

ENTERPRISE

REVOLUTIONIZING AGRICULTURE AND UNLOCKING PROFITABLE OPPORTUNITIES WITH HYDROPONICS IN INDIA



★ FLORICULTURE IN VIDARBHA

★ APPLE CULTIVATION IN VIDARBHA WITH HRMN-99



VISION

To promote Vidarbha as a preferred investment destination and create conducive environment for socio-economic growth through industry and services

MISSION

To act as a catalyst between various stakeholders and authorities.

To create harmonious environment for accelerated industrial growth.

To provide a unified platform for policy advocacy at all levels.

To create, nurture and develop entrepreneurship and business leadership.

To enhance managerial and technical competency for excellence

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PRESIDENT'S MESSAGE

Dear VIA Members,

The first half of FY 2023 has witnessed some interesting developments in the industrial sector of India. To begin with, there was a 5.2% IIP growth in May 2023, the highest in 3 months, owing to solid development in manufacturing, which according to NSO data, saw a 5.7% growth in May 2023.

The Indian government announced a slew of new policies and initiatives to promote manufacturing, including tweaks in the Production Linked Incentive (PLI) scheme for semiconductors, expected to attract \$100 billion in investment. As per a government notification dated 10 June 2023, the approval to establish compound semiconductors and display fabs assembly and test units, under the Ministry of Electronics and IT (MeITY)'s PLI, will now be issued solely by one authority - the Union Cabinet. India has placed itself as among the most attractive Asian destinations for everything related to electronics and semiconductors; the government is confident approximately ₹2 lakh crore will come in as investments in a couple of years.

India received its highest-ever FDI inflow of US\$83.57 billion in the FY 2021-2022. However, FY 2023 saw a drop due to global headwinds, amounting to US\$70.97 billion. Still, India remains a bright spot in the world economy despite the FDI decrease; its factors of growth include one of the world's largest labour markets, supportive policies, and rapidly expanding digitalisation.

These developments assert my confidence in India's growth story in the years to come. I look forward to working with all of you to make Vidarbha the global powerhouse of manufacturing.

Sincerely,

- Vishal Agrawal

President



SECRETARY'S MESSAGE

Dear Readers,

In July, KCCI, with support from MoFPI and VIA, organized a conclave to highlight the emerging opportunities, schemes and incentives available for the food processing sector, and to promote "World Food India 2023", a global event to be organized by the MoFPI from 3-5th November 2023 at the Pragati Maidan in New Delhi. VIA HRD Forum, VPIA and NIPM Nagpur Chapter jointly organised a session on labour laws where Srikant Sampath - Co-founder of iTalent India Management Consultants Pvt. Ltd. was the guest speaker. Sampath, a specialist in strategic HR solutions, helps companies achieve their key performance indicators via HR interventions.

VIA LEW conducted a workshop on the

regulatory requirements of drug manufacturing and food processing industries as stipulated by the FDA. The chief guest Viraj Paunikar - Joint Commissioner (Drugs) of FDA Nagpur, said, "The standards for setting up food processing or pharmaceutical manufacturing units are stringent and require various norms to be followed".

We also reach out to key government officials and departments with representations on matters such as seeking relaxation through circular/instruction while complying with the pre-import condition under the advance authorisation, exemption from payment of GST on the subsequent assignment of leasehold rights in industrial land obtained from various State Government Industrial Development Corporations, and request offer for the required grade of coal quantity linkage coal auction for sub-sectors Tranche-VI (others sector).

Looking forward to your continued support.

- Ashish Doshi
Secretary



EDITOR'S MESSAGE

Dear Readers,

The cover story for this month's edition of the Enterprise takes a deep dive into the inner workings of hydroponics technology. Penned by Ms Shrutika Bagul - Founder and Director of Saptaranga Research And Organic Pvt. Ltd., the article explains how hydroponics, a method of cultivating plants without the use of soil in controlled environmental conditions, has emerged as a promising alternative to traditional soil-based farming. Once implemented correctly, entrepreneurs can capitalise on hydroponics' advantages by contributing to food security, environmental conservation and economic growth, while also meeting the evolving demands of consumers for safe, nutritious, and sustainable produce.

In their guest articles, Dr T S Rawal talks about India's severe tomato crisis that has led to soaring food inflation, Dr Suresh Pandilwar writes about the alarming disinterest of young MBA (HR) graduates in Industrial Relations (IR), Dr Smita Singh (Dabholkar) highlights the significant differences between "human resources" and "human relations", Mr Pradeep Maheshwari highlights mining and minerals as big strengths of Vidarbha, and CA Hemant Lodha talks about the 8 types of personality traits that can help us better comprehend ourselves and the people around us.

We endeavour to bring you the latest and most important news related to the industries of Vidarbha. We encourage all our readers to share write-ups to be published in subsequent editions of the 'Enterprise'. Please write to us at viangpindia@gmail.com with your input and feedback.

- Aditya Saraf
Editor

REVOLUTIONIZING AGRICULTURE AND UNLOCKING PROFITABLE OPPORTUNITIES WITH HYDROPONICS IN INDIA



SHRUTIKA BAGUL
Founder and Director
Saptaranga Research And
Organic Private Limited

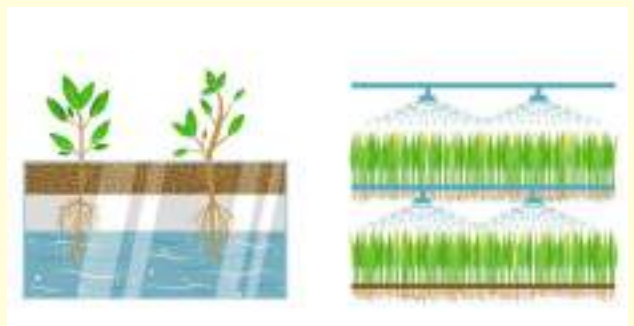
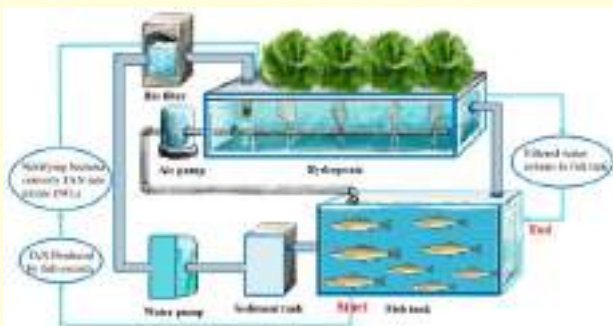
The alarming increase in the world's population is also increasing the demand for sustainable and efficient agricultural products. Hydroponics, a method of cultivating plants without the use of soil, in controlled environmental conditions, has emerged as a promising alternative to traditional soil-based farming. By providing essential nutrients directly to the plant roots through a nutrient-

rich water solution, hydroponics offers numerous advantages over conventional soil-based farming. This article explores the basics of hydroponics, showing how this innovative approach is reshaping the future of agriculture.

Difference between hydroponics aeroponics and aquaponics

There are three soilless growing technologies now used across the industry: hydroponics, aquaponics, and aeroponics. Hydroponics grows plants suspended in water, aeroponics grows plants suspended in air, and aquaponics is a unique combination of hydroponics and fish farming in an integrated system.

