

NEWS BULLETIN

UPDATE ON FRUIT AND VEGETABLE PROCESSING CLUSTER, PUNE

Dear Readers,

Greetings from Apex Cluster Development Services team! This Diwali all of you must have done a good amount of business, and now would be preparing for New Year festive season!

At cluster level, we organised 4 events for the benefit of the firms and BDS providers, viz: General Consultation and advisory session on Latest Food Labelling requirements, Cluster Co-ordination Committee Meeting, Technology Summit and Training programme on GMP GHP for micro & small scale industries. We also supported Annual National Seminar on Sustainable Technologies for Cold Storages, Refrigeration which was organised by ISHRAE, ASHRAE and ACR Project Consultants. There would be many more such need based events in months to come

A major development which took place in November 2009, was signing of Memorandum of Association with M/S MAARC Labs Pvt. Ltd; to start services of Mobile Testing Laboratory. We will be making available a van which will house the laboratory equipments. The main objective of this initiative is to carry out preliminary tests for judging quality of food products. The other objectives of this project are: [1] to collect samples from Food Processing industries which are located in remote places and are not able to bring their product for quality testing, and carry out the quality tests Laboratory of MAARC Labs situated in Pune; and [2] to carry out short training programmes for staff of food processing industries in remote areas regarding testing in their in-house labs. We appeal all the members of Pune Cluster and food processing industries at large to take advantage of these services. Please do contact us or M/S MAARC Labs for availing these services.

This year we will be giving more emphasis on the "Energy Efficiency Initiatives". We have included an encouraging success story of M/S Gits Food Products Pvt. Ltd; on how they achieved overall 30% reduction in their energy consumption. We have already supported M/S P. K. M. Foods Pvt. Ltd; on pilot basis, for their energy audit. We request other cluster firms to come forward to join in energy conservation / efficiency drive. They can avail of the assistance from Cluster project in this initiative.

With this issue of news letter, we also wish you all a very happy and prosperous new year.

With Best Wishes,

Shubhada Shintre , Cluster Development Manager

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EDITORIAL TEAM

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

IMPORTANT ACTIVITIES CONDUCTED DURING NOV – DEC 2009

1. Report on Legal Mela - General Consultation & Advisory Session on Latest Food Labeling Requirements:

National Agriculture & Food Analysis & Research Institute (Nafari) and Apex Cluster Development Services Private Limited conducted Legal Mela (A general one to one Consultation & Advisory Session on Latest Food Labeling Requirements) under SIDBI Implemented Project On "BDS Development In Pune Fruit & Vegetable Processing Cluster" on 1st October 2009.

Shri U. R. Gotkhandikar (Retd. Jt. Commissioner, FDA) & Shri. Vinay Oswal (Director – NAFARI) gave their advisory services to the participants on the labeling provisions. The objective behind this legal mela was to provide a platform where the participants can discuss issues regarding their respective products, latest labeling rules, license related issues etc in an interactive one to one consulting session with which there products can adhere to latest FSSA laws. Around 10 companies representatives attended the interactive session.

2. Fourth CCC Meeting at NAFARI's office: Cluster Co-ordination Committee was organized on 14th Oct at Nafari to take review of the activities done so far and other major initiatives under the project. Draft report based on survey conducted by Electronica Finance for the micro and small scale food processing industries regarding financial product was presented by Ms. Bhushana Karandikar. Shri Pritinder Sehgal of M/S City IT Solutions Pvt. Ltd, gave presentation on the launch of new B2B portal www.punefoodhub.com. Dr. Mrs. Vasudha Keskar explained about "Mobile Laboratory Project". Possibility of support for preparing vision plan document of NAFARI was discussed. Shri Atre of NABARD gave information on financial assistance schemes of NABARD, for food processing industries in rural area. Shri Venkataramanan of MSME foundation attended the meeting. Total number of attendees were 14.

