

# NEWS BULLETIN

## UPDATE ON FRUIT AND VEGETABLE PROCESSING CLUSTER, PUNE

### IN THIS ISSUE

- **Important Activities conducted during the Quarter January - March, 2009**
- **Scheme to support Energy Conservation Measures and Energy Efficiency projects on fruits & vegetable processing industries cluster in Pune**
- **Labeling of prepackaged food**
- **“Effects of Global recession of Food Processing Industries - vis-à-vis other industries, and way forward” - A view from the cluster stakeholders**
- **Note on Launch of Mega Agri Food Park**
- **Note on Community Processing Centre to be established by Agricultural Development Trust - Baramati**
- **Proficiency Testing (PT) Programs for Testing Laboratory**
- **Success Story of M/S Girmes Wheatgrass**

### EDITORIAL TEAM

- **Anant P Singh**
- **Shubhada Shintre**
- **Sahil Mehta**
- **B. P. Singh**

Dear Readers,

So far we have seen three editions of the “NEWS BULLETIN”. As we enter the sixth quarter of the implementation phase, the focus is now shifting more towards creating the project network as a linkage forum between the Service Providers (BDS) and the Fruit & Vegetable Processing firms.

The current quarter initiatives has tried to touch new paradigms in Fruit & Vegetable Processing in the cluster by including new issues like “Automation”. Consultants in Automation were sensitized on the cluster requirements. NAFARI conducted a series of training programmes on Quality & Regulatory issues, heralded by a full day training on “ Food Safety Risk Assessment and Management And Food Traceability and Recall”, a very relevant issue in the emerging global integration of trade. Besides, a interactive session was held with the Consultants in Branding and Marketing issues in association with the MCCIA.

A series of preparatory training sessions were held for the micro firms associated with the Agriculture Development Trust (ADT), Baramati. A major initiative is tied up with the ADT under the project for setting up of a Community Processing Plant supported by a Common Marketing & Branding Strategy. M/s S P Ranade continued to partner us and in continuation with their sensitization of firms in December, they have now embarked upon some energy audit pilots which will assist the firms in optimizing their operating cost efficiency. As an another extension of the energy efficiency foray, ACR Consultants held one more workshop for workers and technicians in energy savings for the cold chain sector catering to the processed fruit & vegetable markets.

However, a major breakthrough has been a MOU with the coveted CFTRI (Central Food Research & Training Institute, Mysore) which will hold 4 trainings for the cluster stakeholders in Quality and Product technology issue over the next one year. They will also provide individual demand based consultancies to the cluster stakeholders supported by the project.

We look forward to your continued support and cooperation in implementation of the project.

With Best Wishes



(Anant Pratap Singh)



**Anant P Singh**  
Project Coordinator  
Pune fruits and vegetables,  
processing cluster

### IMPORTANT ACTIVITIES CONDUCTED DURING THE QUARTER JANUARY - MARCH, 2009

1) Organisation of Purchase Committee Meetings for Establishment of Community Processing Centre of Agricultural Development Trust - Baramati - Three meetings were held - 2nd January, 2009, 19th January, 2009 & 27th February, 2009, to select vendor for supplying the necessary machinery for the centre.

2) Organisation of Press Conference for announcing Launch of Panel of Regulatory Consultants, on 14th January, 2009, in association with MCCIA and NAFARI

A Panel of Regulatory Consultants started functioning from 14th January, 2009. This service is made available with the help of Cluster Project and is housed at NAFARI, MCCIA Tilak Road, Pune - 411 002. A press conference was addressed by Shri Anant Sardeshmukh, ADG - MCCIA, Shri Ajay Mehta - Vice President of MCCIA and Director of Governing Council of NAFARI, Shri Ashoo Tiwari, DGM - SIDBI, Shri Rajveer Singh, MD - Apex Cluster Development Services Pvt. Ltd; and Shri Vinay Oswal, Director - NAFARI.

The panel is established to render advice on Regulatory and mandatory requirements and consists of experts / professionals in the following fields: PFA, FPO, AGMARK, Commodity Act etc; Weights and Measures, Labeling, Excise, Sales tax, Income tax, Promotional Schemes by Government; Labour Laws and Factory Act, etc. The panel will set the tone for the implementation of the FSSA Act 2006 in Pune cluster.

3) Organization of half day seminar on “Strategies for successful Marketing and Branding for Processed Food Industries, 29th January, 2009, in association with Maharashtra Chamber of commerce, Industries and Agriculture: A large number of the processing units are not aware of the emerging potential of branding & marketing for better outreach to the markets. As a result, large chunk of cluster products get offloaded into the local and regional markets fetching nominal value addition. In today's competitive environment, it is important that the food industry be sensitized to understand the intricacies of brand positioning and the need/ importance of Trade Marks in that context.

Keeping these needs of the food industry in view, this half day seminar on “Strategies for Successful Marketing and Brand Positioning of Processed Food Products” was organized under the project. There were 42 participants from food processing industries as well as BDS firms. The faculty included Shri Nuriel Pezarkar, Founder Promoter and Director of IMOR Consulting and Management Company (subject: “Marketing of Processed Food Products”), Mrs. Anupama Wagh

Koppar, Strategic Planning JWT, New Delhi (subject: Branding and Brand Positioning), Dr. Vasant Savangikar, Patent Attorney, M/S Krishna & Saurashtry (subject: registration of Intellectual Property Rights, such as trade marks), Shri M. A. Tejani, Joint Managing Director of M/S Gits Food Products Pvt. Ltd, (subject: Experience sharing in establishment of their brand "GITS").

4) Training programme on Tomato Processing & packaging for Micro firms, 30th January, 2009, in association with Agricultural Development Trust, Baramati. Dr. Naikare was the expert faculty for the seminar. In all 72 women representing micro firms and self help groups attended the seminar. Dr. Naikare explained the technology for making Tomato Juice, Tomato pest, Tomato purees, Tomato soup, Tomato Ketchup, Tomato Chutney, Green tomato pickle, etc. He also gave practical training to women on production of tomato ketchup and pomegranate juice. Training on bottling, corking and sealing of tomato ketchup in glass bottles, as well as sealing of plastic pouches, on corking and sealing machine respectively, was also imparted.