AQUAPONICS HYDROPONICS AEROPONICS



Hydroponics

Hydroponics is the technique of growing plants using a water-based nutrient solution rather than soil and can include an aggregate substrate, or a growing media such as vermiculite, coconut coir, or perlite. Hydroponic production systems are used by small farmers, hobbyists, and commercial enterprises. The different types of hydroponic are as follows:

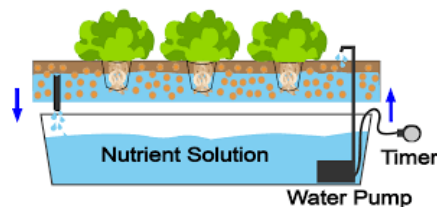
1) Wick System: This refers to a hydroponic growing set-up that makes use of a soft fabric string referred to as a wick. In this system, a cotton or nylon wick helps in absorbing water and nutrients from a solution and then supplies it to plants that are present in containers or trays.



2) Deep Water Culture (DWC) System: This system for plants is also popularly called hydroponics. Simply put, it's a method for growing plants without substrate media. The roots of the plants are encased in a net pot or grow cup that is suspended from a lid with roots dangling in a liquid nutrient solution.



3) Ebb and Flow System (Flood and Drain): Also known as Flood and Drain, it's a system involving the periodic flooding and draining of the nutrient solutions. Basically, there are two phases of its operation: The flood is when the water and nutrients flow to the growing areas, flowing over the plants' roots.



4) Nutrient Film Technique (N.F.T.): This is a hydroponic technique where a very shallow stream of water containing all the dissolved nutrients required for plant growth is re-circulated past the bare roots of plants in a watertight gully, also known as channels.



5) Drip System: In this system, the aerated and nutrient-rich reservoir pumps solution through a network of tubes to individual plants. This solution is dripped slowly into the growing media surrounding the root system, keeping the plants moist and well-nourished.



6) Aeroponics: Hydroponics is a method of growing plants in nutrient-enriched water and without soil. Aeroponics is a method of growing plants without soil, where the roots are exposed to the air.



What plants can be grown hydroponically?

Almost any kind of plant can be grown hydroponically like vegetables, fruits, herbs, and flowers. Hydroponics is commonly used by vegetable and fruit growers throughout India. Some of the plants popularly grown in hydroponic setups are:

- Tomatoes
- Lettuce
- Cucumber
- Kale
- Spinach
- Beans
- Strawberries
- Peppers
- White Radish
- Ginger
- Peppermint
- Chives
- Basil
- Flowers (tulips)

Hydroponic Essentials

Hydroponics depends on essential nutrients, water, and oxygen given directly to plant roots.

1) Nutrients: Hydroponic systems maintain a nutrient solution consisting of water and essential nutrients required for plant growth. This solution is carefully balanced to meet the specific needs of each crop and can be adjusted throughout the plant's life cycle.

2) Water Circulation: In a hydroponic setup, water is circulated to ensure continuous availability of nutrients to the plants. Various methods such as drip irrigation, NFT, DWC, and ebb and flow systems are used to maintain a consistent flow of water.

3) Aeration: Proper oxygenation of the root zone is vital for healthy plant growth. Hydroponic systems incorporate methods to supply adequate oxygen to the roots, promoting robust development and preventing root diseases.

4) pH and EC Management: The pH level and electrical conductivity (EC) of the nutrient solution are closely monitored and adjusted to maintain optimal conditions for plant growth and nutrient uptake.

Advantages of Hydroponics

Hydroponics offers several distinct advantages over traditional soil-based agriculture, making it an attractive option for modern farmers. Some of the key advantages include:

1) Water Efficiency: Hydroponic systems use up to 90% less water as compared to conventional farming. The closed-loop design allows for water recirculation, reducing wastage and making hydroponics an environmentally friendly choice in regions facing water scarcity.

1) Enhanced Growth and Yields: With direct access to nutrients, plants in hydroponic systems can focus on growth which results in faster growth rates and higher yields compared to traditional farming methods.

1) Space Utilization: Hydroponics is particularly beneficial in urban settings where arable land is limited. Vertical hydroponic farms and rooftop gardens maximize space utilization, enabling cultivation in non-traditional agricultural areas.

1) Year-Round Cultivation: Hydroponic systems can be set up indoors, allowing for year-round cultivation regardless of weather conditions. This controlled environment is especially advantageous in regions with extreme climates.

1) Reduced Pest and Disease Risks: The absence of soil in hydroponic systems reduces the risk of soil-borne pests and diseases. This decreases the need for harmful pesticides and promotes healthier, more organic produce.

1) Flexibility and Scalability: Hydroponic setups are highly adaptable and can be tailored to suit various crops and growth stages. Additionally, the modular nature of these systems allows for easy expansion and scalability.

1) Automation: The roots of the plants directly absorb water and minerals. The overflowing solution is collected in the recycle tank and pumped back to the mixing tank for reuse. The automated system can record plant conditions, EC, pH, temperature, humidity etc. so that one can monitor the data and

run the process as per their preferences and convenience.

1) Export and Local Market Opportunities: Hydroponic farms can produce high-quality, consistent, and reliable crops that meet international market standards. This opens up export opportunities for fresh produce, allowing farmers to access global markets and increase revenue. Additionally, hydroponics can also cater to local markets, contributing to regional food security and reducing the dependency on food imports.

Challenges of Hydroponic

Some of the challenges of using hydroponic systems are:

- High set-up cost
- Reliance on constant power supply
- High-level maintenance and monitoring
- Susceptibility to waterborne diseases
- Requires special expertise
- Equipment failures lead to major loss

Hydroponic Business Prospects

Identifying the right type of equipment in hydroponics is important as different crops have different types of requirements. Considering quality, time, delivery system, customer service and packaging for better shelf life are essential.

Before launching, one needs to test hydroponic systems to ensure they are working correctly. One must check the desired nutrient solution, pH, temperature, oxygen levels, humidity, nutrient level, testing light system, timer function, and sensor systems so that the plants are growing healthily. Pilot studies and testing are a must before going into the commercial launch. As per geographical region, one needs to make some changes in the greenhouse and other settings; hydroponic units in snowy regions require heaters to maintain the temperature and, in hot conditions, require cooling units.

According to the Future Market Insights study, in 2023, the hydroponics industry is expected to be valued at US\$ 2.78 billion and is expected to grow to US\$ 5.70 billion

by 2033. Indian farmers can benefit from this trend. Hydroponics in India presents a wide array of exciting business opportunities for forward-thinking entrepreneurs and investors. A few potential options for entrepreneurs in hydroponics are:

Urban Centers with Fresh Produce: Rapid urbanization in India has created a significant demand for fresh, locally sourced, and pesticide-free produce. Setting up high-tech commercial greenhouses and vertical hydroponic farms in or near urban centers allows entrepreneurs to tap into this growing market. By supplying high-quality, nutrient-dense crops, hydroponic ventures can meet the urban population's preferences for healthy and sustainable food choices.

