumber and cabbage are high in water content, which can support overall hydration levels. By incorporating this salad into our diet regularly and following these health tips, we can enjoy a delicious and nutritious dish that supports gut health, enhances nutrient absorption, and promotes overall well-being.

Conclusion: This salad offer a delicious and nutritious addition to any diet. Packed with probiotics, vitamins, minerals, and antioxidants, these salads support gut health, enhance nutrient absorption, and promote overall well-being. By selecting fresh ingredients, following proper preparation techniques, and incorporating creative presentations, everyone can enjoy a diverse array of flavorful salads that not only tantalize the taste buds but also nourish the body. Whether enjoyed as a side dish, a main course, or a

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refreshing snack, It is a versatile and satisfying option for those looking to elevate their culinary experience while prioritizing health and wellness.

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Acknowledgement: Authors are thankful to DBT-BUILDER for the financial assistance for green house facility for growing edible plants organically and authors are also thankful to authorities of Bharati Vidyapeeth (Deemed to be University) and RGITBT for providing necessary infrastructure. **Fig A. Fermented mix veg salad B. With kadak Millet Bhakri C. Display at Exhibition.**



Mr. Ninad Karpe, Chairman, CII WR Subcommittee on startups & entrepreneurship and founder & Partner, 100X.VC



CII conf in Taj Colaba with Girish Chitale, 19th February 2024

A Flavorful Tapestry: Culinary Innovations Transforming India's Gastronomic Landscape

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Over the past three to four decades, the culinary scene in India has undergone a breath-taking transformation, representing marriage of tradition with innovation in delightful arrays of dishes, plating techniques, and food styling. This evolution reflects not only the influence of the Western world on Indian cuisine but also the vibrant tapestry of regional flavours and the growing appetite for culinary experimentation among consumers.

Historically, Indian cuisine has been steeped in tradition, with recipes passed down through generations. However, the rise of globalization has introduced a dynamic fusion of flavours and techniques, sparking a wave of innovation across the culinary spectrum. Take, for instance, the popular street food snack, "Pav Bhaji," which originated in Maharashtra but has now been reimaged with innovative twists, such as "Pav Bhaji Fondue," blending traditional flavours with contemporary presentation.



Pav Bhaji Fondue

Moreover, the influence of Western cuisine has permeated Indian kitchens, inspiring chefs to experiment with new ingredients and cooking styles. Classic Indian dishes like "Butter Chicken" have undergone modern reinterpretations, with chefs infusing global ingredients like truffle oil or experimenting with innovative cooking methods such as sous-vide to elevate the flavour profile.



Sous Vide Butter Chicken

The diversity of Indian cuisine is perhaps most evident in its desserts and sweets. From the intricate layers of a "Rasgulla Cheesecake" to the fusion of Indian spices in a "Gulab Jamun Tiramisu," pastry chefs are constantly pushing the boundaries of creativity, blending traditional Indian mithai with contemporary dessert trends. Similarly, bakery items like "Masala Chai Cupcakes" or "Saffron-infused Croissants" showcase the fusion of Indian flavours with Western baking techniques, offering a unique culinary experience.



GulabJamun Tiramisu (image courtesy: Cook with Manali) and Masala Chai Cupcakes
<https://www.healthygreekitchen.com/>

In addition to innovation in dishes, there has been a revolution in plating and food styling, transforming the dining experience into a visual feast. Chefs are not only focusing on the taste of the dish but also on its presentation, using edible flowers, microgreens, and molecular gastronomy techniques to create stunning works of art on the plate. Traditional Indian thalis are now being reimagined as "deconstructed thalis," with each element meticulously arranged to showcase its flavours and textures.

The rise of social media has further fuelled the demand for aesthetically pleasing dishes, prompting chefs to experiment with unconventional plating styles and food photography techniques. From Instagram-worthy desserts adorned with edible gold leaf to savoury

dishes served in quirky, unconventional vessels, the possibilities for creative expression are endless.

As India continues to embrace globalization, the culinary landscape is poised for further transformation. The advent of technology, including AI, ML, and IoT, is revolutionizing the way food is prepared, served, and consumed. From automated kitchen appliances to smart packaging solutions, technology is enabling chefs to streamline operations and enhance the dining experience.

Furthermore, technology has played a pivotal role in driving culinary innovation in India. From 3D food printing to virtual reality dining experiences, chefs are leveraging cutting-edge technology to push the boundaries of creativity and enhance the dining experience. AI and machine learning algorithms are also being used to analyse consumer preferences and develop personalized menus tailored to individual tastes and dietary restrictions.