5) Training programme on Business opportunity and selection of business for micro firms, on 6th February, 2009, in association with Agricultural Development Trust - Baramati.

Mrs. Ketaki Barve, Mrs. Charusheela Kambale and Mrs. Shalaka Gore were



Shri Ajay Mehta, Chairman, Governing Council, NAFARI, addressing the press conference. Dignitaries on dais



Participants of Seminar on "Strategies for successful Marketing and Branding for Processed Food Industries"



Dr. S. A. Naikare Training the Participants

faculties in this programme. 125 participants were present in this training.

Mrs. Ketaki Barve dealt with on the business Opportunities and hygienic production techniques. This was followed by a session on Personality development by Mrs. Shalaka Gole, and training on selection of business by Mrs. Charusheela

6) Training programme on Preparations of Jams, Jellies, for Micro firms, on 19th February, 2009, in association with Agricultural Development Trust Baramati: 70 participants were present in this training. Dr. Naikare imparted the training on procedures of the Jam, Jelly preparation. He also demonstrated the mix fruit jam preparation and preparation the jelly from wood apple. He also taught the recipe of the apple chatani.

7) Seminar on Automation for Food Processing Industries, with special focus on fruits and vegetables processing, on 21st February, 2009, All India Food Processors' Association - Western Region, Chordia Food Park, Automation Industries Association:

This seminar was organized jointly by Apex Cluster Development Services Pvt. Ltd and All India Food Processors Association (Western Region), in association with Automation Industries Association, New Delhi. In all 60 participants attended the programme.

The dignitaries present for the inauguration were Shri Vimal Kapoor - Vice President of AIA, Shri Pradeep Chordia - Vice President of All India Food Processors' Association, Shri Anant Singh - Director - Apex Cluster Development Services Pvt. Ltd; Shri Ramesh Patole - AGM - SIDBI, Shri Anup Wadhwa - Director Automation Industries Association. The faculty included Shri P. V. Sivaraman M.D. of M/S B. R. Industrial automation Pvt. Ltd; Shri Zubin Varghese - Department Head M/S Siemens Corporate Technologies, (subject: Automation in Sorting and Packing of Fruits and vegetables), Shri John Rodriguez of M/S Endress & Hauser (subject: Automation in Liquid Bulk Handling and Inventory Management); Shri Bipin Jirge and Shri Arvind Telang of M/S IFM Electronics (subject: Sensory Solutions for Dairy and Juice Processing); Prof. Mrs. Kalindi Bhat of Maharashtra State Institute of Hotel Management and Catering Technology (Subject: Need of Curriculum Upgradation for Automation in Food Processing Industry); Shri Vinay Oswal -

Director - NAFARI (subject: Automation for GMP / GHP Compliances); Shri Sunil Raibagi - M.D. of M/S Gudil India (subject: Relevance of Robotics in Food Processing).

A catalogue show of automation companies was concurrently organized by 8 consulting companies in Automation. Further interaction between the Industry and Automation consultants will take place, and will be mediated by NAFARI.

8) Training Programme for Food Licenses and Labeling Provisions for Micro Firms, on 28th February, 2009, in association with Agricultural Development Trust Baramati:

Shri U. R. Gotkhindikar, Joint Dir. FDA (Retd.) was the faculty in this programme. 71 participants were present in this training. Shri Gotkhindikar explained the importance of food licenses and the requirements as well as the norms to be followed to obtain a food license. He also spoke on the care / precautions to be taken while printing of label. He also showed the slides of common mistakes made by manufacturers while labeling.

Shri Gotkhindikar suggested for making arrangement of a guidance session at the same place in future under regulatory consultant board.

9) Training programme on Amendments in Food Law, on 13th March, 2009, in association with NAFARI. Shri U. R. Gotkhindikar, Joint Commissioner (Retd.)

FDA - Maharashtra State, was the faculty in the programme where 22 firms participated.

Provisions for labeling of packaged food given under Rule 32 of Prevention of Food Adulteration Rules are drastically changed vide G. S. R. 491 (E) dated 21st august, 2006 and subsequently vide G. S. R. 664 (E) dated 19th September, 2008. The amended provisions have come in to force from 18th March, 2009.

10) Sponsorship given to BDS providers from Pune Cluster, to the "Seminar on Food Regulations and Certifications" organized by CIFTI - FICCI, on 16th March, 2009:

Confederation of Indian Food Trade & Industry (Food Wing of FICCI) alongwith the Quality Council of India (QCI) and Ministry of Food Processing Industries is organizing had organized a Seminar on "Food Regulations and Certifications - A Capacity Building Program" in three cities viz. Ahmedabad, Mumbai and Ludhiana.

The seminar was organized by CIFTI - FICCI, to create Awareness about current domestic and international, mandatory and voluntary standards. Shri Gotkhindikar, Mrs. Soniya Nandre, Dr. Mrs. Vasudha Keskar and Mrs. Ketaki Barve, were sponsored by the cluster project, to attend this seminar in Mumbai on 16th March, 2009.

11) Training programme on "Potato and Awala Processing" on 17th March, 2009, in association with Agricultural Development Trust Baramati. 107 participants including micro firms and representatives of SHGs attended the programme. Dr. S. M. Naikare was the expert faculty.

He started trained on preparation of various products which can be made from Awala and Potato. He also demonstrated the squash, pickle, candy and juice from Awla and making of potato wafers.

12) Visit of High level delegation from DFID, UK, on 21st March, 2009, in association with MCCIA.

The delegation comprised of Mr. Geoffrey Clifton Brown, MP and Shadow Minister for Trade and International Development, Ms. Emma Spicer, Head - National Team, DFID India, and Mr. Anand Singh Bhal, Economic Advisor,



Shri Patole, AGM - SIDBI, addressing the participants during inauguration of Seminar on Automation



UK Delegation visiting M/S PKM Foods in Pune cluster



Participants in Training programme on Potato and Awala Processing

DFID India. They were accompanied by Mr. Manoj Mittal, DGM, PMD - SIDBI. The following visited by the delegation :

1) Visit to manufacturing facilities of M/S P. K. M. Foods Pvt. Ltd. The dignitaries were shown the range of products and also interacted with the workers of the factory. 2) Visit to NAFARI and its facilities: Shri Vinay Oswal explained about the progress as well as future plans of expansion for NAFARI, for the benefit of Food Processing Industries. 3) The dignitaries also observed the working of Panel of Regulatory Consultants. They also interacted with the clients and representatives of micro firms who had come for advice from the consultants. 4) Luncheon meeting in association with Maharashtra Chamber of Commerce, Industries and Agriculture. Shri Mukesh Malhotra - President MCCIA, Shri Anant Sardeshmukh - ADG - MCCIA and other representatives of firms as well as BDS providers, joined for the luncheon meeting. Shri Mukesh Malhotra explained about Pune and especially agriculture and agri - processing scenario. He also explained about the role of MCCIA in development of Pune industries.