Empowering Farmers with Hydroponic Expertise: One of the significant challenges in hydroponics adoption is the lack of knowledge and expertise among farmers. Entrepreneurs can bridge this gap by establishing hydroponic training centers and consultancy services. Providing hands-on training, technical support, and access to essential hydroponic supplies empowers farmers to embrace this innovative farming technique confidently.

Enhancing Crop Diversity and Premium Export Opportunities: Hydroponics' versatility allows for the cultivation of a wide range of crops, including exotic fruits, speciality herbs, and medicinal plants. This diversity opens up export opportunities for India to cater to international markets with high-value, hydroponically grown produce. Entrepreneurs can venture into the export of premium crops, contributing to the country's economic growth and global agricultural trade.

Encouraging Sustainable and Responsible Agriculture: By embracing hydroponics, entrepreneurs contribute to a more responsible and sustainable agricultural landscape. Reduced pesticide usage, efficient water consumption, and land optimization align with global efforts towards environmental preservation and climate change mitigation. Entrepreneurs can take pride in being part of

a transformative movement that advocates for a greener and more sustainable future.

To make one's hydroponic farm business successful, having a good marketing and promotional plan is crucial. This means doing market research to know who their customers are. Making detailed videos with recipes and information about the nutritional and health benefits of one's produce and sharing them in WhatsApp groups can also be helpful. It's a good idea to partner with local grocery stores, supermarkets, and restaurants to sell one's products. To keep one's business running smoothly, one will need to constantly monitor things like nutrient levels, irrigation, lighting, and use computer systems and sensors. This requires some technical knowledge. It's also important to listen to one's customers and take feedback seriously. This will help them improve their products and make sure their customers are happy with what they offer. By combining these strategies, one can ensure the success of their hydroponic farm business.

Conclusion: Hydroponics represents a revolutionary opportunity for India's agriculture sector, unlocking many business possibilities. From setting up advanced greenhouses and vertical farms to providing hydroponic training and consultancy services, enterprising individuals have the potential to reshape the way food is produced and distributed in the country. By capitalizing on hydroponics' advantages, entrepreneurs can contribute to food security, environmental conservation, and economic growth, while also meeting the evolving demands of consumers for safe, nutritious, and sustainable produce. Hydroponic crops are also more profitable and easier to control, which turns them into a weapon to fight against hunger and enhance food safety, especially in developing countries. Hydroponics is also one of the latest trends in smart farming, which consists of using technological tools, from geolocation to big data, AI, IoT and drones to achieve greater yield from crops.

HYDROPONICS: MYTHS AND FACTS



SANJAY S SINHA

Farmer, Agri Consultant,
Learner

The desire to always learn and implement something new attracted me to hydroponics and hence I began by learning from concerned people and gradually after a lot of groundwork, it was understood that this method can be used in any farm/field. However, the farmer's ability to succeed has the potential to cause maximum damage.

India is still far behind the Western world in agri-technology and the use of some techniques promoted and supported by the government is nothing more than misuse of subsidies by some farmers earning financial benefits, be it greenhouse, hydroponics or vertical farming (they work very well in cold climates but in India, the climate profile is very different due to which we have seen disastrous results). We are copying what we have seen everyone else do in the world.

Using LEDs to grow lettuce and using air conditioners for temperature control

When you first want to use LED and AC in indoor hydroponic, your cost will completely ruin the calculation of 1 farmer. e.g. for an indoor hydroponics unit of approx 700 sq.ft., you will get a monthly bill of around Rs. 18,000/- which is not in the favour of the farmer in any condition; this will increase the breakeven period a lot or the input cost will increase so much that the production market price will not be able to match.

Lettuce: Salad is eaten in large quantities in Western countries; it's a part of their regular food which is not to that extent in India. Instead of green vegetables in our diet, lettuce, basil, kale or Italian spinach can't be eaten and the market for these types of vegetables is less. Continental is limited to dishes only, overall if you have funds to survive till the breakeven point then you can try it but if you want to cultivate by taking a huge loan then keep it at a little distance. For hobby and experiments, you can keep low by developing a cost model yourself. The outdoor model for animal feed and poultry food can be made in a green shed net.

FLORICULTURE IN VIDARBHA



DR REENA SAHA

Retd. Professor

Floriculture is a discipline of horticulture and is the study of growing marketing flowers and foliage plants for commercial use. Floriculture is one of the most important components of the horticulture industry, from aesthetic, social and economic points of view. It has the potential for generating employment opportunities around the year. Due to changes in lifestyles and an increase in the per capita income of people, the demand for floriculture

has increased substantially. At present, it has become one of the profit-making trades because of the constant rise in the demand for flowers and their products.

Floriculture includes flowering and ornamental plants for sale or use as raw material in the cosmetics, pharmaceutical and perfume industries. In India, the floriculture trade comprises flower trade, nursery plants, potted plants, seed and bulb production, and micropropagation. The various fields of revenue generation in floriculture includes cut flower production, loose flower production, dry flower, nursery, potted plants, seed industry, extraction of essential oils and value-added products.



Flowers are used to extract natural pigments. Carotenoids extracted from flowers are used commercially in the pharmaceutical industry, and as food supplements, animal feed additives and food colourants. Marigold petals are used as an important feed additive for poultry birds to add to the yellow colour of egg yolk as the petals are rich in carotenoid pigment. These are also used to prevent humans from dry eye and night blindness. A yellow-coloured dye is extracted from chrysanthemum, which is used in food products and cosmetics. Orange-red edible dye is extracted from the arils of *Bixa Orellana* (Sinduri), which is used in cosmetics and medicines for coating.

The demand for natural floral extracts like perfumes from flowers is increasing by the day. Some flowers, such as rose, jasmine, screw pine (kewra) and tuberose are used for the extraction of essential oils for the preparation of perfumes or attar.

The scope of commercial floriculture is significantly influenced by several different factors, including soil, environment, labour, transportation, and demand. There is significant variation in rainfall in the state; although the average rainfall in the state is 100 cm, in Vidarbha i.e. Amravati, Yavatmal, Buldhana, Akola, and Nagpur, it's only 75 cm. The region has variations in soil too i.e. laterite, black, and alluvial. In Vidarbha, more than 70% of farmers depend on rain due to low irrigation facilities in the area. The agro-climatic condition of Vidarbha favours the promotion of less water-intensive crops like horticultural crops, flowers and fruits. Some progressive farmers adapted micro irrigation systems in the region. It's estimated that even after irrigation, the potential utilized in some

areas of the net sown area in the region is 70-80% dependent on rain. Maharashtra is the leading state in floriculture produce in India having the largest number of greenhouses. The floriculture industry has a broad scope with an annual growth rate of 8-10% worldwide.

Past and recent studies concluded that a holder of a small farm area could derive more benefits from flower cultivation as compared to traditional crops. The average size of operational holding in Vidarbha region is below 1 hectare and due to the fragmented and small size of land holding, farmers have to face major problems for their survival by cultivating conventional crops i.e. wheat, rice, jawar, bajra etc., which give less income as compared to floriculture produce.