As we look to the future, the prospects for culinary innovation in India are brighter than ever. With a rich tapestry of flavours, influences, and traditions to draw upon, the possibilities for creative expression are limitless. Whether it's reimagining classic dishes, experimenting with new ingredients, or embracing innovative plating techniques, Indian chefs are at the forefront of a culinary revolution that promises to delight and inspire food enthusiasts around the world.



Ms Carine Eijkelkamp, Project Mgr,
Innovation Quarter Company, Netherland,
in FarmFresh Exhibition in Hotel Trident
Mumbai...21st March 2024.



Mr. Vikas Patil, Santacruz with his Award
for innovation in Plant based food.

Innovating Date Paan Delights: Unveiling Culinary Entrepreneurship

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Abstract: Date delights represent not only a delectable treat but also a canvas for entrepreneurial spirits to unleash their creative ingenuity. This article delves into the realm of innovation within the context of dates, showcasing culinary artisan skills to redefine traditional delicacies through inventive approaches for three different flavors as a service to the mankind. An attempt is made to embrace the challenge of infusing these classical treats with modern twists, elevating their appeal and expanding their culinary horizons.

Introduction: The world of culinary entrepreneurship is characterized by a relentless pursuit of reinvention and transformation. Date delights, with their rich history and cultural significance, have become a focal point for innovative culinary ventures. Dates are not only delicious but also packed with nutrients. Rich in vitamins, minerals, and fiber, date palms offer numerous health benefits. They provide essential nutrients like potassium, magnesium, and vitamin B6, which support heart health and regulate blood pressure. Additionally, their high fiber content promotes digestive health and helps maintain stable blood sugar levels. With their natural sweetness and nutritional value, dates make a nutritious addition to any diet, offering a tasty way to boost overall health and well-being.

The *Pan*-inspired Symphony:

Entrepreneurial endeavors in the realm of date delights have given rise to an array of captivating flavors and textures. The fusion of traditional *pan* leaves with roasted nuts, coconut powder, *gulkand* and licorice



exemplifies the creativity and innovative spirit that entrepreneurs bring to the table. By curating a harmonious blend of these ingredients, an attempt was made to elevate the humble date *pan* to an exquisite, multi-sensory experience that captivates the palate and instills a sense of culinary wonder.

Health Benefits of ingredients: *Pan* leaves are low in calories, they are a good source of vitamins and minerals, including vitamin C, vitamin A, calcium, and iron. Incorporating the minto everyone's diet can support overall health and well-being.

Roasted Nuts: Studies suggest that the nutrients found in nuts, particularly omega-3 fatty acids and antioxidants, may support brain health and cognitive function. Regular nut consumption has been associated with a reduced risk of age-related cognitive decline and Alzheimer's disease.

Roasted Coconut powder contains dietary fiber, which is important for digestive health. Fiber helps regulate bowel movements, prevents constipation, and supports the growth of beneficial gut bacteria. A diet high in fiber has also been associated with a reduced risk of heart disease, diabetes, and certain types of cancer.

Gulkand: In Ayurveda, it is considered a cooling food that helps balance excess heat in the body, making it particularly beneficial during hot weather or in individuals with a *Pittadosha* imbalance and have a calming effect on the body and mind.

Licorice is often used to alleviate respiratory symptoms such as coughs, sore throats, and bronchitis. Its expectorant properties help loosen mucus and facilitate its expulsion from the respiratory tract, providing relief from congestion and respiratory discomfort.

The Coffee Burst

Revolution: In a daring display of entrepreneurial finesse, the infusion of coffee powder, roasted nuts, and luscious compound chocolate has catalyzed a revolution within the realm of date delights.



We have harnessed the allure of coffee to create a burst of flavor that harmonizes with the natural sweetness of dates, crafting an indulgent symphony that transcends traditional boundaries and resonates with modern connoisseurs.

Health Benefits of ingredients:

Coffee Powder: Regular coffee consumption has been linked to a reduced risk of neuro degenerative diseases, such as Alzheimer's and Parkinson's disease. The neuro protective effects of coffee are attributed to its antioxidant properties, as well as its ability to modulate neurotransmitter activity and reduce inflammation in the brain.

Roasted Nuts: Nuts are a good source of plant-based protein, making them an excellent option for vegetarians and vegans to meet their protein needs. Protein is essential for muscle repair and growth, as well as for maintaining healthy hair, skin, and nails.

Compound Chocolate: Depending on the specific formulation, compound chocolate may have a lower calorie content compared to real chocolate because it contains less cocoa butter. This can be advantageous for individuals who are watching their calorie intake.

Tangy Temptations and Entrepreneurial Ingenuity:

The juxtaposition of tangy and tantalizing flavors within date delights embodies the sheer brilliance of culinary entrepreneurship. By incorporating dehydrated *amla*, lemon leaves, raw mango, and a medley of spices, we have redefined the boundaries of traditional delicacies. The resulting culmination of flavors presents a testament to the art of culinary reinvention, paving the way for date delights to be celebrated in a diverse array of taste profiles.