3. Report on Technology Summit with AFSTI : Association of Food Scientists and Technologists (India), (Pune Chapter)

and Department of Food Science & Nutrition, (S. N. D. T.) jointly celebrated "World Food Day 2009". Theme for this year was "Achieving Food Security in times of Crisis", particularly in the field of fruits and vegetable processing. Various activities like a live exhibition of fruit and vegetable processed products, Films, CDs, etc. on Fruit and vegetable processing, Dissertation abstracts, Innovative products etc. were organized.

Among all activity one major activity "Technology Summit" was organized on 28th October 2009. This programme was supported under project. The main objective of organizing this summit was to transfer the new and innovative technologies to industries. Dignitaries, renowned Food Technologists, Machinery manufacturers, guided the participants on latest technologies available for fruits and vegetables processing.

4. Annual national Seminar on sustainable Technologies for Cold storages, Refrigeration :

Project supported the day long session on "Sustainable Technologies for Cold Storage, Refrigeration". This was organized by M/S ACR Project Consultants and the associations involved were ISHRAE & ASHRAE. The day long sessions gave information on : Efficient Management of Large Cold Ware houses, Enconditioning – Indoor Environment Conditioning Airocide – A NASA Technology, "Green" Concept in cold chain, Energy Saving by use of PHEs, Innovative Cold Room Design, Subsidies available for Cold Storages and Cold Chain Sector, etc. Experts in the field of cold storages and refrigeration technologies guided the participants. About 150 participants attended the programme.

5. Training Program on GMP GHP for Micro & small Scale Industries:

- Amro Institute in association with Apex Cluster Development services organized one day training program on GMP GHP for Micro and small firms on 30th Nov 09. Micro and Small firms which may not be able to obtain ISO or HACCP can go in for GMP & GHP, this was the core idea behind the training program. Dr. S. M. Naikare (Chairman – AFST – Pune Chapter) were the expert faculty for the training program.

BRANDS ARE PEOPLE

BY : MS. SHRUTI SINGH / DR ANUPAMA WAGH KOPPAR, JWT, NEW DELHI

In our last column we introduced to you the basic branding process. In this issue now we will take a closer look at Brands beyond their functionality, and understand why and how they mean what they mean to consumers.

Often when we meet someone for the first time, we form an impression of what they must be like. We decide whether we like them, dislike them or are indifferent to them.

The same applies to brands. Brands have distinctive personalities, basis which we regard them and likewise offer them a place in our life or keep them away.

Consider this, Soaps are soaps, we use them to clean dirt, freshen up, get rid of germs etc. If we were to choose one to 'Clean Dirt' – there will be at least ten soaps in the market that cost the same, yet we choose a specific one. This is called 'Brand Preference', which is driven by our perception of that particular brand of soap. We choose everyday - between one bottle of mineral water and another, between one cola and another, between one shampoo and another.

In today's competitive market scenario, when there is hardly any difference between different product offerings, Brand Personality is increasingly important. It is what sets a brand apart. Consumers tend to treat a brand like a brand treats its personality. No Personality = no loyalty; simply because they don't know what to be loyal to.

So how does one go about creating a brand's personality?

- Who am I and what do I offer?

The first step is to put down what we offer, and how does the consumer benefit from this. EG: Brand A offers natural wool clothing products which keep a person warm in winters

- What different do I offer compared to competition?

This second step will essentially be the 'positioning' of the Brand

EG: Brand A offers natural wool clothing products which keep a person warm in winters. It is hand woven and specially made with the softest of wool.

- Bringing Brand to life

The third step is to begin by describing the brand as a living breathing entity, which is

different from another brand

- What this person believes in
- What are his / her values
- How does it speak to people? (communication tonality, brand colors, logo and identity.)

EG: Brand A offers natural wool clothing products which keep a person warm in winters. It is hand woven and specially made with the softest of wool.

Brand B believes in supporting handicraft and nurturing the techniques that have been handed down generations of craftsmen. These craftsmen were self-dependent, with their own sheep, wool and looms.

Brand B highly values the culture, exclusivity and authenticity of handicraft, and a communities endeavor to keep their art and original livelihood thriving.