13) Training programme on " Food Safety Risk Assessment and Management And Food Traceability and Recall", on 23rd March, 2009, in association with NAFARI.

The globalization of food markets has increased the challenge to manage the hazards and risks in food processing. Effective management of risks arising from microbial hazards is technically complex and food safety will continue to be, the responsibility of industry operating an array of control measures relating to the food hygiene within an overall regulatory framework. Recently, risk analysis, involving its component parts of risk assessment, risk management and risk communication, has been introduced as a new approach in evaluating and controlling risks.

Simultaneously, Food traceability systems are record keeping procedures, or tracing systems, that record the path of a food product or an ingredient in a food product from its initial supplier to the end consumer. A traceability system allows the food industry to: • promptly locate and remove unsafe products in

case of a recall and protect brand reputation • minimize the size of a recall and reduce the cost incurred in recovering or disposing of products in the marketplace • diagnose problems in production and determine liability where relevant • analyse root cause for corrective action and prevent recurrence

These topics were covered in a full day training programme on "Food Safety Risk Assessment and Management And Food Traceability and Recall". Ms. Soniya Nandre, from NAFARI who was trained under the SIDBI project last year in Traceability, was the key faculty on the issue.

14) Training Programme for Workers on 'Energy Saving measures in the Cold Chain Sector', on 26th March, 2009, in association with M/S ACR Project Consultants

This training programme was organised in continuation with the earlier sensitisation programme for cold storage owners and seminar on "Energy Conservation measures in cold chain sector".

Shri Arvind Surange, Shri Harshal Surange for M/S ACR Project Consultants and Shri Bipin Revankar from M/S Eco Fresh Cold Storage were faculty members. Various topics covered were functions of Cold Store, components of cold store, energy saving possibilities at each stage, maintenance schedules, energy saving during transport, etc. A case study of M/S Eco Fresh Cold Storage was explained at the end.

15) Training Programme on "Marketing Skill Development for Micro Firms", on 28th March, 2009, in association with Agricultural Development Trust, Baramati.

We associated Shri Harshawardhan Ranade of M/S S. H. Consultants in the programme who are Business Development Service Providers in the area of Market research, developing markets, export marketing, etc.

Shri Ranade explained about different Marketing approaches, strategic position & marketing of an enterprise. He also had discussion on market survey and the Process of marketing. There was also a session on Positioning of oneself.

## SCHEME TO SUPPORT ENERGY CONSERVATION MEASURES AND ENERGY EFFICIENCY PROJECTS ON FRUITS & VEGETABLE PROCESSING INDUSTRIES CLUSTER IN PUNE

BY - Shri S. P. Ranade: Director, IT Power India Pvt. Ltd, Pune Project Office  
Shri S. A. Kedar: Project Energy Engineer, IT Power India Pvt. Ltd., Pune Project Office

In the power starved country i.e. India any initiative as described in the title is always a welcome event from the point of the newly designated MSME sector. The role of the Development Financial Institutions Services in India (DFIS), of which "SIDBI" - "Small Industry Development Bank of India" is a younger and dynamic member has gained in stature, by coming out with innovative programmes of schemes, since its inception in 1989-90.

This is keeping in step with the tradition of the DFIS like IDBI, ICICI and IFCI established in early sixties, seventies and eighties, The state level institutions like Entrepreneurship Development Institute of India (EDII) and the state level center (s) of entrepreneurship Development have in their own way contributed to the capacity building of the MSMEs and helped the cause of the DFIS.

"SIDBI" went on establishing a "Venture Capital" Company and also took initiative in supporting concepts like Industrial Health Club and now the cluster programmes in various industrial sectors.

The proposed Scheme for support of Energy Conservation and Energy Efficiency to the doorstep of MSME enterprises is a new means for them to be more competitive globally. India food processing Industry has huge potential to be the food factory to the Global requirements. The recently published outline vision 2015 by the Government of India sets out this thought clearly. This mission is to produce high quality processed food which are produced environment friendly technology producing energy consumption as well to encourage this aspect. The following mentioned scheme initiated by APEX CLUSTER DEVELOPMENT SERVICES PVT. LTD. in Pune cluster is being partnered by the undersigned group from M/S S P Ranade Associated Business Services.

Scheme for Energy Audit for Fruit and Vegetables Processing Industries in Pune cluster

The total number of Food processing industries around Pune is 1350, out of which micro enterprises are 86%, and SMEs 13.25%; total employment is 30000 Nos. with a sales value of Rs 1800 crores as on 2006

The estimated energy consumption for processing industries is valued at 5%

and from the farm gate to the table for Fruits and Vegetables industries (including transportation, storage, cold storage approximately 5~10%) making a total of energy consumption 10~15% of the total turnover, which is Rs. 40Cr to Rs. 60 Crores. A 30% saving in these costs and the very high wastage of products (only 7% to 10% by weight are generating wealth) can generate a business opportunity of Rs 30 Cr per annum for engineers and entrepreneurs, many manufacturers and suppliers. It will also open up a similar possibility for the entire Food processing sector amounting to Rs. 200 Cr to Rs. 250 Cr per annum.

In order to reduce the total energy used in any process industry, the first natural step would be to benchmark the existing Specific Energy Consumption in terms of KWh / Kg of production and / or Kcal / Kg of production and study the pattern of use of energy in the processes, capacity utilization of various equipments etc. The scientifically developed and universally accepted way of arriving and deducing these values is known as Energy Audit. It is a well defined and laid out process by Bureau of Energy Efficiency (BEE) formed under The Central Ministry of Power and this is carried out by energy auditors certified by BEE.

