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ESSEN RIVESTA

ENTWINE WORLD & NUTRITION



ENTREPRENEURSHIP

CONTENTS...

4

ER THROWBACKS

GOVERNMENT SCHEMES FOR
ENTREPRENEURS

5

7

SUCCESSFUL WOMEN
ENTREPRENEURS

SEA FOOD ANALYSER

8

9

TREND SETTERS

FARM TO FORK

10

13

AGRIUDDAN

ENTREPRENEURSHIP ...

Anyone can give ideas but the skill to execute it and succeed the idea in the right way can be done properly by the entrepreneur. This deals with the brief explanation of entrepreneurship. Entrepreneurship is the act of setting out your own and starting a business instead of working for someone else in his business. It is the act of setting , running a business successfully which is usually a small business .While entrepreneurs must deal with a larger number of obstacles and fears than hourly or salaried employees, the payoff may be far greater as well. The first important factor is that they should have interest. An entrepreneurs should work in the area of interest. This interest must also translate into the vision for the growth. Vision must be strong enough so that he/she can communicate with the core employees .

Skill:

As the head of the company , he/she should have specialized knowledge about their area of interest. He /she should have sound knowledge on mobile app marketing or programming , gaming industry.

Investment:

An entrepreneur should invest in their own company and it can be less tango. He /she should invest with a clear value e whether it can be a cash, real estate or intellectual property. Investment also includes spending of his/her own time ,skills and even reputation.

Organization and delegation:

Any entrepreneur cannot succeed as they start as a one e man show . To attain a decent growth the group work is the major factor. It is important for the entrepreneur to pay close attention to the right people for the right jobs and let them do their jobs with minimal interference from management. They should be technically sound and should give them in the right way.

They should be fast in decision making.

Risks and Rewards:

He/she should be able to take risk in the business. They should be able to measure the amount of risk and money that was invested in the business. They should be able to forecast the future of the sector they work and should undertakes a respectable income; while an entrepreneur who undertakes ground-breaking innovations risks everything on an assumption that something revolutionary will work in he market. If such revolutionary becomes wrong, he/she should be able to manage it and make a needy to get rid of it. Some of the living successful entrepreneur around the World :

Bill gates: He is the founder of Microsoft who is the richest person in the world with a net worth of \$77 billion.

Carl Slim: Mexican telecommunications giant previously believed to be the richest man in the world. He is a Mexican business magnate , investor and philanthropist.

Indian entrepreneurs who area all the college dropouts turned entrepreneurs from Indian start-up ecosystem who have taken the country by storm like

Varun Shoot

Kunal Shah

Mahesh Murthy

Rahul Yadav

Kailash Katkar and so on....

Entrepreneurs can't be build by comforts ! They are being build by obstacles! Anyone with passion and perseverance can become successful entrepreneur and can rule the world!

All the best budding entrepreneurs!

Vinass Jamali.P



ER THROWBACKS



5 SCHEMES TO MAKE AGRICULTURE A PROFITABLE SECTOR

The agriculture sector contributed 51.9 percent to India's GDP in 1950. Since then it has been on a downside and it currently stands at 13.9 percent. However, a change from an agrarian-centric economy to an industry-centric economy is inevitable with the advent of industries. With industries growing at a faster pace than the rate at which trees are being planted, will there be a time when agriculture's productivity dwindles to a null? If yes, is it already here?

Living in a country where the cattle is worshipped as a goddess, about 60 percent of the population was banking on agriculture for their main source of income during the 1950s. Despite half of the population still continuing with the profession, the returns are low. While urbanisation might be cited as a reason, it is hard not to neglect the fact that agriculture is no more a profitable sector. Infrastructure costs have started running high, with its maintenance cost and capital investment only adding on to the farmers' misery. According to an article by The Hindu, the average recovery rate of the investments made by Indian farmer is only 30 percent. Another cause for low productivity is small holdings of land with farmers. By owning a fragmented land, effective irrigation and optimum usage of fertilisers for crops becomes difficult, thus resulting in lower yields. In India, more than two-thirds of the crops lack proper irrigational facilities, albeit India being the second largest irrigated country after China. But improper irrigation can also lead to other problems affecting yield like soil erosion, salinity, etc. In the wake of agriculture losing its lucrative appeal, budget 2016-17 has proposed to bring 2.85 million hectares under irrigation, Rs 2,87,000 to be donated and 100 percent electrification to all villages by May 2018. The government has also announced a couple of initiatives to resolve the farmers' plight. Some of the recent developments in the agriculture and allied sector are enumerated below:

Launch of Pradhan Mantri Fasal Bima Yojana

Farming has become an unreliable sector. Farmers are always unsure of the yield they'll reap, but strive to draw the maximum benefits out of their investments and effort. Often farmers might be at the receiving end, with natural calamities like droughts and floods affecting their yield adversely. To resolve the problem of unpredictable nature of farming and prevent farmer suicides in the country, the Government launched PM Mantri Fasal Bima Yojana in early 2016. It's a crop insurance policy with relaxed premium rates on the principal sum insured for farmers. Implemented with a budget of Rs 17,600 crore, this scheme will provide financial support to farmers and cover for their losses. This initiative is expected to go on floors from the next Kharif season of farming, that is from June 2016.