Roses under high-tech cultivation are more profitable than those under open cultivation. Different types of cut flowers are produced under poly-house conditions. Among those roses, gerbera and carnations are the most common; they can't be produced under open field conditions. Abundant inputs are used in the cultivation of roses under poly-house or protected cultivation. Naturally, the unit or per hectare cost of cultivation is likely to be high when compared to open cultivation. It's observed that there is a great difference in all estimates. The cost of cultivation in a poly-house is 7 times greater than in open cultivation. The cost of marketing is also 6 times more for the poly-house.

The agro-climatic condition in Vidarbha is more favourable to floriculture than other crops. Hi-tech floriculture gives 7-10 times more profit than open cultivation of floriculture and open cultivation of floriculture gives more

benefit than ordinary crops. Proper planning and technology adopted in floriculture will highlight Vidarbha on the globe.

According to the President of the Florist Association Vijay Wanzari, the annual turnover of the flower business is 60 lakhs to 2 crores, depending on the wedding seasons, festivals, and elections. Big farms in the region include Rachna farm and Joshi's farm. About 70+ florists and small farmers are connected to the Flower Market for sale and common interest. The nurseries for saplings include AK Hightech Nursery of Shri Mangesh Khawase, Ahilya Nursery of Shri Satpute and Barun Maiti from Kolkata.

Popular local flowers include Dutch Roses, Desi Gulab, Rajnigandha Tuberose, Chrysanthemum, Marigolds and Gerbera. Flowers like Carnation Gypsophila, Orchids, Daisy, Lilium etc are transported from

Bangalore, Kolkata, Pune etc. The sale of greenery fillers like ferns, Cycas leaves, golden rods, Madhu-Kamini etc. is also rewarding.

Several schemes have been initiated by the government for the promotion and development of the floriculture sector including "Integrated Development of Commercial Floriculture" which aims at the improvement in production and productivity of traditional as well as cut flowers through the availability of quality planting material, production of the off-season and quality flowers through protected cultivation, improvement in post-harvest handling of flowers and training persons for scientific floriculture. The key focus areas are crop improvement, standardization of agro-techniques including improved propagation methods, plant protection and post-harvest management. Detailed information and support for subsidies are available on the website of horticulture.

APPLE CULTIVATION IN VIDARBHA WITH HRMN-99



ANIRUDDHA ANSINGKAR

AB Farms, Zilapi Mohgaon, Hingna, District Nagpur [Former Coordinator of Manas Agro Inds and Infrastructure Ltd Nagpur]

When we think of the apple fruit, a very famous old phrase comes to our mind - "An apple a day keeps the doctor away". Cultivation of this apple fruit was possible only in cold and hilly areas of Kashmir and Himachal Pradesh.

Recently, Shri Hariman Sharma, a grassroots farmer of village Paniyala (Ghumarrin) in the Bilaspur district of Himachal Pradesh, has developed a hot climate/weather apple variety called "HRMN-99". Thanks to him, the rest of the farmers in India have the opportunity to grow this wonderful, tasty and nutritious fruit.

The HRMN-99 variety and its cultivation, suitable for hot climate/weather, has been



recognised by the National Innovation Foundation (NIF), an autonomous body of the Department of Science and Technology, Government of India.

During 2015-2017, in order to study the suitability and adaptability of HRMN-99 in various agro-climatic conditions of the country, NIF transplanted around 10,000 saplings at about 1,190 farmers' fields through 25 organizations in 29 states and 5 union territories. Subsequently, successful fruiting in Manipur, Madhya Pradesh, Uttarakhand, Bihar,

Maharashtra, Delhi, Goa, Gujarat, Karnataka, Haryana and Rajasthan were reported.

The results of this initiative by NIF are encouraging and hence increased demand from all over the country, especially the tropical and sub-tropical regions is being received. Till now, more than 1 million plants of the HRMN99 variety have been transplanted throughout the country.

Studies are being carried out to improve the

quality and yield of the crop, corresponding to the climatic conditions of the areas. On average, 25-60 kg of fruits per tree can be harvested from 5-7 years old plants by managing proper maintenance and operational practices.

Many progressive farmers of Vidarbha and adjoining parts of M.P. and Chhattisgarh have started cultivation of HRMN99. Successful sample fruitings have been observed at many places and commercial production is expected in coming years.

VIA AND GOM ENTER MOU TO PROMOTE PM MITRA PARK IN AMRAVATI



VIA signed an MoU with the Government of Maharashtra to promote the PM MITRA Park in Amravati, at its launch on 16th July 2023 in Mumbai.

Ravindra Pawar - General Manager (Marketing) from the Government of Maharashtra exchanged the MoU with Prashant Mohota - Vice President of VIA. The purpose

of signing this MoU is to express their mutual intention of promoting the textile park to the right entrepreneurs and investors.

This MoU was signed in the august presence of Piyush Goyal - Union Hon'ble Minister of Textiles, Commerce and Industry, Consumer Affairs, Food, and Public Distribution; Eknath Shinde - Hon'ble Chief Minister of Maharashtra; Devendra Fadnavis - Hon'ble Dy Chief Minister; Uday Samat - Hon'ble Industries Minister; and Dr Harshdeep Kamble - Principal Secretary of Industries, Mumbai, along with a battery of ministers and government officials.

VIA is delighted to be part of promoting the 'PM Mitra Park' - the flagship project of India for the growth of textiles within Vidarbha, at the Amravati Textile Park.

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LEW ELECTS RASHMI KULKARNI AS NEW CHAIRPERSON, YOGITA DESHMUKH AS SECRETARY FOR 2023-24



The installation ceremony of VIA LEW's new team for 2023-24 was held at the VIA Auditorium, Nagpur where Rashmi Kulkarni was unanimously elected as the new Chairperson and Yogita Deshmukh was elected as the new Secretary.

The committee members are as follows:

- Founder Chairperson - Sarala Kamdar
- Advisory Committee - Prafullata Rode, Sarita Pawar and Madhubala Singh
- Immd Past Chairperson - Poonam Lala
- Past Chairpersons - Chitra Parate, Y Ramani, Neelam Bowade, Anjali Gupta, Dr Anita Rao, Vandana Sharma, Shachi Mallick, Reeta Lanjewar and Manisha Bawankar
- Vice Chairpersons - Indu Kshirsagar and Shikha Khare
- Treasurer - Poonam Gupta
- EC Members - Sania Ramchandani, Amandeep Kaur Sehemi, Kalyani Hinganikar and Tejal Rakshamwar

Rashmi Kulkarni expressed her gratitude to

the members present for showing faith in her as the newly elected chairperson for 2023-24. "This year, we will be planning activities based on the promotion of government schemes, providing a platform to aspiring women, and connecting them to grow and scale up their business activities with LEW", she said.

In the welcome address, Poonam Lala shared her 2-year experience as the Chairperson of the Wing; she highlighted the major events conducted during her tenure which boosted the morale of existing as well as aspiring women entrepreneurs.

Suresh Agrawal - Past President of VIA and Coordinator of VIA LEW, announced the names of the new team. "The LEW team has done so well since its inception and I've seen tremendous progress in their ventures", he shared, while appreciating LEW's learning programs based on current industry scenarios and trends.

Vishal Agrawal - President of VIA congratulated the new team and shared his success story. He advised the women to focus more on marketing and communication for the growth of their business. "The new team will be working for the growth and development of aspiring and existing women entrepreneurs", he added.