Large Industries normally undertake these activities on their own. But SMEs are normally hesitant to carry out these on their own because of initially seemingly high costs involved though the costs are normally recovered in one year or so.

It is to overcome this problem, 'APEX' on behalf of SIDBI has intervened with some special allocated funds to develop capacity of SMEs taking into account the burning issues of rising fossil fuel costs, shortage of electricity and global warming effects of these fuels.

ACDS has crafted a special scheme for SMEs to promote these energy conservation activities in association with M/S S P Ranade Associated Business Services. In this scheme some costs on capacity building will be borne by the cluster project and upto 10% will be subsidized by MEDA. This

subsidy is released after completion of the Energy Audit report by an empanelled Energy Auditor. Thus the SMEs will have to bear upto 50% of costs relieving a large burden to a significant level.

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Introduction of authors:- Mr. S P Ranade, the Chief Associate, is a trained Chartered Electrical Engineer UK, a Management Consultant, an Entrepreneur Trainer. As the founder and former Managing director MITCON and presently director IT Power (India) Pvt Ltd he is engaged in projects on "Demand Side Management" /Energy Efficiency/, Renewable Energy/ getting Carbon Credits. He played a key role as the former Chairman of the Energy Sub-committee of MCCIA, in making a plan for Pune being free from load shedding since 2006. A founder trustee of the Science & Technology Park, University of Pune and presently the Chief Mentor of the Growth Lab, SP Ranade Associated Business Services' mission is to develop and apply the entrepreneurial and innovative solutions to meet the challenge of rising costs and rising shortages of conventional energy sources

Shridhar Kedar, a Project Energy Engineer at IT Power India Pvt. Ltd (Pune Project Office).He has done his B.E. (Mechanical) and M.Tech. (Energy Studies) from University of Pune. He is presently working on Solar Water Heater Training Programme at M-SETI Hadapsar and Solar Thermal Systems for the industrial processes. He has worked for the 1 year in Unity gauge and tool company Pvt. Ltd.,Pune as a Graduate Trainee Engineer (GTE). He worked in (MEDA) Maharashtra Energy Development Agency, Pune as a Project Trainee Engineer for the Industrial Training during M.Tech. and for Industrial Project in M.Tech. He worked in (KOEL) Kirloskar Oil Engines Limited, Pune as a Project Engineer for the project on "Feasibility study of (WHR) waste heat recovery from engine testing to run the Drying and Washing zone."

## LABELING OF PREPACKAGED FOOD

BY- Shri. U. R. GOTKHANDIKAR, Jt. Commissioner [Retd.], Food & Drugs Administration. [M. S.]

Provisions for labeling of packaged food given under Rule 32 of Prevention of Food Adulteration Rules are drastically changed vide G.S.R. 491(E) dated 21-08-06 and subsequently vide G,S,R, 664(E) dated 19-09-08. The amended provisions have come in to force from 18th March 2009. The following details are required to be printed on the label of every package of food under Rule 32 of Prevention of Food Adulteration Rules 1955 taking into consideration the amended provisions.

I) **A - The name, trade name or description of food**    **B - Symbol for vegetarian food:** A symbol for vegetarian food consists of a green colour filled circle having minimum diameter prescribed in the Rules (detailed below) inside a square with a green outline having side double the diameter of the circle is required to be displayed on the label.

Sr. No.	Area of Principal display panel	Min. size of diameter in mm
1.	Up to 100 cms squares	3
2.	Above 100 cms square up to 500 cms sq.	4
3.	Above 500 cms square up to 2500 cms sq	6
4.	Above 2500 cms square	8

**C - Symbol for non vegetarian food:** A symbol for non vegetarian food consists of a brown colour filled circle having minimum diameter prescribed in the Rules (detailed below) inside a square with a brown outline having side double the diameter of the circle is required to be displayed on the label.

II) The specific names of ingredients used in the product in descending order of their composition by weight or volume as the case may be under the title 'Ingredients' is required to be disclosed.

a. Instead of a specific name used for the ingredient the class titles given in the table under the rule can be used, e.g. For all spices, condiments and their extracts the class title "Spices and condiments" can be used.

Sr. No.	Area of Principal display panel	Min. size of diameter in mm
1.	Up to 100 cms squares	3
2.	Above 100 cms square up to 500 cms sq.	4
3.	Above 500 cms square up to 2500 cms sq	6
4.	Above 2500 cms square	8

b. Further as far as food additives are concerned the class titles of the food additives together with their specific names or recognized numerical identification should be given. E. g. Preservative - Sodium benzoate / (INS 211)

c. Class of flavours namely Natural Flavours and Natural Flavouring Substances or Natural Flavouring Substances or Artificial Flavouring Substances should be declared on the label. If the commodity contains added flavour only and no colour then following statement in capital letters is required to be printed on the label beneath the list of ingredients as required by Rule 64 BB.

"CONTAINS ADDED FLAVOUR Specify class of flavour / s added"

d. If the commodity contains added colouring matter and no flavour then following statement in capital letters is required to be printed on the label beneath the list of ingredients.

(i) "CONTAINS PERMITTED NATURAL COLOUR/S (Specify INS no. of colour added)"

(ii) "CONTAINS PERMITTED SYNTHETIC FOOD COLOUR/S (Specify INS no. of colour added)"

(iii) "CONTAINS PERMITTED NATURAL / AND SYNTHETIC COLOUR/S (Specify INS no. of colour added)" i.e. In case both colour and flavours are used in the product a combined statement in capital letters is required to be displayed, just beneath the list of ingredients on the label attached to any package of food so coloured or flavoured in the following manner:-

(i) "CONTAINS PERMITTED NATURAL COLOUR/S (Specify INS no. of colour added) AND ADDED FLAVOUR/S (Specify class of flavour / s added)"

(ii) "CONTAINS PERMITTED SYNTHETIC COLOUR/S (Specify INS no. of colour added) AND ADDED FLAVOUR/S (Specify class of flavour / s added)"

(iii) CONTAINS PERMITTED NATURAL/AND SYNTHETIC COLOUR/S

(Specify INS no. of colour added”) AND ADDED FLAVOUR/S (Specify class of flavour / s added”)”

(Strike out whichever is not applicable)

e. When combined declaration of colours and flavours is given, the international identification number of colour is required to be indicated either in the list of ingredients or alongwith the declaration.

f. If the food is being sold as a mixture or combination and if any of the ingredients is emphasized as present on the label through words or pictures or graphics then the ingoing percentage of such ingredient is required to be disclosed. E. g .In case of food article being sold as 'Kaju Chivada' percentage of Kaju is required to be disclosed on the label.