After green, white, and golden, it's time for blue

The Cabinet Committee on Economic Affairs (CCEA) has approved Blue Revolution in India. It's an integrated scheme designed to increase the productivity and profitability from aquaculture and fisheries resources, inclusive of both inland and marine. With a budget of Rs 3,000 crore offered by the government for the next five years, this scheme aims to maintain an annual growth rate of six to eight percent of the agriculture and allied sector.

Government to invest Rs 221 crore to improve milk productivity

India boasts of being the largest producer of milk in the world with an annual output of 130 million tonnes. However, with a milk-producing animal population of more than 118 million, the milk yields per animal is very low. To meet the steadily growing demand for milk, the National Dairy Development Board (NDDB) has announced 42 dairy projects, under a budget of 221 crore. These projects shall focus on improving the milk productivity of major milk-producing states like Uttar Pradesh, Maharashtra, Karnataka, Tamil Nadu and the likes.

Energy-efficient irrigation to be implemented

A report says that in India more than two-thirds of the arable area lacks proper irrigational facilities. Taking note of this, Power Minister Piyush Goyal said that the government is planning on investing Rs 75,000 crore to provide energy-efficient irrigational facilities to farmers, over the next three to four years. Under this scheme, close to 30 million energy-saving pump sets would be given to farmers and this cost would be recovered via savings in the electricity consumed. This would result in about 46 billion kWh of power being saved and creation of 20 lakh jobs.

Launch of Paramparagat Krishi Vikas Yojana

The government has launched Paramparagat Krishi Vikas Yojana in order to address the critical importance of soil and water for improving agricultural production. The government would support and improve the organic farming practices prevalent in India. Following cluster approach mode of farming, at least 50 farmers would form a group having 50 acres of land to implement organic farming. The government aims to cover 10,000 clusters and five lakh hectares of arable land under organic farming within three years.

Recently, the government has been active in investing in agricultural infrastructure such as irrigational facilities, mechanised farming, and warehousing. The growing use of genetically modified crops will also improve the sector's contribution to GDP. While all of these initiatives look promising, in what way are they going to affect the current scenario is something interesting to watch out for.

GOVERNMENT BUSINESS LOAN SCHEMES FOR MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs)

To set up and run any business, finance is a major pre-requisite. Especially small scale businesses are in the need of financial support in order to beat the stiff competition they face from well-established or privately funded businesses. Government sponsored loans are always a preferred choice for smaller and growing businesses as they are more affordable.

Government business loans can help MSMEs manage their day-to-day operational expenses, growth and expansion costs and to ramp up their infrastructure. Several public-sector banks (such as State Bank of India, Bank of Baroda, Andhra Bank, etc.) work in tandem with the government to provide business loans under government-aided funding programmes.

Some important business loan schemes offered by public-sector banks are:

Working Capital Loans

Small businesses look for this type of financing to meet their daily operational costs or to purchase their business assets. Working Capital Finance can be obtained through a letter of credit or direct funding.

Corporate Term Loans

These loans are sought by entrepreneurs launching a small business (start-ups) as well as existing businesses aspiring to grow bigger.

Term Loans

These business loans are usually obtained by small businesses to buy fixed assets (such as building, equipment, land, etc.). The loan tenure may vary from 1-10 years. These loans come with floating interest rates and specific repayment schedules.

Apart from the above business loan schemes by public-sector banks, there are several schemes in place that are offered by the state and centre governments for the benefit of small scale industries in India. Let us talk about some of these schemes.

National Small Industries Corporation Limited (NSIC)

NSIC was launched in 1955, with an aim to encourage small-scale industries in India. The main feature of NSIC is to import machines on hire-purchase terms. It stresses on supply and distribution of both indigenous and imported raw material as well as on exporting the products of small business units. Further, it promotes awareness about advancements in the small-scale industries sector of the country. Interested MSMEs can either log in to the NSIC-FFC portal or contact the nearest FFC centre offline with their loan proposal.

The Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGS)

The CGS was launched by the Government of India (GoI) to provide collateral-free finance to the micro and small enterprise sector. This scheme is available to new as well as existing businesses in India. A trust named 'Credit Guarantee Fund Trust for Micro and Small Enterprises' (CGTMSE) was established by the Ministry of Micro, Small and Medium Enterprises, GoI and Small Industries Development Bank of India (SIDBI), to implement the Credit Guarantee Fund Scheme for Micro and Small Enterprises. The scheme makes available credit facilities in the form of term loans and working capital financing of up to Rs. 100 lakh per borrowing unit. The amount is contributed by the Government and SIDBI in the ratio of 4:1, respectively. Under the scheme, rehabilitation assistance is also made available to sick units.

