



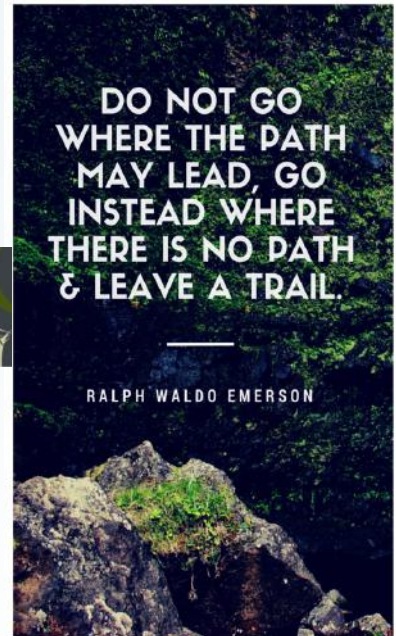
**MDI**  
MURSHIDABAD

Management  
Development  
Institute  
*An IFCI Initiative*

THE COMMUNIQUE SOCIETY

# INGENIUM

MARCH ISSUE



## Homegrown Newsletter's Dare2compete Debut

Dear Readers,

It's an exhilarating experience on the part of editorial committee while assembling the articles via a contest at the dare2compete website. The present issue stands distinct majorly characterized by unconventional and a vast array of topics entailing politics, economic, social and management. The committee members were independently working on the present issue by sticking their neck out and experimenting with ideas that can add novelty to it. We have received almost 23 articles out of 33 registrations and 50 players which itself is a phenomenal response. The committee could arrive at 4 articles that were weighed on different measures like content, confirmation to defined protocols, relevance in today's contest and English.

I would sincerely like to thank all the participants for showing intent co-operation and support. We would even expect same cooperation in the near future too. I salute the committee for their tireless effort which went behind the publication of such issue and their dedication towards novelty. Hopefully, the committee takes another leap by surfacing new set of ideas that can possibly add a different dimension to it in the forthcoming issue.

Thanking you.

Dr. Niharika Gaan,

(Supervisor, Editorial Committee-The Communique Society)

## Budget Xpress'16

A Post Budget Panel Discussion and Budget Presentation event known as *Budget Xpress'16* took place in MDI-Murshidabad on the 19th of March 2016. The event witnessed tremendous knowledge capital through Panel Discussions and students displayed their understanding of Budget in areas such as Rural Infrastructure and Agriculture, Education, Defense etc.

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### Special Feature

Emerging Trends  
in Food & Agri-  
Business around  
the World

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## Breaking the Budget 2016-17

### PANELISTS

1. Prof. Partha Basu (Ex Professor, IIT Kharagpur)
2. Mr. Soumen Sarkar, Branch Head, IDBI Bank
3. Mr. K. Marjit, GM, NABARD
4. Mr. Subhas Seraphim, DGM, NABARD
5. Prof. Sujit Basu, Ex-VC, Viswa Bharati & Ex-Director, MDI-Gurgaon [MODERATOR]

The Union Budget for 2016-17 can be treated as being progressive and time appropriate having announced a raft of measures, policies and reforms catering to nearly all the sections of the economy.

The topic for the panel discussion and presentation was on Impact of Union Budget 2016 on Macroeconomic aspects, Taxation Issues, Stock Market analysis, infrastructure, rural and agriculture sector, and reaction and views on an impact on the industry. Our director, Dr. Gurudas Gupta enlightened the students with the highlights of the budget 2016. With the belief of budget has a significant impact on each section of the society, he considered the budget to be overall good.

Wishing for much more such events to happen In the college, the discussion was declared open.

After the presentations by the participants, the discussion among the panellist was started with Prof.Sujit Basu who gave a brief idea about the impact of the budget on the people. He included topics like the establishment of colleges in various cities, LPG sanction, norms related to the pollution. He

The discussion was followed by Mr. Subhas Seraphim who threw light on the various types of taxes and cess prevailing in the budget. Overall the budget was considered to be good. However, the budget like every year brought pros and cons for each sector.