G. Added water shall be declared in the list of ingredients except in cases where the water forms part of an ingredient such as brine, syrup or broth used in the compound food and so declared in the list of ingredients.

h. Following minimum nutritional information or nutritional facts per 100 gram or per 100 ml or per serving of the product are required to be declared on the label.

i. energy value in kcal

iii. the amount of protein, carbohydrate (spefying quantity of sugar) and fat in gram (g)

iii. the amount of any other nutrient for which a nutrition or health claim is made.

It is to be noted that if no nutrition or health claims are made with respect to a food product then declaration only for 5 parameters viz. energy, carbohydrate (specifying quantity of sugar) and fat on the label will be sufficient compliance. Following format is suggested for such declaration.

NUTRITIONAL INFORMATION PER 100 g /ml OF PRODUCT	
Energy	kcal
Carbohydrate	g
Sugar	g
Proteins	g
Fat	g

j. The nutritional information is not necessary in case of food articles enumerated below. Raw agriculture commodities like wheat, rice, cereals, spices, spice mixes, herbs condiments, sugar, jaggery, table salt, non nutritive products like soluble tea, coffee, soluble coffee, coffee- chicory mixture, packaged drinking water, packaged mineral water, alcoholic beverages, fruit and vegetables, processed and pre-packaged assorted vegetables, fruits, vegetables and products that comprise of single ingredient, pickle, papad or foods served for immediate consumption such as served in hospitals, hotels, or by food service vendors or halwais or food shipped in bulk which is not for sale in that form to consumer.

III) a. The name and complete address of the manufacturer and the manufacturing unit, if these are located at different places and in case the manufacturer is not the packer or bottler the name and complete address of the packing or bottling unit. b. Where an article of food is manufactured or packed or bottle by a person or a company under the written authority of some other manufacturer or company, under his or its brand name, the label shall carry the name and complete address of the manufacturing or packing or bottling unit as the case may be and also the name and complete address of the manufacturer or the company, for and on whose behalf it is manufactured or packed or

bottled.

c. where an article of food is imported into India, the name and complete address of the importer in India. Where any food article manufactured outside India is packed or bottled in India, the package containing the food shall also bear on the label, the name of the country of origin of the food article and, the name and complete address of the importer in India.

IV) The net content by weight or number or volume .In addition to the declaration of net contents, a food packed in liquid medium shall carry a declaration of the drained weight of the food.

V) Batch number or lot number or code number. However packages containing bread and milk including sterilized milk are exempted from printing this detail.

VII) a. For food article which has shelf life of more than three months, the month and year in which the commodity is manufactured or prepacked.

B. For food article which has a short shelf life of less than three months, the date, month and year in which the commodity is manufactured or prepacked.

VIII) The month and year in capital letters up to which the product is best for consumption in the following manner.

1) BEST BEFORE .....MONTHS AND YEAR.  
OR

2) BEST BEFORE.....MONTHS FROM PACKAGING  
OR

3) BEST BEFORE ..... MONTHS FROM MANUFACTURE  
However in case of perishable food articles the “BEST BEFORE” details are to be printed in the following manner.

1) BEST BEFORE .....DATE /MONTH /YEAR  
OR

2) BEST BEFORE ..... DAYS FROM PACKAGING  
OR

3) BEST BEFORE ..... DAYS FROM MANUFACTURE

#### Exemptions from labelling requirements:-

(I). Where the surface area of the package is not more than 100 square centimeters, the label of such package shall be exempted from the requirements of list of ingredients, Lot Number or Batch Number or Code Number, nutritional information and instructions for use, but these information shall be given on the wholesale packages or multipiece packages, as the case may be.

(ii). The 'date of manufacture' or 'best before date' or 'expiry date' may not be required to be mentioned on the package having surface area of less than 10 square centimeter, but these information shall be given on the wholesale packages or multipiece packages, as the case may be.

(lii). In case of food with shelf-life of not more than seven days, the 'date of manufacture' may not be required to be mentioned on the label of packaged food articles, but the 'use by date' shall be mentioned on the label by the manufacturer or packer.

## “EFFECTS OF GLOBAL RECESSION OF FOOD PROCESSING INDUSTRIES - VIS-À-VIS OTHER INDUSTRIES, AND WAY FORWARD” - A VIEW FROM THE CLUSTER STAKEHOLDERS

While the effects of Global recession are becoming evident on other industrial sectors, such as auto, engineering foundry, software, etc. the food processing industry, FMCG and beauty industry have, on the other hand, have been showing growth. According to recent reports in leading news papers, the manufacturers of colas, juices, tea, biscuits and toiletries, have reported substantial growth in sales volumes in the first three months of 2009. For example, carbonated beverages industry is expected to end the first quarter of 2009 with 25% growth in sales volumes against 10% for the same period in 2008. Even the Chairman of the largest retail chain - Futures Group - Shri Kishore Biyani, has confirmed that sales of food, grocery and FMCG products

in his stores have grown around 15%, but non food and non FMCG products are growing at only 5%. ITC Foods, which has various products lines including biscuits, spices, potato chips and snacks, has seen sales volumes growing by 15 - 16%.

Even the leading firms in Pune Fruits and Vegetables Processing cluster, have confirmed a similar viewpoint. They continue ti witness growth in domestic as well as overseas markets. Most food items are income inelastic, and as such unaffected by the ongoing recessionary situation. When there is boom time, people tend to aspire for luxury items such as home, car and other costlier items.

On the contrary, when there is recession, people avoid all these luxuries. As such, people have little choice on skipping food. They will probably avoid eating out, but will not compromise on the basic standard of living. Such a situation has resulted increased demand for Ready To Cook (RTC) and Ready To Eat (RTE) products. The general expectation of the Pune processed Fruit & Vegetable stakeholders is that the next year will continue to reflect the same trend.