The event was attended by LEW members, women entrepreneurs, and start-ups.

VIA NEW MEMBER PROFILE

VIA welcomes Its Newest Members to the Association

VIKRAM MAHESH PARIKH DIRECTOR

Rudraksha Allied Chemical Pvt. Ltd., B-3, /5 & 6 Yashodeep Apartment, Rahate Colony, Wardha Road, Nagpur-440022.

HARSH VIJAYWARGI DIRECTOR

Vsons Technocrats Pvt. Ltd., Keshav Complex

Block No. 2, 2nd Floor, 10 No. Pulia, Kamptee Road, Nagpur-440004 (M.s.).

AJITKUMAR BHARTIA DIRECTOR

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EXPENSIVE TOMATOES STRAIN THE INDIAN ECONOMY



Dr. TEJINDER SINGH RAWAL
Chartered Accountant

India is facing a severe tomato crisis that has led to soaring food inflation, with prices of vegetables surging over 400% in certain cases. Tomatoes are a staple ingredient in Indian cuisine and are valued not only for their culinary uses but also for their nutritional benefits. However, this crisis has disrupted the household budgets of many Indians, creating a significant imbalance in the food market.

We can attribute the crisis to several factors that have collectively affected tomato production and supply in the country. The unseasonal rains have wreaked havoc on tomato crops in various regions, causing widespread flooding and damage. As a result, the supply of tomatoes has plummeted, leading to a sharp increase in prices.

Tomato crops in India have suffered large losses due to an outbreak of fusarium wilt. The disease has further reduced the availability of tomatoes, exacerbating the crisis.

The lack of adequate infrastructure has made it challenging to transport tomatoes from rural areas to markets efficiently. This logistical hurdle has contributed to the spike in tomato prices, as consumers are compelled to pay a premium for this essential vegetable.

Another factor that has aggravated the crisis is profiteering by traders. In areas unaffected by the crisis, vendors have raised prices opportunistically, resulting in a pan-India surge in tomato prices.

The consequences of this tomato crisis have extended beyond just tomatoes themselves. The high cost of tomatoes has prompted consumers to opt for more expensive

substitutes, causing a ripple effect on other food prices. This has led to an overall increase in food inflation, reaching a two-year high.

To combat the crisis, the government has implemented measures such as importing tomatoes from China and Turkey. However, this approach may not fully address the core issue, which lies in the distribution of tomatoes rather than a shortage of produce.

To find innovative solutions, the Ministry of Consumer Affairs launched the 'Tomato Grand Challenge' on June 30, 2023 - inviting students, research scholars, and the industry to a hackathon. The aim is to generate ideas that can enhance the tomato value chain and ensure the availability of tomatoes at affordable prices. This appears to be a mere public relations manoeuvre, which is ill-received in times of crisis.

While short-term measures like importing and subsidising transportation can provide temporary relief, the government must focus on long-term solutions. This includes investing in rural infrastructure and encouraging crop diversification to improve transportation and reduce farmers' vulnerability to market fluctuations.

Research and development efforts should be intensified to develop more resistant varieties of tomatoes, safeguarding farmers from potential diseases and pests that may affect future crops.

The ongoing tomato crisis serves as a stark reminder of the significance of food security. Rising food prices can severely affect low-income households, making it imperative for the government to address the underlying issues and promote sustainable agricultural practices.

The restaurant industry has also felt the repercussions of the tomato crisis, with many

establishments forced to either increase prices or eliminate tomatoes from their menus.

This scarcity of tomatoes has also sparked an upswing in demand for tomato substitutes like ketchup and salsa, as consumers seek alternatives to meet their culinary needs.

The tomato crisis in India is undoubtedly a complex problem, but with a strategic combination of short-term relief and long-term solutions, the government can work towards stabilizing food prices and ensuring access to affordable and nutritious food for all citizens.

The incredible achievements of India's space missions have sparked curiosity and admiration globally, highlighting the country's technological prowess. However, it also sheds light on the existing disparities and infrastructural shortcomings that hinder efficient domestic transportation and distribution of essential commodities like tomatoes. Addressing these challenges remains a crucial task for the nation's development and progress.

The author is a Chartered Accountant, economist and thinker. He can be reached at tsrawal@tsrawal.com

INTERACTION WITH RENEW POWER



Senior office bearers from VIA and Laxminarayan Institute of Technology Alumni Association (LITAA) interacted with top officials of ReNew Power - a renewal energy company, at LIT in Nagpur, to explain to them the favourable business environment and industrial eco-system of Vidarbha, consisting of the availability of electricity, water, manpower, essential raw material required for manufacturing, and the multitude of opportunities in various sectors.

The ReNew Power team showed interest to invest \$2.2 billion (₹18,000 crores approx) to set up one of the largest manufacturing units of metallurgical grade silicon (mg-Si), polysilicon and Ingot-Wafer in Nagpur.

This investment is historic in many ways as it brings highly sophisticated manufacturing technology and process to Maharashtra,

especially in the solar energy sector, which will benefit Vidarbha. This will also lead to the creation of more than 8,000 direct jobs. Moreover, it will promote many ancillary units in the steel, electrical and electronics, mineral, and chemical sectors.

The ReNew Power team included Markus Sickmoeller - President of Solar Manufacturing Business; Rabindra Satpathy - Advisor of Manufacturing Business, Nandan Bhakuni - Asst. Vice President (Operations) of Solar Manufacturing Business, and Sourabh Kumar - Asst. General Manager (Strategy and Finance) of Manufacturing Business.

The team from VIA included Suresh Rathi - IPP of VIA, Girish Deodhar - Chairman of VIA MSME Forum, R B Goenka - former VP of VIA, Girdhari Mantri, Rashmi Kulkarni, Naresh Agrawal, and Shree Jamdar. LITAA was represented by Dr Raju Mankar - Director, Ajay Deshpande - Past Chairman, Ramesh Tarale - Vice Chairman, Utkarsh Khopkar - Secretary, Dr Sugandha Garway - Jt Secretary, Sunil Mundhara - EC Member, Abhay Nafade - Project Director Pilot Plant, Shrikant Gudhade - Director of GEM, Rakesh Gupta - Director Incubation Center, and Manoj Kharkar.



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MINING AND MINERALS: BIG STRENGTH OF VIDARBHA



PRADEEP MAHESHWARI
Strategist
Natural Resources

MSMEs based on mining and minerals processing must be promoted as the top priority in 5 districts of Vidarbha, namely Gadchiroli, Chandrapur, Bhandara, Yavatmal, and Nagpur. Their huge mineral strength must be capitalised in the interest of local youth and entrepreneurs. Each district will get employment and revenue boost, ultimately helping the state government. Large steel plants are coming at Gadchiroli and Chandrapur, where these MSMEs can sell their entire production easily.

Environment and pollution: These issues must be different for districts, based on population, HDI (Human Development Index), and employment opportunities. Small taluka and villages that are not much affected by environmental issues must be encouraged for mining and processing near mines. This way imports can be reduced. State and central government must coordinate on this.