Brand B offers natural wool clothing products which keep a person warm in winters. It is hand woven and specially made with the softest of wool

- How does it help the Brand?

A well defined Brand personality helps the Brand to build an intangible difference. What brand personality did for Brand B, is to add more warmth and wholesomeness and gave it an edge over Brand A's 'product offer' which may not be compelling to consumers.

Adding a personality dimension to any Brand helps raise it above just the product offer. This in turn lays a foundation for its future expansion, EG: Brand B can in future grow into different categories – like traditional recipes of homemade pickles or authentic block print or even organic farming produce.

But most importantly what brand personality did for Brand B is to share its story with the consumer who would identify with the brand and even maybe pay a premium for it - over Brand A. It built the differentiation and hence could help command a premium

Coming up next 'Managing Brands'.

ENERGY EFFICIENCY ACHIEVED BY GITS FOOD PRODUCTS PVT. LTD.

M/S Gits Food Products Pvt. Ltd. are in to manufacturing of Ready to Eat and Ready to Cook food products and are major exporters of food products. Founded as a small family enterprise in 1963 by partners H. Z. Gilani and A. K. Tejani, Gits is now at the forefront of the instant foods revolution in India. The company now manufactures a whole range of Indian snacks developed and perfected by rigorous in-house R&D. This has enabled Gits to roll full steam to a position of brand leadership. Gits has won awards consecutively over the years for its growing exports. Today their exports to USA, Canada, UK, Australia, Asia, the Middle East and Europe account for 45% of total revenue. Over the years, the range of products increased to include Instant Mixes, Papads, Dairy Products, Namkeens and Ready-to-Eat meals.

Quality has been the watchword at Gits since inception. The company is certified for ISO 9001-2000 and ISO 22000 (HACCP).

The management of Gits is very much keen on "Energy Saving and Energy Conservation Measures" and is one of the pioneering industries in food processing sector to undergo energy audit and follow the same in principles and practice. Recently, they have received "Excellence in Energy Conservation and Management" award in individual category, instituted by Maharashtra Energy Development Agency (MEDA).

The efforts done by Gits for overall energy conservation and savings are as follows:

Gits could reduce 30% of its overall energy consumption. This could be achieved by:

- 1) Installation of Automatic Power Correction Pane (also known as capacitor bank) for maintaining Unity Power Factor. By maintenance of unity power factor, they were entitled to 1% rebate on total energy bill.
- 2) The entire lights were changed to Energy Efficient Lights.
- 3) Wherever possible Natural light and ventilation was used in the factory, so the energy demand during the day time is reduced.
- 4) Changing motors to Energy Efficient Motors.
- 5) Doing demand side management, they could save fixed charges.
- 6) By installation of computerised meters, they could estimate the maximum

demand and the same could be controlled automatically by switching off some of the energy intensive machines for that period.

7) They rescheduled the production cycle to take advantage of the concessional rates and it also reduced the fluctuations.

8) Replacement of electrically inefficient machinery, e.g. grinders, tray driers, etc.

9) By doing prompt payments of the energy bills, they could some concessions in the electricity bills.

10) Checking of cables and wires installations of whole plant and replacing old / less resistant installations, wherever required, they could save electrical losses.

11) They gave top priority to safety.

12) By implementing all such measures, they could reduce their overall electricity demand from 350 KVA to 250 KVA, without reducing the production.

This energy audit and conservation work was carried out by Shri S. P. Ranade and his associates, for M/S Gits Food Products Pvt. Ltd. They also have future plans of installation of non – conventional energy sources in their expansion plans.

Appeal to Fruits and vegetables processing industries in Pune Cluster

The cost of energy is a significant controllable factor in food processing sector. Typically, it depends on the processes and the product types, and accounts for 10% - 15% of the production cost. Significant savings can be achieved in the energy bills by implementing simple energy conservation measures. Energy efficiency is widely regarded as the first step in making the transition to a low carbon economy.

We have already conducted an energy audit at M/S P. K. M. Foods Pvt. Ltd. We appeal to the fruits and vegetables processing industries in Pune Cluster to come forward for such initiative. Such units can get some financial assistance under the project.