One more reason for this surge in sales is also the changing income demographics - newer buyers in small towns, who are opting for branded products. The income levels in the newer markets in India's smaller towns, such as B & C class cities, have not fallen so drastically, as compared to the big cities. The price cuts have reduced the differentials between premium and economy products, inducing consumers to spend more on high food end products. Such a situation has facilitated sustenance of the cluster's growth process.

## LABELING OF PREPACKAGED FOOD

By - Dr. (Mrs.) V. S. Keskar, Managing Director, Maarc Labs Pvt. Ltd., Plot No. 1 & 2, Gat No. 27, Nanded Phata, Sinhgad Rd., Pune 411041

Chemical analysis is required for study of chemical composition of natural and artificial materials. Chemical analysis plays a major role in the area of quality control of industrial manufacturing. It is specifically concerned with what chemical are present and how much are their quantities in a given substance. Accurate analysis can give a perfect picture of material quality. In the area of food manufacturing, the industry has to fulfill a number of quality and legislative/regulatory requirements laid by various national/international regulatory bodies. For export purpose the industries are bound to manufacture their products as per the quality norms of buyer countries. Incorrect analysis reports given by the manufacturers are responsible for heavy losses and fines. It is very important to carry out the analysis of products in an authentic way so that a true picture of quality will be presented to manufacturers, customers, exporters as well as other related parties.

Analysis carried out at manufacturer's end is termed as "in-house testing" whereas "third party analysis" is carried out at independent commercial laboratories. While submitting samples to commercial laboratories for analysis it is always necessary to see the credibility of the laboratories for accuracy of the results. The laboratory should be approved and accredited by National / International accreditation bodies.

ISO 17025 is an international accreditation which defines 'General requirement for the competence of testing and calibration laboratories' In India National Accreditation Board for Testing and Calibration Laboratories (NABL) is the scientific body, recognized by Department of Science and Technology, Govt. of India undertakes the responsibility of auditing laboratories as per the guidelines prescribed in ISO/IEC 17025 standard. The standard covers both

management and technical aspects to judge the competency of the laboratory to give accurate results. The accreditation is given specifically for sample, parameter and test methods. It also covers range of testing, detection limit and uncertainty. To explain in details one should go through the following example :

- If a laboratory named as MAARC Labs is accredited for testing of copper in sugar, then after accreditation procedure the laboratory receives a certificate from NABL stating that the laboratory is capable of testing "Copper" in sugar by method "ICUMSA GS 2/3-29 (1994)" in the range of 0.1 to 2 mg copper in 1 kg of sugar. The list describing product / material of test, specific test performed, test method specification against which test are performed and range of testing / Limit of Detection is called as "Scope" of Accreditation.

- While submitting sample to accredited laboratory it is necessary to confirm whether the required sample and specific test is included in the Scope of the laboratory. It should be understood that accreditation is not given to a laboratory as a whole but to the specific products and test methods.

- If laboratory performs the test included in its scope of accreditation then the test report can be produced with NABL Logo.

Another accreditation body in India is Bureau of Indian Standards (BIS). The laboratories are audited by BIS for various products sold with IS mark. The test methods are prescribed by BIS for the specified parameters.

Thus analysis of your product from the third party laboratory is not sufficient. The analysis certificate should satisfy your customers, certifying bodies and export agencies. That can be achieved only through analysis by an accredited laboratory so henceforth before choosing any laboratory, ensure the accreditation and scope of the laboratory and check whether laboratory has issued the certificate with authentic logo of accreditation body.

## NOTE ON LAUNCH OF MEGA AGRI FOOD PARK



Western Agri Food Park is a most unique concept in western Maharashtra, for India's sunrise processed food industry; it is a small attempt to harness the true potential of the 46,000 crores worth Indian Food Processing Industry. Presently this Industry is growing at 10% per annum for primary processing and

15% for value-added food products. While 60-70% of fruits and vegetables are processed world wide, only 2% of the Indian agro production is processed.

The Concept like Western Mega Food Park has become a reality as the promoters believe in 2 basic principles:

- huge potential in food Processing Sector
- entrepreneurship is the most effective way to ride the processed food boom.

Western Agri Food Park (P) Ltd would be spread over 75 acres. The investments would be Rs.120 crores for the common facilities and would leverage investment of about Rs.500 crores in processing units; the Union Government would contribute Rs 50 crore towards common facilities in the food park.

It would also be setting up collection centres in Pune and Satara districts and have mobile collection centres for other locations. The food park would give a boost for the small and medium food processors in this direction, apart from the Chordia Food Products, Western Agri Food Park will have Pravin Masalewale,

Akruti City Ltd, Ashoka Builders Nasik Pvt Ltd., Poona Dal and Besan Mills as other promoters.

Farmers and SME would also be the stakeholders in the company. Apart from benefiting farmers in Pune, Satara, Sangli, Kolhapur and other centres in Western India, the food park is also expected to generate direct and indirect employment for around 15,000 persons."

The Agri Food Park is modeled on the three-tier structure for value adding infrastructure in food processing clusters in the country and would also cover activities related to backward integration such as collection centres, primary processing centre, processing and market of agriculture produce.

The Food Park will have common processing facilities for seasonal fruits and vegetables, washing, sorting and grading facility, storage facility, quality control lab, pre-cooling units, packaging facility, and basic infrastructure facilities like water treatment plant, electric sub-station, conference hall, guest house etc.

A special knowledge centre of the food park will be situated at Shindewadi on the outskirts of Pune on Bangalore-Pune Highway. It consists of a business centre, incubation centre and a research and development centre.

"The incubation center will be the innovative concept in which young progressive farmers, women entrepreneurs, self help groups can participate to become food processors,"

Value Addition by Food Park :

1. By Scaling ideas from kitchen level to pilot plant and then on to industrial level.
2. By acquiring and sharing information on consumer markets product acceptance and the right target segment.

3. By integrating farm outputs with modern manufacturing facilities.
4. By setting up consistent quality practices for meeting National and International standards.
5. By helping Create Infrastructure facilities.

6. By providing modern management practices, Information technology and human resource development.
7. By assessing commercial feasibility of any food processing ideas.
8. By arranging finance or getting a committed partner.