Investment-friendly mining policy: Looking at rural employment numbers in MGNREGA, mining must be promoted for assured round-the-year employment. Here mining and environment building must be seen as double employment-generating opportunities. Both can continue simultaneously. With steel-aluminium EV battery production on top of the government agenda, a well-prepared policy in consultation with all stakeholders is a must.

Railways must support bulk mining: Giving a 15-20% freight discount to users of Vidarbha's minerals will ensure viability and equal pricing with bulk imports ultimately helping cut imports, thus saving huge forex outgo. Most of the minerals in Vidarbha are in bulk

where movements by rail must be preferred. The state has at least 5 large integrated steel plants, using millions of tonnes of minerals, which is a good opportunity for the railway's freight division.

The state must declare minerals processing zones in 3 districts: This would ensure the maximum possible value additions near the mines. It will be promoted by giving maximum relaxation and comfort of incentives to attract large investments in this field. Processed minerals are a critical input for many important sectors. All concessions are quickly recovered, 7-10 times the value additions in processing. Gadchiroli should be declared as a steel processing zone, Bhandara a ferroalloy processing zone, and Yavatmal a lime dolomite processing zone.

Funds for modernisation and technology upgradation: They are a must for existing mineral processing units, from Rs. 10 lakhs to Rs. 1 crore at lower rates of interest. State and central government must ensure the availability of the best equipment for pollution control, high-quality products, and mechanisation of processes.

Opening of new mining areas: Large investments in steel, cement or chemicals need minerals with uninterrupted supply. For this, more areas need to be opened on priority. Pollution and environmental issues must be based on population; small districts must be given easy permission to start mining. The state must raise this with the central government. Many potential areas in forests must be opened with the creation of new forest areas. Underground mining is costly and must be promoted with incentives.

Coal and minerals nearby in Vidarbha: In the entire country, there are only a few districts in Vidarbha where coal and minerals are so nearby; this must be seen as huge strength for MSMEs, employment and revenue for the

state government. Coal is still considered the cheapest fuel and must be made available in sufficient quantities as per industry requirements where strict laws must be implemented to stop its black marketing.

Mineral imports must be reduced in Maharashtra:

Iron ore in Gadchiroli, doubling of manganese production by MOIL, and opening of commercial coal mining - these are visible opportunities for the government to invest in friendly policies where imports of raw and processed minerals can be reduced substantially. Moreover, import duties can be increased to boost the state's revenue on many fronts. Expected steel

production in Maharashtra is around 20 MMTPA by the next 5 years. It may need 80 MMTPA minerals available in Vidarbha.

Land and infrastructure in minerals processing zones:

They must be developed suitably and made available at reasonable rates to ensure more entrepreneurs come where maximum direct/indirect employment can be generated.

Here, unskilled workers with work experience can become skilled in a short time. The

government must proactively ensure that the large MoUs signed recently worth Rs 1 lakh crores in mineral-related areas, all come to Vidarbha.

NEW GENERATION MUST LEARN IR SKILL



Dr. SURESH PANDILWAR

Co-chairman
VIA HRD Forum

I have noticed that for the last 12-13 years, the new generation of MBA graduates with HR specialisation isn't interested in Industrial Relations (IR) despite having a keen interest in HR. An HR generalist typically undertakes a broad range of HR-related responsibilities rather than specialising in one line of work. They cover most HR functions, including talent attraction, hiring, training and development, employee engagement through CSR, performance management, and compensation and benefits. HR generalists also support HR leaders in making staff-related decisions and are involved in every aspect of the staff-employee life cycle. Their day-to-day priorities and responsibilities are largely shaped by the needs of the organisation.

Most young executives prefer the soft-HR domain because of the perception of IR. They associate it with conflicts, union negotiations, labour disputes, and disciplinary action. They prefer areas that are perceived as more positive and proactive. It's also their misconception that IR isn't strategic and will

not help them reach leadership roles. Further, young management graduates perceive that IR jobs are not rewarding. They don't want to "dirty their hands" with tough IR situations. There is also a perception among young HR professionals that IR is not meant for those who have graduated from top colleges.

However, in my opinion, if someone wants to be an excellent HR leader in a large-scale industry, they must know IR. They must remember and verify that all big HR leaders once started their careers in IR. Professionals who have worked in IR have a good understanding of the business functions, culture, and workmen's behaviour. Subsequently, these skills help in maintaining effective industrial relations.

IR skills that the new generation should acquire are understanding the basics of labour legislations which are related to workmen's protection; discipline and disciplinary action; and laws governing safety, welfare, and health. Besides this, the new generation should not forget that a major portion of the workforce is contract labour, and their issues are not on priority. So, to manage permanent workmen, contract labour industrial relations skills are very much required in this workforce management ecosystem.

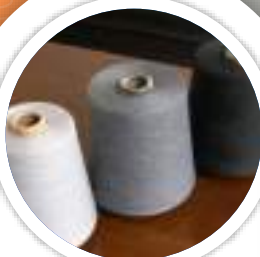


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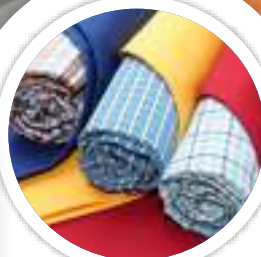
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MANAGEMENT MATTERS: HUMAN RESOURCES OR HUMAN RELATIONS?



**DR. SMITA SINGH
(DABHOLKAR)**

Associate Professor
HR and OB
IMT Nagpur

Last month when I was going to Lonavala to be part of a two-day capacity-building program for the senior managers of a PSU, I travelled with Mr Samir Dewoolkar, a senior manager with that organisation. For academicians like us, it's always a treat to meet practitioners. When theory meets practice, there's a unique exchange of ideas, new learning, and a sense of fulfilment. This time too, I had a great time talking to this senior HR, who was seamlessly talking about the HR function from the relationship-management perspective. While we were conversing and discussing different aspects of the HR function, he stopped for a while and said, "I don't know why but still, by and large, we use the term 'Human Resources'; the moment we say 'Resources', it means it's something that can be consumed or used. However, when you say 'Human Relations', it means something quite different." His comment immediately struck a chord with me. I am sure many of us who use the term may have toyed with renaming it and using it more often.

In the broader sense, HR is not a function specific to a department. Yes, some departments need to do recruitment and selection, appraisals, compensation management, training etc. However, it can still be called something else, so why not 'Human Relations Management'? Human Relations Management has to be the approach towards management of the workforce, the talent. It should be the pre-requisite mindset of every manager, the mental model for everybody dealing with the talent force of the organisation. The question is, will changing the term change everything?

Although not everything, it can change a few things. If the purpose is "relationship management", all the actions and behaviours in the organisation will be around managing relations and hence the "people" element will gain supreme importance. For example, an employee has been underperforming for a while. You need to re-examine their competencies and take a call based on that or consider other alternatives. When you call this function or approach 'Human Relations,' you'll focus on minimising the impact on that individual at the end of the day. After all, the employees - the organisation's talent - take it from level A to level B.