Credit Link Capital Subsidy Scheme for Technology Upgradation

To reduce the cost of manufacturing and remain price competitive in the global market, MSMEs need to constantly Upgrade their processes as well as the corresponding plant and equipment. To aid them in creating an impact in the international trade, the Ministry of Small Scale Industries (SSI) offers a scheme for technology upgradation of Small Scale Industries, the Credit Linked Capital Subsidy Scheme (CLCSS). The scheme is launched to facilitate technology upgradations by extending an upfront capital subsidy of 15% (up to a maximum of INR 15 lakhs) to SSI units for credit availed by them for the upgrading of their plant and equipment. This scheme is available to machinery to sole proprietorship, partnership firms, cooperative, private and public limited companies. In year 2016 itself, about 3373 MSMEs benefitted from this scheme, availing subsidy amounting to about 215.29 crores (source:http://www.dcmsme.gov.in/schemes/credit_link_scheme.htm)

National Bank for Agriculture and Rural Development (NABARD)

This scheme was launched mainly to promote agriculture-based rural business enterprises. Cottage and village industries are the main beneficiaries of NABARD, which aims to offer financial assistance to them. With the capital share between Government of India and RBI, the paid up capital as on 31 March 2015, was 5000 crore (Government of India holding 4,980 crore and RBI holding 20.00 crores).

Mini Tools Room and Training Centre Scheme

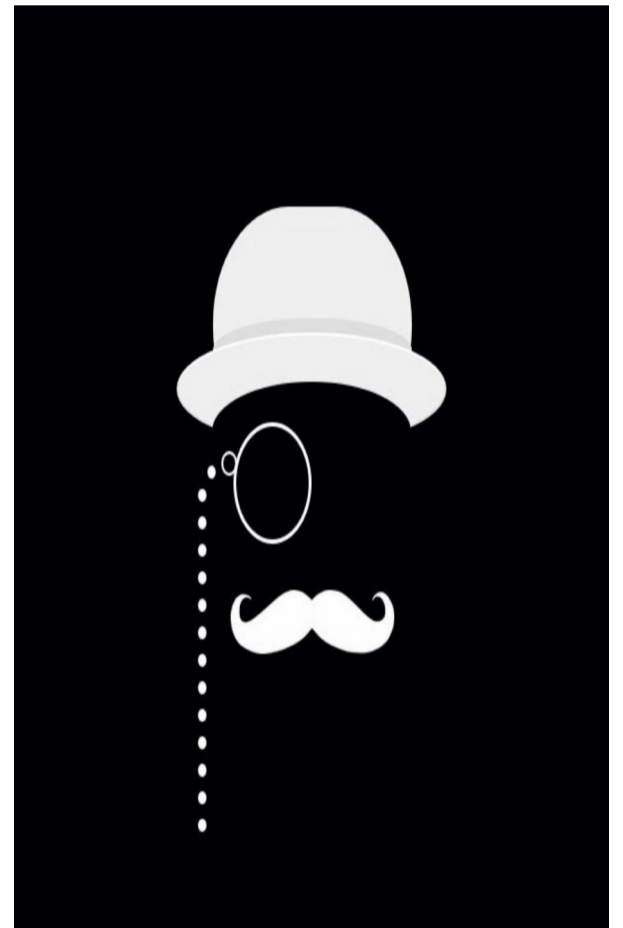
The Government of India, in order to provide assistance to the state governments set up Mini Tool Room and Training Centres, offers financial assistance in the form of one-time grant-in-aid. The mission of this scheme is to develop more tool room facilities to provide technological support to the MSMEs and training in tool manufacturing and tool design to create a skilled workforce of workers, supervisors, engineers/designers. The financial support equals to 90% of the cost of machinery/equipment (up to a maximum of INR 9 crores) in case a new Mini Tool Room is to be created. In case an existing room is to be upgraded, 75% of the cost (up to a maximum of INR 7.50 crore) is funded.

Market Development Assistance Scheme for MSMEs

The Market Development Assistance Scheme for MSMEs facilitates funding for participation in international trade fairs and exhibitions under MSME India kiosk. This aims at helping Indian manufacturing SMEs gain a grip in the international markets. It also offers financing for sector-specific market studies by industry associations, and export promotion councils. This scheme offers reimbursement of 75% of a one-time registration fee and 75% of annual fees (recurring) paid to GSI by SMEs for the first three years for the bar code.

Technology and Quality Upgradation Support to MSMEs

The scheme also aims to improve the production quality of MSMEs to encourage them to adopt global manufacturing standards. The mission of this scheme is to sensitize the manufacturing MSME sector to make use of energy efficient technologies and manufacturing processes to reduce manufacturing costs and emissions of harmful gasses and other by-products that can hamper the environment. Under this scheme, the Indian Government provides financial support up to the extent of 75% of the actual expenditure to assist manufacturing sector purchase energy-efficient technologies for production.



Stand-Up India Scheme

The government of India has proposed a funding of INR 10,000 crore for Stand-Up India (Launched in April 2015). This fund will be distributed among the women, scheduled castes, and scheduled tribes entrepreneurs to promote their micro-enterprises in the form of loans which will be extended by the banks.

Under this scheme, they can be provided a composite loan between INR 10 lakh and up to INR 1 crore for setting up a new enterprise. Some features of the scheme include: Debit Card (RuPay) for withdrawal of working capital, repayment period of up to 7 years, a comprehensive support for borrowers for the needs pertaining to pre-loan, facilitation, marketing, and operational phases. SC/ST and/or Women entrepreneurs, above 18 years of age are eligible beneficiaries. Loans under the are available for only green field project. Green field signifies, in this context, the first-time venture of the beneficiary in the manufacturing or services or trading sector.

In-case of non-individual enterprises, 51% of the shareholding and controlling stake should be held by either SC/ST applicants and/or Women Entrepreneurs.