For details, you are requested to contact: Mrs. Shubhada Shintre, Cluster Development Manager, M/S Apex Cluster Development Services Pvt. Ltd; Mobile: 98810 98155, E – mail: shubhada.shintre@gmail.com, shubhada@punebds.com

UPCOMING EVENTS



MAARC LABS PVT. LTD.

&

APEX CLUSTER DEVELOPMENT SERVICES PRIVATE LIMITED

Announces

3 days Training Program on Process Water Analysis

Under SIDBI Implemented Project on "BDS DEVELOPMENT in PUNE FRUIT & VEGETABLE PROCESSING CLUSTER" From 21st to 23rd December 2009



Course Contents :	Process Water Analysis a) Introduction to Indian Standard IS 4251.(Water for food Processing Industry) b) Significance of Water Testing. c) Basic of equipments used in Water Analysis d) Practical Training for Analysis of pH, Conductivity, Hardness, Chlorine Content, Turbidity, Nitrate, Sulfate, Phosphate. e) Introduction to Microbiological Techniques.
Medium :	English
Participants :	Quality Control Personnel, Lab Technicians and Analysts.
Faculty :	Mrs. Soniya Nandre, Dr. (Mrs.) V. S. Keskar, Ph.D. (Analytical Chemistry), Dr. S. S. Nimbalkar, Ph.D. (Microbiology) and Supporting Staff for hands on training
Program Details :	Timing: 10.30 a.m. to 5.00 p.m.
Venue :	MAARC LABS PVT. LTD. Plot No. 1 & 2, Gat No. 27, Nanded Phata, Sinhagad Road, Pine 411 041.

Training Fee :	Participation Fee: Rs. 5000.00 per Candidate
Subsidized Fee :	Rs. 2500.00 per Candidate from Fruit & Vegetable Industries.
Service Tax :	10.30% Extra

Training Fee includes Course Material, High Tea & Lunch. Please register by: 19th December, 2009. You may confirm your participation to:

Ms. Pratiksha Annigeri
MAARC LABS PVT. LTD
Tel: 020- 24395052, 09850 360 417
E-mail: pratikshaa.maarclabs@gmail.com

Mr. Sandip Jagtap
Apex Cluster Development Services
Tel: 020- 64006084
E-mail: sandipjagtap@gmail.com

National Agriculture and Food Analysis and Research Institute (NAFARI)

&

Apex Cluster Development Services Pvt. Ltd.

in association with

Central Food Technological Research Institute (CFTRI), Mysore

is planning to organize Training Program on

"Modified Atmosphere Packaging for Fresh, Cut and Processed Vegetables and Dehydration of Fruits and Vegetables"

In the month of Jan 2010, at CFTRI, Mysore



TRAINING DETAILS:

Training Topics : Fruit Ripening Mechanisms and Control, Designing of cold rooms for MA / CA storage, Specific needs for Modified Atmosphere Packaging (MAP) and Storage, MAP / CAP Technologies and Process control, Ethylene Absorption Devices, Equipments and packaging films for MAP; Designing of MAP, Minimally processed fruits and vegetables, MAP packed cut fruits and vegetables, Drying Techniques, Dehydration of fruits and vegetables, Packaging of dehydrated fruits and vegetables, Dehydration of vegetables, Group discussion and valedictory function

Training Fees :	Participation fees for: F & V processing Industry : Rs. 10,000 + Service Tax 10.30% (Subsidy of Rs. 4000/- in training fees given under Pune F&V processing cluster)
Others :	Rs. 14,000 + Service Tax 10.30%

Please note:

- Fees include lodging and boarding at CFTRI.
- The above fees does not include to & fro travel to CFTRI and candidates have to organize their own traveling

- Any incidental and personal expenses are to be borne by

participants themselves.

Duration :	For 3 days Dates to be finalized in the Jan 2010
Payment terms :	100% advance (D.D. in favour of NAFARI / in cash) to be remitted at the time of registration.