Health Benefits of ingredients:

Raw Amla: Studies suggest that raw *amla* may help regulate blood sugar levels and improve insulin sensitivity, making it beneficial for individuals with diabetes or those at risk of developing the condition. The antioxidants and polyphenols in *amla* help mitigate oxidative stress and inflammation, both of which contribute to insulin resistance.

Raw Mango: Raw mangoes contain minerals such as potassium and magnesium, which are important for various bodily functions. Potassium helps regulate blood pressure, muscle function, and electrolyte balance, while magnesium is involved in energy metabolism, muscle and nerve function, and bone health and impaired glucose metabolism.

Lemon leaves: As a flavoring agent with calming and antispasmodic properties

Entrepreneurial Innovations Unveiled: The process of reinventing date delights is a testament to the entrepreneurial spirit's unyielding pursuit of innovation. From conceptualization to creation, we have ventured beyond convention, infusing each step with creativity and ingenuity. The fusion of unconventional ingredients, the artful presentation and the harmonization of flavors speak volumes about the entrepreneurial acumen that propels the evolution of culinary traditions.

Conclusion: The journey of entrepreneurship and innovation within the realm of date delights is a testament to the transformative power of creative vision and culinary dexterity. We have navigated the intersection of tradition and innovation, imparting a renewed vitality to these timeless treats. As the culinary landscape continues to evolve, the entrepreneurial spirit remains poised to inspire and redefine the very essence of gastronomic delight, ensuring that date *pand*elights persist as a canvas for culinary ingenuity, reinvention, and unbridled creativity.

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Entrepreneurs, Innovation and.... Children!

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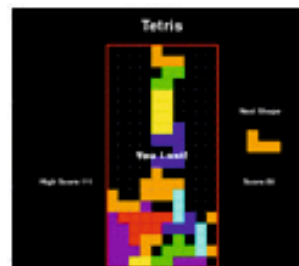
Innovation is discovering the new but also re-discovering the old and making it contemporary. Innovation is implementing ideas to impact lives in powerful ways. Innovation may be path-breaking & revolutionary, or incremental. With it, how we eat, breathe, study, work, make, communicate, read, play, pay & are entertained is transforming rapidly. And at the heart of bringing these innovations to prominence and into our daily lives are entrepreneurs who invest in them!

As per the Global Entrepreneurship Monitor (2019), about 40% of entrepreneurs worldwide started their businesses based on innovative ideas or products. Innovators can certainly turn entrepreneurs themselves; those who may not have an entrepreneurial mindset have the option of selling or licensing their innovations to existing companies. Furthermore, if the innovators are working in academia or corporations, they need not directly be the people bringing their ideas to the world.

Children are the future of any nation. In India, children aged 0-18 years make up roughly 38% of the population. The world of children is changing in our fast evolving world, transforming the way they play, learn & grow. Let us take a look at the impact of a few innovators-entrepreneurs on children.

Video game pioneers were innovators as well as entrepreneurs. Nolan Bushnell was the creator of Atari

2600, one of the first **successful** home video game consoles with a large variety of games, as well as co-founder of Atari. The **first** home video game console, though, was the Magnavox Odyssey, released in 1972. While it was not successful, it laid the foundation for future home video game consoles. The developer, Ralph H. Bauer, licensed the console to Magnavox, but subsequently started his own company to develop and market video-game related products. Alexey Pajitnov, a Russian computer engineer created Tetris, a very popular puzzle game. Initially, he couldn't capitalize on the popularity of his game directly as the rights were with his Soviet-owned organization. After the collapse of the Soviet Union, he migrated to the US where he co-founded the Tetris company and finally began getting royalties from the game.



Picture 1: The iconic Tetris game

Materials and technologies used in toys and sports continue to evolve, focusing on enhanced user experience, performance, and/or durability. This, then, is the impetus for innovation in the world of toys and sports. Previously, natural materials were used; most modern toys tend to be made from plastics, now again there are various companies with a thrust on natural materials.



Picture 2: Contemporary wooden play blocks

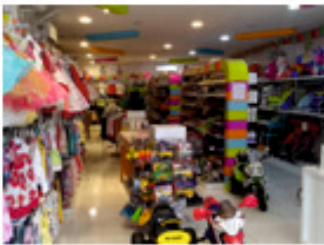
Toys can feature interactive elements, sound, lights, and now, even GPS tracking! Hamleys now sells

drones in their stores!! Virtual reality and augmented reality are fast gaining traction in the children's books and toy industry. For e.g., a 3-D version of The Little Mermaid can be seen along with read-aloud features, puzzles & games when one uses an app along with Books and Magic's augmented reality version of the book.