Thus, we can see that the current Indian government has a lot to offer to the MSMEs in India. Choose the appropriate Government business loan scheme as per your industry and funding needs of your small-scale business.

Done By
Venkatesh Suriyan.A

SUCCESSFUL WOMEN ENTREPRENEURS



DR. SANTHI DURAISAMY, DIRECTOR OF SAKTHI MASALA PVT LTD

Dr. SANTHI DURAISAMY director of **SAKTHI TRADING COMPANY** which has transformed into **SAKTHI MASALA PRIVATE LIMITED** named after “SAKTHI” in 1997. Now sakthi masala manufactures around 50 varieties of spice and masala powders and exports to many parts of the world. In order to meet the changes with suitable experience the manufacturing of all spice powders and spice mixes which retain in aroma and flavor was developed. “Tradition and technology” was perfectly blended in all the products. The company uses modern technology in drying raw materials. The company as travelled long way since the couple P.C Duraisamy and Santhi Duraisamy began life as turmeric traders three decades ago. This Erode based company employs 200 differently abled persons, who constitute 23 percent of the work force. Over 50 varieties of spice powders, Flour varieties, sunflower oil & many products are manufactured. On the account it offers lot of employment opportunities to the agricultural labors and rural people. This reaches the houses located in every nook & corner of country through its strong marketing network. This company started with an investment of Rs.10000 in a 300 sq.ft space but today it occupies about 30 acres, employs more than 1000 workers in the present scenario. She stated that company in its early days was not the competition from multinational companies. The main challenge was to change age-old cooking practices in Tamil homes even today. “Women preferred to make the masala powders themselves as they were particular about taste and quality”, says santhi. She has won a “Shree Sakthi Puraskar” from congress president Sonia Gandhi on International Women’s day. In addition to this Ms. Santhi said that “SAKTHI FOOD PARK” is going to be started which will contain ready to eat food segment where the food packs would require only to be reheated before being served. Today, SAKTHI MASALA products are available in almost all parts of South Asia. The company also exports to Australia, Europe, Malaysia, Singapore and West Asia.

Mrs.INDRA KRISHNAMURTHY NOOYI is an Indian-born American business executive currently serving as the chairperson and chief executive of PepsiCo, one of the largest food beverage business in the world. She is known to be highly energetic innovative and hard working person & she has risen to become one of the top most female executives in the world from a modest beginning. She is a brilliant student completed her MBA from Indian Institute of Management in Calcutta and worked in Johnson & Johnson. Her experience at Johnson& Johnson was still unprepared for the business world and she pursued her further education in Yale school of management. After getting her degree she joined the Boston consulting group as a director of international corporate strategy projects. She gained much prominence as a strategist and joined PepsiCo in 1994 as senior vice-president of corporate strategy and development. Over the next couple of years she rose up the ranks to be named its CEO in 2006. She has consistently ranked on “Forbes” magazine list of the world’s 100 most powerful women. “Fortune” magazine named Indra Nooyi No.1 on its ranking of most powerful women in business for five consecutive years from 2006-2010. She was honored with “Padma Bhushan” by the president of India in 2007. She is a leading successful women entrepreneur in the world.

INDRA KRISHNAMURTHY NOOYI, CEO,PEPSICO



COMPILED BY
REVATHY M

ANSWER TO INDIA'S WATER CONTAMINATION WITH JAMUN SEEDS

COMPILED BY
MEGALA.S



The controlled addition of fluoride to a public water supply is necessary to reduce tooth decay. According to World Health Organisation, groundwater for drinking must ideally contain fluoride at the level of 1.5 mg per litre to prevent cavities. Results have shown that excessive quantities of the mineral can cause harmful consequences, ranging from mild irritation to crippling skeletal diseases. High levels of 10 mg per litre or above leads to skeletal fluorosis, which causes painful damage to bones and joints.

The sad truth is that more than half of all Indian states have high fluoride contamination in its groundwater. Rajasthan ranks first in affected states, Telangana comes second, and Karnataka takes the number three spot. Researches at IIT-Hyderabad have developed a Jamun (black plum) seed-based 'activated carbon' to remove fluoride by WHO acceptable level. The project is driven by professor Chandra Shekar Sharma and a team at IIT-Hyderabad to solve this problem.

Natural materials are a good source of carbon. One such material identified after trying neem and coconut shells was the Jamun seed. Traditionally, aluminium has been used as an adsorbent

for fluoride, but the problem is that using a chemical can react with water too. They found that the Jamun seed-derived carbon was much better than other biomass-derived carbons. The seed and carbon were tested by collecting groundwater samples from worst fluoride-affected areas in Nalgonda district in Telangana. After the treatment, the fluoride concentration reduced to the acceptable level of WHO (less than 1.5mg/litre).

SEA FOOD ANALYZER

COMPILED BY
KOWSIK N

Our sense of smell and sight may be one way to evaluate the freshness of fish but this electronic analyzer produces far more accurate results says Keith Cox, who got PhD in bioenergetics and co-founder of seafood analyzer. As there is a huge gap between the subjective sensory evaluations and complex laboratory chemical analysis. Unlike traditional bench analysis with lab instrumentation, which takes days or even weeks to get results back on protein, fat and water, the BIA based portable analyzer provides instantaneous results. With the help of Bioelectrical Impedance Analysis (BIA), measurement of cellular degradation and decomposition of fish when out of water is easy by passing AC signal through the tissues of the fish.