**MANAGEMENT DEVELOPMENT INSTITUTE, MURSHIDABAD**

*Presents*

## **Budget Xpress**

**Post Budget Panel Discussion**

INTERGROUP  
COMPETITION  
TOPICS :

1. AGRICULTURE, FARMER WELFARE & RURAL SECTOR
2. INFRASTRUCTURE
3. EDUCATION
4. TECHNOLOGY
5. DEFENSE
6. TAXATION

In the end of the event, the winners of the day were announced.

- Pratham Mittal, Nishat Alam Chaudhary and Pranay Raj Rathode won the first prize in the presentation on Agriculture and Farming welfare and Rural sector.
- Shubhro Chakrabarty, Aman Kumar, Surendra Khangwal & Akshay Agrwal won the second prize for Defense.
- Amit Kumar, Saurabh Gupta & Manish Pandey won the third prize for giving their inputs on the Education Sector.
- There was a special prize introduced by the judges for individual endeavors throughout the presentation, in which Shubhro Chakravarty & Amit

Kumar were given recognition for commendable speaking skills and were felicitated for the same.

To sum up, the event turned out to be a great success for the student body, esteemed guests and management of MDI-Murshidabad.



**EXCLUSIVE BUDGET EVENT**

**Event Reporter-Apoorva Rastogi**

## INTRODUCTION

Investment in various types of assets is an interesting activity that attracts people from all walks of life irrespective of their occupation; economic status, education and family background. The investors to satisfy their individual needs and help to achieve their investment goals do the investment.

Investing is about ensuring financial growth and security in the long term. These goals include liquidity, earning income, capital appreciation and much more in the same line. To achieve these goals in life, it is necessary to take steps at every income and age level to make a more efficient use of assets and ensure a secure financial future.

The investment goals of the investors can be achieved through the right allocation of investment, which again depends on investor's objectives, risk profile, time horizon over which investors want to achieve the financial and personal goals. The main investment objectives are increasing the rate of return and reducing the risk. The other objectives of safety, liquidity, and hedge against inflation can be the subsidiary objectives.

## Mutual Funds - An attractive destination for investment

### *Why Mutual Funds?*

A Mutual fund is a trust that pools together the resources of like-minded investors for investment in the capital market. By investing in the units of the mutual fund, the investor becomes a part owner of the assets of the mutual fund. When the value of the investments goes up, the return for the investor increases and vice versa. The net income earned on the funds, including unrealized capital appreciation, is shared amongst the investors (unit holders) in proportion to the number of units owned by them. Thus, mutual fund becomes the indirect vehicle for investors to invest in the capital markets. Mutual fund schemes are managed by respective Asset Management Companies (AMC). Different business groups/ financial institutions/ banks have sponsored these AMCs, either alone or in collaboration with reputed international firms.

Investments are spread across a wide cross-section of industries and sectors and thus the risk is reduced. Diversification reduces the risk because all stocks don't move in the same direction at the same time. One can achieve this diversification through a Mutual Fund with far less money than one can on his own.

Mutual Funds employ the services of skilled professionals who have years of experience to back them up. They use intensive research techniques to analyze each investment option for the potential of returns along with their risk levels to come up with the figures for performance that determine the suitability of any potential investment.

Potential Returns in the mutual funds are generally better than any other option in any other avenue over a reasonable period of time. People can pick their investment horizon and stay put in the chosen fund for the duration.

The Net Asset Value (NAV) of a mutual fund is the amount, which a unitholder would receive if the mutual fund were wound up. The NAV is calculated each day for the mutual fund units. This value is obtained by deducting the total liabilities of the fund from the closing market value of the holdings and dividing it by the number of units outstanding.

Liquidity is more in the case of Mutual Funds than any other investments. Fixed deposits with companies or in banks are usually not withdrawn prematurely because there is a penal clause attached to it. The investors of Mutual Funds can withdraw or redeem money at the Net Asset Value related prices in the open-end schemes. In closed-end schemes, the units can be transacted at the prevailing market price on a stock exchange.