## NOTE ON COMMUNITY PROCESSING CENTRE TO BE ESTABLISHED BY AGRICULTURAL DEVELOPMENT TRUST - BARAMATI



**Dr. Mrs. Tarnnum Kadarbhai,**  
Is working as a Project Co-ordinator at Agricultural Development Trust (ADT), Baramati.

**Background :**  
Agricultural Development Trust's Krishi Vigyan Kendra, Baramati is

working for Pune district and is affiliated to Indian Council of Agricultural Research, New Delhi. This center is working in the district since 1992 for transfer of agricultural technology. This center runs different extension programmes in advanced technologies which are related to agriculture developed by different research organizations. Computer based information like market information, disease forecasting, rainfall prediction, etc are also provided to the farmers through SMS Services.

Now the center intends to establish a Community Processing Centre, which will start post activities for the centre. The Pune Fruits and Vegetables Processing project is getting associated in these activities.

The Community Processing Centre will have the following objectives:

- 1) To act as a common service centre for processing where by Self Help Groups and Micro firms can be benefited by value addition in their farm produce to get more benefit.
- 2) To act as processing centre for fruits and vegetables of the ADT's Farms for value addition and making them available through out the year.
- 3) To give practical trainings to Micro firms, SHGs and farmers / farmer clubs, in fruits and vegetables processing
- 4) To conduct demonstrations on processing of fruits and vegetables
- 5) To generate employment opportunities and to develop entrepreneurship amongst the rural youth

Pune district is having diversified nature of fruits and vegetables cultivation. The different fruits crops like mango (5910 ha), custard apple (1427 ha), sapota (1290 ha), pomegranate (884 ha), guava (860 ha), banana (953 ha), kagzilime (529 ha), sweet orange (238ha), fig (260 ha), anola (183 ha), tamarind (168 ha), papaya (125 ha) etc. are grown in district. The mangoes are available abundantly during the month of May & June, kagzilime during July to September, pomegranates during July to September, aonla during September to November, guava during November to January, figs during February to May, where as papaya and bananas are available through out the year. This indicates that fruit processing industry can run throughout the year. Abundant supply of fruits and vegetables cause glut in market which leads to price dips on

one side and unemployment on the other.

There is large scope in Baramati and adjacent blocks. for processing of products like jams & jellies that can be prepared from mango, sapota, guava, custard apple, papaya and tamarind; dried powder from mango, pomegranate rind, sapota, custard apple, aonla, banana palak and curry leaves, chilli, ginger and tamarind; pickles from mango, kagzilime, aonla; candy from aonla & tamarind; pastes from ginger, tamarind chilli and tomato; pulp from mango, guava, custard apple and papaya; juices and ready to serve beverages from mango & raw mango, pomegranate, guava, kagzi lime, sweet orange, aonla and tamarind. In addition, mango flakes, anardana, sapota, toffee, chyawanprash, tutti-frutti, dried figs, banana wafers, tomato ketchup and sauces can be prepared by adding value to its final product & by improving its shelf life.

Sharada Mahila Sangh (SMS) was formed under the ADT for formation of Micro Firms (Women SHGs), and their training & upliftment. SMS has more than 800 micro firms as their members into product manufacturing. More than 100 of the micro firms are in Fruit & Vegetable Processing.

- Currently only some units do marketable processing and have to go to the nearest unit which is around 80-100 km away from Baramati.

- The micro firms will be benefited by being able produce marketable quantities through a Common Processing Plant. The Project will reduce the post harvest losses, add value (quality) to the products and improve shelf life of the commodity.

- The products from a Common Processing Plant (proposed) can be used as semi processed raw materials and can be supplied to the lead firms in the cluster for further processing and/or marketing under the latter's brand name.

- Alternatively, the processed products can be sold under a common brand name "Sharada" to the local/regional markets.

All these products will provide employment in rural areas & improve the socio-economic status of the upstart micro firms. At least 12 training programs with demonstrations can be conducted for 300 women and their self help groups, 6 training programs with demonstration can be conducted for 150 firms and at least 6 training programs with demonstration for 150 rural youths through out the year. In a nutshell, approximately 600 participants will get benefit from trainings & demonstration the quality of the product will be maintained as per the norms. The samples will be tested regularly for its quality control and cleanliness will be maintained. The norms regarding packing, labeling, storage etc. will also be followed.

## PROFICIENCY TESTING (PT) PROGRAMS FOR TESTING LABORATORY



**Dr. (Mrs.) Vasudha Keskar,**  
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Test results are very important and key factors for

decisions like quality matters, technical operation, processing conditions and commercial aspects, Laboratories are generating test data using standard/ established /validated test methods.

The accuracy of the test results depends upon technical & managerial skills of the laboratory. To assure technical performance and quality assurance an independent assessment of laboratory is recommended. Proficiency testing (PT) scheme is a world-wide used approach to asses the laboratory performance. It is a system which evaluates laboratory results by external means and includes regular comparison of a laboratory's results with those of other laboratories.

PT programs are conducted by various authorized National/International agencies. The participant laboratory enrolls themselves in the specific

programme. The laboratories receive homogenous test samples from the organizing agencies. After analysis of the samples, test results are reported in the prescribed format to the organizing agency, who analyses the data received by all participant laboratories and prepares a report evaluating the performance of all individual laboratories for assessing the accuracy of the results.

### Types of PT programmes:-

Different types of PT schemes are organized depending upon nature of test item or material, test method and number of participating laboratories. A reference or coordinating laboratory works for selecting of samples and test methods. The reference laboratory is responsible for evaluating the test result of the samples which are distributed to the other participant laboratories. The reference laboratory is naturally has a proven track record in the specific testing field with National /International approvals and accreditations.

### Interlaboratory Comparison:-

In this programme, participant laboratories are provided with sub samples from a homogenous source. The samples are analyzed by the participants and

results are submitted to the coordinating body. The performance of participants is evaluated by comparing their results with those of assigned values. Inter-laboratory comparison is useful for food water and environmental materials.

#### Measurement Comparison:-

These programs are organized for measurement of a property of an item or group of items by circulating them among the participating laboratories. The test item is periodically returned to a central or reference laboratory before passing to the next participant laboratory in order to observe any change in its assigned reference values. The results of all individual laboratories are compared with those of reference laboratory. This type of programs is conducted for reference standards, weights, scales and instrument.

