

# NEWS BULLETIN

## UPDATE ON FRUIT AND VEGETABLE PROCESSING CLUSTER, PUNE

Dear Readers,

The months of August and September 2009 were important for the Pune Fruits and Vegetables Processing Cluster. Most important was the visit of senior officials of TIFAC, Department of Science and Technology to NAFARI and various units in the cluster. The purpose of their visit was to assess the needs of the cluster for the future requirements of product testing under the FSSA and availability of a complete facility for pilot scale plant food product development, which can be made available through NAFARI.

There were further developments as far as the partnership with CFTRI is concerned. A Memorandum Of Association (MOA) was signed earlier with CFTRI Mysore for trainings and technology transfer. Visits conducted by the Cluster Development Manager and Director NAFARI to their Campus at Mysore, will further help in detailing out the exact course of action.

Another important development is the launch of B2B portal [www.punefoodhub.com](http://www.punefoodhub.com), for the benefit of the processing firms and Business Development Service providers in the cluster. The basic objective of this portal is to increase and improve online presence of businesses associated with Food Processing Industry based in and around Pune. We appeal the stakeholders of the cluster to take advantage of this B2B portal.

With Best Wishes,

Shubhada Shintre

Cluster Development Manager

## TIFAC VISIT DURING THE MONTH OF SEPTEMBER 09

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A team of senior officials from TIFAC, Department of Science and Technology (DST) New Delhi, visited NAFARI and Maharashtra Chamber of Commerce, Industries and Agriculture (MCCIA) on 16<sup>th</sup> & 17<sup>th</sup> September 2009. The team comprised of Dr. Sanjay Singh – Director and Scientist F (TIFAC), Shri B. K. Raichandani – Registrar (TIFAC) and Dr. Deepak Kumar – Senior Scientific Officer (TIFAC). The purpose of their visit was to assess the needs of the cluster for the future requirements of product testing under the FSSA and availability of a complete facility for pilot scale plant for product development, which can be made available through NAFARI.

On 16<sup>th</sup> September, 2009, the officials had an interaction meeting with office bearers of MCCIA, NAFARI, representatives of Mahatma Phule Krishi Vidyapeeth, representatives of food processing industries and business Development Service providers. Information regarding Pune



TIFAC Committee in discussion with Shri Tejani, Director Gits Food Products Pvt Ltd & Shre Ajay Mehta, Chairman Governing Council NAFARI.

Food Cluster, it's SWOT analysis, needs of Pune Food cluster and NAFARI's role in the development process was presented to the team.

The team also visited various food processing and allied industrial units in and around Pune. The units were – M/S Sushila Griha Udyog, M/S D. R. Shah & Sons, M/S Chitale Food Products (Bakarwadi unit), M/S Praveen Masalewale (for their organic spice farming and processing unit), M/S Parakh Agro (for their packaging unit) and a micro scale unit at Wai processing turmeric.

On 17<sup>th</sup> September, 2009, the team visited NAFARI to know the present facilities available at NAFARI and to understand the future needs as far as expansion, additions needed in testing and pilot plant facilities are concerned.



TIFAC Committee (Right to Left) Dr. Deepak Kumar -Senior Scientific Officer (TIFAC), Shri B.K. Raichandani-Registrar (TIFAC) & Dr. Sanjay Singh-Scientist F (TIFAC) & Director in discussion with Mr. Vinay Oswal, Director, Nafari

### EDITORIAL TEAM

- Shubhada Shintre
- Deepa Khutwad
- B.P.Singh
- Sahil Mehta

# FARM MANAGEMENT AND ERP

UNIQUE PROCESS CONSULTING specialize in the entire range of ISO management system certification standards and provide consulting as well as training for achieving various Quality Management systems, Service Delivery Management, ITIL, IT governance, CMMI, Six Sigma Green Belt, and Six sigma Black Belt. Unique Processing Puts light on Farm Management and ERP for our readers.

Manisha Karna,  
Consultant,  
Unique Process Consulting Pune



ERP provides a powerful suite of software solutions which make every day business easier and more profitable – whilst allowing you to maintain higher quality, staff performance, cost control and traceability levels.

The primary focus of the system is to improve:

- business control
- traceability practices
- business profit enhancement
- cost management and control
- budget management
- staff accountability and management practices

Immediate Business Benefits

- improved profit in most areas of business
- improve staff efficiency
- reduce duplication & redundancy
- decrease management response time
- improve reporting, analysis, and business monitoring
- Instant cost reporting, live at any time!
- Streamline & automatically manage processes
- Enforce operational standards
- Create full traceability of all produce handling in all business areas
- Easy audits and traceability management

Premium ERP & Small Business Editions

ERP is now available in a Small Business Edition which concentrates on improving traceability, and quality control.