Unlike the company fixed deposits, where there is little control with the investment being considered as unsecured debt from the legal point of view, the Mutual Fund industry is very well regulated. All investments have to be accounted for, decisions judiciously were taken. SEBI acts as a true watchdog in this case and can impose penalties on the AMCs at fault. The regulations, designed to protect the investors' interests are also implemented effectively.

Transparency is highly maintained in case of Mutual Funds. Being under a regulatory framework, mutual funds have to disclose their holdings, investment pattern and all the information that can be considered as material, before all investors.

Investment in mutual funds also offers a lot of flexibility with features such as regular investment plans, regular withdrawal plans, and dividend reinvestment plans to enable systematic investment or withdrawal of funds. Even the investors, who could otherwise not enter stock markets with low investible funds, can benefit from a portfolio comprising of high-priced stocks because they are purchased from pooled funds.

Mutual Funds are Affordable and basically are a Low-Cost affair. Mutual Funds offer a relatively less expensive way to invest when compared to other avenues such as capital market operations. The fee in terms of brokerages, custodial fees, and other management fees are substantially lower than other options and are directly linked to the performance of the scheme.

Apart from dividend, interest and capital appreciation, investors also stand to get a tax benefit from Mutual funds under Income Tax Act and Wealth Tax Act. Finding the right funds is important and investors can select funds with tax efficiency.

#### *Risk and Return of Mutual Funds*

Each mutual fund has different risks and rewards, as it comprises of different types of assets. The assets in the fund are placed to achieve the investment objectives of the fund. Moreover, all types of funds have some level of risk, which is compensated, by certain level of return. A close end fund has a fixed number of units outstanding and is open for specified

period whereas open-end fund units can be sold and brought continuously. Other than these types, mutual funds can be equity fund, debt fund, and hybrid fund. There is also Index funds, which replicates the benchmark indexes like S&P Nifty and BSE Sensex. The returns are approximately equal to the return on the index. Moreover, now days there are specialized funds getting popular which represent different sector of the economy such as banking, pharmacy, real estate, Information technology, etc.

Asset allocation concentrates on risk reduction in the fund through diversification. As the number of asset classes in a portfolio increase, the total risk of the portfolio decreases. Diversification is done to limit the effect of any individual asset on the performance of the fund. The diversification should be done between the asset class and within the asset class. So mutual fund includes different asset class such as stock, bonds, and other assets, as well as it is spread across different types of assets in the same class of asset. The main objective of this segmentation of investment is that each asset class performs differently under different market conditions.

The asset allocation is not a one-time activity; rather it is a continuous process. As the investors need to undergo changes whether in term of time horizon of investment, risk bearing capacity or other needs, the fund should also be revised to the changing needs of the investors. The market reacts to each and every change and the assets class too grows at a different rate of return and reacts to the market changes differently, so the funds are to be periodically revised or rebalanced to maintain the target asset mix. Rebalancing of the fund helps to reduce the volatility of the markets changing turns and twists.

#### **Conclusion**

*Mutual Funds as an investment vehicle have proved to be successful in handling the volatilities of the market. Moreover mutual funds are safe and well regulated. Understanding the risk-return classification of different asset class and matching it with the investor's objectives through asset allocation is only possible through the mutual fund. Therefore, in the changing market scenario, Mutual funds can become Mutual friends of the investors.*

-Dr. Pinku Paul ,  
Assistant Professor, MDI-Murshidabad

**"When people complain of your complexity, they fail to remember that they made fun of your simplicity."**

Michael Bassey Johnson



## THE SOCIAL CLAUSE

### Indian Societal Development: Are we really moving beyond Social Stigmas?

As India remains in the grip of a raging debate over rising intolerance in the country, it is the time we should ask ourselves, are we really progressing ahead? We aim for 7.4% economic growth in current fiscal year, we dream about stepping a step on the moon and becoming a superpower, whereas on the other side the nation has to witness cold-blooded murder of three well-known rationalist thinkers, the mob lynching at Dabri, killings of innocent Dalit children at Faridabad and celebrities talking about leaving our nation concerning their safety. According to home ministry data, over last 5 years, India has witnessed above 3,450 communal incidents, 540 people died and 10,500 were injured. Who were the victims and who were the culprits? Were all those 10,500 injured people directly or indirectly involved in the cause of chaos? Why should they suffer? What was there fault?