Although the organisation is not full of irrelevant people who may not be of great value to it, a few sets of people need to be dealt with differently. However, when the organisational behaviour displayed by those in positional power categorically lacks the 'Relationship' approach, it harms the organisation's image and perception beyond repair. When the 'Human' and 'Humane Relations' practice is missing, it hurts the employee that the organisation intends to punish or penalise and disturbs the entire emotional environment. Even in the context of the traditional term 'Resources', 'Human' is the most important of all resources available to the organisation. If it's not managed with complete sensitivity and care, one can't have much hope for the rest of the resources. Many organisations may have started using 'Human Relations' or a synonymous term. Still, pausing and reflecting upon whether it's only in letter or spirit is a good idea.



Y "The future belongs to those who learn more skills and combine them in creative ways"

Robert Greene



STATE GOVERNMENT TO IMPLEMENT COMPREHENSIVE INDUSTRIAL DEVELOPMENT POLICY



The 'Comprehensive Development Control and Promotion Regulation-2023 (CDCPR)' has been prepared by the Maharashtra government to give a boost to the industries. The Hon'ble State Industry Minister Uday Samant said that this regulation is beneficial for the industry and is the comprehensive industrial development policy of the state.

A workshop on CDCPR of MIDC was organized at Hotel Center Point, Nagpur. The workshop was inaugurated by the Industry

Minister. Dr Vipin Sharma - CEO of MIDC, officials of the MIDC Association, and entrepreneurs were present in large numbers on the occasion.

"This workshop, being organized in the sub-capital through MIDC, is a matter of honour for the district as well as for Vidarbha. This manual is useful for the growth of new entrepreneurs; keeping in mind their needs, the CDCPR has been created for industrial growth in MIDC" - Samant informed.

The 'One Window Scheme' will be effectively implemented so that entrepreneurs and manufacturers can set up their industries easily. Through this, the necessary permits required for the industry will be given to the entrepreneurs within 30 days. In terms of the development of new industries in the state, all-out efforts are being made by the government and Maharashtra is also at top in foreign investment.

VIA DELEGATES WISH BABUJI ON HIS 90TH BIRTHDAY



On 5th August 2023, the 90'th birthday of VIA patron and Past President Basant Lal Shaw (Babuji) - Chairman of Jayaswal Neco, Nagpur, a team of VIA senior members including NK Sarda, Pravin Tapadia, Anil Parakh, Girdhari Mantri, Rajay Surana, BK Agrawal, Verma, and CA Sandeep Bhatta wished Babuji a healthy and peaceful life. He blessed the delegates to achieve great heights and set new milestones for younger generations. On the occasion, Ramesh Jayaswal was also present.

INDUSTRIALISTS MEET EAC TEAM AT VIA



With a view to making Maharashtra a trillion-dollar economy, Hon'ble DCM of Maharashtra Devendra Fadnavis appointed the Economic Advisory Council EAC to research the industrial prospects of Vidarbha with a particular focus on issues related to agriculture, banking, engineering and education.

The EAC team, including Rajamayoor Sharma - Head of EAC, and Malti Gupta - Consultant, interacted with the senior office bearers of VIA and the industrial fraternity to better understand the Vidarbha region. They shared the status and key highlights of the "Maharashtra Economic Advisory Council Report", showcasing the sector-wise development of Maharashtra with a special focus on the growth of Vidarbha. Earlier,

the EAC team visited VIA on 21st February 2023 to discuss the formation and role of the committee with VIA members. This meeting was convened under the chairmanship of Natarajan Chandrasekaran - Principal of Tata Strategic Management Group (TSMG), who also heads the EAC.

On the occasion, VIA stalwarts shared their views on various sectors: Suresh Rathi - Immd. Past President of VIA, Vishal Agrawal - President of VIA and Ashish Doshi - Hon. Secretary of VIA on the industry, Shashikant Choudhary and Sachin Suri from Crop Data Tech on start-ups and the industry; Alok Kr Singh and Dr Shivaji Dhawad - IIM Nagpur on education and start-ups; Gaurav Agrawala from 'Tathastu' on tourism; Pankaj Bakshi on coal and mines; Anil Chandak on industrial plots at MIDC; Girdhari Mantri on solar panels; Girish Deodhar on MSMEs; L N Kaushik and R G Mukundewar on textile; and Sudhir Agrawal on logistics.

Lastly, the EAC team expressed their gratitude to VIA for all its support and cooperation it extended in making their report more viable.

VIA REPRESENTATIONS – JULY 2023

14TH JULY

**The Managing Director
Maharashtra State Electricity Distribution
Company Limited (MSEDCL), Prakashgad, Mumbai.**

Difficulties faced by industries due to unwarranted rejection of new connection/load enhancement and the request for review of pending applications.

14TH JULY

**Eknath Shinde,
Hon'ble Chief Minister, Government of
Maharashtra, Mantralaya, Mumbai.**

The signing of MOU for promoting PM MITRA at Amravati Textile Park.

26TH JULY

**The Chairman,
Nagpur and Wardha District Mathadi and
Unprotected Labour Board, Lotus Plaza,
Near Old VCA Stadium, Civil Lines, Nagpur –
440001.**

Hon'ble High Court of Nagpur Bench passed an Order in Writ Petition No.2329 of 2018 (Vidarbha Industries Association V/s. Nagpur and Wardha District Mathadi and Unprotected Labour Board) dated 26th Oct 2018, in favour of VIA and various other petitioners and PIL filed, which clearly states that Mathadi labour should be available at public railway siding "round-the-clock".

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EMPOWERING INDUSTRIES IN NAGPUR: A GAME-CHANGING PARTNERSHIP FOR SKILLS AND EMPLOYMENT



MANISH KUDALE
Skill Development
GOI Nagpur

The Skills, Employment, Entrepreneurship, and Innovation Department is delighted to announce a groundbreaking collaboration with VIA, Nagpur's largest industry association. Together, under the guidance of Hon'ble DCM Shri. Devendra Fadnavis ji and Hon'ble Skill Development Minister Shri. Mangal Prabhat Lodha ji, and under the leadership of Hon'ble District Collector Dr. Vipin (IAS), we aim to revolutionize skill development, employment, and entrepreneurship opportunities. By signing an MoU during one of the biggest industry meets, we will mark an exciting chapter in the growth and development of Nagpur's industries.

UNLOCKING A WIDE RANGE OF BENEFITS

By signing the MoU, the industries in Nagpur can unlock a host of benefits that will shape their growth and development. These benefits include:

Access to a wide pool of job seekers: Gain access to a vast talent pool of job seekers registered with the government, ensuring a diverse range of skilled individuals for your industry's workforce.

Streamlined hiring: Benefit from various opportunities like online/offline job fairs, Rojgar Melawa, and industry campus interviews; enabling efficient and effective recruitment.

Industry-linked Skill Development Program: Under ILSDP, government-funded training centres can be established inside

industries to train the workforce as per their requirement.

Cost savings: Reduce recruitment and advertising expenses by utilizing the comprehensive talent pool available through government channels.

Aligned skill sets: Connect with candidates possessing specific skills aligned with your industry's requirements, ensuring a well-trained and job-ready workforce.

Enhanced job matching efficiency: Utilize innovative tools and technology to match job seekers with suitable job roles quickly and effectively.

Improved access to government machinery: Enjoy improved and well-structured accessibility to government machinery, including beneficial data and resources to support your industry's growth.