The Premium ERP version concentrates on profit management and enhancement, staff and labour control, traceability, budget management, business process improvement, and quality management.

Feature Summary

- Prepare production budgets prior to the start of each seasons growing, to improve materials, labour, and cash flow planning
- Monitor budgets on a daily basis to identify budget overruns
- Profit reporting down to individual areas of land at any time during the production process
- Automatically generate staff tasks and instructions to improve staff management
- Comprehensive production task management for ALL production activities including Spray, Timesheets, Irrigation, Machinery Plant & Equipment Maintenance, Block Inputs, Planting, Harvesting, and more...
- Comprehensive activity monitoring systems to identify mistakes and deviations during the production process; allowing management to make corrective actions before incorrect practices or tasks cost produce quality/yield or effect profitability
- Automatic traceability of materials and labour used in

production; instant recall from block, crop, and material inputs

- Comprehensive inventory management to improve resource utilisation and reduce waste includes traceability for inventory batches and integrates automatically with recall and traceability systems. Purchase Order generation, stock takes for multiple sites and depots, inventory intake traceability, inter-company purchase orders and inventory acquisition processes
- PC Interface as well as optional Mobile Farm Software which allows staff to synchronise production tasks to the PDA, record tasks and actual material consumption out in the field, and then synchronise data with the ProducePak server to allow management staff to monitor activities and update budget information
- Integrate with financial packages
- Integrate with payroll packages

Scheduling & Activity Monitor

For each produce type, and each season, staff can setup standard Production Programme's which may include any number of tasks and suggested dates, durations, materials, and labour and how they should be undertaken according to the age of the crop, eg: for a Capsicum Crop in summer;

- fertilise with Gypsum 10 days prior to planting
- Apply Plastic at least 5 days Prior to planting
- Spray with Abmectin at least 1 day prior to planting
- Spray with X, X days after plant, etc

Features:

- configure the businesses standard production methods specify duration of tasks, materials used, labour used, equipment used
- trail, analyse and compare new production methods
- automatic scheduling of production tasks for each block for the entire season
- Monitor activities during production to compare 'estimated' with 'actual'

Benefits:

- When important staff go on holidays or need to be replaced, their knowledge of normal operations is retained in Produce pak and can easily be accessed by management and new staff.
- Increase profitability by standardizing production practices across the entire business
- Stops production staff from forgetting important tasks, resulting in increased yield and profitability
- Ensures correct quantities and methods are enforced, increasing business profit
- Allows the development and analysis of new production methodologies to improve production efficiency
- Rapidly Identify production mistakes and anomalies for production activities, allowing management to take corrective action; resulting in improved yield and profitability

# To Brand or Not to Brand

Shruti Singh  
Account Planning Manager, JWT  
New Delhi

Dr. Anupama Wagh Koppar  
VP & Strategic Planning Director, JWT  
New Delhi

Is hardly a question of choice today? Branding seems to be the new mantra. Everyone is talking about brands and branding. But what really is branding? Is it a new concept? Should you brand? How can you brand? What is a good brand? How does it help you? This article attempts to address all these questions and some more in subsequent article in the series.

Beginning with what a Brand really is. Quite simply put, a Brand is a means to differentiate your product offering from another's. It is to gain and propagate your superiority over other similar offerings. However at a deeper level, a successful brand is an Ideology. Every great brand has at its center an ideology of what it is out to achieve, what is its purpose, and what is the reason for its existence. (For eg: Apple has 'innovation' at its core, Fabindia exists to give an opportunity to Indian crafts, to reach the consumer in away that is relevant to them). Of course it doesn't suggest that Brands are merely to live out a large cause without keeping profitability in mind. Quite the contrary, the more a Brand is associated with a larger purpose, the more value it fetches.

Where did brands come from, where they always around? The answer to that is both Yes & No. We had brands long before MBAs became a degree. Our very own Banarasi Sarees, Sanganeri Prints, Kalmkari, Pashmina Shawls are brands in their own right. People want them, know they are different from other fabrics & are willing to pay a premium for them. They are recognized symbols of status (for the wearer), craftsmanship (for the skill) & luxury (they exotic and limited in number).