As organisms comprise of cells and stuff between the cells, when degradation happens, the cell lyses and all fluids flood the space between the cells. Flow of current is affected by the amount of water in body. Tissues that contain large amount of fluid and electrolytes, such as blood have high conductivity but fat and bone slow the signal down. As, BIA estimates the amount of water, fat in body and that can be equated into the quality.



The analyzer measures things and calculates the certified quality number (CQN), which gives a direct measure of degradation using a scale range from 100 to 0, with 100 approximating freshly harvested. The CQN is then used to determine (1) days since harvested (2) shelf life remaining (3) FDA equivalence score.

TREND SETTERS

Through this issue we are proud to meet our alumnus Mr. Arun Prakash, co-founder of SNACKEXPERTS. He has done his under graduate studies in Agricultural Engineering College and Research Institute, Tamil Nadu Agricultural University, Coimbatore. He is a B.TECH Energy and Environment Engineering (B.Tech EEE) degree holder. We have interviewed him and he shared his experience with us. And here comes the discussion session.

As you are our alumnus, we are curious to know about your life after completing the degree.

After graduation, I started my job at CantorCO2e. As it was my first job right after my graduation really enjoyed my work. Everything was going good and I was paid decent salary. Still something was nagging at me. The 9-to-5 structure of a work day provided consistency from Monday through Friday. However, after years of having other things scheduled around work, I was still missing something in life. Finally starting my own venture was the only solution which made to feel complete.

What made you take the leap into entrepreneurship?

Entrepreneurship is more than just wanting to start a business; it's that willingness to take risks to see my vision realized. Moreover the main idea was to be a provider of jobs rather than the seeker of the jobs.

What were the biggest initial hurdles to build your business and how did you overcome them?

It's no surprise as every start up financial fears were the biggest hurdle are what stop many entrepreneurs from launching their endeavors. So we crossed those hurdles by wisely investing money that are really necessary, maintained zero inventory etc. Even now on daily basis we face issues but the solution lies in diligently solving them and sticking to the fundamentals.

Did you have major competitors when you started, how did you plan to compete with them and how did that plan play out?

The competitors are the local snack vendors and some established FMCG brands. We didn't focus on competing but creating a mark for our brand among the customers by providing superior quality products at the best prices.

What do you look for in a business partner and employee?

Entrepreneurship is a beacon for change, pioneers and disrupters. Change is required at all the stages of growth and people must accept to accomplish tasks that could change the world with passion. The following are the skillsets I normally use - Integrity, Energy and positive attitude.



How do you build a consumer culture around your product or a kind of marketing your business?

As an organization we are very transparent of our employees so as to truly build the desired culture, the values of the company should be ingrained in each one of our employees and be apparent in their daily work. Should have the feeling of achievement and team unity.

Biggest mistake you have ever made as an entrepreneur?

Biggest mistake - Hiring few people initially without seeing cultural fit and organisational goals alignment. Which I believe I have corrected going forwards.

Who is your hero and why?

Elon Musk - He imagines bold projects and executes them. Most of his aspirations are challenges against the established status quo. That's what Entrepreneurship is all about. Try something new, solve a problem and make a difference.

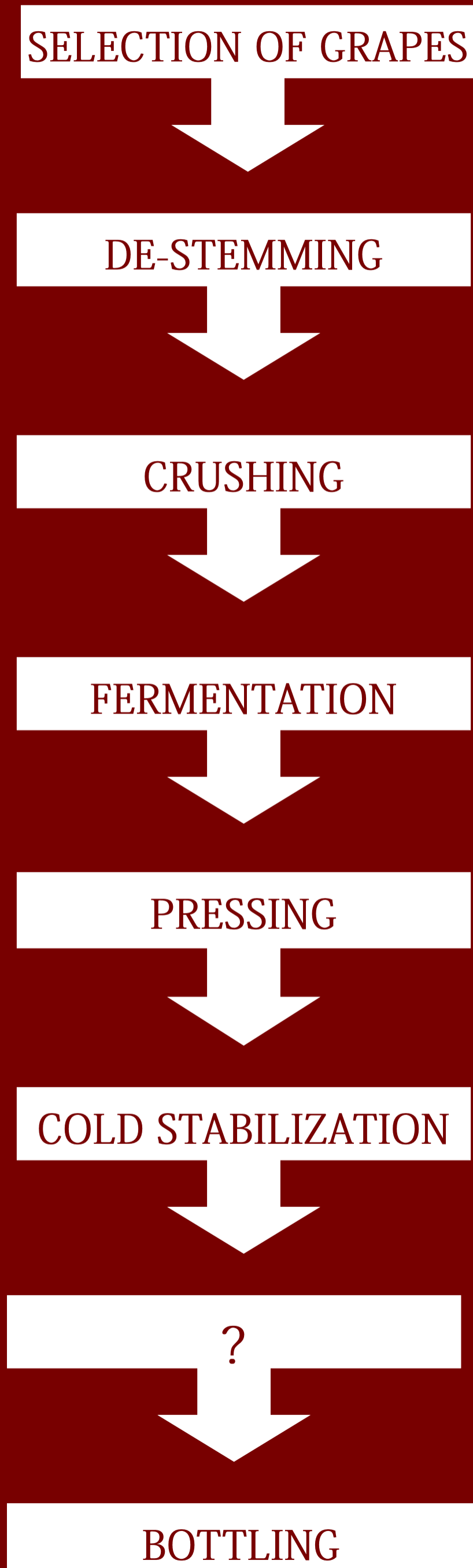
Strategies that you would recommend for making best use of time.