Who should participate: Retailers of cut and Packaged Fruits and Vegetables, Manufacturers of dehydrated fruit and vegetable products, Cold Storage Chain.
Admissions on first come first serve basis. Limited seats

Register your participation to:

Mr. Vinay Oswal/ Mrs. Anagha Dikshit
NAFARI
Tel: 24440079 / 24441776
E-mail:nafaripune@yahoo.co.in

Mrs. Shubhada Shintre
Apex Cluster Development Services
Tel: 64006084 / 9881098155
E-mail: shubhada@punebds.com

Small Industries Development Bank of India (SIDBI) & Winrock International India (WII)

is organizing

Awareness Program on MSME Energy Saving Project

with support from

Japan International Cooperation Agency (JICA)

On 21st Dec, 2009 at 5.30 pm at Hall No. 4&5, MCCIA Trade Tower, International Convention Centre, Pune

Event organized by :



भारतीय लघु उद्योग विकास बैंक
SMALL INDUSTRIES DEVELOPMENT BANK OF INDIA

Supported by :



For Registration contact :
Mr. R. J. Patole, AGM, SIDBI. Phone : 020 25675113

BUSINESS OPPORTUNITIES

- A Pune based company wants supplier of dehydrated Curry leaves, dehydrated potato cubes, dehydrated green chilly (chopped in pieces of size 1 to 2 cms), Dehydrated Onion flakes. Send your best quote and time of delivery.
- A Pune based company wish to appoint distributors for Dehydrated Jaggery powder.

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 / sandip@punebds.com.

ONE MORE MILE STONE ACHIEVED BY M/S GIRME WHEAT GRASS

M/S Girme Wheat Grass are into manufacturing, selling and exports of Wheat Grass powder. The Cluster Development Project had helped M/S Girme Wheat Grass in getting their product tested for quality, HACCP Certification and Organic certification, through voucher cost support. These certifications gave them the confidence to approach the buyers all over the world with confidence. In addition to increase in exports, HACCP and Organic certification systems have helped them in getting more organised in their operations, getting more yield and reducing wastages.

After getting HACCP and Organic certification, M/S Girme Wheat Grass also got HALAL Certification which will help them in exporting to many Muslim countries. With all these certifications, they are now participating in world wide exhibitions such as BIOFACH in Mumbai and in Germany, MENOPE in Dubai, PANACIA, Mumbai. In all, this year, they will be investing about Rs. 5 – 6 lakhs, for domestic as well as export markets. They will be utilising print as well as web media for advertising their products. At present they have market presence in 24 countries and are expecting to reach to at least 100 countries by next year Dec 2010.

SNAPSHOTS OF EVENTS CONDUCTED



Shri U.r Gotkhindikar (Retd. Jt. Commissioner, FDA)
Addressing Queries Of Participants In Legal
Mela Held On 1st Oct 2009 At Nafari



Dr. V. Karnik giving keynote address
in Technology Summit with AFSTI
on 28th oct, 2009



Fourth Cluster Co-ordination
Committee Meeting held
On 14th Oct, 2009 At Nafari

APPEAL FOR MEMBERSHIP OF B2B PORTAL : www.punefoodhub.com

M/s City IT Solution Pvt Ltd has come up with a new B2B portal : www.punefoodhub.com for the Pune Fruit & vegetable processing cluster. 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 they offer to develop your exclusive WEB Pages on www.punefoodhub.com. Some project support will be provided under the project for "Development of Business Development Services for

MSME's" for these Web pages. These services are available for both Business Development Services (BDS) Providers and MSME's engaged in the activities related to Fruit and Vegetable Processing. These Web pages would be like a digitalized spokesperson for your company and increase visibility in the Market. For More details contact contact : Mr. Preetinder Singh Sehgal, City IT 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 . Interested persons or parties can download the application form from the following link :

http://www.punebds.com/Application_for_ACDS_Panel_of_Consultants.aspx or
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
- Weights and Measures
- Packaging / Labeling
- Excise, Sales tax, Income tax.
- Promotional Schemes by Govt.
- Labour Laws
- Factory Act

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.
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