The only victim in all these is 'common man', who is supposedly basic building block of our national population. When we are not properly informed about something then provocative agents in society takes advantage of situation and misinform us about it. Even in 21st century nation is suffering from a phenomenon called 'social influence' which is described as blindly following opinions of public figures without applying their rational minds first.

Intolerance is not just something that has newly arisen in our society. Books and films are being banned as long as we remember, writers and artists are hounded and threatened by political groups historically. This is a global phenomenon, even world renowned astrophysicist Galileo was kept under house arrest until his death in 1962 for his views about rotation of earth which met with opposition within the Catholic Church at that time. Certain social changes can be acquainted with their own pace and need time to settle in the society. Social change, development, all these jargons can never be achieved by overnight. What we as a nation should aim for is sustainable growth and sustainable growth is impossible without integrating social factors in it. Replacing the paradigms cannot be done by mere tweets and marches. It is time to go beyond superficial engagement of politics and development. It is time, we, as individual citizens of this country unite together, revolutionize the mind-sets and move beyond conventional horizons.

**-Shrirang Halwe, DOMS-Indian Institute of Technology Delhi**

## An Insight on Markets & Infrastructure

### *Infrastructure*

**Jaitley:** We have speeded up the process of road construction. I have proposed an allocation of Rs55,000 crore in the budget for roads and highways.

**Shaurya kataria:** During the current regime we have seen an uptick in highway construction but difficulties in implementation remain with the Land Acquisition Bill still languishing in the Upper House.

**Jaitley:** 10 of the 25 non-functional air strips with the Airport Authority of India will also be developed.

**Shaurya kataria:** While the initiative is welcome, there will be a need to support the development of low-cost regional airlines to operationalise the new airports and realise real benefits in the long run.

**Jaitley:** I would like to announce three new initiatives to reinvigorate this (private) sector.

**Shaurya kataria:** Significant announcements to boost private investment in infrastructure. The limited scope for renegotiation of concession agreements, in particular, has been a cause of concern for a while now.

### *Markets*

**Jaitley:** Rate of securities transaction tax in case of 'options' is proposed to be increased from .017% to .05%.

**Shaurya kataria:** In a country where the retail participation is very low, STT is a regressive step. Increasing the STT may be good for government purse but a bad one for capital markets.

### *Conclusion*

It is difficult to draw conclusions without looking at the expenditure budget. However the main positive I can see in this budget speech is the overall focus on the rural economy and agricultural infrastructures like irrigation.

However, in the current tenure of NDA government, there has been a lot of positive announcements in terms of plans and schemes. But their effects are yet to be felt the on ground. The manufacturing sector also has little to celebrate. Broadly speaking, the spending allocations seem to be difficult to achieve having the fiscal deficit red line at 3.5%.