I personally would suggest you have to spend more time learning outside of class, than you do in class. Know what you want to improve and let that be your "leading goal." Set clear time limits. Break it down. Don't multitask! Keep track of your each and every ideas. Take control of your time to make the most of your time. Whatever you spend your time on, you're giving your life so use time wisely.

The biggest appreciation that you have ever received. We are glad to hear that Snackexpert have been nominated for WFI '17. Few words on World Food India '17.

Best audience Award in 2016 at CII was one of our greatest appreciation. Snackexperts was nominated for the final pitch at World food India. It was a great opportunity to deliver our experience and to showcase our products.

Compiled by
Priyanka K



Welcome back to the farm to fork session. Red wine from the grape vine would make us dine with better shine. Yeah. The farm to fork session of this edition is about winemaking process. The science of wine and winemaking is known as Oenology. A person who make wine is traditionally is called as a winemaker or Vintner. The process of wine making in discussed here. One of the processes is missing as usual.

Find the process for making a tasty wine...

WINEMAKING

The first process in wine making is selection of grapes followed by de-stemming and crushing.

The next stage is fermentation in which red wine and white wine differs. In red wine making, fermentation is done together with the skin. In white wine making, the juice from the fruit is fermented. For the primary fermentation, yeast is added. The fermentation should be checked daily for sugar levels and temperature.

After fermentation the free run wine is transferred into tanks. The remaining skins are pressed to extract wine. This fresh wine is mixed with the free run wine in the tanks and kept in warm conditions which results in conversion of remaining sugars into alcohol and carbon dioxide.

Then the wine undergoes cold stabilization. This is done to remove the tartarate crystals from the wine. During cold stabilization the wine is brought close to the freezing temperature for 1-2 weeks. During this time the tartarate crystals stick to the sides of holding vessel. By draining the wine, it can be made free from tartarate crystals. The wine is transferred into oak barrels which enhances the flavor and aroma of the wine.

This is followed by the process in which allows the wine to mature which results in tasty, flavour enriched wine. The name of the is left to be cracked by the readers.

After this process, the wine is bottled and corked.

Acknowledgement: en.m.wikipedia.org/wiki/winemaking

Done by

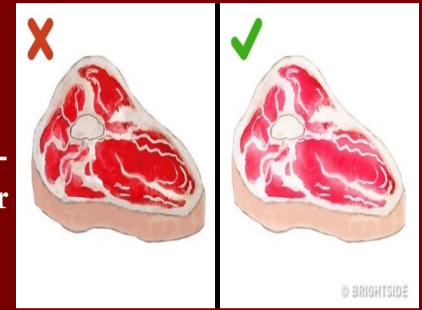
Sarojini Bharathi.R

SECRETS THAT YOU DON'T KNOW:

Browsing the store shelves, we usually take what catches our eye. But is it really the right thing to do? Pretty looks don't guarantee good taste or health benefits. In this I share about some recommendations that will help you choose only healthy and natural foods.

MEAT

Fresh meat is pink, not bright red or even brown. Note the fat streaks: they should be glistening and very light. Good meat will also return to its original shape and not stick to your hands.

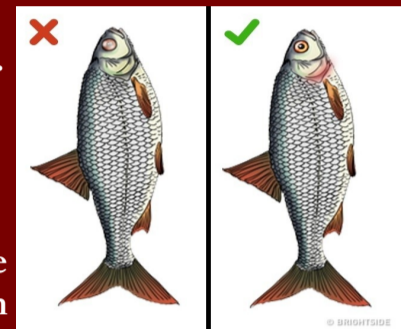


CARROTS

Picking good carrots is easy: just take the one that is less bright, has no spots, and is small.

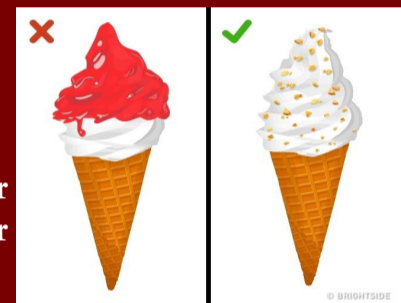
FISH

A fresh fish has bright eyes; clouded and bulging eyes are indicative of an old fish. The gills should be bright red or, rarely, light pink (in cases when blood was drained through the gills). When you take the fish in your hands, its tail should hang freely.



ICECREAMS

Always read the contents of ice cream. Berry flavored ones are rarely natural, so it's better to choose those containing only nuts, candied fruit, or gumdrops. Popsicles, on the other hand, are never made of anything natural.