Picture 3: Augmented Reality book

Firstcry.com is a pioneer - aggregating quality baby & children's products under one roof and offering a one-stop online shop for children's needs. This is a brain child of SupamMaheshwari, driven by his own personal trouble finding the right products for his baby.



Picture 4: A FirstCry.com physical store

Baby tricycles with push handles are suddenly everywhere now. They offer a great solution to parents/grandparents/caregivers whose toddlers can't walk a lot, can't cycle at present and won't sit in a pram. Its utility is extended by the fact that when the child does begin to cycle, it can be used as a regular tricycle. Invented by Frederick Michelau and Thomas Schlegel, the patent for this innovation (US7222871B2) was filed by their employer Radio Flyer in 2005, a company selling wagons, tricycles, scooters and other outdoor toys for kids. It is interesting to note that one of the inventors, Thomas Schlegel, who joined this company in the role of product development, is now their Chief Innovation Officer.



Picture 5: Tricycles with push handles are now everywhere!

Now, let's take a look at an all-time favorite baby product - the pram, also known as stroller!! In previous times, slings and baskets were used to carry/transport babies and very young children. The first "baby carriage" was created by William Kent in the 1700s for the children of the Duke of Devonshire. Soon, other wealthy families began using these carriages designed to be pulled by ponies, dogs or goats, and not pushed.



Picture 6: Baby carriage for royal children! (Image from PhilandTeds.com)

In the 1800s, Benjamin Potter Crandall manufactured a new design whereby the baby carriage could be pushed! His son, Jesse Amour Crandall made several modifications, e.g., included a brake, parasols and other accessories. Queen Victoria's purchase of these strollers is what finally made them a must-have for English mothers. Charles Burton's design of the pram resembled Grandpa's favorite chair with big spoked wheels.



Picture 6: Grandpa's chair or baby stroller? (Image from PhilandTeds.com)

Stroller designs continued to evolve, even to accommodate multiple births. The foundation for modern day strollers was essentially laid in the 1960s with the foldable aluminum frame designed by an avionics engineer.



Picture 7: Modern strollers for twins

Entrepreneurs-innovators can enhance the learning experience for children with innovative teaching methods, educational platforms, and personalized learning tools. For e.g., the iPhone & iPad, and, indeed tablets & phones have really revolutionized learning. Now there are companies like Happy Mongo offering to teach AI and coding to kindergarteners, primary students and more! Salman Khan's Khan Academy and Byju Raveendran's Byju's revolutionized

supplementary learning with systematic, age-appropriate online content. Flinto Learning Solutions, co-founded by Arunprasad Durairaj, Vijaybabu Gandhi and Shreenidhi Srirangam, delivers STEAM-based monthly subscription-based educational activity boxes for children to their doorsteps, designed to keep kids engaged, learning and screen-free. Amit Modi & Team's Witblox provides kits to teach Robotics to kids as young as 4th graders!



Picture 8: Robotics for young learners

Incorporating exposure to entrepreneurship and a design-thinking approach into education at an early age will certainly foster creativity, a mindset of innovation and exciting times ahead!



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"Innovation and Entrepreneurship: Paving the way for Atmanirbhar Bharat's Advancement" - Review of Literature

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Ms. Srusthti Patil,
Ms. Tejaswini Gaikwad
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Abstract:

In order to accelerate the development of Atmanirbhar Bharat, this path finder presents an ambitious approach intended to encourage innovation and entrepreneurship. The conceptual framework places a strong emphasis on fostering a robust entrepreneurial ecosystem in acknowledging the key function that innovation plays in promoting sustainability and economic prosperity. The effort aims to promote self-reliance and encourage innovative advancements across a range of industries through encouraging individuals and businesses to be creative. It describes a vibrant environment where imaginative thinking performs well using teamwork and smart investments opening up new doors for financial security development and progress in the journey towards a self-sustaining Bharat.

Keywords: Innovation, Entrepreneurship, Advancement

Introduction:

The vision of an independent India, has become a central theme in the country's recent economic and social progress. *Atmanirbhar Bharat*, which is based on

the notion of using one's own assets and strengths to create prosperity, is a revolutionary path towards robustness and economic independence. The core of this vision is innovation and entrepreneurship, two essential pillars that drive nations towards wealth and global leadership while also empowering individuals. India, with its rich history of innovation and entrepreneurial spirit, stands at a pivotal juncture in its quest for self-reliance. The convergence of technological advancements, demographic dividends, and a burgeoning startup ecosystem presents unprecedented opportunities to chart a course towards sustainable development and inclusive growth. However, realizing the full potential of *Atmanirbhar Bharat* requires a concerted effort to foster a culture of innovation and entrepreneurship across all sectors of the economy.