**THE DESIRE  
TO CREATE IS ONE  
OF THE DEEPEST  
YEARNINGS OF  
THE HUMAN SOUL**

DIETER F UCHTDORF

A POINT OF VIEW

-Shaurya Kataria, MDI-Murshidabad



COME ON INDIA GO  
STARTUP

## The Budget for Startups

*The prominent features which are being widely discussed are:*

1. Easier and swifter registration of companies: Red-tapism and huge documentation work are the two complaints that mostly come from a new company registrars. Hence, registration of company in a day is the first step towards it
2. The most important announcement is 100% deduction of tax on profits for 3 years. Only new start-ups set up in or after 2016 can avail of the three-year tax holiday announced in the budget, but their profits could still be subject to MAT (Minimum Alternate Tax) i.e., the profits of such a start-up could be taxed at about 20 percent under MAT.
3. The angel investors, Venture Capitalists and Private Equity funds that have already invested in start-ups, have been ignored. A tax holiday is given for investors who would invest in new start-ups set up between April this year until March end in 2019. The holding period relating to exemption of capital gains tax applicable to long terms has also been reduced to two years, which was earlier three years. Capital gains won't have to be paid if the proceeds are invested in government-approved fund-of-funds or if an investor is a majority shareholder.
4. No major sops announced for the software product industry.
5. The decision to tax the royalty income from patents developed and filed in India at only 10% is a good initiative. This will certainly encourage companies to develop and file more IPR in the country
6. Taking the "Start-up India" action plan forward, the budget allocated Rs. 500 crore for SC/ST & Women entrepreneurs. The budget advocates making 2016 the year of entrepreneurship for SC/ST.
7. Digital start-ups are getting a big push. A digital repository will be created to store all kinds of certificates, including school/college leaving certificates, diplomas, awards and recognitions, etc will help in monetise the opportunities available.



**-Rajat Gupta, S.P. Jain Institute of Management & Research, Mumbai**



## SCM-Z Generation

*Embracing green supply chain in transportation*

Transportation is one of the largest sources of greenhouse emissions along with saving exhaustible resources. Companies need to develop energy efficient transportation operations, greatly enhance their logistics capabilities, move toward green product delivery with minimal delivery time and take a holistic view of supply chain compliance as in future their image in society shall depend not just on their own operations but greatly on their whole supply chain.

### Sourcing Optimization

Produce sustainable savings and reduce cycle times by optimizing strategic supplier relationships. With an effective Sourcing Optimization program, one could produce double-digit increases in savings while reducing cycle times, improving collaboration and mitigating risk across the procurement lifecycle.

The level of pollution will also be reduced if all non-defective returned goods are not sent back to the warehouse. The products can be tracked, all through the way, once collected from the customer. The tracking will help send the product directly to the new customer requesting for the same product. This helps in saving time, fuel and managing inventory with an eco-friendly approach.

*Embracing green supply chain through technology*

### Robotics

Robotics is an emerging technology in digital India, transforming global supply chain. It is coming in different forms such as Go-Cart robots, Highway pilots, autonomous trucks and ships (automated-guided-vehicle) and warehouse automation. Robots are easily integrated into existing manufacturing and distribution operations and deployed inexpensively. The net result would be lower cost, more flexible supply chains that are less risky.

### 3D Load Design

3D load design refers to software solutions that enable companies to build plans for mixed pallets, optimized pallet patterns, trailer and container loads that maximize vehicle/container capacity. This allows users to optimize load patterns by considering business rules and constraints, such as product dimensions/weight, axle position/weight, the center of gravity, stacking rules and other equipment characteristics. There are some software/toolkits available in the market such as 3D Load Packer, CubeDesigner, CubeMaster, etc with new configurations to include stacking rules such as single stack, max top weight, etc. Previously, 3D load designs were non-enterprise-class point solutions that were outside normal process flows, requiring manual execution.

**-Iti Sharma & Moudipa Sadhukhan, Xavier Institute of Management, Bhubaneswar**

LET'S SCM-Z<sup>★</sup>

- SMART
- CRUCIBLE
- MONETORY
- Z-GENERATION

◀ ORGANIZATION'S GOAL OF GOING GREEN REMAINS INCOMPLETE WITHOUT GOING BLUE. THE COMMITMENT OF ORGANIZATION'S SUPPLY CHAIN STAKEHOLDERS IS TO REDUCE THE CARBON FOOTPRINT, THROUGH EMBRACING NEW TECHNOLOGIES IN THE LOGISTICS BY OPTIMIZING SOURCES, INTRODUCING ROBOTICS AND ENHANCING DESIGN.