While lifestyle products like apparels and personal grooming saw Branding happen to it much earlier than did everyday commodity products. Not long ago, in fact even today We'd go to the kirana store and ask for a Kilogram of Sugar, rice, salt etc. The Baniya weighs and packs them for us. But alongside we see Branded products available and its not hard to see the difference. Branded commodities seem to have less quality issues like adulteration, inconsistent

pricing and packaging. From the time when we brought everything loose or unbranded – cloth to get clothes stitched, spices to ground, grain by sacks which we cleaned, washed & then grind into flour; to today, when we walk into a grocery store and buy a brand of Atta, a brand of Masalas, or even a brand of Shirts.

What brands have made possible for us?

1. Helps build and meet quality expectations -Consistent quality, we know what to expect when we buy a brand of rice or a brand of shirt.
2. What brands also do is make things convenient (for eg: We no longer have to buy spices that need to be ground before we can use them for cooking).
3. Fetches better value- Makes for optimized pricing strategy and making a business more profitable
4. Building relationship and loyalty - Once a consumer likes what a brand offers they become its loyal customers. This relationship goes further than the functional benefits. Brand loyalists have an emotional bond with the brand. They are willing to pay a price for it, further its cause, and most importantly generate awareness and recommend the brand, adding more customers to the brand.
5. Brands help build long term businesses and the make the investment on branding one with a very high ROI.

So to conclude, branding is more than just labeling and packaging a product. Good Branding strategy will ensure that consumers recognize the Brand by name and show preference for it.

Watch out this space for more Brand Gyaan. Coming up next – Brand as a person, Basics of branding, & Maintaining Brands.

## REFERENCE RESOURCE LIBRARY AT NAFARI

Under SIDBI Implemented Project on "BDS DEVELOPMENT IN PUNE FRUIT & VEGETABLE PROCESSING CLUSTER" has set up a Reference Resource Library at NAFARI to cater to the information needs of the Fruit & Vegetable Processing cluster in and around Pune.

We request the Cluster stakeholders and members of NAFARI to take advantage of this golden opportunity.

List of Books Available at NAFARI :

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|--|--|
| 1. HACCP User's Manual By : Donald A Carlett   | Raghavan   |
| 2. HACCP – A Practical Approach By : Sara Mortimore & Carol Wallace  | 8. Gums & Stabilizers for Food Industry By : Peter A. Williams & Glyno Phillips                                |
| 3. HACCP – Food Safety Training Manual By : Tara Paster  | 9. International Food Safety Handbook By : Kees Vander Heijden maged Younes Lawrence – Fishbein Sanford Miller |
| 4. Introduction to Food Engineering By : R. Paul Singh & Dennis R. Heldman                                 | 10. Handbook of Frozen food Processing & Packaging By: Da-Wen Sun  |
| 5. The Microbiological Risk Assessment of Food By: Stephan J. Forsythe                                     | 11. Food Packaging – Testing methods & applications By: Sara J Risch   |
| 6. Handbook of fruit science & technology – Production Storage & Processing By : D.K. Salunke & S.S. Kadam | 12. CDS on BIS Standards   |
| 7. Spices, Seasonings & Flavourings By : Susheela  |  |

Library is open from Monday to Saturday 1000 to 1700 hrs. Closed on Sundays and Public Holidays. For more details Contact Mrs. Anagha Dixit, NAFARI, Tel 020-24440079 Email: nafaripune@yahoo.co.in

## Upcoming Event

Next training will be organised by CFTRI, Mysore in association with NAFARI on Modified Atmospheric Packaging" in the month of November. For details Contact Mr. Vinay Oswal / Mrs. Shubhada Shintre, Tel : 020 24440079 / 64006084

## Business Opportunities

• A Pune based firm wishes to procure fresh ginger and lime juice to be utilized in Ayurvedic medicines. The company would like to get samples first and depending on the response will further place the order.

• A Pune based export firm wishes to procure dehydrated Green chilli, Curry leaves and Kasuri Methi to be utilized in RTC Products.

• Pune based firm wishes to procure frozen green peas total quantity of 1.5 tonne and frozen mix cut Vegetables quantity of about 150 kgs. The orders will be placed as per market demand.

• Pune based firm wishes to sell frozen mango with following specifications:-

- Frozen (IQF) Totapuri Mango Dices (10 mm x 10 mm) & (15 mm x 15 mm). Quantity: 100 MT, Packing: 10 kgs Plastic Bag in corrugated box
- Frozen Alphonso Mango Pulp - Natural  
Quantity: 80 MT, Packing: 10 kgs plastic Bag in corrugated box
- Frozen Totapuri Mango Pulp - Natural  
Quantity: 160 MT, Packing: 10 kgs plastic Bag in corrugated box

• Pune based export firm wishes to procure fresh Green Chilli of any Variety, cut into pieces of 2 to 3 cms and packed in containers of 50 Kgs.