In its simplest form, innovation promotes competition, efficiency, and traditional challenges in order to encourage advancement. Innovation is a transformative force that helps businesses adapt to shifting market dynamics and take advantage of new opportunities. This can be achieved through groundbreaking technologies, creative business models, or disruptive ideas. Innovation is more important in the context of *Atmanirbhar Bharat* because it enables Indian enterprises to meet international standards of excellence, lessen their reliance on imports, and develop domestically produced solutions that meet national demands.

Similarly, entrepreneurship is essential to the process of becoming self-sufficient since it stimulates economic expansion, job creation, and wealth development. The vibrant startup scene in India is a prime example of the inventiveness and energy of the nation's entrepreneurs. Indian entrepreneurs are driving innovation across a wide range of sectors, from healthcare and agriculture to finance and education, from digital startups to small-scale businesses. India can develop a culture of taking risks and experimenting, develop domestic talent, and unleash the latent potential of its workforce by creating an atmosphere that is favorable to entrepreneurship.



(Khatobook. March 18, 2024) The relationship between Innovation and Entrepreneurship.

Review of Literature:

1. Studies show that when an economy gets closer to the global technology border, its technological orientation gradually changes. The framework described includes entrepreneurs who hire skilled workers, which is an essential component of technological advancement. The entrepreneur, who drives technological growth, is the source of the creative element. This natural level reduces as the economy approaches the technological frontier, allowing more entrepreneurs to embrace an innovation-based approach and, as a result, shifting the technological structure of the economy from one that is centered on transferring global technologies to one that is directed on local innovation. (Yong, 2006)
2. In the midst of a dynamic corporate environment, innovation serves as the cornerstone for an organization's growth and development. Creative methods, ideas, and strategies help businesses. The primary differentiator of any modern firm is an organization's capacity for innovation within its own industry. Innovation provides a business with a competitive edge over competitors. The active participation of each structural unit in the innovation process is a fundamental component of a successful and productive organization. (Rađenović Tamara 2019)
3. The Department of Science and Technology has played a key role in the creation of a number of programs that help turn "discovery research" into "commercially viable technologies," such as those that support infrastructure development, green manufacturing, and technology assistance. With

limited finance, "Startups," MSME's, young scientists, R&D labs, and traditional manufacturing units are all crucial components of India's industrial landscape. They are the subject of special attention. The programs are designed to be interdependent and cooperative in order to provide local manufacturing, innovation, and the application of climate change-resistant green growth practices with all the support they can obtain (K. K. Pulicherla 2022).

Innovation can be defined as the ideation and application of new products, services, or ideas that lead to significant country's advances. (Times Pro. March 30, 2024)



Importance of Entrepreneurship and Innovations:

Entrepreneurs that are successful consistently create the most inventive ideas and highly effective methods for putting them into practice. To do this, entrepreneurs need to have specific abilities like strategic planning and strong leadership. Innovation in entrepreneurship is not just restricted to the creation of goods and services. It encompasses:

- Innovations in company procedures
- Techniques for marketing
- Organization structures
- Incorporating on going innovation into entrepreneurship ensures that a company stays ahead of its rivals and can adapt to changing market conditions with ease [3]

"Vocal for Local" (JhaP.C.2020, November 1)



Factors to be kept in mind before being local along your business:[4]



Conclusions:

India's growth narrative will pick up pace due to innovation. Innovative disruptions across sectors are presented by the uncertainty produced by the epidemic and the allotment of the financial assistance for an AatmaNirbhar Bharat. However, the country could speed up the development of a robust, self-sufficient "New India" by utilizing its current innovation and skill base in the fields of healthcare, agriculture, education, and infrastructure. The public and private sectors' combined efforts are fueling the continued march towards an independent future. Entrepreneurs need to be driving India in the direction of excellence and making sure that the paths of development lead to a bright and independent future.

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Mastering Task Prioritization: A Guide for Startup Founders

Dr Prabodh S Halde

Chairman CASMB ,
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Introduction: In the fast-paced and ever-evolving world of startups, effective time management is paramount. As a founder, your ability to prioritize tasks can determine the success or failure of your venture. Understanding the urgency and importance of each task is crucial for optimizing productivity and achieving your startup's goals. In this comprehensive guide, we explore the history of urgency and importance, delve into the four quadrants of task prioritization—Me, He, Selective, and No-Need—and provide actionable insights for startup founders to enhance their time management skills.

History of Urgency and Importance:

In 1953, President Dwight D. Eisenhower famously employed a prioritization strategy known as the Eisenhower Matrix or the Eisenhower Box, demonstrating a keen understanding of urgency and importance in decision-making. This method categorizes tasks into four quadrants based on their urgency and importance, allowing individuals to focus on what matters most while minimizing distractions and inefficiencies. Eisenhower's approach to task management, often referred to as the "Eisenhower Principle," reflects a deep awareness of the need to distinguish between urgent and important tasks. By prioritizing tasks based on their significance rather than their immediacy, Eisenhower effectively allocated his time and energy to maintain focus on strategic objectives.