SUPPLY CHAIN  
TRANSCENDENCE

## PROBLEM

What happens at milk collection center is that a milk farmer goes there, gives a sample of milk to the collection center and according to the amount of fat content in the sample, billing is done to the milk farmer. The device used for measuring fat content is called electronic milk tester. It has been noticed in past one decade that there has been a lot of corruption in the working of milk collection center. Any person who has a little bit knowledge of micro controller, he can easily modulate the program of the controller that is there in the electronic milk tester. Thus the farmer gets cheated and due to this farmers tend to not to give their milk to the collection centers. Thus, this is creating a lot of disturbance in the supply chain of major dairy players such as Saras and Verka in Rajasthan and Punjab.

## Upgraded Electronic Milk Tester

The product Upgraded Electronic Milk Tester for which the b-plan has been developed is devised/developed by one of the team member of the group Akash Bhatia (as shown in the newspaper clipping)\*. This product is a revolutionary one and can be used to eradicate corruption prevalent in the milk collection centers. Also, it can create new customers by motivating other farmers to have a faith in this corruption free technology. Thus, a plan is designed keeping in mind the crucial situation of milk farmers nowadays, so that we can give them a stable and prosperous life and also start a profitable business. Stats from NDRI Karnal are used to find out the areas which are severely affected by the milk collection center's corruption. And based on the conditions of those areas, this b-plan is designed. Now to enhance faith among milk farmers about this new technology and business plan, a campaign based on the eye catchy tagline "Collection as pure and white as milk" is designed, which motivates the farmers to come out and give their milk to the collection centers having upgraded Electronic Milk Tester. Thus, this plan is not only a good profit making a deal, but also, it is taking care of the concerns of milk farmers. And if the concerns of milk farmers are eradicated, then we will be able to

balance the disturbed supply-chain of milk to the big milk giants such as Verka, Saras etc. India being the country with the highest production of milk in the world witness huge opportunities in the domestic market for milk products. It has been evident that the dairy products have made their presence in the market with a weight and require technological advancements to provide better services to customers. In this sector, the bottom of the pyramid, Milk Farmers, when provided technological assistance to this level will not only help them in transparent economic rewards but also instill pride to be engaged in their profession.

*To remove the technical glitch, I (Akash Bhatia) made a device Upgraded EMT (UEMT), for which I have research paper as well. This device is approved by NDRI Karnal and will be used in Rajasthan and Punjab in the coming months. This device will not only eradicate the corruption but also it will make the milk collection process cost effective. Thus, we will procure milk from UEMT in states of Rajasthan and Punjab because there is a lot of void in this particular sector and a good business can be made out of it.*

# दूध का सही रेट बताएगी नई डिवाइस

यूआईईटी स्टूडेंट्स ने तैयार की नई डिवाइस, डेयरी फार्मर्स के साथ ठगी की आशंका होगी कम

भारकर न्यूज़ | चंडीगढ़

एनालिसिस को दूध की सफाई करने वाले डेयरी फार्मर्स के साथ ठगी की आशंका कम होने जा रही है। यूआईईटी स्टूडेंट्स की ओर से बनाई गई नई डिवाइस से उनको दूध का सही रेट मिल सकेगा। फेट और एसएनएफ (एसएनएफ) आदि की निगारि करके मिलने वाले दूध के रेट की कैल्कुलेशन भी मौके पर हो मिलेगी। दूध का मात्रा, फेट और एसएनएफ बताने वाले इलेक्ट्रॉनिक मिल्क टेस्टर में एक और डिवाइस जोड़ कर एक नया उपकरण तैयार किया है पंजाब यूनिवर्सिटी स्थित यूआईईटी के स्टूडेंट्स ने। इसे स्टूडेंट्स ने इकोनॉमिकल एनालिसिस ऑफ इलेक्ट्रॉनिक मिल्क टेस्टिंग एंड इट्स मिनिंग विद इलेक्ट्रॉनिक कार्ड (इंफॉर्मेटिवी) नाम दिया है।