#### Spilt Sample Testing:-

In this program a test material is divided into sub-parts. The participant laboratories test one part of each sample. In this study the sample homogeneity is important as all sub-parts must be unique for the testing parameter. This program is generally used for study of a sample for its specific constituent as well as to test a test method for its suitability for analysis. A sufficient test material is retained by the reference laboratory to resolve any differences between the results obtained by participant laboratories.

#### Importance and benefits of PT programs:-

The competency of an independent laboratory is evaluated by inter laboratory comparison for specific tests. It helps checking the competency of analysis and calibration confidence of analytical instrument involved in testing. Results compiled from this program can be used to assign values of CRM (Certified

reference material). Through this activity ruggedness of the concerned test methods can be studied.

Participation in PT programs is of prime importance for the laboratories for accreditation purpose.

Dr. (Mrs.) V. S. Keskar is working as Referee for Plantation White Sugar on an International Organization called ICUMSA (International Commission for Uniform Methods of Sugar Analysis). She is responsible for developing new methods in area of sugar analysis. She is actively engaged in work of method validation for sugar testing since last decade, MAARC LABS PVT LTD. Is the only Indian laboratory who has conducted International Collaborative test for method validation for sugar analysis. Under guidance of Dr. (Mrs.) Keskar the following methods are validated in the field of sugar analysis. 1.

Determination of reducing sugar in plantation white sugar by Modified Ofner method (ICUMSA GS2-6)

2. Determination of reducing sugar in plantation white sugar by Hexokinase method (ICUMSA GS2-4)

3. Determination of reducing sugar in plantation white sugar by Knite & Allen method (ICUMSA GS 2/3-5)

4. Determination of Dextran in white sugar by ICUMSA 9/2/1-15

Laboratories from 23 countries participated in above international collaborative tests.

More than 20 laboratories from 18 countries were participated in the study. All these methods are successfully validated and become "Official" ICUMSA method. They are extensively used in trading of sugar.

## SUCCESS STORY OF M/S GIRMES WHEATGRASS



As told by: Shri Hemant Girme, Managing Director, M/s Girmes Wheatgrass, G-10/702, Gangadham Phase 2, Market Yard, Pune - 411 037. Tele: 020 - 2424 0456, Mobile: 98220 02042. Website: <http://www.girmeswheatgrass.com>

M/S Girmes Wheatgrass was started in the year 1998, by Shri Chandrakant N. Girme, aged 66 years old, is a progressive agriculturist from Akluj, District Solapur, Maharashtra. He happened to visit USA in 1995 wherein he observed the growing importance of organic products & their cultivation. After returning to India, he erected the first Polyhouse for producing specialty flowers & vegetables. Upon reference, a reputed Doctor of Naturopathy from Mumbai approached if could produce Organic Wheatgrass & supply him fresh grass daily. This laid the foundation of a great national level enterprise.

Out of curiosity, Mr Chandrakant started studying the Wheatgrass and soon did his N. D. (Doctor of Naturopathy) course from Dr Nature cure Institute, Nasik. This knowledge helped him develop the proper system of applying Wheatgrass Powder therapy and soon many people with various health problems started approaching him to try his Wheatgrass therapy. Wheatgrass Powder is very helpful in digestion related problems such as Diabetes, Acidity, Piles, Ulcers, Colitis, Weight loss, etc; and blood related problems such as Anaemai, Leukemia, Thallassemia, Allergies, Heart diseases, Hypertension, Kidney problems, etc.

Shri Hemant Girme, son of Dr. Girme, developed interest in marketing and in 2002, he tried to market the fresh grass & its juice. But he soon realized that there were limitations of shelf life & thus the market reach. By 2004, after many successful trials of their Wheatgrass powder, they were ready to manufacture it on a large scale & probe markets beyond their district.. In 2005, they applied for Rs. 1 lakh loan under REGP scheme through MSKVIB. They attached their family surname to the business so as to identify with the product they manufacture as - Girmes Wheatgrass. Slowly they started supplying wheatgrass all over the state of Maharashtra and then all over India.

They registered trade mark logo of their company & the copy rights of all their literatures along with continuous improvements in product quality and presentation. Most importantly, they acquired India Organic certificate and upgraded it to USDA

Organic certificate. This made their product more acceptable in international standards. KVIC supported them by giving the much needed exposure to their product at national & international level through exhibitions organized by KVIC. They participated in various exhibitions in India as well in foreign countries. Currently, Girmes's Wheatgrass is directly exporting to 10 foreign countries. They received the prestigious "Indian Achievers Award" for Quality Excellence from Indian Achievers Forum, New Delhi and 'Udyog Bharati Award' from All India Business & Community Foundation, New Delhi.

Intervention by Cluster Project: Although Girme's had Organic Certification, the foreign buyers were concerned about the Quality Control & hygiene standards in the production. To achieve this, they started thinking of going in for HACCP Certification. Initially the cost seemed very high but at the same time, the will to make their product acceptable in foreign markets was much stronger. At this junction, Mr. Hemant attended workshop on "Exports of Processed Fruits and Vegetables and other processed food products", arranged by M/S APEX Cluster Development Services Pvt. Ltd.; under the BDS Development Pune Fruits and Vegetables Processing Cluster Project of SIDBI. There his thoughts became clearer & with technical & financial support from SIDBI, they started the process to implement HACCP in Aug '08 which got completed in March '09. The total HACCP implementation project cost was Rs.3.5 Lakhs including improvements in facility, premises & quality assurance testing equipments. The assignment was done by Shri Sudhir Kalsulkar of M/S Apeksha Management Consultants.

HACCP Certification has given them the confidence to approach world buyers with confidence. Just the mention of HACCP & Organic Certification is enough to assure the buyers abroad of getting good quality product & service. Above all Shri Hemant is happier with the systems implemented due to HACCP. These systems have resulted in being more organized, more yield & less wastage.

Currently their annual sales has reached Rs 90 Lakhs & is expected to double in the next financial year. This has resulted in improving linkages with the local economy, created employment opportunity for 8 people employed in the administration, 25 in the production and 450 for marketing in various states. Overall, this has given employment to 475 people out of which, 60% are women.

## REGULATORY/LEGAL EXPERTS PANEL AT NAFARI PREMISES

The following services are being provided by the panel on selected days at NAFARI, MCCA 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)"

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