The concept of urgency and importance, fundamental to efficient task management and prioritization, has evolved over time across various disciplines. Its roots

delve into productivity literature, time management principles, and organizational psychology, where scholars and experts have long sought strategies to optimize efficiency and effectiveness. Notably, Stephen Covey's renowned book "The 7 Habits of Highly Effective People," published in 1989, further popularized this concept through the introduction of the urgency-importance matrix. This framework provided individuals with a systematic approach to managing their time and responsibilities, revolutionizing personal and professional effectiveness strategies. Together, Eisenhower's leadership example and Covey's influential work underscore the enduring relevance of urgency and importance in navigating the complexities of modern life, offering invaluable guidance for individuals and organizations striving for success and fulfillment.

The Urgency-Importance Matrix: The urgency-importance matrix categorizes tasks into four quadrants, each representing a different combination of urgency and importance:

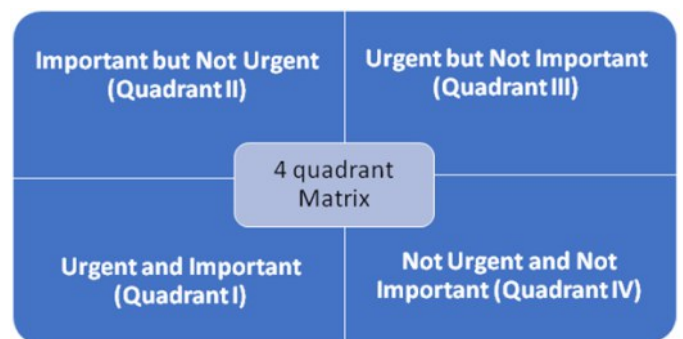


Fig 1 – Urgent & Important Matrix

- 1. Urgent and Important (Quadrant I):** Tasks in this quadrant are both urgent and important. They require immediate attention and are critical to achieving your goals or addressing pressing issues. Examples include impending deadlines, crises, and emergencies.
- 2. Important but Not Urgent (Quadrant II):** Tasks in this quadrant are important for achieving your long-term goals and objectives but may not require immediate action. They involve proactive planning, goal setting, relationship building, and personal development activities.
- 3. Urgent but Not Important (Quadrant III):** Tasks in this quadrant are urgent but not necessarily important in the grand scheme of things. They often involve distractions,

interruptions, or activities that others deem urgent but may not align with your priorities or goals. Examples include some emails, phone calls, meetings, and minor tasks.

4. **Not Urgent and Not Important (Quadrant IV):** Tasks in this quadrant are neither urgent nor important. They are time-wasters and distractions that offer little to no value in terms of achieving your goals or fulfilling your responsibilities. Examples include excessive social media browsing, trivial activities, and busywork.

Defining the "Me and He" Concept:

This is my own concept of delegation of work and for delegation of work. At its core, the "Me and He" concept represents a founder's dual role in task execution: self-work (Me) and delegation to others (He or She). This framework enables founders to discern between tasks that require their direct involvement and those that can be effectively delegated. By embracing this approach, founders can unlock their full potential while harnessing the capabilities of their team members.

Understanding "Me" Tasks:

"Me" tasks encompass responsibilities that demand a founder's personal attention and expertise. These tasks are often urgent and crucial for the startup's success. Examples include critical decision-making, strategic planning, and tasks directly related to the founder's core competencies. Prioritizing "Me" tasks ensures that founders allocate their time and energy to activities that drive innovation and growth.

Mastering Delegation with "He" Tasks:

On the flip side, "He" tasks represent opportunities for effective delegation. While important for the startup's progress, these tasks do not require the founder's direct involvement and can be entrusted to capable team members or external partners. Delegating "He" tasks empowers team members, fosters collaboration, and allows founders to focus on high-priority initiatives. However, effective delegation requires clear communication, trust, and accountability to ensure successful outcomes.

The Art of Delegation:

Delegation is not merely assigning tasks—it's about entrusting others with responsibilities and empowering them to excel. Successful delegation begins with

identifying suitable tasks for delegation and selecting team members with the necessary skills and capabilities. Clear communication of expectations, providing necessary resources and support, and establishing accountability mechanisms are key elements of effective delegation. Regular feedback and recognition further reinforce a culture of empowerment and continuous improvement within the team.