डेयरी सेक्टर में स्वीटनरफ और फेट की मेयुअल कैल्कुलेशन होती है। यह सम्मन्य राजस्थान और गुजरात में ज्यादा है। इस कैल्कुलेशन पर होने वाले विवाद की आशंका को खत्म करने के लिए ही यूआईईटी



बीटेक वर्ड इंटर के स्टूडेंट्स बकलदीप सिंह और अक्षय भाटिया।

में बीटेक वर्ड इंटर के स्टूडेंट्स आकाश भाटिया और बकलदीप सिंह ने लगभग तीन महीने काम किया। इससे संबंधित रिसर्च पेपर ऑनलाइन इंटरनेशनल जर्नल फॉर साइंटिफिक एंड इंजीनियरिंग रिसर्च में पब्लिश हुआ है। रिसर्च पेपर को स्टूडेंट्स ने अपने टीचर्स की राय से इंटरनेशनल जर्नल के लिए भेजा था। डिवाइस में मिल्क

कलेक्शन के समय माइक्रो कंट्रोलर को इलेक्ट्रॉनिक मिल्क टेस्टर के साथ जोड़ दिया जाएगा। इलेक्ट्रॉनिक मिल्क टेस्टर से दूध में मौजूद फेट और एसएनएफ की मात्रा का पता लगाने का जरिया है। बकलदीप और अमित की तकनीकी से माइक्रो कंट्रोलर के प्रोग्राम में ही फेट और एसएनएफ का रेट डाल दिया जाएगा। मीटर में दूध की मात्रा,

## दूध का फॉर्मूला और रेट

दूध में 85 परसेंट पानी, 6 परसेंट फेट, 9 परसेंट सोलियड गैट फेट (एसएनएफ) होता है। इसमें भी 3.5 परसेंट प्रोटीन, 4.5 लैक्टोज और 1.25 परसेंट मिनेरल होते हैं। शिटमिल वही को छोड़कर अन्य सभी शिटमिल इसमें होते हैं। क्ल परसेस मैथड में रिफ फेट ख रेट दिख जाया है जो गैस के दूध में ही संभव है। दू परसेस मैथड में फेट और एसएनएफ दोनों का रेट दिया जाता है। दू परसेस मैथड की काउंटिंग में बियकन आती है जो इस डिवाइस से संभव हो जाएगा।

फेट और एसएनएफ के हिसाब से कैल्कुलेशन करके इंफॉर्मेटिवी विल तैयार कर देगा। इनको होगा फायदा: पंजाब में 6000 के करीब प्रोसेसिंग फार्म हैं। पंजाब, हरियाणा, पश्चिमी उत्तर प्रदेश, महाराष्ट्र और गुजरात में भी प्रोसेसिंग फार्मर्स को संख्या काफी ज्यादा है जो मिल्क प्लांट को दूध सफाई करते हैं।

“  
TO LIVE A  
CREATIVE  
LIFE, WE  
MUST LOSE  
OUR FEAR  
OF BEING  
WRONG.”

JOSEPH CHILTON PEARCE

## \*Newspaper Clipping of a Hindi Daily-Bhaskar News

**Customer need:** Few milk farmers feel hesitant to go to milk collection centers because the process of billing is not 100% transparent. Therefore, they tend to sell their milk on their own to their customers. But this new technology will motivate new as well as exist farmers to sell out their milk. *This technology will also help in determining the quality of milk and the economic rewards can be scaled together so that interests of both the milk collection centers and milk farmers will be aligned properly.*

**Target areas:** As per stats of NDRI regarding where there is more corruption in milk centers, the target areas are identified. It is found that corruption and dishonesty are more prevalent in some particular tehsils and villages of the states of Rajasthan and Punjab are selected. So this new technol-

ogy will help the milk farmers of Rajasthan and Punjab.

**Current Implementation:** This technology is successfully running in Panchayawala (Jaipur Rural Constituency) and it is procuring milk for Goras Bhandar Jaipur.