Strengthened soft power and branding: Demonstrate your industry's commitment to social responsibility by actively supporting employment and skill development initiatives, enhancing your reputation as a socially conscious entity.

We appeal to all VIA members to join us in signing this MoU for a prosperous future. This signing, on 17th September 2023, will signify a remarkable milestone in the growth and development of Nagpur's industries. By unlocking a wide range of benefits, industries can accelerate their progress, contribute to the betterment of society, and shape a prosperous future for Nagpur.

For further information, please contact Manish Kudale at 9324288721 and kindly fill out the Google form at <https://rb.gy/bq0ex>.

8 TYPES OF PERSONALITY TRAITS



CA HEMANT LODH

Human personalities are as diverse as the animal kingdom itself. Just like animals exhibit various characteristics and behaviours, individuals possess distinct personality types. In this article, we will explore eight different personality types, comparing them to animals that embody similar traits. Understanding these personality types can help us better comprehend ourselves and the people around us.

1. INACTIVE - THE SLOTH

Sloths are known for their slow-moving and relaxed nature. Similarly, individuals with inactive personalities prefer a slower pace, often finding comfort in leisurely activities. They tend to be content with a more laid-back lifestyle, valuing tranquillity and relaxation.

2. REACTIVE - THE CHAMELEON

Chameleons adapt and change their colours to blend in with their surroundings. Likewise, individuals with reactive personalities are highly responsive to external stimuli and easily adapt to different situations. They possess a keen ability to adjust their behaviour and attitudes according to the circumstances.

3. NEGATIVE - THE VULTURE

Vultures are often associated with scavenging and gloomy environments. Similarly, individuals with a negative personality tend to focus on unfavourable aspects of life, often dwelling on past failures or setbacks. They may struggle to see the positive side of situations and may be prone to pessimism.

4. ACTIVE - THE CHEETAH

Known for their speed and agility, cheetahs are always on the move, displaying high levels of energy. Individuals with an active personality are dynamic, driven, and constantly seeking new challenges and opportunities. They thrive in fast-paced environments and are adept at multitasking.

5. DIPLOMATIC - THE SWAN

Swans are graceful creatures known for their calm demeanour and elegance. Similarly, individuals with diplomatic personalities possess excellent interpersonal skills and are skilled at navigating conflicts and negotiations. They have a natural ability to maintain composure in tense situations and find diplomatic solutions.

6. PROBLEMATIC - THE HYENA

Hyenas are often associated with disruptive behaviour and chaotic laughter. Individuals with problematic personalities may exhibit challenging traits such as being argumentative, confrontational, or disruptive. They may struggle with impulsiveness and maintaining stable relationships.

7. UNPREDICTABLE - THE OCTOPUS

Octopuses are incredibly adaptive creatures, capable of transforming their appearance and behaviour to suit their needs. Similarly, individuals with unpredictable personalities may exhibit a wide range of behaviours and emotions, making it challenging to anticipate their reactions or actions accurately.

8. PROACTIVE - THE ANT

Ants are diligent, organized, and possess a strong work ethic. Likewise, individuals with proactive personalities exhibit initiative, take charge, and are goal-oriented. They are self-starters, always seeking ways to improve and make a positive impact in their lives and the lives of others.

CONCLUSION

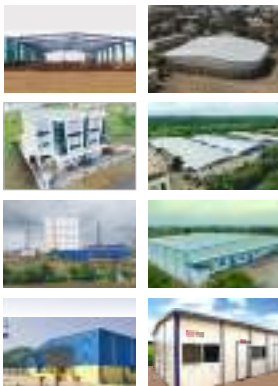
Understanding different personality types is vital for effective communication, cooperation, and personal growth. By associating these personality types with relevant animals, we gain a unique perspective on their distinct characteristics and behaviours. Remember that these personality types are not fixed labels but rather a way to gain insights into the various traits that make us who we are. Embracing and appreciating diversity in personalities can lead to more harmonious relationships and personal development.



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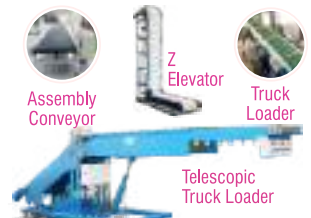
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COLD CHAINS FOR FOOD PRESERVATION IN VIDARBHA



“Vidarbha needs cold chains for food preservation. Nearly 1/3 of harvested food in India is wasted before consumption, valued in excess of Rs.1,50,000 crores per year. Vidarbha, with its logistic advantages, needs a series of cold chain facilities for food preservations with approved preservatives, so as to control losses on perishables and to meet the “Zero Hunger” target by 2030”, said Shyam Laddha - CEO of Vasudhara Dairy (Manufacturing outfit of Amul). He made these remarks during his keynote address as the chief guest at a seminar on the current trends in food preservation, organised by VIA Agro Food Processing and Rural Development Forum.

Dr Madhukar Bhotmange - Retd. HOD of Food Technology at LIT Nagpur, highlighted the role of natural food preservatives like common salt, sugar, and citric acid in food preservation. “Preservatives slow down the decomposition of food products caused by microbial contaminations, thereby enhancing their shelf-life”, he explained while giving a lecture on the preservatives applicable to secondary/tertiary processing of food products.

“Amongst available food preservatives, Potassium Metabisulfite (normally used for fresh fruits and vegetables), Potassium Sorbate (popular for bakery products), Sodium Benzoate (for acidic foods), Sodium Nitrite (as preservative and colour stabilizers in fish and meat products), Potassium Permanganate and Sodium Permanganate are in good demand

now”, said Sanjay Kulkarni - MD of Magnesia Chemicals, while speaking as the guest of honour.

“Potassium Permanganate and Sodium Permanganate are powerful oxidizing chemicals with versatile uses in the decontamination of fruits and vegetables; air purification; water treatment; aquaculture; and poultry, warehousing, and container fumigation, to name a few”, explained Dr Satish Jagtap - MD and Mathews Jacob - Director of Arista Chemicals during their joint presentation on the subject. Both compounds are also used as Ethylene scavengers in fruit ripening chambers, they added.

During the program, a few agro-food processing entrepreneurs, namely Kamal Narayan Seetha, Sagar Shah, Col Vinod Marwaha and Dr Anwar S Daud were felicitated by the chief guest for their outstanding contribution in the field.

Earlier, R B Goenka - former Vice President of VIA, shared his experiences about agro farming. Shachi Mallick - Convener of VIA Agro and Food Processing Forum and Kapil Sahoo - Project Director, jointly conducted the program. Kiran Gokhale proposed the vote of thanks. Prominently present were Laxmikant Padole, Sanjay Sinha, Dr Rina Saha, Dr Kirty Sirothia, Shipra Dixit, Aniruddha Ansingkar, Utkarsh Khopkar, Dr Sugandha Garway, Ajay Deshpande, Mukund Gadgil, Shrikant Gudadhe, Sunil Mundada, Siddharth Shah. Senior food processing industry professionals, entrepreneurs, representatives from NABL laboratories, and researchers in food preservations including faculty from reputed institutes like LIT, University Post Graduate Pharmacy Department, LAD, Tuli and Tirpude Institutes were also present.

Subsequently, the participants visited the Amul plant to understand various unit operations in the food processing industry.



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