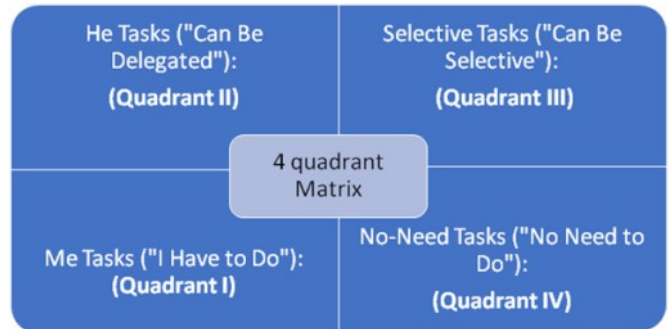


Fig 2 – Me & He Matrix

1. **Quadrant I - Me Tasks ("I Have to Do"):** Me tasks are urgent and important, demanding the founder's immediate attention and expertise. Examples include critical decision-making, high-priority projects, and tasks directly contributing to the startup's growth and success.
2. **Quadrant II - He Tasks ("Can Be Delegated"):** He tasks are important but not urgent, making them suitable for delegation to others. While these tasks contribute to the startup's success, they can be effectively completed by team members or external partners.
3. **Quadrant III - Selective Tasks ("Can Be Selective"):** Selective tasks require careful consideration before action or delegation. They may be urgent but not important or important but not time-sensitive. It's essential to evaluate their relevance to the startup's goals and available resources before deciding on the appropriate course of action.
4. **Quadrant IV - No-Need Tasks ("No Need to Do"):** No-Need tasks are neither urgent nor important, serving as distractions that offer little to no value. By recognizing and eliminating these tasks, founders can free up time and mental energy to focus on high-impact activities.

Key Lessons for Founders:

- **Prioritize "Me" Tasks:** Allocate time and energy to tasks that demand your personal attention and expertise, focusing on strategic decision-making and core responsibilities.
- **Empower with Delegation:** Identify tasks suitable for delegation and empower team members to take ownership. Cultivate a culture of trust, communication, and accountability within your team.
- **Communicate Effectively:** Clearly communicate expectations, provide necessary resources and support, and establish channels for feedback and recognition.
- **Embrace Continuous Improvement:** Regularly assess and refine your delegation strategies to optimize efficiency and adapt to evolving business needs.

Relevance to Startups: In the startup ecosystem, where resources are limited, and every decision counts, mastering task prioritization is essential. By leveraging the urgency-importance matrix and the "Me and He" concept, startup founders can optimize their time management, allocate resources efficiently, and focus on activities driving growth and innovation.

Prioritizing Me tasks ensures that critical responsibilities are addressed, while delegating He tasks empowers team members and fosters collaboration.

What Founders Should Learn: Startup founders should recognize that effective task prioritization is a skill that can be honed over time. They must learn to differentiate between tasks that are urgent and important, prioritize activities that align with their startup's goals, and delegate responsibilities when appropriate. Additionally, founders should cultivate a mindset of continuous improvement, regularly assessing and refining their time management strategies to adapt to changing circumstances and priorities.

Conclusion: In the fast-paced and competitive landscape of startups, effective task prioritization is essential for success. By understanding the urgency and importance of tasks and leveraging frameworks such as the urgency-importance matrix and the "Me and He" concept, founders can optimize their time management, drive productivity, and propel their startups towards sustainable growth. Embracing these principles empowers founders to make informed decisions, focus their efforts on high-impact activities, and ultimately achieve their vision for their startup.



Dr Debjani Dasgupta, Principal DY PATIL College Belapur, 25th April 2024.



Purnabrahma Traditional Food, issue released in Mantralaya, at the hands of Swadheen Kshatriya IAS(Retd), Chairman IIPA Maharashtra.

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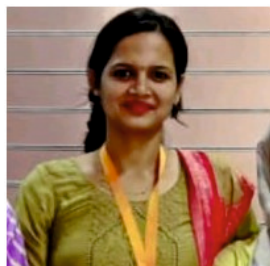
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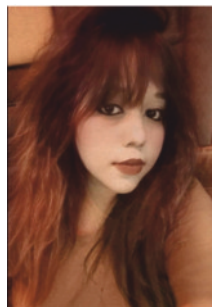
Achievements: 21yrs of teaching experience, Co-Founder, Smile Wellness Foundation, Pune

Incubatee: IIMR, Hyderabad

Mentor students enterprises: Hexabiome(Green activities), Kriday (Value added products of essential aromatic oils)

Expertise: Plant Tissue Culture | Hands on training on making *Ex vitro* & *In vitro* terrariums | Hygienic cultivation of Microgreens | Natural Aromatic Soyawax candles | Chocolates with Desi toppings | Japanese Herbarium | Upcycling of Temple Flowers | RTE millet snacks & millet premixes | Terrace gardening | Kitchen herbs as container garden | Kitchen Hydroponics | Herbariums.