-Aakash Bhatia, Indian Institute of Technology, Kharagpur

EMERGING TRENDS IN FOOD & AGRIBUSINESS AROUND THE WORLD

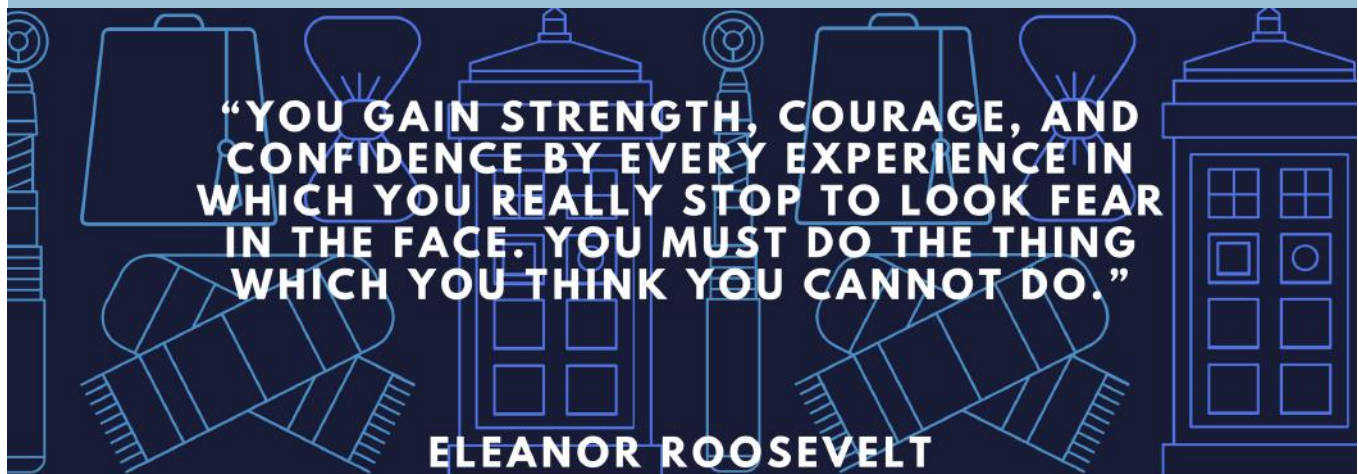
### GLIMPSE

Areas of under-diagnosis, non-standardized treatment, and poor prescription adherence. **Nano-Health is a social enterprise** specializing in chronic disease management that provides holistic managed care services to slum dwellers by creating local health networks and using innovative technology to bring cost-effective healthcare to their doorstep. It is founded by 5 alumni of Indian School of Business, with campuses at Hyderabad and Mohali.

## NanoHealth

The idea was to address chronic diseases faced by slum dwellers in urban areas and how one can reduce the cost. With 'Doc in the box', the service cost will be Rs. 90 per person. The two main areas of focus were the cardio-vascular diseases and diabetes. The project was tested at two locations – Anjaiah Nagar in Kondapur and another in Bihar to get a fair assumption of the results. "We screened around 582 people and 46 people are on the plan," says Manish. With not much time, the group partnered with Youth for Seva, an NGO which was already working in the area. "Trust is important to gain the confidence of people and we didn't have too much time. So we took the support of Youth for Seva in Hyderabad and the Rotary Club in Bihar," says Manish. The service aims to bring in the intervention at initial stages so that the problems of under diagnosis, poor treatment and poor compliance to the diseases can be avoided. As a primary care physician myself, I have seen patients with chronic diseases fall in-and-out of treatment, leading to disease aggravation. Tackling this issue of poor prescription compliance has been something that I have been very passionate about for several years. I am thrilled about the opportunity to create a social enterprise that will tackle this problem and create a sustained social impact.

-Sakshi Gandhi, MDI-Murshidabad



With Best Compliments,  
 Supervisor/Mentor– Dr. Niharika Gaan  
 & *Team Communique Society* of MDI-Murshidabad

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