COFFEE

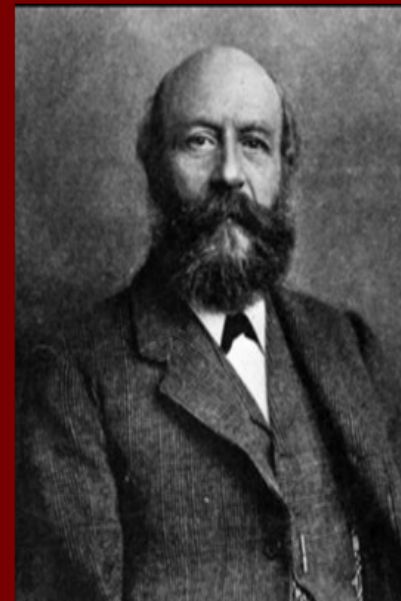
Opt for coffee with an average price: the cheap one won't be good, while the expensive one's taste is the same. Good ground coffee is never stored in plastic jars, only in glass or metal ones. Look at the "best before" date too — it shouldn't be more than 18 months.

Done by

Kowsika.N

Who am I?

Hello all! I was born in England. I'm from a wealthy Quaker family. I developed my confectionary business with my brother and established it in 1824. One of my popular product which you are all very fond of, was introduced in 1905 using a high proportion of milk within the recipe compared with rival products. In 1905, It was the company's best selling product. About 60 countries operates on my company around the world. It is a British multinational confectionary company producing chocolates, cakes and ice-creamms wholly owned by Mondelez International since 2010. Later on ,I handed over it to my son.Can u guess me and my company?!



Answer: John Cadbury- Founder of Cadbury popularly known for its Dairy milk.

Done By

Haniya Azfar Fathima.A

Agriuddan (Food And Agribusiness Accelerator)- A Greater Vision Towards The Startups Of Food Chain

Janarathanan R ¹ Vinoth SK ² Vijay S ³
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Introduction :

The present scenario in India is there are lot of potential candidates in India who are in search of right job, due to the fluctuation of global economy the IT sector in India is not as good as earlier , many million youths are underemployed for lower wages , The present Government of India focuses in make in India for accelerating the employment opportunities in India and the sub programmes like startup india , Standup india to accelerate the Indian startups,the ever growing and potential sector is food chain in the view of accelerating novel startups the incubation programmes were performed by various institutes in order to accelerate the startups in food and agribusiness the Indian Council Of Agricultural Research (ICAR) research institute NAARM (National Academy of Agricultural Research Management) TBI a-IDEA in collaboration with IM-A, CIIE in partnership with Caspian Impact Investment and supported by DST. This project is also supported by private agencies Yes Bank as Banking partner, NeML and Marico Innovation Foundation (MIF) as Silver Partner, Ag Innovate and NRDC as Technology partner and FICCI as outreach partner.

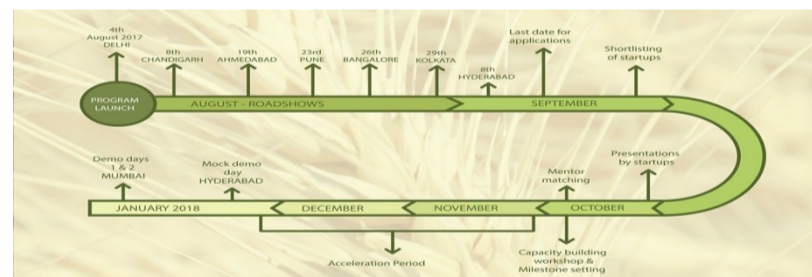
Objective of the scheme :

- To accelerate the agribusiness & food through rigours mentoring
- To make up the startups viable through incubation & funding
- To create the employment opportunities to youths and increase the income level

History :

Agriuddan accelerator 2.0 is evolved version of NAARM TBI a-IDEA India's first Food & Agribusiness accelerator 2015 in partnership with IIM-A CIIE, National Science and Technology Entrepreneurship Development Board (NSTEDB),

Time Line :



Picture courtesy –Agriuddan website

Present status of agriuddaan :

- 200 agribusiness startups were applied for this programme.
- 40 startups is being mentored.
- Value chain management was build end to end in 8 startups.
- 3 startups received a funding of Rs 3 crores.

Agriuddan –Analysis and potential in reduction of international migration :

- Many young brains of our nations are going to foreign for higher earning to avoid brain drain the scheme will play a significant role by creating employment opportunities
- It will reduce the migration of labour those who are trapped in foreign countries due to only the seasonal employment in their areas especially in rural India.
- The innovative startups can peak up the global and reimburse the forex to Indian economy.
- Higher excellence and cutting edge technology of our country will be used at global level.

Reference:

- <http://aidea.naarm.org.in/agri-udaan/>
- <http://krishijagran.com/news/2nd-agri-udaan-program-to-be-launched/>
- <http://www.icar.org.in/en/node/13153>



INDUSTRIAL UPDATES

WFI-World Food India Conference 2017

WFI conference 2017 has been scheduled from 3rd Nov 2017 - 5th Nov 2017 at Vigyan Bhawan New Delhi and inaugurated by Prime Minister Narendra Modi. World Food India is an opportunity for India and international businesses, investors and government bodies to showcase, connect and collaborate. The conference contains of various sessions aiming to share understanding and opportunities across the food economy to facilitate partnerships and people growth. Hon'ble President of India, Shri Ram Nath Kovind, was the Chief guest during the valedictory session. Smt Harsimrat Kaur Bhatnagar, Hon'ble minister Ministry of Food Processing Industries, President of Armenia H.RE. Mr. Serzh Sargsyan, Prime minister of Latvia H.E Mr. Maris Kuchinskis and Mr. Rakesh Bbarti Mittal President Designate were also present in the event. The event attracted participants from 61 countries. 27 states participated as partner or focus states. 20 state sessions and special session on north eastern states was held. There were two plenary sessions. The first plenary session 'India the preferred Investment Destination' featured Hon'ble Finance Minister of India and global & Indian CEOs who spoke about the changes scenario for investments. The second plenary session on For Regulatory was led by the Food Safety & Standards Authority of India (FSSAI) and shared the positive changes in the Regulatory System. The roundtables conducted helped to understand the vision of the highest level of policy makers in the Government.