For commercial enquiries contact Mrs. Shubhada Shintre / Mr. Sandip Jagtap, Apex Cluster Development Services Pvt Ltd, Tel 020 -25667187 / 64006084, Mob : 9881098155 / 9922913191, Email : [shubhada@punebds.com](mailto:shubhada@punebds.com), [sandip@punebds.com](mailto:sandip@punebds.com).

## LAUNCH OF NEW B2B PORTAL : [www.punefoodhub.com](http://www.punefoodhub.com)

Under the project for "Development of Business Development Services for MSMEs" [www.punefoodhub.com](http://www.punefoodhub.com) an exclusive B2B portal has been introduced, for the benefit of micro, small and medium scale fruits and vegetables processing firms as well as Business Development Service Providers. We have appointed M/s CityIT Solutions Pvt Ltd have been appointed under the SIDBI project for developing this B2B Portal.

The basic objective of the Pune Food Hub is to increase and improve online presence of businesses associated with Food Processing Industry based in and around Pune. Under this initiative, we will be offering services of developing your exclusive WEB PAGES on [www.punefoodhub.com](http://www.punefoodhub.com). Some Project support will also be provided under the project for these Web pages. These services are available to both - Business Development Services (BDS) providers and MSMEs engaged in activities related to Fruits and Vegetables Processing. These web pages would be like a digitized spokesperson for your company. Moreover this amazing facility will increase your visibility in the market.

The website [www.punefoodhub.com](http://www.punefoodhub.com) will contain:

- ❖ Updated news pertinent to the Pune cluster
- ❖ MSME & BDS showcase
- ❖ Product catalogues of MSMEs
- ❖ Local utility directory
- ❖ Policy framework related to fruit & vegetable processing industries and
- ❖ Many more informative sections dealing with micro & macro level issues of the local industries

For more details regarding the services and subsidies, please contact: Mr. Preetinder Singh, CityIT Solutions Pvt Ltd, Mob: 9422012304 / Mr. Sandip Jagtap, Apex Cluster Development Services Pvt Ltd, Mob: 9922913191.

## EMPANELMENT OF CONSULTANTS BEING DONE THROUGH THE PORTAL

"ACDS is inviting individuals/firms/agencies/NGOs/Trusts that have expertise and experience in different sectors/disciplines in its pool of BDS (Business Development Service) providers. These BDS providers could be contacted as and when any need arises for specific assignments and will be connected to the cluster firms on a priority basis with project support. Such consultants/contactors will be utilised in the ongoing project to participate in pilot initiatives, consultancy offers, awareness and training seminars, for conducting various analytical assignments/reports under the project, and for firms' requirements for various services in the cluster. The details of the empanelled BDS will be available on the cluster portal [www.punebds.com](http://www.punebds.com). Interested persons or parties can download the application form from the following link :

[http://www.punebds.com/Application\\_for\\_ACDS\\_Panel\\_of\\_Consultants.aspx](http://www.punebds.com/Application_for_ACDS_Panel_of_Consultants.aspx) or  
[http://www.punebds.com/Application\\_for\\_ACDS\\_Panel\\_of\\_Consultants.xls](http://www.punebds.com/Application_for_ACDS_Panel_of_Consultants.xls)"

## REGULATORY / LEGAL EXPERTS PANEL AT NAFARI PREMISES

The following services are being provided by the panel on selected days at NAFARI, MCCIA Building, Tilak Road, Pune 411002

- PFA, FPO, AGMARK, Commodity Act etc
- Promotional Schemes by Govt.
- Weights and Measures
- Labour Laws
- Packaging / Labeling
- Factory Act
- Excise, Sales tax, Income tax.

PLEASE CONTACT THE FOLLOWING PERSONS TO SOLICIT THE SERVICES

Mr. Vinay Oswal, Director, Nafari (mobile : 9881491440), Ms. Shubhada Shintre (mobile 9881098155)

Private Circulation Only

For Feedback/ Enquiries, Contact : Apex Cluster Development Services Pvt. Ltd.

19/B, 2nd Floor, Kapila Housing Society, Gokhale Nagar, Pune - 411016 Phone: (+91) (020) 64006084 (+91) (020) 25667187  
Mobile: 9881098155 E-mail: [shubhada@punebds.com](mailto:shubhada@punebds.com), [anant@indianclusters.org](mailto:anant@indianclusters.org), Website: [www.punebds.com](http://www.punebds.com)