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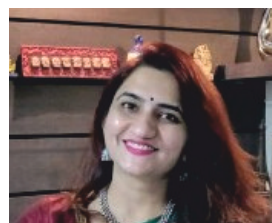
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Department: B. Voc. Food Processing Technology

Experience: 5 Years

Expertise: Core Food Processing Technology

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Symbiosis School of Culinary Arts, Pune

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Expertise: Nutrition promotion | Food safety education and research | Food product development research | Food systems and food environments research.

8. Prof. Laxmikant S. Badwaik



Education: B. Tech. (Food Tech.), M. Tech. (Food Engg. & Tech.), PhD

Current Job: Professor and Head, Department of Food Engineering and Technology, Tezpur University (A Central University), Tezpur, 784028, Assam: India

Experience: Over 18 years

Achievements: Eat Right Research Team Award, 2022, from FSSAI; Shri SomalaVyas SEA Innovation Award 2022 from The Solvent Extractors' Association of India; Filed two patents and technology is ready to transfer

- a) Development of low fat baked snacks using de-oiled soya flour
- b) Low-cost biodegradable plate made from eggshell

Expertise: Sustainable Food Packaging | Food processing waste utilization | Extraction of bioactive compounds.

Achievements: Recipient of ICMR International Travel Grant; Second position at DupontNutriScholar Award; Invited as a Team lead to Egerton University Kenya for a one-week program funded by AAP PIRA GRANT

Expertise: Formulation development | Bioavailability and stability of bio-actives | Fortification | Functional food product development | Animal studies | Organoleptic analysis.

10. Ms. Vaishali Nitin Hivare



Education: M.Sc.(Microbiology)

Current Job: HOD In-Charge, Tata Department of Food Technology, Course Coordinator, B.Voc. FPT, CVTE PremililaVithaldas Polytechnic, S.N.D.T. Women's University, Juhu Campus, Mumbai

Expertise: Food biochemistry | Food microbiology | Food plant sanitation | Training and development product development

Experience: 21 years of teaching & 2 years of administrative

9. Dr Madhura Janve



Education: PhD (Food Science, ICT MUMBAI), SET, PDF (DBT ICT), M.Sc.(Nutraceuticals), B.Sc.(Biotechnology)

Current Job: Assistant Professor and Program Coordinator (Nutraceuticals), SomaiyaVidyavihar University, Mumbai

11. Ms. Pranali Pangerkar



Education: M.Sc. Food science and nutrition; Certification in Oncology Nutrition

Organization: SNDT Women's University and

Kasturbha Health Society-Medical Research Centre, Mumbai

Current Job: Project Associate and Adjunct Professor

Achievements: 3 international projects with Harvest Plus, USA

Experience: 6 years in Teaching

Expertise: Food Analysis and Quality Control | Food Chemistry | Food Product Development | Oncology Nutrition.

12. Dr. G. Nagamaniammai



Education: M.Tech, PhD

Current job: Associate Professor, Dept. Food Process Engg, SRM Institute of Science and Technology, Kattankulthur, Chennai

Achievement: Commercialized around 170 RTC, RTE, Spice mix, cereal and millet based foods as

Head R&D-QA.

Expertise: Development of Designer Food for specific group of people Establishment Food quality monitoring system using AI and ML tools | Plant protein alternate food developments | Technology development for Traditional Foods.

13. Protity Shuvra Dey



Education: M.Sc. (Food and Nutrition), UGC NET-LS

Current Job: Assistant Professor, College of Home science, Nirmala Niketan, Mumbai

Achievements: 2 Review Paper published in international journal and 1 chapter contribution in international

book

Expertise: Food Nutrition | Food processing and preservation | Food Science | Nutrition Science | Food Quality.

14. R Jaganmohan



Education: PhD Food science and Nutrition

Current Job: Professor and Head, Department of Food Product Development, NIFTEM, Thanjavur

Experience: 34 years

Achievements: β -Carotene enriched rice vermicelli; Parboiling techniques; Value added products from

rice; Developed Jack fruit Powder

Expertise: Product design and development | Setting up of food testing lab and food processing incubation center

15. Dr. Tawheed Amin



Education: B. Tech, M. Tech & PhD Food Technology

Current Job: Assistant Professor-cum-Junior Scientist, Sher-e-Kashmir University of Agricultural Sciences and Technology-Srinagar

Achievements: Gold Medal in B. Tech & PhD; 1st Rank Holder in M. Tech Food Technology; Global Times Writer Award; Achiever of the Year Award by SKUAST-Kashmir during 2023; Published 08 books; Published over 100 papers; Investigator for externally funded projects worth 8 crores; Received Innovation Grant from IDP-NAHEP

Expertise: Food Technology with special expertise in Starch Chemistry & Technology and Glycemic index.



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