MoUs worth of Rs.14 billion signed/ exchanges /announced during WFI

Major countries who have signed MoU: USA/ France/Germany /Netherlands/UAE

Major States who have signed MoU: Telegana/ Punjab/ Haryana/UP

The MOFPI Government of India signed/ exchanges/announced MoUs US \$11.25 billion during world food 2017. A user friendly portal 'Nivesh

Bandhu' was launched by the Hon'ble Prime Minister. An exciting feature of the event was "Food street" – a lively vibrant zone that has showcased Indian and foreign cuisines using Indian ingredients, flavours and fragrances specially curated by Chef Danjeev Kapoor. Several sectorial publications were released during the Inaugural Session by the Hon'ble Prime Minister. Digital theme pavilion showcased the 1st opportunities in Indian food processing sectors through technology sources. A special Coffee Table book portrayed the essence of evolution of the food processing sector in India and insights into traditional wisdom on food processing R&D product development, packaging and infrastructure across key subsectors over the years was released by the Hon'ble Prime Minister.

National Entrepreneurship day

On 9th November, 2017, University Innovation Centre, Department of Biotechnology, Tamil Nadu Agricultural University, Coimbatore has organized an entrepreneur meet under the theme, "catalyzing a cultural shift in youth entrepreneurship".

Mr. Arul Murugan, Founder of Snack Experts, has been invited to give a presentation revolving around the theme. We proudly say that he is our alumnus, holding B.tech Horticulture degree. His presentation started with three themes, 1. How did we get here?, 2. Trending to future, 3. entrepreneurship and experience. He first discussed on the history and evolution of food industry since 1900. He also spoke on ethic of sustainability, a digital experience and convenience, future prediction and healthful functionality. He also suggested that regulations should be made based on consumer centric problems. He also insisted that to be successful you have to repeat the process and go through the mistakes. He added that it is very easy to start the company but difficult to run it successfully. According to his context, entrepreneur is one who creates problems for himself and others. Closing a business is also an option at times. One should know when to quit. He says, he respects failed entrepreneurs and also added that it is ok to hire failed entrepreneurs.



ER PHOTOGRAPHY CONTEST RESULTS

We are so happy to announce the results of **ER PHOTOGRAPHY CONTEST '17** which was conducted on behalf of anniversary celebration. ER team congratulates all of you who have actively participated and supported us for the past three years. Many photos were so artistic. Your photographs gave our jury members a tough job to choose two among all the photos that we have received. We have planned to put some photographs we received, as our cover picture for our upcoming editions. We would like the winners to share their bank account details to our mail ID. For further details contact, Phone no :7598144761,98432266063
Mail id: essenrivesta14@gmail.com



I PRIZE
Rs 1000
Gautham Suresh S.P,
II M.Sc (Hort),
AC&RI,
Madurai

II PRIZE
Rs 500
Sudarsun S,
Kanchi Maa Nagar,
Vilankurchi Post,
Coimbatore-641034
**“BAKE THE WORLD
A BETTER PLACE”**



Farm to Fork (Answer for last edition):

CONCHING

After mixing the cocoa mass and cocoa butter, conching is done for the evenly distribution of the cocoa butter in th chocolate. Conching is usually done with the Conche, a surface scraping mixer, which serves to disperse the cocoa butter evenly in the mixture. It also acts as a polisher to the particles in the mixture.

READER'S COLUMN:

This edition of ER is exclusively for entrepreneurs. This is so special for our team since it is our anniversary issue. Essen Rivesta successfully enters into 4th year under the guidance of Dr.D.Amirtham(Staff Advisor for magazine) . We express our heartfelt gratitude to honorable Vice Chancellor Dr.K.Ramasamy, Dr..S.V.Kottiswaran(Dean), AEC&RI,TNAU, Dr.C.Divaker Durairaj Professor (DPM), Dr S.Ganapathy(Professor & Head)Dr.A.Surendra Kumar(staff advisor), Department of Food and Agricultural Process Engineering.

In this issue, government schemes for entrepreneurs were discussed. Cover article on women entrepreneurs gives details on Dr.Shanthi Duraisamy and Mrs Indra Krishnamurthy Nooyi. ER team had conversation with Mr Arun Prakash, Co Founder of Snackexperts, Chennai have been reported under meet an entrepreneur section. This time Farm To Fork is ready to hit you with wine making technology. Details on sea food analyzer have also been exposed. A brief information on Agriuddan have been explained.

To make this issue more interesting some food facts are inserted here and there. The results for photography contest conducted by ER team was released. With no doubt this edition of ER would enlighten your knowledge .

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